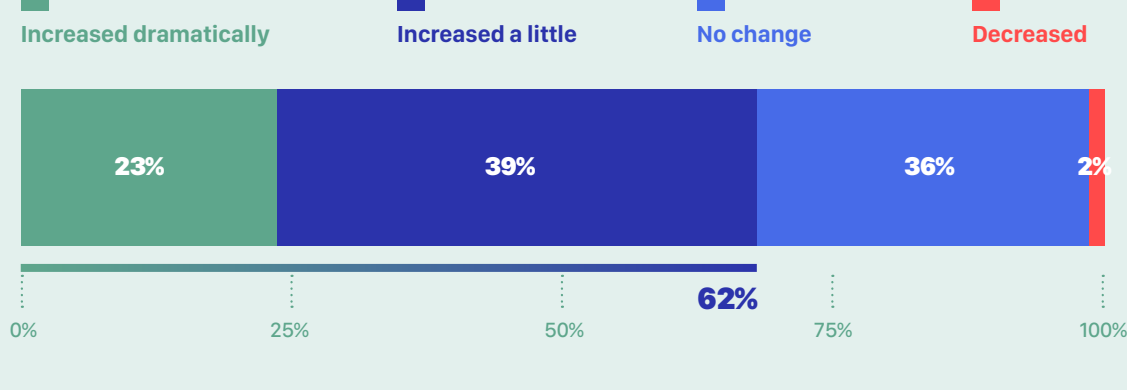


Ready to Deck the Halls of Your Holiday App Experience? Think Again.

Mobile Marketers are Missing the Mark When Delivering Holiday Experiences Users Want

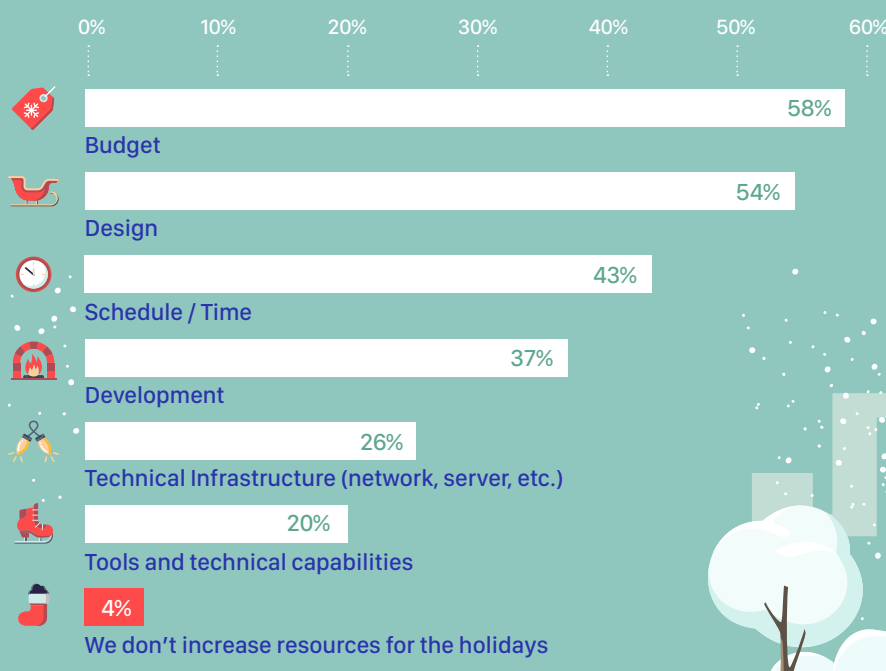
How have this year's holiday mobile efforts changed from prior years?



