



January 2018

# US MOBILE USAGE & AD SPEND SNAPSHOT

Anxious about launching your new mobile campaign this year? Or maybe to liven up that dusty one? eMarketer has created this Snapshot of infographics illustrating our US estimates on mobile usage, ad spending, activities and more—a guide for marketers looking to target growing mobile populations in 2018.

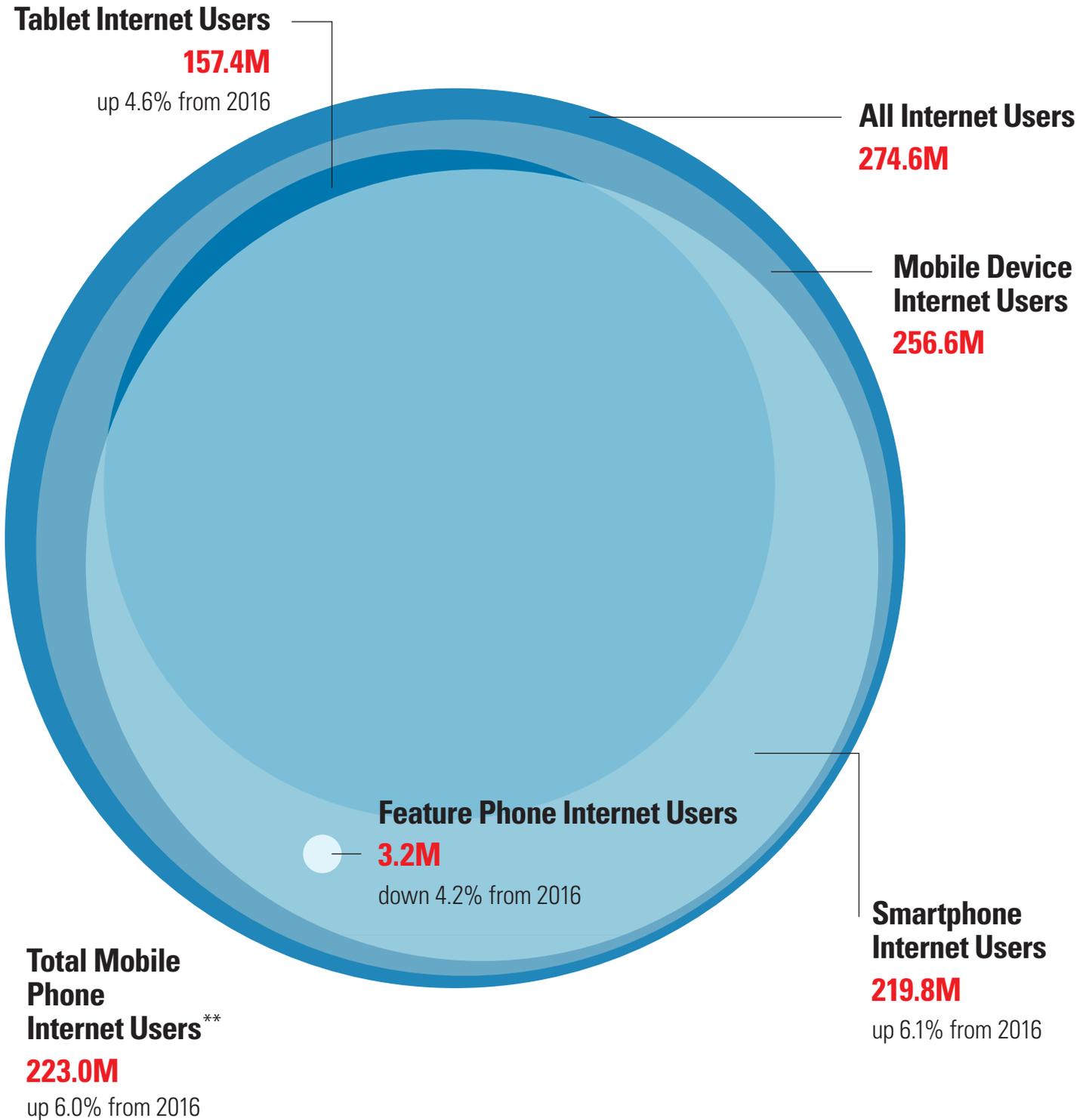
presented by



# US Mobile Internet Usage\*

Mobile device internet users continue to represent the majority of overall internet usage, making up for an impressive 93.4%.

