

## Quarterly Insights on Mobile Consumer Behavior

4INFO Research Group, July 2011

---

This is the first whitepaper in a quarterly series from the 4INFO Research Group. We hope you will enjoy the initial insights contained here and continue to follow our research.

Sign up for updates at [www.adhaven.com/technology/research](http://www.adhaven.com/technology/research) or email [insights@4info.com](mailto:insights@4info.com). Any mistakes contained here are our own and we welcome your feedback!

### The Modern Mobile User

---

#### ***What Do Mobile Consumers Buy Online and Offline?***

One of the most basic questions in the mobile advertising space, “what does a mobile consumer do in the real world?” has never been answered, because there was no accurate way to track the correlation between mobile and online/offline behaviors without violating users’ privacy and anonymity rights. 4INFO’s data partnerships and relationships are built with user protection in mind. Instead of using the common industry practice of surveys we:

- Directly match mobile user information (1<sup>st</sup> party data) with online and offline data (3<sup>rd</sup> party data that includes demographics, shopping and purchase history, behavioral data, lifestyle segments, and much more)
- Assure complete anonymity of the mobile users in the segmentation and targeting
- Give marketers and channel partners that use AdHaven to sell mobile inventory the ability to actually find a user without wasting ad spend on inventory and users that don’t matter to them

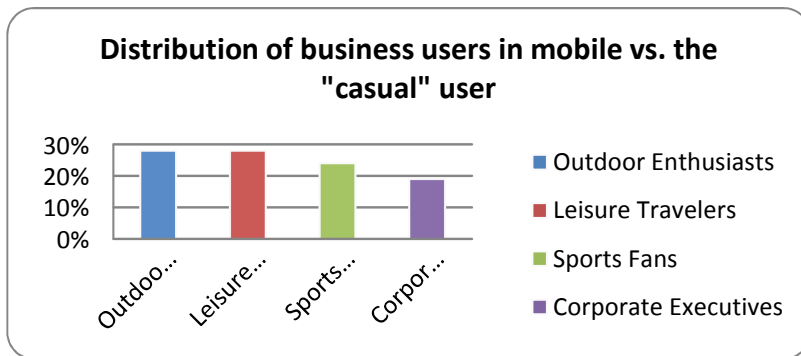
Our results demonstrate the unique relationship that a user has between his/her mobile and online/offline behavior. Some preliminary findings across several key markets reveal:

- Over 40% of the mobile audience makes purchases online (of any kind)
- 21% of the mobile audience are consumers of weight loss and supplement products
- Our mobile consumers are more likely to buy consumable goods, such as pet supplies, than they are to buy fashion apparel (and of those, nearly 60% of our audience purchase name brand pet supplies, like Purina, while 36% purchase specialty brands)



**What are the lifestyles and demographics of mobile users?**

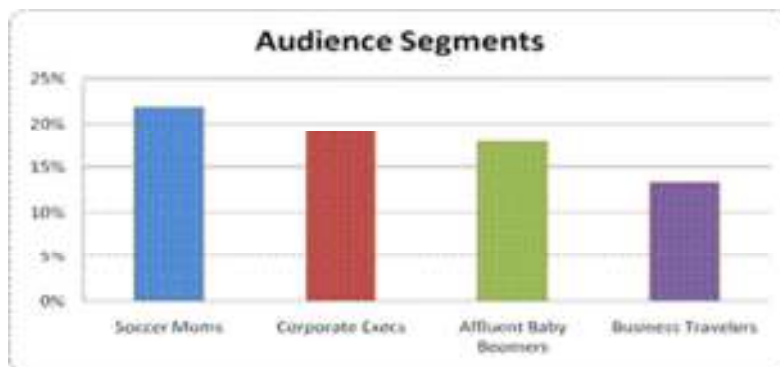
Another basic question that has historically been difficult to answer is: “Who are the primary consumers/users of mobile?” Handset type (iPhone vs Android vs Nokia) has been readily available, but that has been the extent of anything to date. Initially assumed to be business users, the introduction of user friendly smartphones such as the iPhone and Android devices have clearly shifted the balance of power to more than just a “blackberry” business profile. This power shift should be of unique interest to advertisers and the industry as we continue to refine the accuracy of mobile targeting.



