

Mobile Phone Survey



October 2009

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Overview

The use of smart phones is prevalent and ever increasing. With this in mind, CNET Direct conducted a survey to understand what consideration marketers need to give to mobile devices when planning email marketing campaigns.

Key findings indicate that the optimisation of email creative and landing pages for mobile is essential for successful email marketing.

- 1. People read and click through from emails via their mobile devices.** 47% of respondents indicated that they use their mobile device to view and respond to emails.
- 2. Designing creative with the prevalent brand of mobile device in mind is smart marketing.** Testing that your email creative AND landing pages render well on mobile devices is essential for a successful campaign.
- 3. Testing email creative in a variety of email client can make all the difference.** The type of email client being used has a large impact on deliverability and viewing ability.

People require ever increasing flexibility in their days and mobile devices allows for this. The adoption of smart phones will continue to rise as will the number of people reading and responding to email via their mobile devices. Marketers need to begin optimising and applying standards that ensure successful rendering of emails on mobile devices.

Survey Methodology

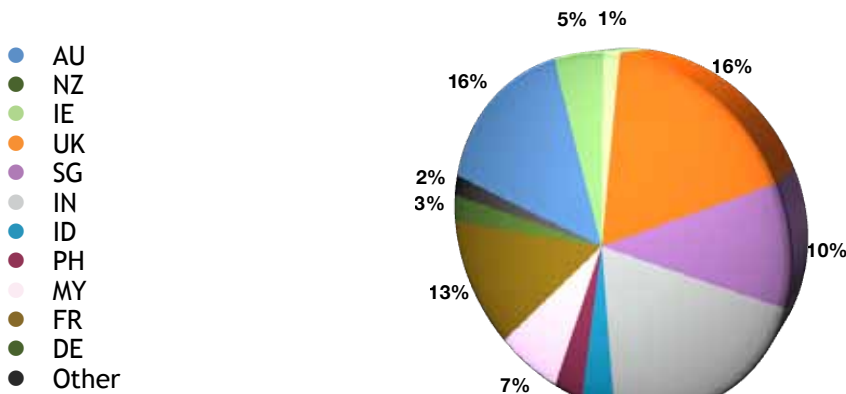
An incentivised online survey was completed by 45,331 people worldwide over a timeframe of one month. The survey base was comprised of the CBS Interactive membership base in 11 countries.

About the Authors

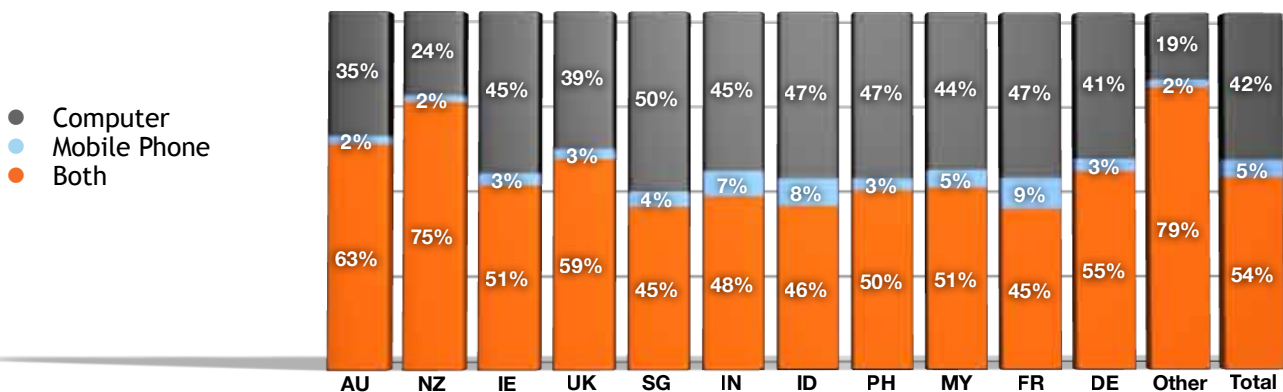
CNET Direct is a division of CBS Interactive that provides one-to-one marketing services. With operations in Australia, China, France, Germany, Singapore, Taiwan, and the United Kingdom, CNET Direct aggregates the audience databases across all our international media properties and provides a marketing platform for technology marketers to reach their target audience in a direct and one-to-one manner.