The increase in the number of smartphone internet users, in particular, is the driving engine of this growth, and this trend is expected to continue.



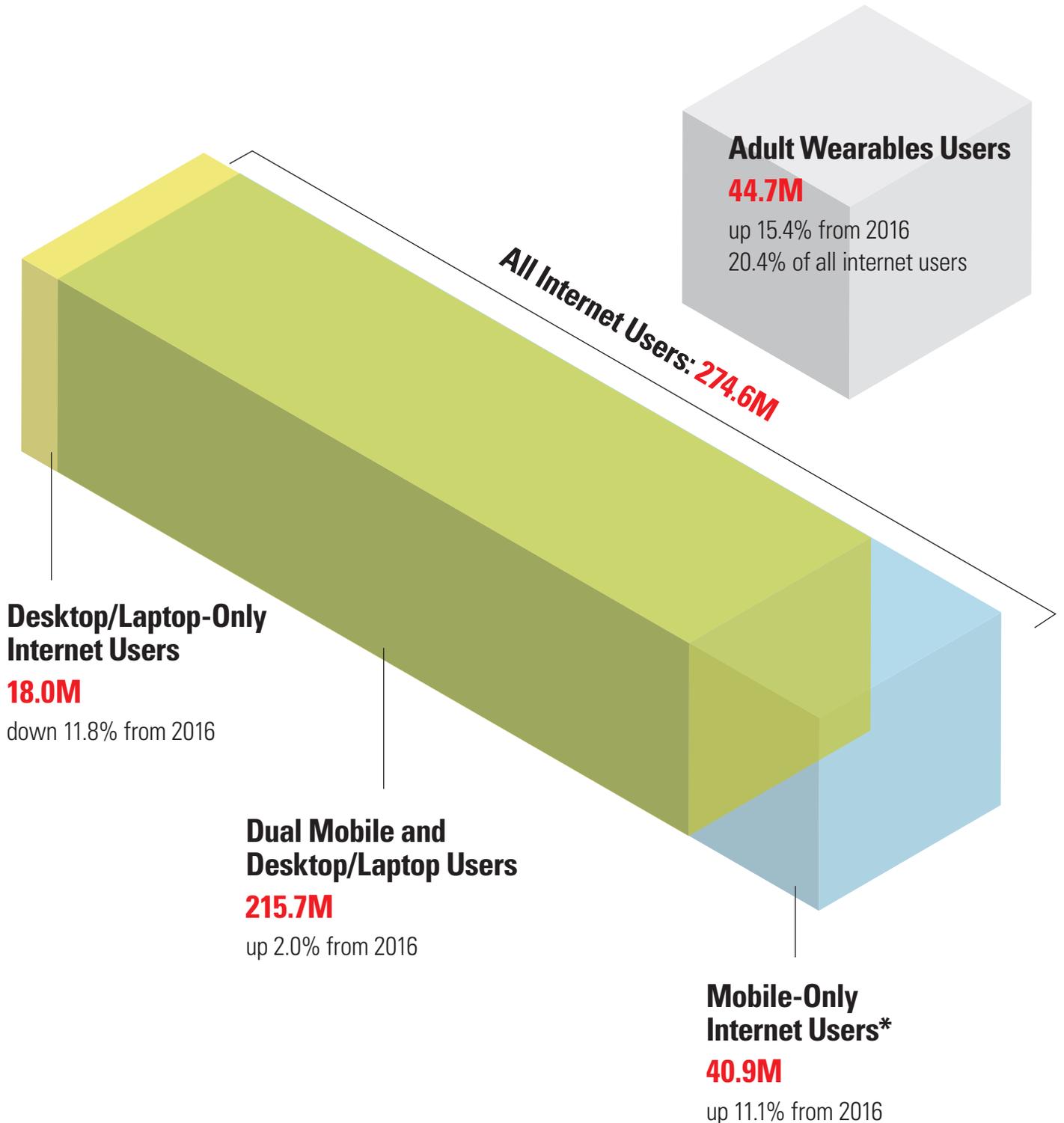
\*At least once per month

\*\*Combined smartphone and feature phone internet users

# More People Are Using Mobile to Go Online

The number of mobile-only internet users was more than double the number of desktop/laptop-only internet users in 2017. As mobile-only and multiscreen internet uptake continues to increase, the penetration rate of desktop/laptop-only internet users will steadily decline.

