

A close-up photograph of a hand holding a silver mobile phone. The phone's screen displays the text "Mobile Analytics: Don't Get Left in the Dark!". The phone has a full QWERTY keyboard and a trackball. The background is plain white.

Mobile Analytics:
Don't Get Left in the
Dark!

Krista Napier
Senior Analyst, IDC
knapier@idccanada.com
Twitter: [KristaNapier](#)

Dark

Market Snapshot

Wireless Market

- \$15B+ (2009) - \$23B (2013)

Wireless Data

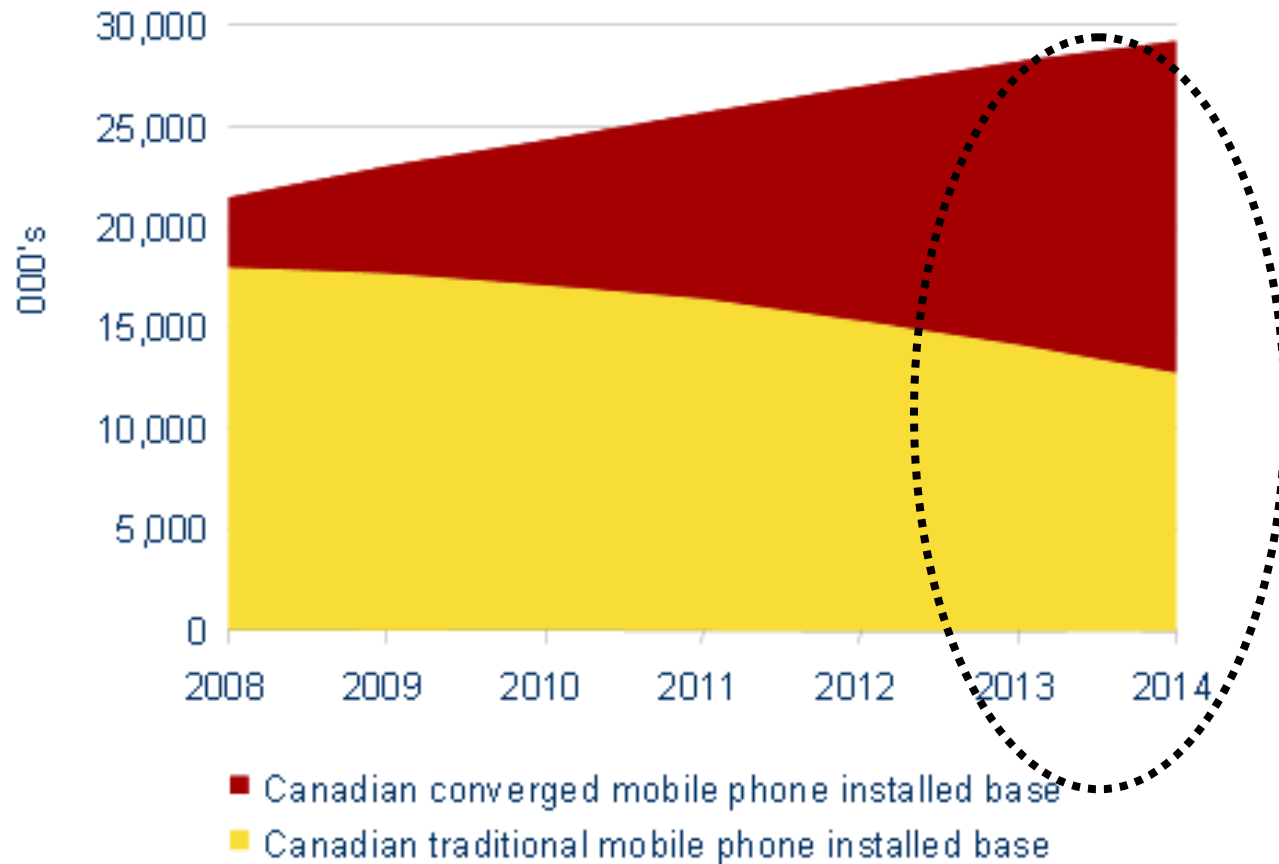
- \$2B+ (2009) - \$6B (2010)

