

2017 Index

The Mobile Consumer

Presented by

Button 

App Annie

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Introduction

“The growth in downloads and usage proves that apps are becoming increasingly central to people’s lives.”

–Matt Miller, Market Insights Manager at App Annie

People have become accustomed to using their mobile devices for everyday activities: ordering a car, booking a trip, reading the morning news, shopping the latest trends, and more. This handheld device has become a “go-to” means to an end, so it’s no surprise that the mobile economy has shown exponential growth over the past five years - and there’s no stopping anytime soon.

But how is consumer behavior shifting and changing when it comes to how they interact and engage with these devices, specifically the apps that fulfill their everyday needs?

Button, and the most trusted app market data and insights company App Annie, have created an industry report that dives into an analysis of the current state of the app economy:

- **The macro view** of mobile growth in app engagement and commerce
- **The trends driving consumer behavior** in discovering new apps, the channels they prefer, and how mobile impacts shopping habits
- **The marketer’s view** of what channels are converting and where marketing dollars *should* go (compared to where they *currently* do)

Key Highlights & Takeaways

Apps Numbers Are Up All Around - But Discovery is an Opportunity

- **Apps are on the rise:** The number of apps in the market is overwhelming, with Google Play and the iOS App Store featuring a combined 5.9 million apps. And, time spent is expected to hit 2.1 trillion hours this year.
- **Consumers want apps they can use:** They need more than a one-time use if they're going to commit to downloading a new app.
- **People are hungry for more, they just aren't sure where to turn:** Over a third of people feel like they're missing out on great new apps, and also feel they're hard to find.
- **Discovery remains in only a couple places:** When it comes to mobile, discovery is limited to consumers' trusted sources, which include searching the iOS App Store/Google Play. Another channel marketers are seeing a "trusted source" and channel that proves successful: mobile partnerships.

Brands Have to Do Better Than Intrusive Ads on Mobile to Convert

- **Those clicks aren't intentional (but for apps they still manage):** Nearly two-thirds of respondents rarely or never click *intentionally* on a mobile advertisement. But when it comes to mobile apps specifically, people are still willing to engage with a mobile app ad they've seen; however, it's declining (and it doesn't necessarily lead to an install).
- **People trust their sources:** Users are more willing to purchase through and/or install a new app if suggested by another brand they trust (compared to a mobile ad). And this doesn't mean Facebook as over half of people have never taken an action after seeing an ad on the social giant.
- **Partnerships between brands users trust > ads:** And in every capacity. Users are more willing to engage with them, and they convert exponentially higher than other mobile channels.

Now's the Time as Mobile Commerce Grows

- **Mobile commerce worldwide is here to stay:** Per user, it's forecasted to increase more than 250% by 2021 as more consumers take to mobile and basket sizes increase. And Shopping apps are keeping up with the demand as consumers use their mobile devices throughout their journey.
- **Users prefer apps to mobile web:** They want convenience and speed. Especially among Millennials.
- **The "Age of Amazon" is real:** A majority of people consider it one of their top five shopping apps along with other traditional retailers. Younger, digital-first brands have a big opportunity among users.
- **Consumer favorites convert, but the experience needs to be ideal:** If prompted to go from one brand to another while shopping, people expect to be taken to their retailer app (if installed). And if taken to mobile web? Many will drop off for the lack-of-convenience mobile web has to offer.
- **Holidays are here, and that means it's time to shop:** Last year marked the first billion-dollar Black Friday for mobile shopping, and it's expected to do it again. Consumers are ready and plan to use their mobile devices - it's imperative for brands to do the same if they want to be successful.

Survey Breakdown

This information refers to all data regarding consumer behavior and is pulled on behalf of a third-party, independent research.



1,106 Smartphone Users

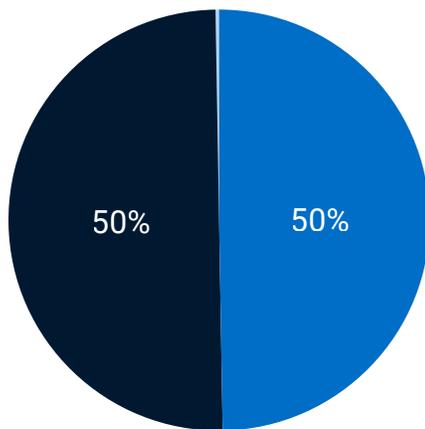


29 Questions



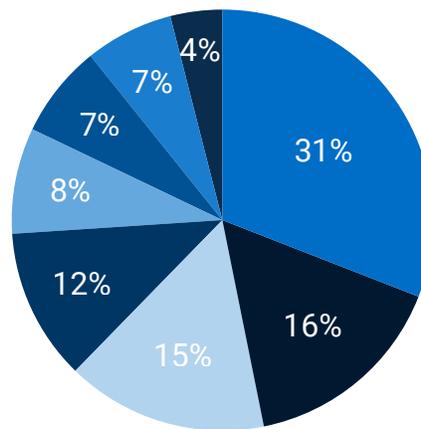
Oct 31 through **Nov 2, 2017**

Operating



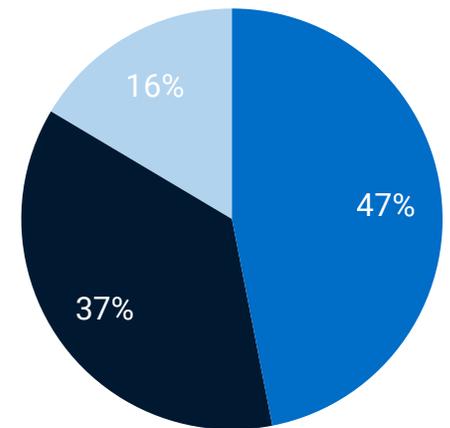
● iPhone
● Android
● Other

Location



● New York
● Chicago
● Los Angeles
● Boston
● Washington D.C.
● Houston
● San Francisco
● Miami-Ft. Lauderdale

Age



● Millennial
● GenX
● Baby Boomer

Methodology around Macro Industry Trends: App Annie has the largest, most diverse set of app data of its kind, tracking over 11 million apps, across hundreds of countries. They leverage advanced statistical modeling and machine learning, global panels of millions of users, global surveys spanning millions of participants and over 7 years of tracked app store data and the expertise of over 200+ engineering, data science and product team members to develop best-in-class estimates and insights.