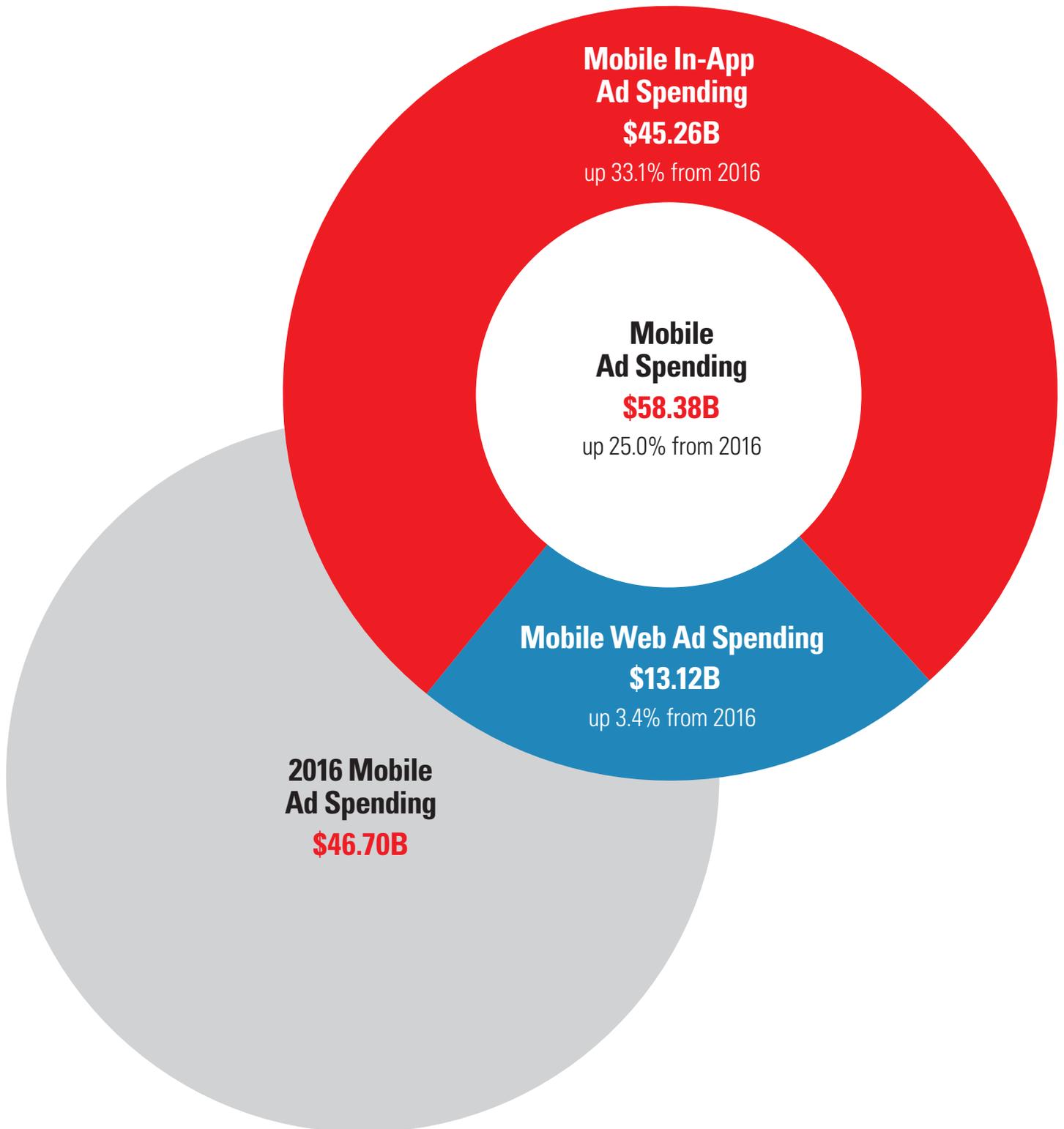
Meanwhile, new devices like wearables are generating more excitement. Although, the wearable user base has not yet reached the critical mass needed for advertisers to begin major spending efforts.