Survey Statistics

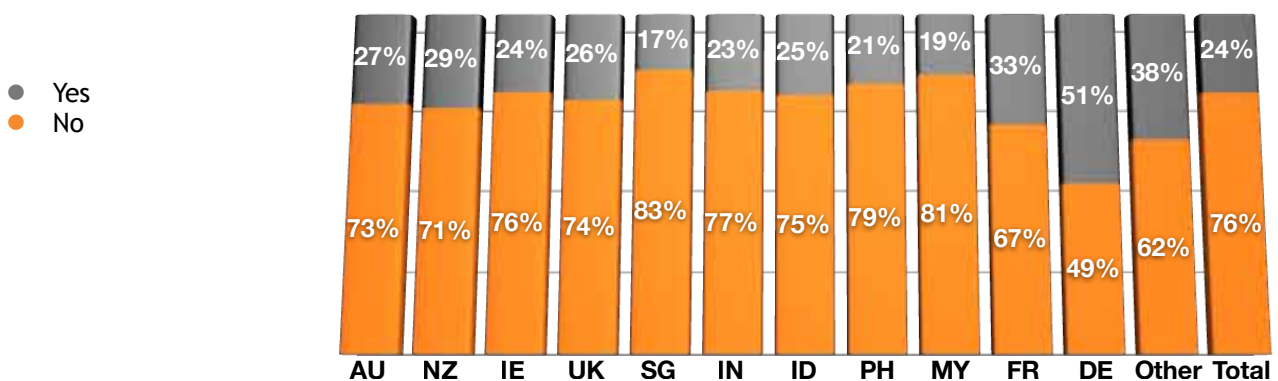
This graph shows the percentage of respondents per country



This graph shows the percentage of