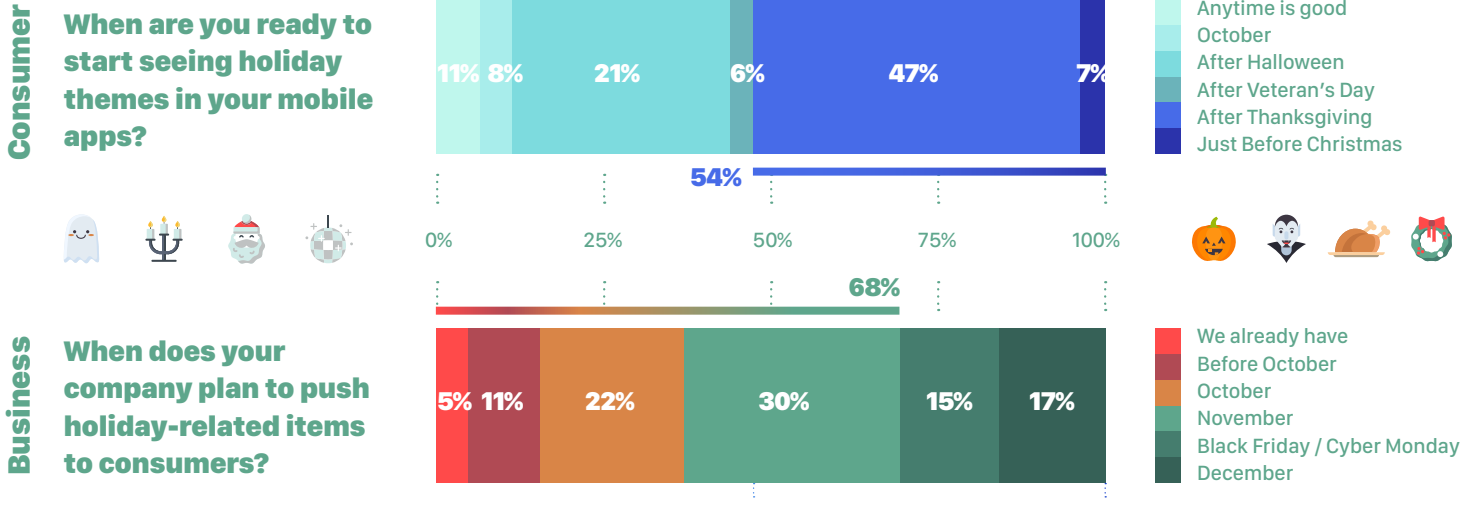
Holidays are big business: two-thirds of mobile marketers and advertisers are increasing their holiday mobile efforts this year

96% are planning increases in resources devoted to holiday mobile campaigns

What types of resources do you increase to prepare for the holidays?



Businesses are getting started earlier than consumers want - 54% of consumers don't want to see holiday themes until after Thanksgiving, yet 68% of businesses start well before

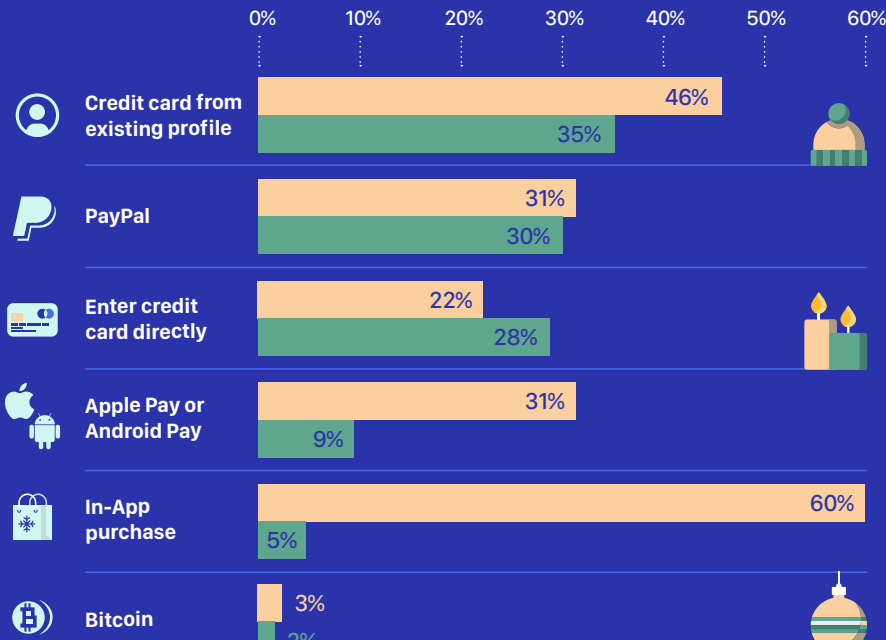


Businesses much more bullish about in-app purchases than consumers

In addition, there is a huge discrepancy around purchasing preferences, specifically in-app purchases. 60% of app developers feel that in-app purchases work best for the holidays and only 5% of consumers will use in-app purchases.