\*includes anyone who exclusively uses either a smartphone, tablet or feature phone for their connectivity

# Mobile Ad Spend

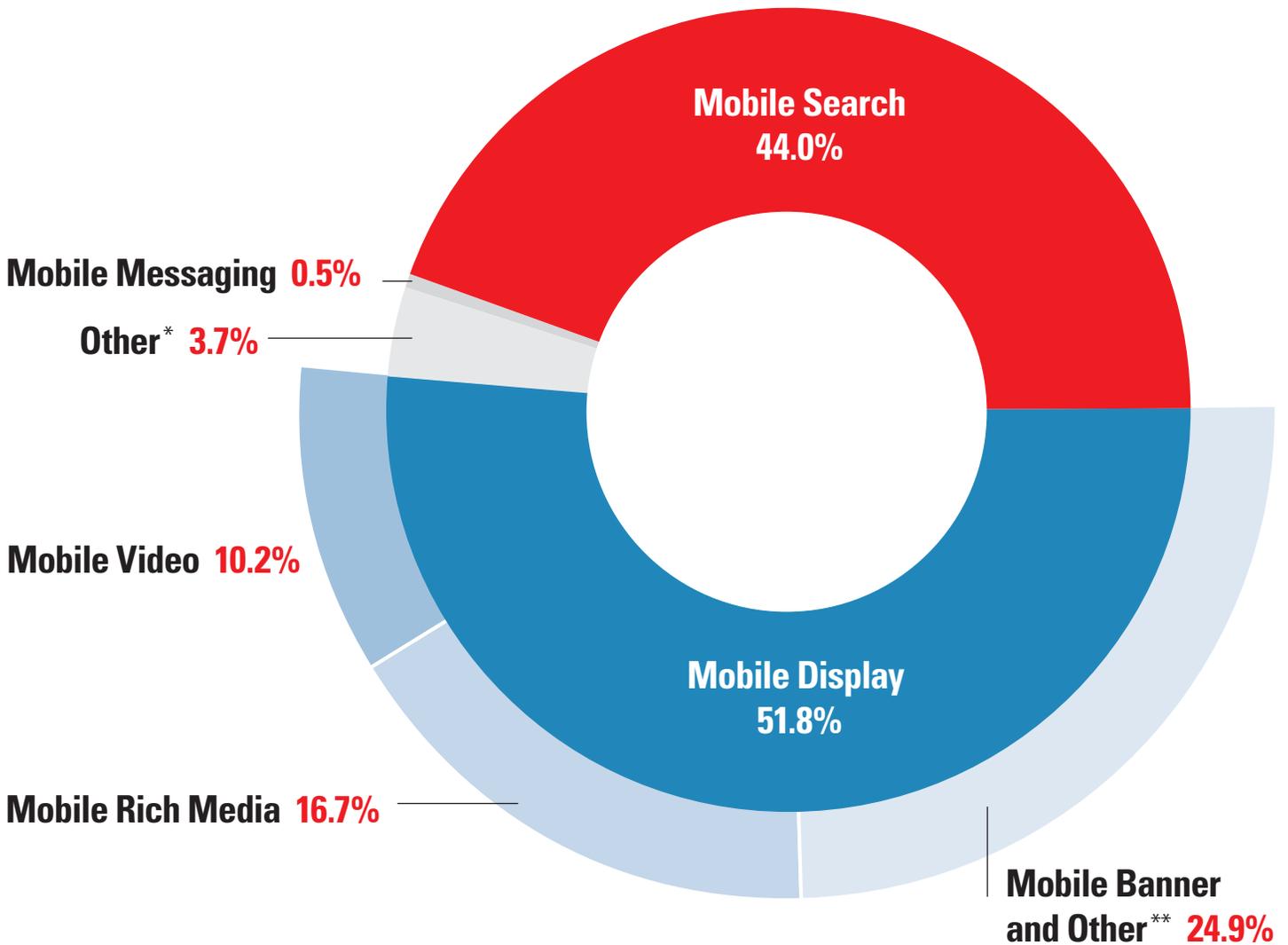
In 2017, mobile ad spending was twice that of desktop ad spending in the US, with the bulk of those dollars spent on in-app ads. In fact, three-quarters of the nearly \$60 billion spent on mobile ads was used to serve ads in-app.



# Mobile Ad Formats

Mobile display ad spending will continue to exceed spending on mobile search. In fact, display represents a little over half of the share of total mobile ad spend.

Consumers' growing penchant for social networking and video consumption on mobile devices is a major reason why display is overtaking search.



