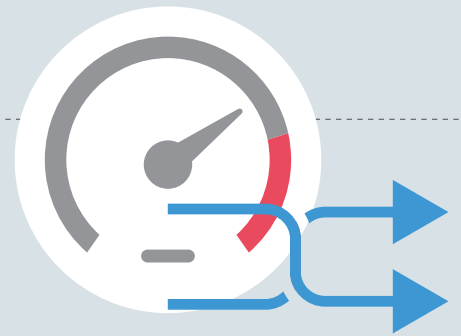


# How do people shop for mobile phones?

## INSIDE THE MIND OF THE WIRELESS SHOPPER

### SPEED & FLEXIBILITY COUNT

4G and no-contract plans are fastest-rising consideration shapers



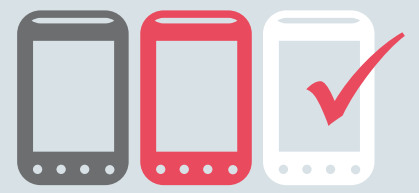
### DEVICES DRIVE PURCHASES



35% purchase because they want latest and greatest technology (+25% yoy)



1 in 3 select a phone first, then a carrier



66% consider 2+ phone models

### LESS DEVICE EXCLUSIVITY = LESS CARRIER LOYALTY

47% of purchasers consider 2+ carriers (+193% yoy)



1 in 3 purchasers switched carriers (+39% yoy)

### DIGITAL IS INCREASINGLY USED TO SHOP FOR PHONES

80% of all shoppers research online, using an avg of 4 different sources (2x yoy)



#### Mobile

3x yoy increase in shoppers researching on their mobile device  
Of these shoppers, 33% use their mobile device to research while in a store



#### Search

The average wireless shopper conducts 7 wireless related queries, up 82% yoy



#### Online video

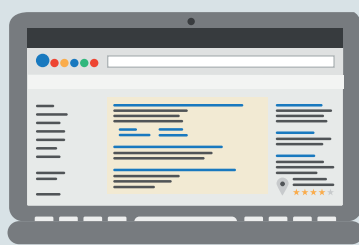
1 out of every 5 wireless shoppers watches a video about mobile phones before making a purchase

### IMPLICATIONS FOR YOUR BRAND

#### DIGITAL ADS DRIVE ACTION



79% of people who watched a video ad about mobile phones looked up the advertiser for more information



32% of search conversions come from clicks on search ads



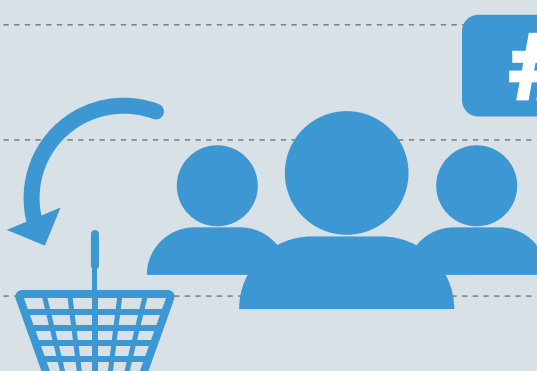
3x lift in brand consideration from consumers who saw a wireless search ad vs. those not exposed

4 out of 10 people who watched a smartphone video went to a store to check out the product



#### WIRELESS SHOPPERS ARE BRAND ADVOCATES

85% will purchase the same brand again



58% will recommend to friends/family