respondents answer to the question:
Which device do you read your email on?

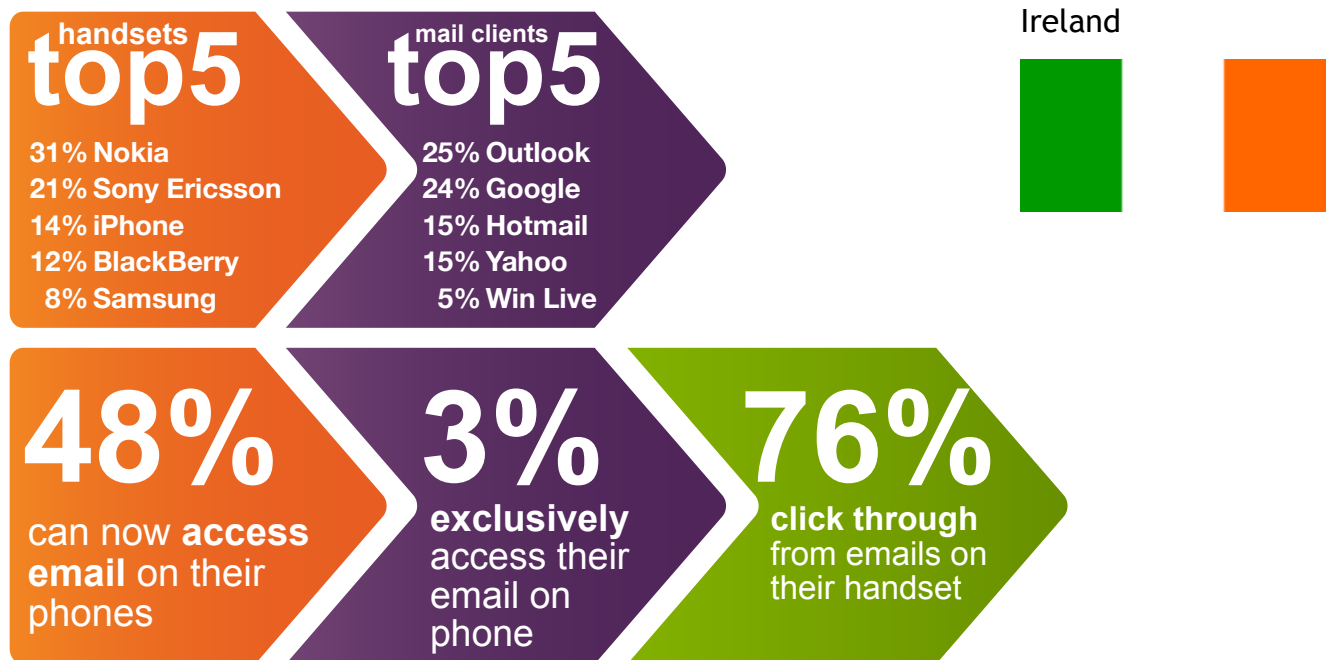
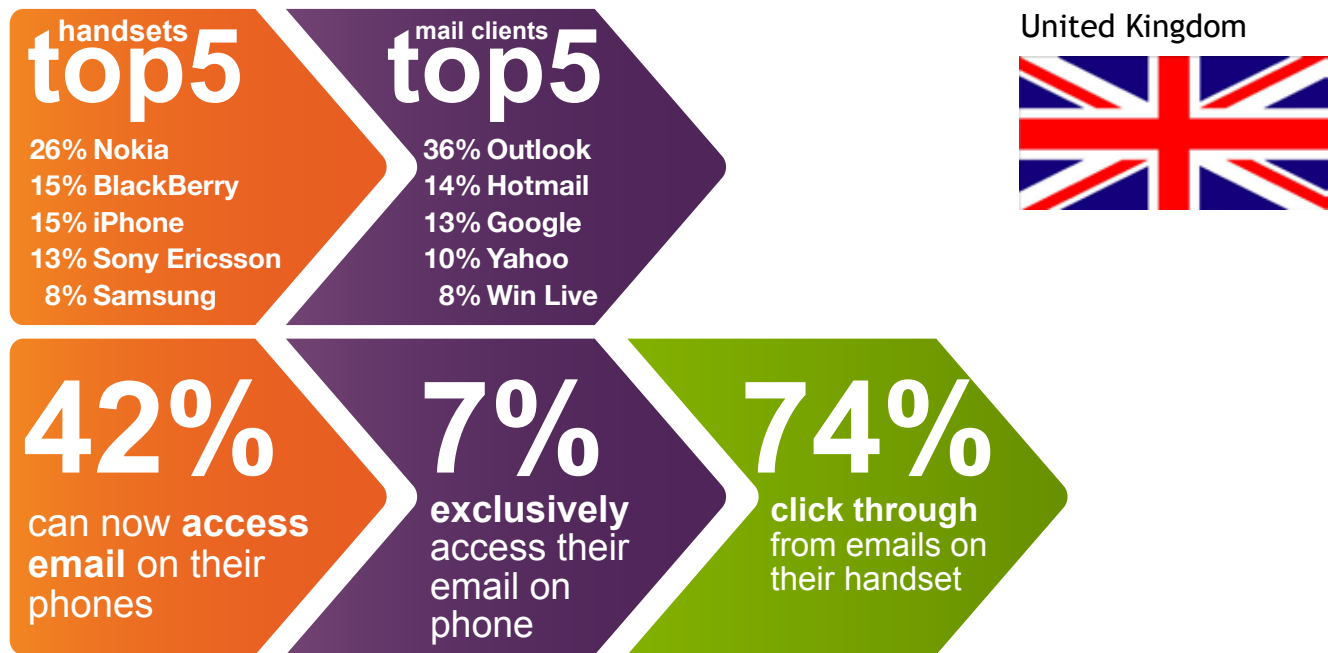