Within mobile display, US advertisers spent the most in the banner category (\$14.52B in 2017). However, it's also true that rich media and video have begun to source share

from banners. In fact, this recent growth in rich media and video is why mobile display is outpacing mobile search.

## Mobile Rich Media Ad Spending up 30.8% from 2016



## Mobile Video Ad Spending up 31.4% from 2016



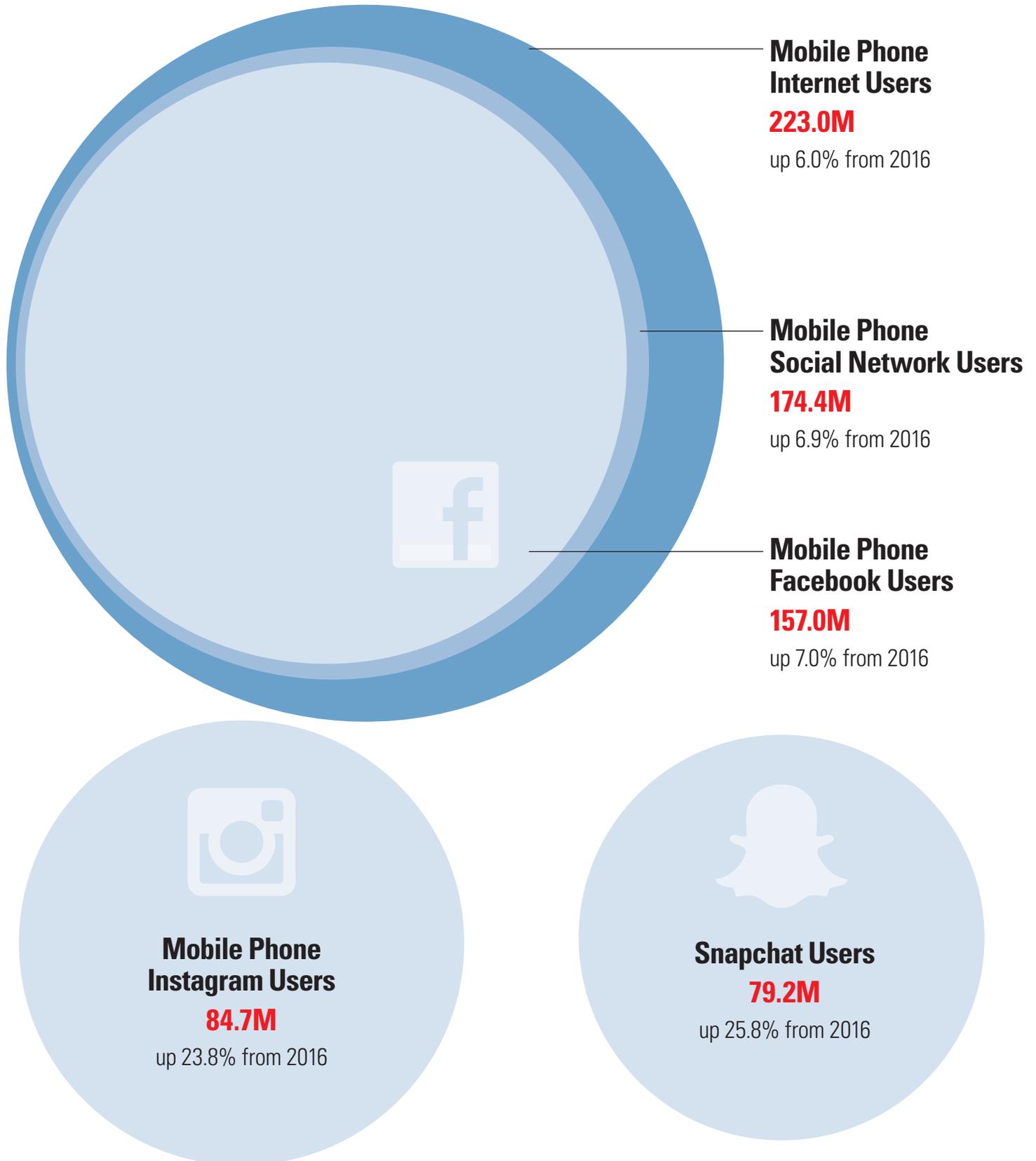
\*includes mobile classifieds and directories, email and lead gen

\*\*includes ads such as Facebook News Feed Ads and Twitter's Promoted Tweets

# Social Is Now Mobile

Growth is faster for mobile, though it has slowed to single-digit percentages for mobile internet and mobile social network user penetration.

