

News Release

-- FOR IMMEDIATE RELEASE --

FUNMOBILITY IDENTIFIES TOP MOBILE MARKETING TRENDS FOR 2013

FunMobility reveals five mobile marketing predictions for 2013 – and beyond.

December 27, 2012 – Pleasanton, CA – At the beginning of 2012, many companies set out to produce mobile apps for their business. A year later, and many apps are still under development and over budget. According to FunMobility, 2012 was the mobile experimentation.

So, where does this leave companies as we begin 2013? FunMobility identified five mobile trends, based around the notion that marketers not technology teams will be tasked with creating mobile apps in the New Year.

1. The Rise of HTML5 and Hybrid Apps

Developing native apps is costly and grossly inefficient requiring dedicated engineering teams per platform, project managers, and QA testers. -out app store approval process.

While HTML5 was introduced in 2011, [it will become mainstream in 2013](#). Why? Unlike native apps, HTML5 allows individual OS. In recent months, HTML5 has become standardized across most platforms, including iOS and Android. Plus, the latest version of iOS has vastly improved HTML5 performance.

2. Marketers Will Create Apps, Too!

In 2013, the CMO will have more clout within organizations, marking a profound shift in thought and priorities. As management explores cost effective alternatives to traditional app development that boosts engagement, companies will seek marketers to take the reins.

More resource-strapped businesses will see the need not desire to create engaging mobile experiences for their customers. eMarketer conducted a study that said consumers spend 12 percent of their media time on smartphones, compared to 3 percent in 2009. Having a sound mobile strategy is an integral component of overall marketing focus.

Since the average consumer downloads over 100 apps, FunMobility believes strategy, going to bed with your customers is frowned upon, marketers will do just that. A Stanford study found 75 percent of iPhone users take their phones to bed with them, leaving marketers with an opportunity to intimately engage and nurture their customers.

News Release

3. Mobile Coupons Will Go Mainstream

While [mobile coupons](#) have seen wide-spread adoption to date, their use in mobile devices are expected to skyrocket in 2013 with the advent of geotargeting and Near-Field Communications (NFC). With 70 million coupons redeemed each Sunday, this marks a huge opportunity for brand marketers.

While digital coupons only represent 0.5 percent of overall distribution, they represent 10 percent of redemption according to AZP. Moreover, the Mobile Marketing Association is creating a new mobile coupon ad unit for 2013,

Retail stores will be the first to adopt mobile coupons, with manufacturer coupons trailing. The future of mobile coupons provides marketers with complete, end-to-end control and insights by way of point-of-sale integration.

4. Use of Location Based Mobile Marketing Will Increase

of geotargeting to mobile devices. In 2013, how marketers target their customers. Using this platform, marketers can instantly push special offers when customers drive by their stores. Alternatively, they can use this technology to create and nurture meaningful relationships by encouraging in-store check-ins or friendly competition amongst friends using a points-based rewards system.

5. Push Notifications Will Rival Email

Text and multimedia messages were vastly popular for marketers back in the day. And then BlackBerry revolutionized the landscape with push-based email. Now, Apple and Android dominate the market with Push Notifications, giving way to a new era of mobile marketing. Push Notifications are the future for marketers, enabling them to quickly engage their customers. With response rates for ra7(r)36(t)4(f)-5(i)6(caters.)]TBT1 0 03.09 1 27 295.01 Tupoge toren i3(c)11



News Release

Follow us on Twitter [@FunMobility](#), visit our [LinkedIn Company Page](#), and [Facebook Page](#) for the latest innovations in mobile marketing. For more information, visit <http://www.funmobility.com> or check out our [blog](#)!

Media Contact: Michael Brucker
Senior Director of Marketing, FunMobility Inc.
mbrucker@funmobility.com