Adoption in Canada (2009)

- Cellphones = 69%
- Smartphones = 17%

Smartphones Eclipse Old School Devices

Canadian Converged Mobile Device and Traditional Mobile Phone Installed Base, 2008–2014



Source: IDC, 2009

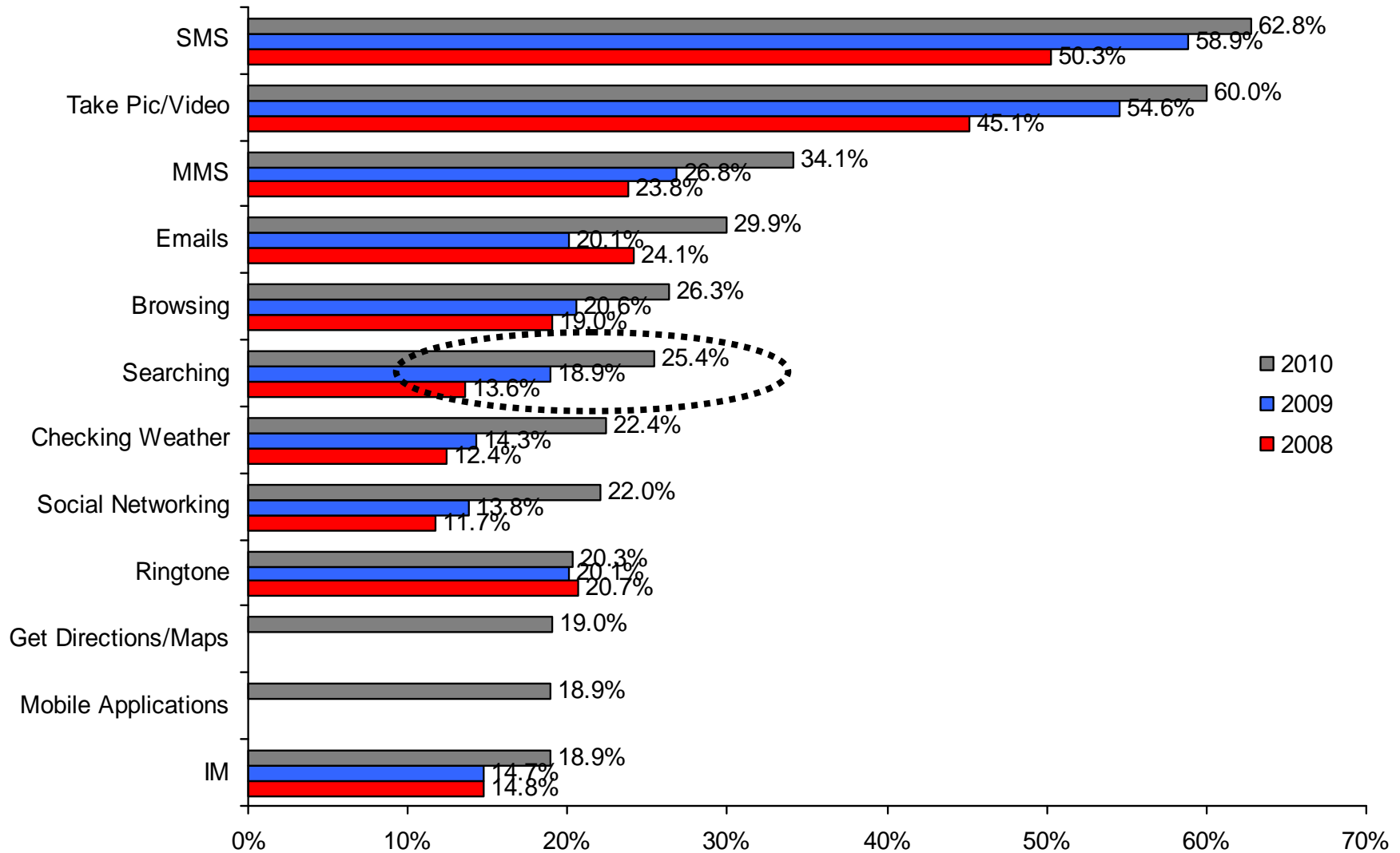


Devices and infrastructure...



