



1 out of 3 smartphone users in the UK are open to mobile promotions

36% of the UK smartphone users are open to being contacted for promotions via their smartphone. A contact via smartphone by a shop where one regularly shops, can also count on a 36% openness level; 32% are open to location-based marketing. These are the results of a new InSites Consulting survey in the UK, the US, Belgium and the Netherlands on the usage of smartphones and the motives for the usage.

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Smartphone users are open to marketing messages on 2 conditions: familiarity and value perception. The acceptance of being contacted on the smartphone for promotions (= value) is at 36%. A contact via smartphone by a shop where one regularly shops (= familiarity) can count on 36% openness; location-based marketing gets 32% of openness.

Elias Veris, Mobile expert at InSites Consulting: *“Smartphone users do not want to be bothered for irrelevant messages. A marketing message can be relevant if there is a direct value attached to it, such as a promotion, or if the marketing comes from a shop they are at or that they regularly shop from”.*

A lot of today's mobile marketing is not adapted to the user

Staying in touch with friends and family is the traditional motive for using a mobile phone (74%). Those remain the main motives for smartphone users, which is also reflected in the high level of usage of social media applications. Added to that are 2 more typical usage motives: first of all 64% of smartphone users admit that a motive is making one's life easier by having access to information (e.g. online, but also by constantly having access to one's agenda); and the second motive is entertainment (e.g. at moment when one is waiting for something).

Elias Veris, Mobile expert at InSites Consulting: *“Many brand applications or mobile marketing realisations today offer too little value; they are not based on these 3 key dimensions that one uses a smartphone for”.*

Apps for social media are used the most frequently

The main downloaded apps categories are social media apps and apps for information. 77% of the smartphone users in the UK use social media apps at least weekly; 42% do so even daily, up to several times a day. Apps for information consumption are used on a weekly basis by 65% of the users.

60% of the UK smartphone users indicate that a brand application should mainly help them to do something better. Furthermore the application should be closely linked to the brand and should have an information value.

About the survey:

The facts and figures in this press release are based on an online survey realized by InSites Consulting among 800 smartphone users in the US, the UK, the Netherlands and Belgium. The full report is available online: <http://www.slideshare.net/InSitesConsulting/mobile-mindset-report-by-insites-consulting>.



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About InSites Consulting:

InSites Consulting was founded in 1997, and although a market research agency its founders never really had the ambition of being market researchers. InSites Consulting is in fact a crazy mixture of academic visionaries, passionate marketers and innovating researchers, all determined to tackle the status-quo van of market research.

In the past 10 years the company has grown an amazing 35% every year. Today they are more than 130 collaborators in 5 offices (Belgium, the Netherlands, the UK, Romania and the US). Their energy is generated by assisting world brands in the improvement of their marketing and in reaching consumers all over the world. The InSites Consulting work has already been rewarded with no less than 15 international awards.

The recipe to success: constant enthusiasm, a lot of hard work, a sharing culture, and permanently innovating research methods and leading marketing ideas. And last but not least: positively surprising customers on a daily basis

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