Meanwhile, mobile phone Instagram and Snapchat usage is increasing somewhat faster and is creating a neck-and-neck race.



## Mobile Phone Internet Users

**223.0M**

up 6.0% from 2016

## Mobile Phone Social Network Users

**174.4M**

up 6.9% from 2016

## Mobile Phone Facebook Users

**157.0M**

up 7.0% from 2016



## Mobile Phone Instagram Users

**84.7M**

up 23.8% from 2016



## Snapchat Users

**79.2M**

up 25.8% from 2016

# Mobile Time Spent & Activities

Mobile time is mostly “app time.” For instance, entertainment and social sharing activities—both immersive activities—are frequently conducted via apps

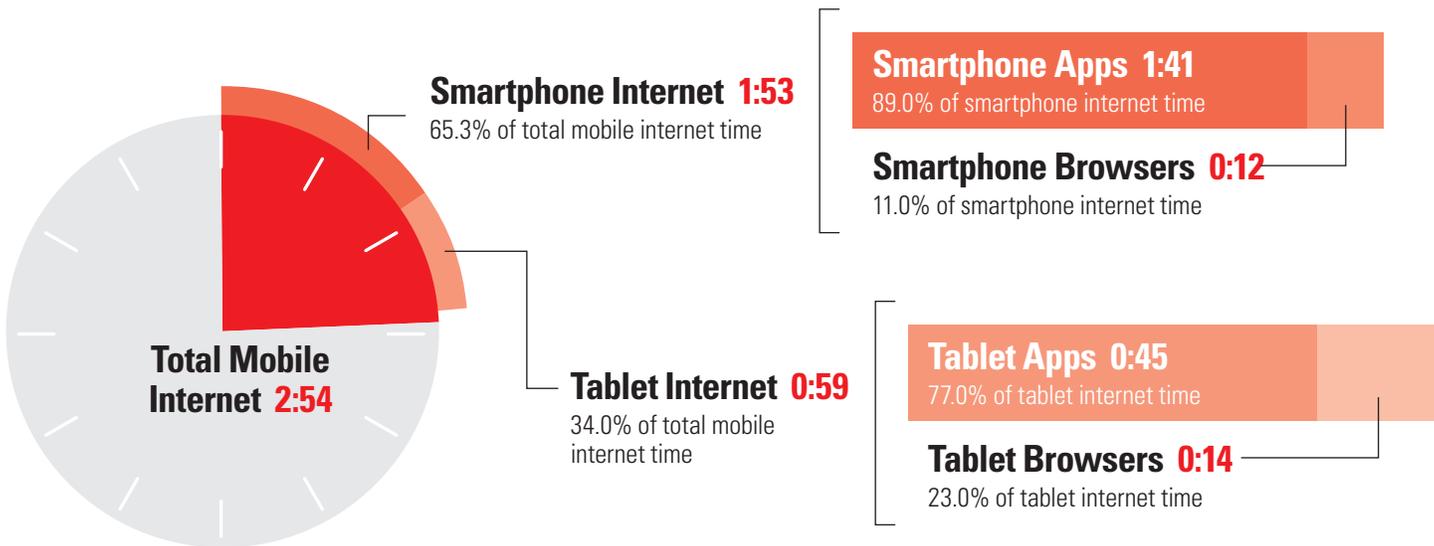
on both smartphones and tablets, which drives up time spent with apps. Meanwhile, mobile browser sessions are frequent but fleeting.

## Mobile Apps 2:27 (HRS:MINS)

84.0% of total mobile internet time

## Mobile Browsers 0:26

15.0% of total mobile internet time



Why more web time? Tablets’ larger screen make the devices more conducive to web browsing. Also, the number of tablet-specific apps is smaller than the number available for smartphones. Social networking apps, in particular, continue to gain share against other app activities.