This graph shows the percentage of respondents answer to the question:
Do you click through from email on your phone?



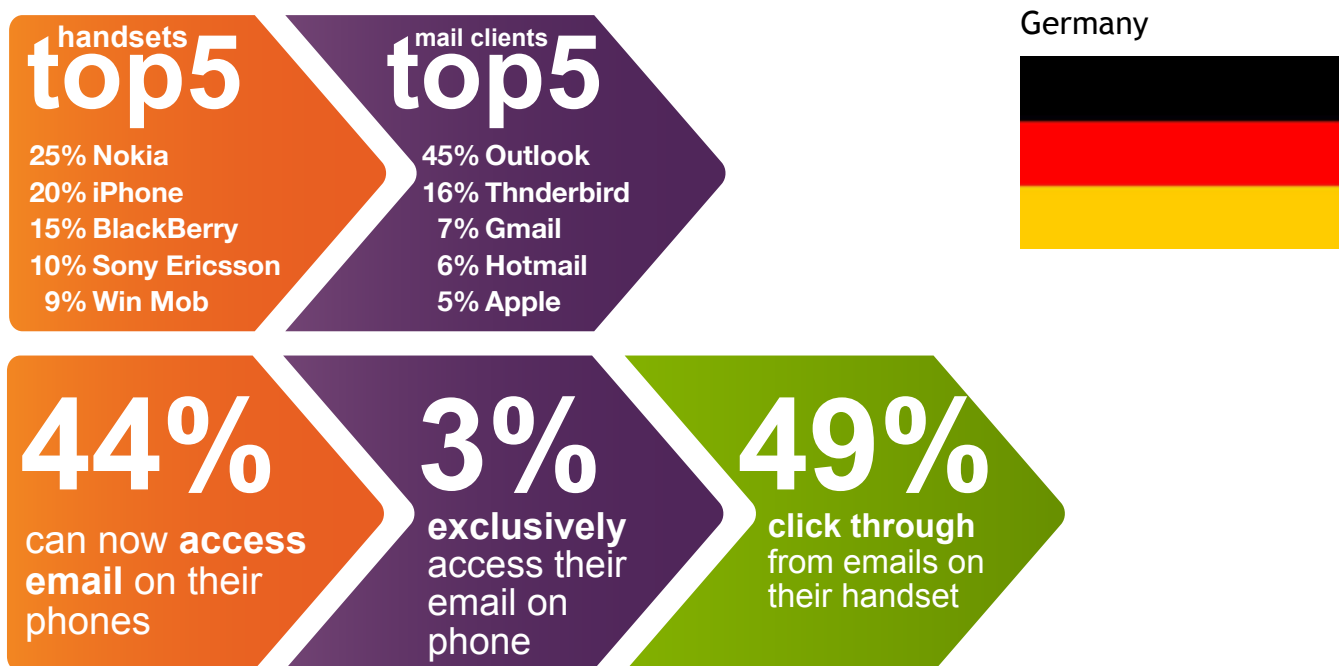
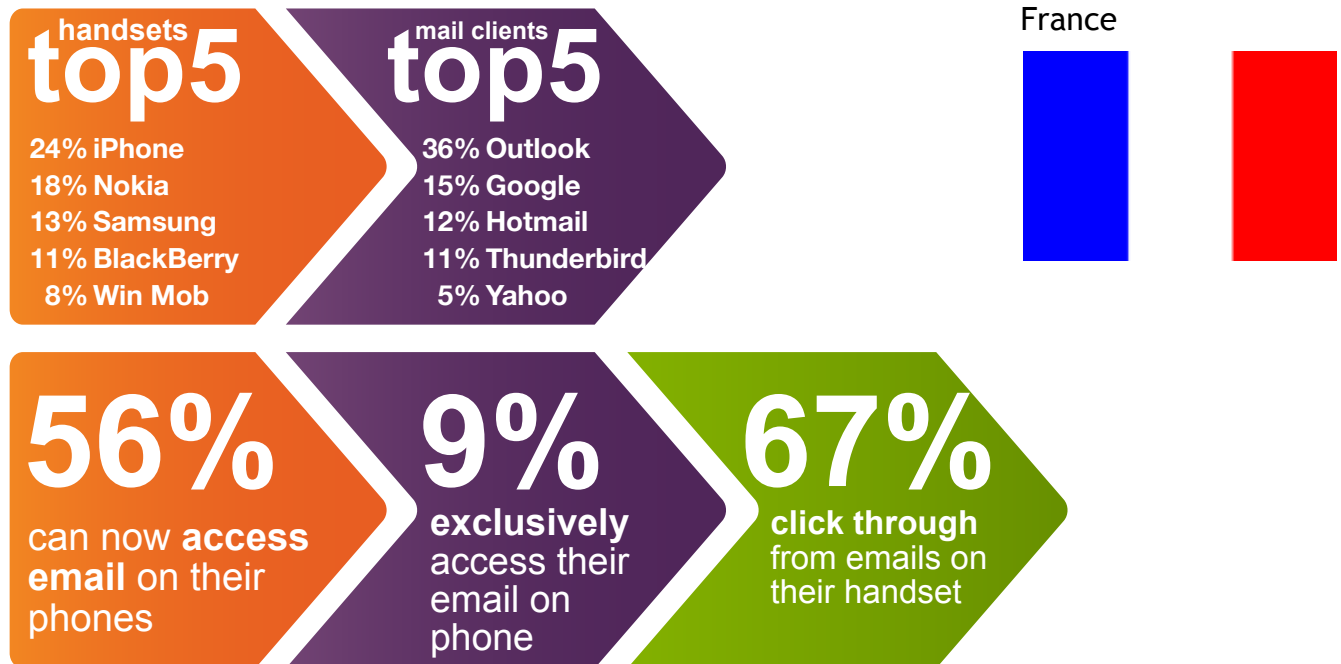
Survey Statistics

Top line results per country



Survey Statistics

Top line results per country



Survey Statistics

Top line results per country

Australia



New Zealand



Survey Statistics

Top line results per country

Singapore



India



Survey Statistics

Top line results per country



Survey Statistics

Top line results per country



Survey Statistics

Top line results per country



Email Screen shot



Survey Screen shot