...will drive activity

100M text messages sent every day



N = 748 (Base=Mobile phone owners) Q: "In a typical week, how frequently would you do the following on your mobile phone?" – year over year comparison

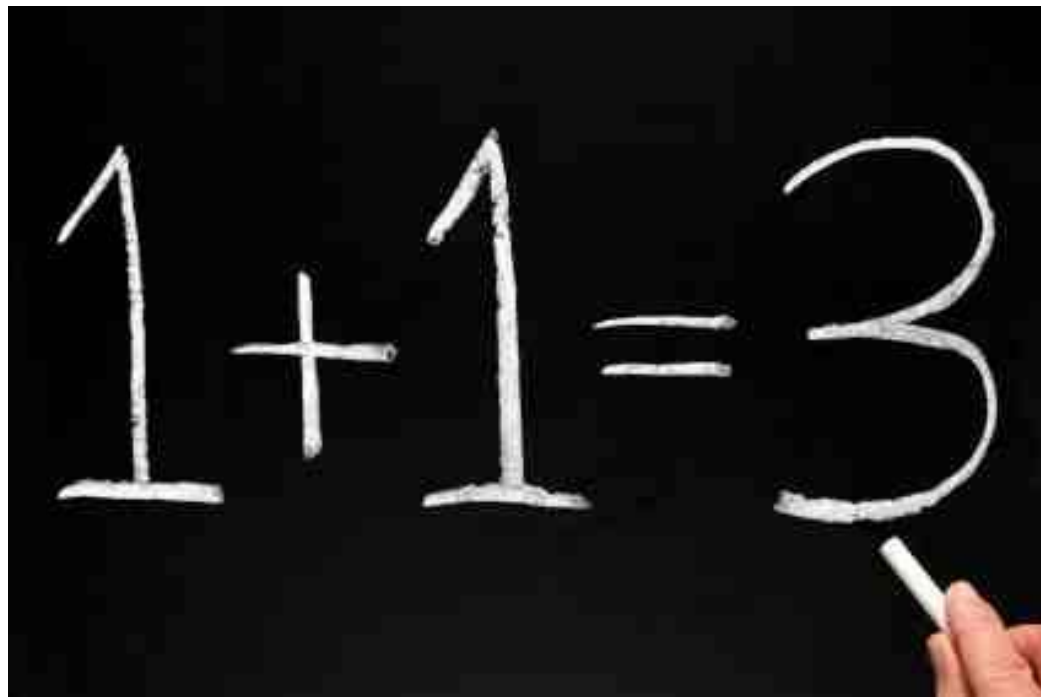
Activity creates valuable data...



