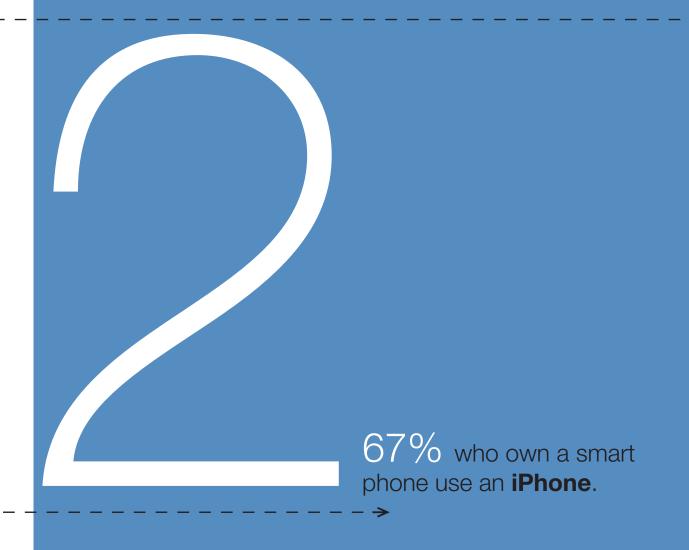
Facts: Gen Y + Mobile

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



76% own a smart phone.

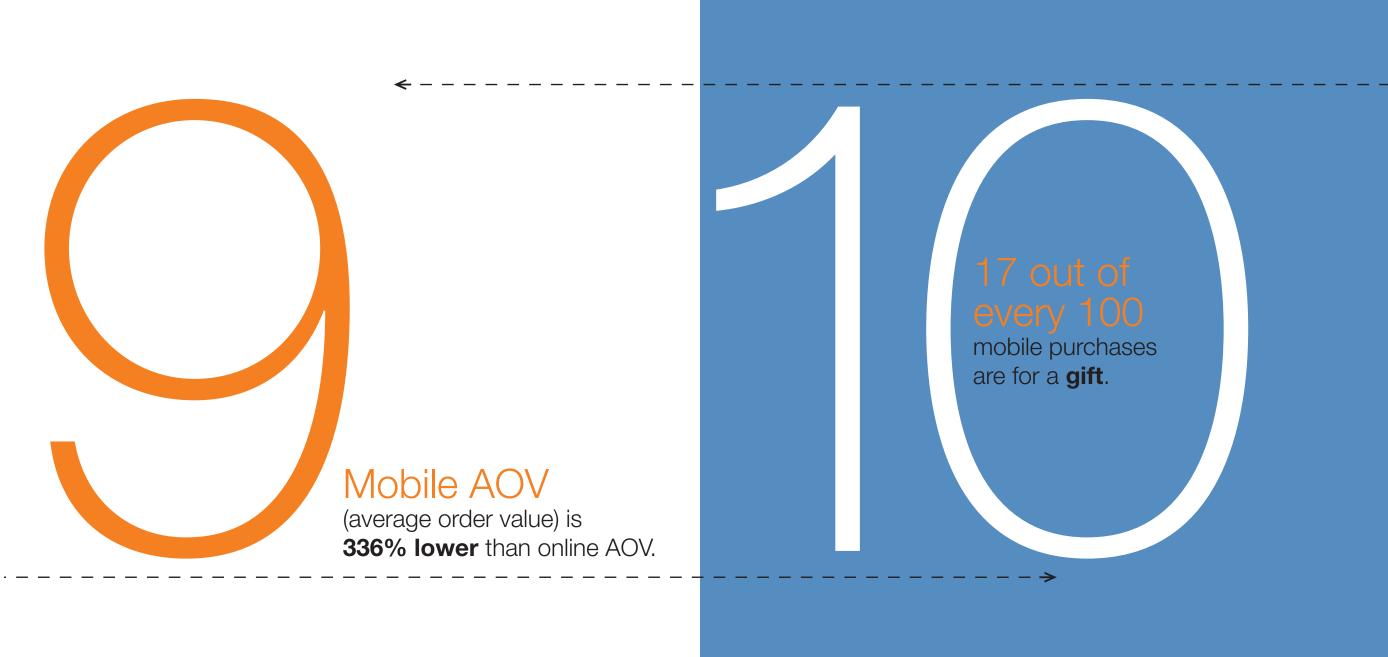




15% make at least one mobile purchase a month. 27% of mobile purchases are for **electronics**.

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

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



Mobile Search Marketing Best Practices



- 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.

search marketing solved



609.356.5112 netelixir.com

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

Disclaimer: This NetElixir report is intended for general information. NetElixir gives no guarantee and accepts no liability for any loss arising from reliance upon this information.