As far as the demographics of the mobile audience, the correlations demonstrate some interesting highlights:

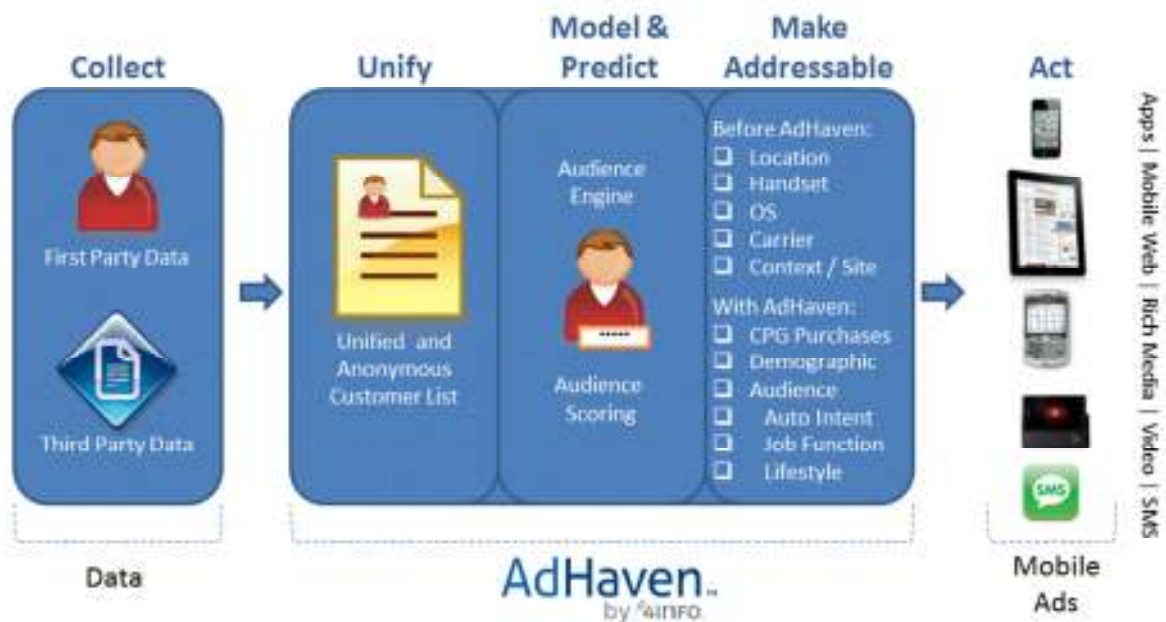
- 63% of the mobile audience have children at home
- 40% of the mobile audience are registered voters
- 82% reside in a single family home

Most surprisingly, our research shows that there are more soccer moms on mobile than business travelers:



## Finding the Right User at the Right Time and Right Place

Our data partnerships allow us to accurately target mobile ads to the right user at the right time and place, across any mobile channel: mobile web, applications, video, rich media, and SMS. We are leading the industry to ensure there are stricter privacy and opt-in controls than are available to the online ad market, in order to ensure user anonymity and privacy. According to the latest Nielsen numbers from Q2 2011, the AdHaven Audience Network reaches over 83mm unique users per month in mobile display and over 75mm active users in SMS – which gives us a huge data set. AdHaven is the only large-scale audience data set and targeting engine of its kind that exists in mobile.



For more info on some of our publically announced data partners integrated with AdHaven, please see:

- [Nielsen Catalina Solutions and 4INFO Form Alliance to Launch First-of-its-Kind Mobile Advertising Measurement Services](#)
- [4INFO and Datalogix Partner to Deliver Purchase-Based Mobile Audiences to Brand Advertisers](#)
- [Additional stories from MediaPost, TechCrunch, Mobile Marketer, and more](#)

## About AdHaven by 4INFO

---

AdHaven is the first and only mobile advertising platform to offer audience targeting at a large scale. AdHaven enables marketers to target thousands of specific audience segments in integrated 360-degree mobile campaigns across the mobile web, mobile apps, and SMS. Mobile advertising has been hampered by technology limitations that prevents other mobile ad networks from offering anything beyond contextual targeting on mobile devices. AdHaven pairs a proprietary network of more than 90 million mobile devices with third-party data partnerships, delivering targeted audiences at scale for the world's top agencies and brands. AdHaven is headquartered in San Mateo, CA with offices in Boston, Los Angeles and New York. For more visit <http://www.adhaven.com>

## Contact Us

---

Partner with AdHaven: Advertise on the AdHaven Audience Network, or become an AdHaven publisher to monetize your mobile properties.

Email us at [contact@adhaven.com](mailto:contact@adhaven.com)

Follow us on Twitter at [www.twitter.com/AdHaven](http://www.twitter.com/AdHaven)