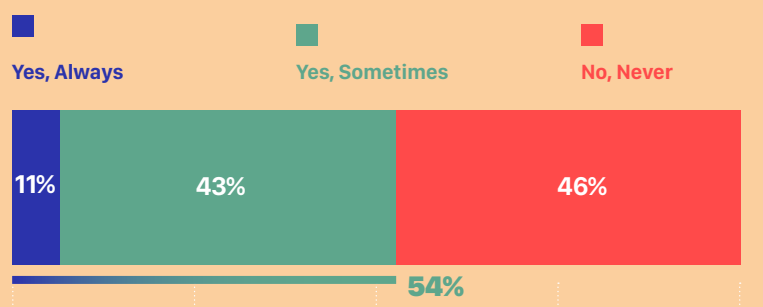
Consumer: How do you prefer to pay when shopping with a mobile app?

Business: In your experience, what types of mobile payments work best for holidays?



If offered a rewarded video, consumers will watch it 54% of the time, while most marketers aren't choosing to use it (20% are including it in their 2017 holiday campaigns)

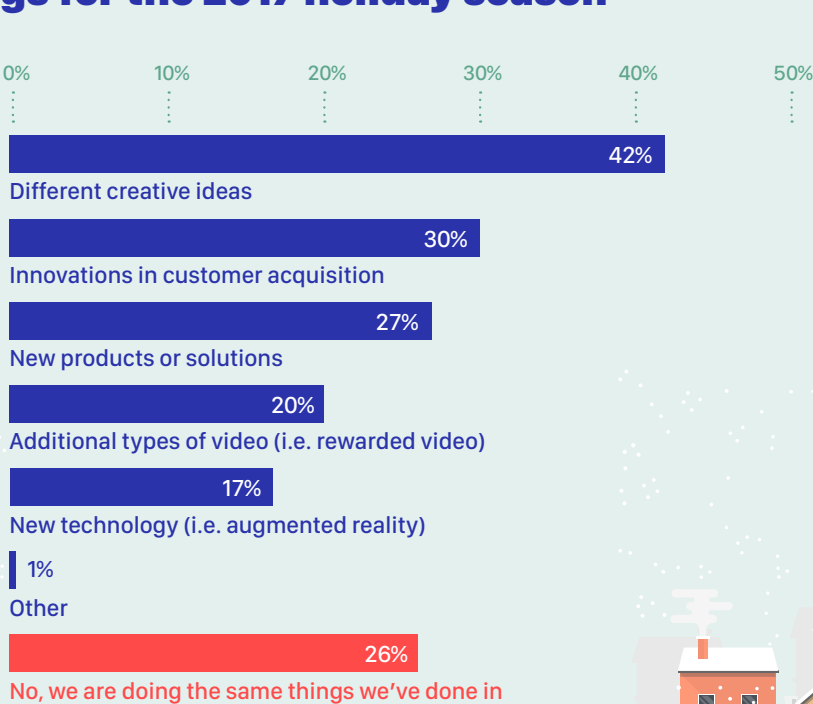
If you are offered a reward for watching a mobile video do you watch it? (i.e. points in a game)



74% are doing new things for the 2017 holiday season

Are you doing anything new for the holidays this year, things you haven't done in the past?

* Top "Other": Gifting capabilities; Intentional messaging and offers



Make the most of your mobile holiday app preparation so you can get better results than mistletoe!

In the course of working with over 500 top global brands and across over 15,000 campaigns, we have discovered some of the most effective ways for marketers to reach their target consumers and deliver the holiday experience they want.

