THE CONSTANTLY CONNECTED EXECUTIVE

Using Mobile Devices for Business Purchases

DEVICES

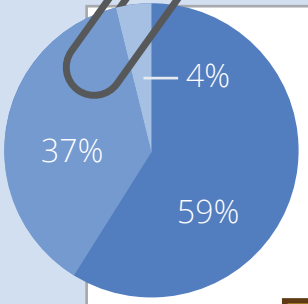
90% use smartphones to research business purchases

46% use tablets to research business purchases

PURCHASE

14% made a direct business purchase from a mobile site

Largest business purchase made on mobile in past 6 months



- $0 - $4,999
- $5,000 - $100,000
- $100,000+

APPS & SITES

25% downloaded an app from a leading supplier

Most valued features

- Rich & clear functionality
- Ability to contact the company
- Real-time updates

SATISFACTION

66% say a mobile site makes them more likely to engage with a vendor

34% didn't purchase because of a non-mobile friendly interface

RESEARCH

11% of purchases researched were $1M+

32% of phone users, **15%** of tablet users researched 30+ minutes

LOCATION

Where executives use mobile to research business purchases

90% on business trips

78% during personal time

66% in the office

 Source: Google & Forbes Insights, The Connected Executive, 2013