

2013

10

Facts:
Gen Y + Mobile

An independent study on the mobile shopping behavior of
Princeton University students commissioned by NetElixir

NetElixirTM
search marketing solved

1

76% own a smart phone.

2

67% who own a smart phone use an **iPhone**.

A large, stylized blue number '3' is positioned on the left side of the image, set against a light orange background. The number is composed of two thick, rounded strokes.

The top uses for a mobile phone are texting & emailing.
Calling someone is THIRD.
Mobile searches is FIFTH.

A large, white number '4' is positioned on the right side of the image, set against a darker orange background. The number is composed of three thick, straight strokes.

30% of mobile purchases
are for **clothing**.

A large, stylized white number '5' is positioned on the left side of the image. It is set against a solid blue background that occupies the left half of the overall composition. The number is composed of thick white lines.

15% make at least **one**
mobile purchase a month.

A large, stylized orange number '6' is positioned on the right side of the image. It is set against a white background that occupies the right half of the overall composition. The number is composed of thick orange lines.

27% of mobile purchases
are for **electronics**.

A large, stylized blue number 7 is positioned on the left side of the image. It is composed of a horizontal top bar and a curved stem that tapers to a point at the bottom.

Convenience is
the number 1 reason to
shop on a mobile phone.

A large, stylized orange number 8 is positioned on the right side of the image. It is composed of two stacked circles with a horizontal bar connecting them in the middle.

Security concern
is the number 1 reason **NOT**
to shop on a mobile phone.

A horizontal dashed line with an arrowhead pointing to the right, located at the bottom of the page.

Security concern
is the number 1 reason **NOT**
to shop on a mobile phone.

A large, thick, orange number '9' is positioned on the left side of the image. A horizontal dashed line with arrows at both ends passes through the middle of the image, intersecting the top and bottom of the '9'.

Mobile AOV
(average order value) is
336% lower than online AOV.

A large, thick, white number '10' is positioned on the right side of the image, set against a solid blue background. The number '0' contains text. A horizontal dashed line with arrows at both ends passes through the middle of the image, intersecting the top and bottom of the '10'.

17 out of
every 100
mobile purchases
are for a **gift**.

Mobile Search Marketing Best Practices

X =


- Build a mobile search advertising plan that delivers **incremental value** over your existing search advertising program.
- Carefully structure and **regularly monitor your AdWords enhanced campaigns** to ensure efficient management.
- Boost keyword bids during **non-office hours**.
- Write **short ad copies with a strong call to action**.
If running a promotion, specify end date followed by !.
- Use **Mobile Seller Reviews**. Reviews boost CTR by 13%!
- Geo-fence using **location extensions**.
- Use **Click-to-call** feature in your ad listings.
- Lead the searchers to a **landing page optimized for mobile devices**.

About NetElixir



Fanatically Analytical
Search Marketing Enthusiasts
Technology Creators
Knowledge Sharers
Mobile Evangelists

The NetElixir team consists of a multitude of search marketing engineers, data scientists, technologists, and global operations managers who work around the clock, persistently gathering, computing, and formulating raw data and turning it into actionable insights for online retailers. We are consistently learning so we can develop cutting edge technology to improve digital marketing efforts across the globe.



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Demographics: 64% female, 35% male. Survey Period: December 5-20, 2012,
Number of undergrads that completed the survey: 755.

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