...but the data is untapped

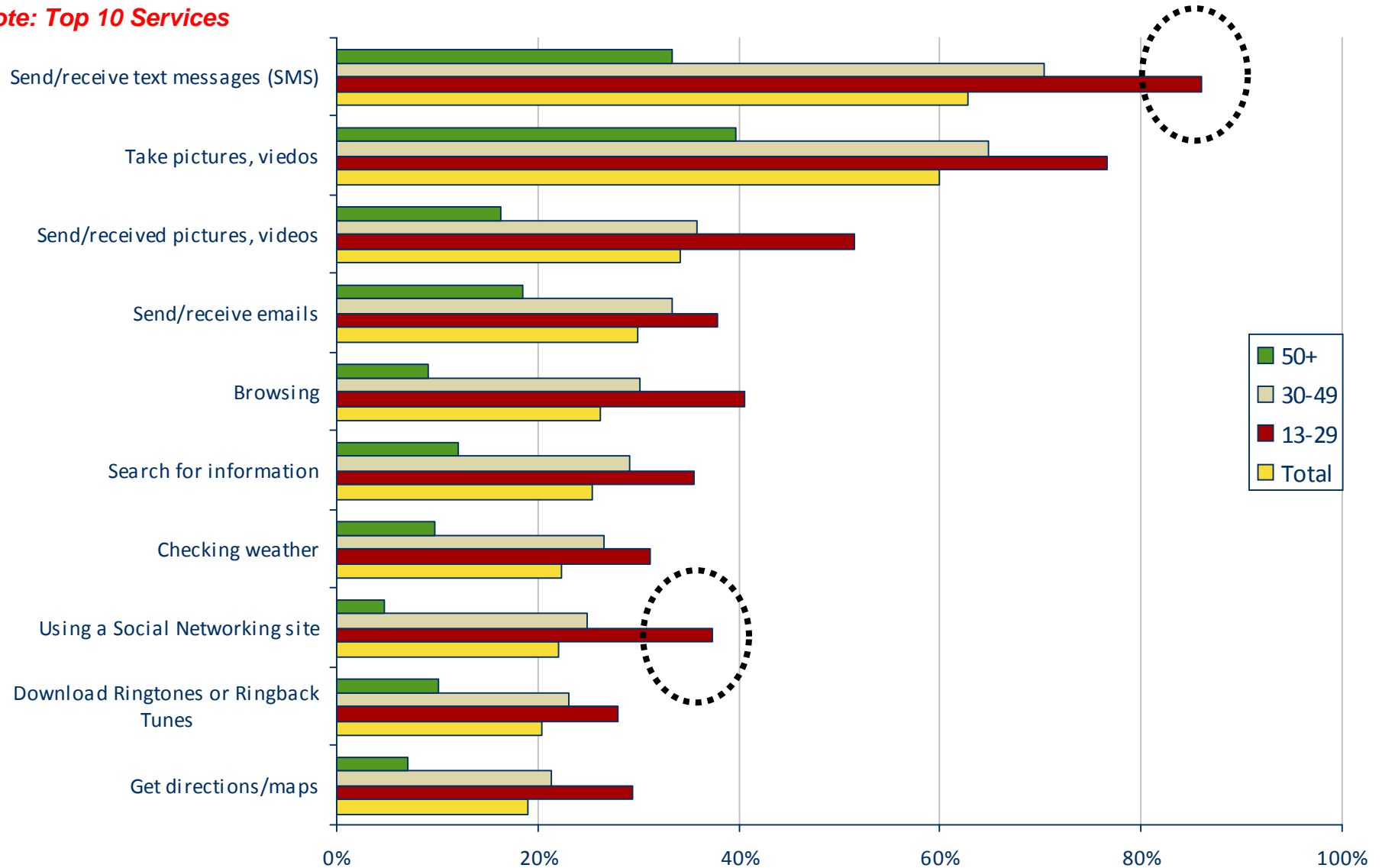
Sitting on a gold mine

Customer Profiling



...customer profiling can be dangerous

Note: Top 10 Services



N=748: (Base=Mobile phone owners) Q26. In a typical week, how frequently would you do the following on your mobile phone? – User Summary

**beyond devices, demographics and
page views...**

Context:

behaviour & interests

Location

Social Interactions

Profile

apps

Mobile ads/marketing explodes...

