



# 10 KEY STATS THAT SHOW YOU MUST FOCUS ON **MOBILE ADS** IN 2016

We've scoured the web and pulled together the best stats and facts for this infographic to show exactly why mobile advertising is such a powerful and must-have advertising channel for marketers and brands in 2016.

eMarketer reported that mobile ad spend will be more than:

## \$100 BILLION WORLDWIDE IN 2016

### THE TOP SPENDING COUNTRIES



(Source eMarketer)

### NUMBER OF WORLDWIDE INTERNET USERS IS GOING TO STEADILY INCREASE



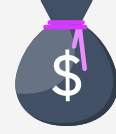
(Source Statista)



**IN THE US  
THIS YEAR**



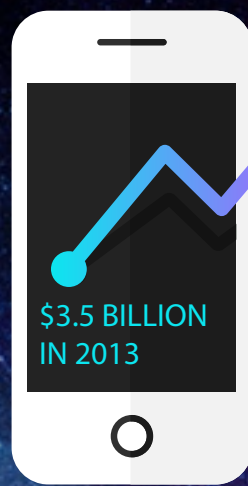
Mobile represents **63.4%** of total digital ad spending



This is **\$43.6 billion**

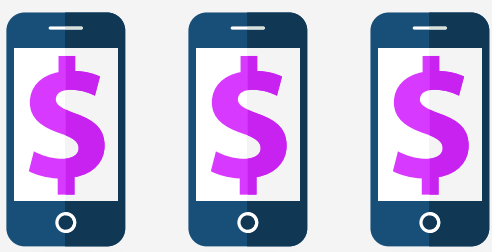
(Source eMarketer)

Jupiter Research estimates that **in-app mobile ad spend** will soar



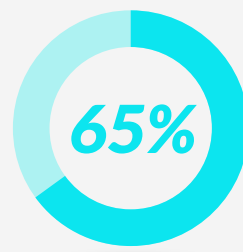
**\$16.9 BILLION  
BY 2018**

(Source ClickZ)



The percentage of B2B marketing dollars devoted to mobile is **expected to nearly triple** by 2018.

(Source business2community)



Mobile now represents **65% of digital media time**, while the desktop is becoming a "secondary touch point".

(Source Marketing Land)

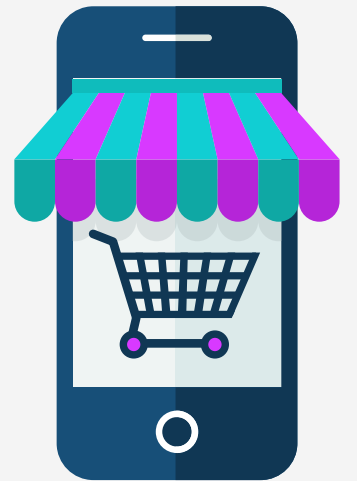


**NATIVE IN-STREAM ADS WILL DRIVE 63.2% OF ALL MOBILE DISPLAY ADVERTISING AT \$53 BILLION BY 2020.**

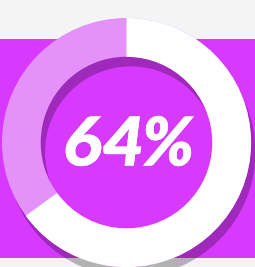
(Source Marketing Land)

IN 2015, MOBILE INFLUENCED **RETAIL SALES** TO THE TUNE OF OVER

## \$1 TRILLION



(Source Hosting Facts)



**64% OF CONSUMERS SURVEYED BY QUANTCAST CLAIMING TO HAVE BEEN INFLUENCED TO PURCHASE BY A MOBILE AD.**

(Source InternetRetailing)



By 2020, mobile commerce will make up **45% of total e-commerce**, equalling **\$284 billion** in sales.

(Source Digiday)