## Mobile Social Network Apps 0:35

23.9% of mobile app time

## Mobile Game Apps 0:21

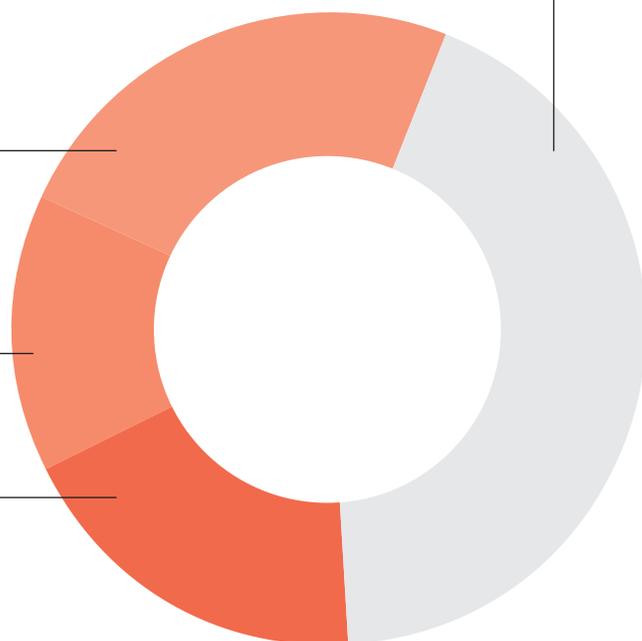
14.3% of mobile app time

## Mobile Video Apps 0:27

18.7% of mobile app time

## Other App Activities 1:03

43.1% of mobile app time



Editor’s Note: Numbers may not add to total due to rounding

# When mobile experiences are personal, they're unforgettable.

Oath helps brands create powerful one-to-one connections by sharing our world of insights and data pulled from 4 trillion cross-screen data points and 2 billion devices.

Learn how to leverage Oath solutions at [oath.com/advertising](http://oath.com/advertising)

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# Outperform and Outdeliver: Building Brand Love with Mobile

This post was contributed and sponsored by [Oath](#)

What makes someone wait overnight in line for a pair of sneakers? Tattoo a tagline on their bicep? Or make a brand logo the wallpaper on their smartphone?

It's called "Brand Love"—a connection that's deeper than just regularly buying products from a brand. It's about identifying with it. Brand love is something every brand wants, but not every brand gets.

So how do you win it? With 93% of US internet users active on a mobile device in 2017 (eMarketer), you know the platform you need to use. But how do you build brand love on it?

First, we have to know what brand love is. Oath recently conducted a comprehensive study, tapping 150,000 consumers across 13 markets, 10 industry verticals, and all demographics to get at the heart of brand love. We identified six key drivers that build brands people love, especially on mobile.

According to our research, people love brands that:

1. *Exceed needs.* Provide experiences they never even knew they wanted or needed.
2. *Set trends.* Start a revolution. Turn the world on its head. Repeat.
3. *Share values.* Support issues they care about, and back it up with action.
4. *Build trust.* Stick by their promises, deliver on their word, keep communication open and honest.
5. *Elevate experiences.* Make every interaction more creative, thoughtful and impactful.
6. *Respect consumers.* Love's a two-way street. Brands that show love for consumers get it back.

Data from eMarketer shows that people in the U.S. spend nearly 3 hours using the internet on mobile devices. So, these drivers really need to come to life on mobile.

That starts by digging deep into each driver and understanding its role in building brand love as a whole. This blog series will provide you with the details and data behind every driver, starting with...

## Exceed Needs

Brand love starts with "What have you done for me lately?" Our study found that the greatest influence on brand love is how products and/or services deliver on expectations. In fact, 30% of brand love globally is driven by exceeding customer needs, more than any other factor.

Brands that consistently raise the bar win the most love. So much so that their fans are even willing to see past major missteps, as long as products and services continue to exceed their needs. Case in point: Uber. Despite some seriously bad press, the brand is still loved (and its cars still requested) because it spotted a pain-point and continues to satisfy a need. To this day, [more than 40 million riders use Uber](#) worldwide. Now that's brand love.

So, how can marketers act on this? First, don't rely on emotion. Overdeliver on quality, durability, design and performance—in your product, your marketing, your site—everywhere you meet your consumer.

Second, you need to create mobile experiences that exceed expectations—they need to be responsive, easy to navigate, personalized and fast. In the US, approximately 60% of consumers had at least one mobile interaction with their favorite brand within the last year (Oath Omnibus, November 2017). Creating immersive mobile moments make those interactions really count and go a long way toward building brand love.

Third, look out for the rest of our series over the next few weeks, exploring each of the brand love drivers. You'll learn how to capitalize on them in your marketing and on mobile.

To follow the series and learn more about Oath's advertiser solutions, visit the Oath advertising site: [www.oath.com/advertising](http://www.oath.com/advertising)



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