...but it's still a maze

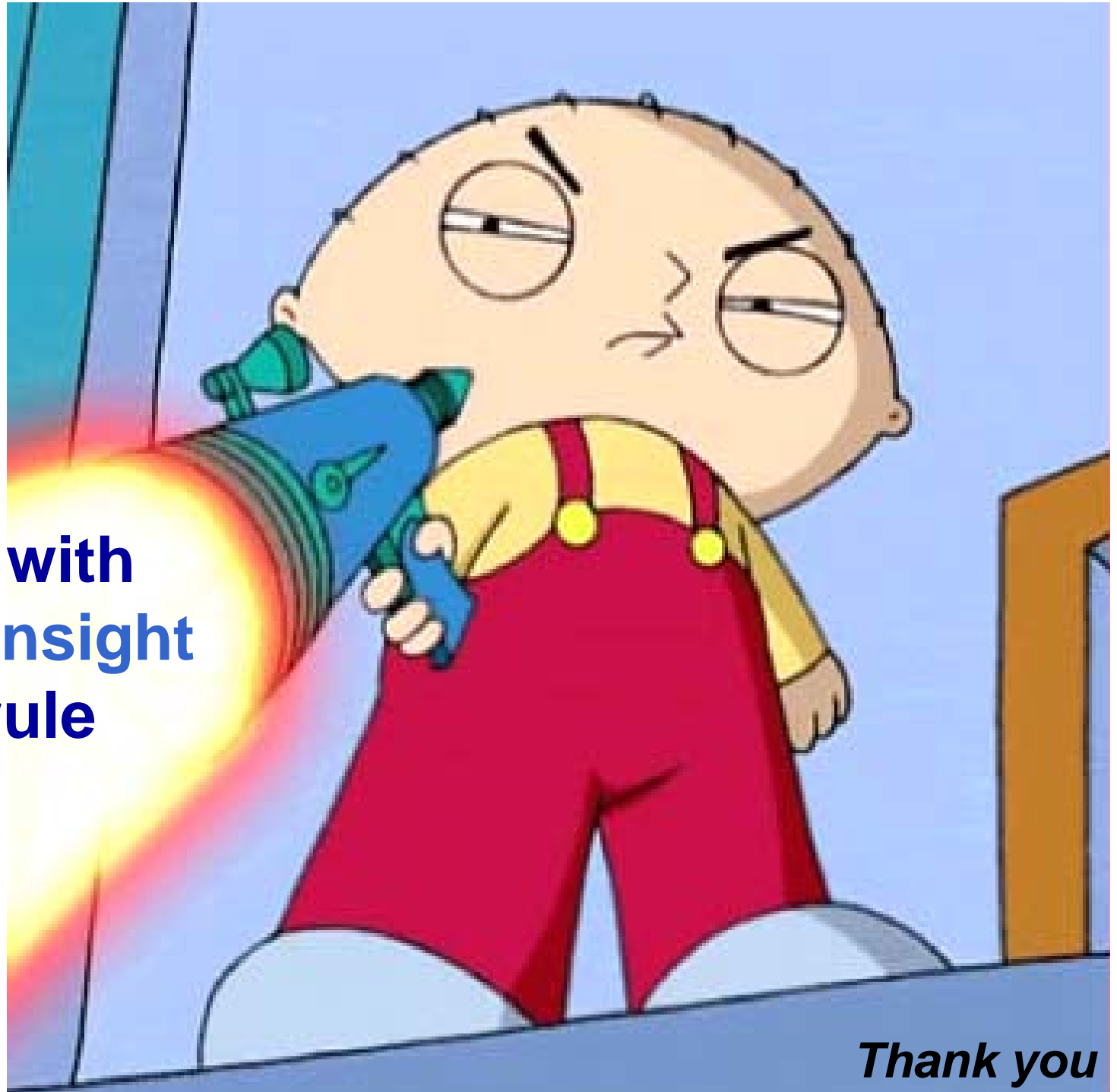
Canadian Mobile Ad Spend*

- \$5M (2007) - \$18M (2009) CAGR 90%

8% CND adoption



**those with
mobile insight
will rule**



Thank you