Note: all methodology pertaining to data used on page 34

Apps & Discovery

The Big Shift

The Macro View

Google Play and the iOS App Store feature more than 5.9 million apps available to consumer. Time spent is expected to reach 3.5 trillion hours worldwide by 2021 - and these numbers are growing.

The Consumer View

Over a third of consumers feel they're missing out on great new apps and equally find them hard to find. And they're turning to the iOS App Store/Google Play and trusted sources - not always search, social, or mobile ads.

The Marketer View

Two places dominate a majority of mobile ad spend: social (Facebook) and search (Google). But that's not what always drives purchases. In fact, the partnerships channel converts 6x more than search (and even more than social).



The Macro View

What the Industry is Seeing

There's no denying that apps are leading the charge when it comes to consumers. However, there's an overwhelming number of apps available for people to interact with. In fact, as of November 2017, the iOS App Store and Google Play had more than 2 million and more than 3.9 million apps available, respectively.⁴

For consumers, finding apps that will provide the most use is important. Everything from space issues to cluttered phones make the barrier to entry tough for brands wanting a piece of a consumer's smartphone real estate. And the number of apps continues to increase at an astonishing rate. During the month ending October 31, 2017, roughly 50,000 new apps launched on the iOS App Store and over 160,000 were added to Google Play.⁴

All data referenced here attributed to App Annie (details on page 34)

The Macro View

What the Industry is Seeing

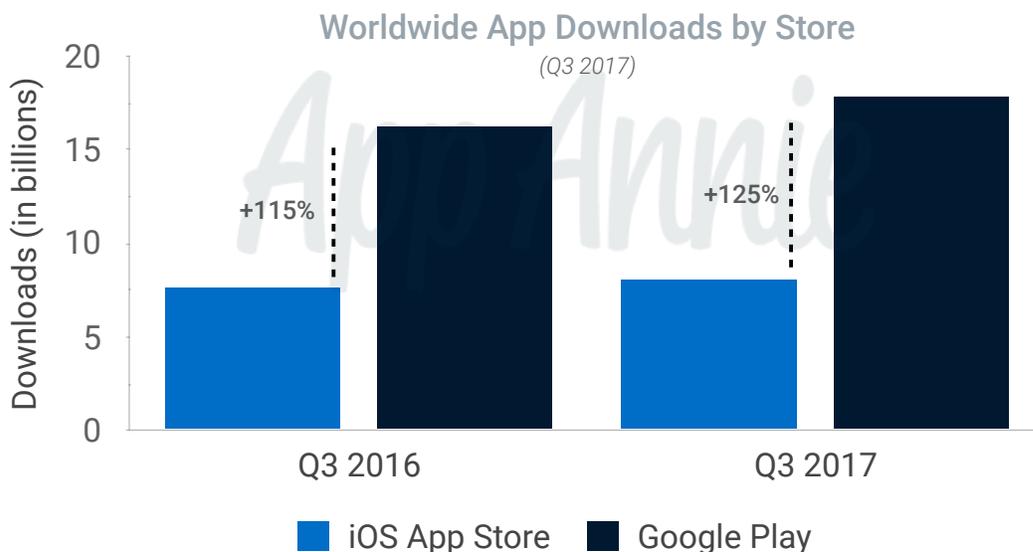
A Look at Downloads and Consumer Spend

According to App Annie, the app economy saw historic performance in Q3 2017 proving once again all signs point north. The iOS App Store and Google play each reached record highs for both worldwide downloads and consumer spend.²



“Around the world, app markets show no sign of slowing down, a sign of good things to come for both emerging and mature app economies.”

—Matt Miller, Market Insights Manager at App Annie



All data referenced here attributed to App Annie (details on page 34)

The Macro View

What the Industry is Seeing

More Time

Not only are downloads and consumer spend on the rise, but people are increasingly spending more and more time in apps. Whether they're "snacking" with their favorite social media app to kill time, scheduling their ride to the airport, or finding the best restaurants around, apps have found a way to impact almost

every activity in our day-to-day lives. In fact, the total time spent in apps worldwide in 2016 reached 1.6 trillion hours, showing an increase of more than 50% year over year. Time spent is expected to hit 2.1 trillion hours this year - forecasts rising to 3.5 trillion hours by 2021, more than doubling from 2016.⁴

"In mature markets, users on average are spending two hours per day - equating to one month out of every year - in apps."

—App Annie

Brands are Taking Note

As the saying goes, "time is money," and no one is realizing that more than the brands trying to reach today's app users. As an app market matures and usage increases, this paves the way for monetization growth. This has already led worldwide mobile app store and in-app advertising combined spend to exceed \$134 billion in 2016. Come 2021, it's forecasted for this number to grow at a 20% CAGR to exceed \$340 billion in 2021.⁴

All data referenced here attributed to App Annie (details on page 34)



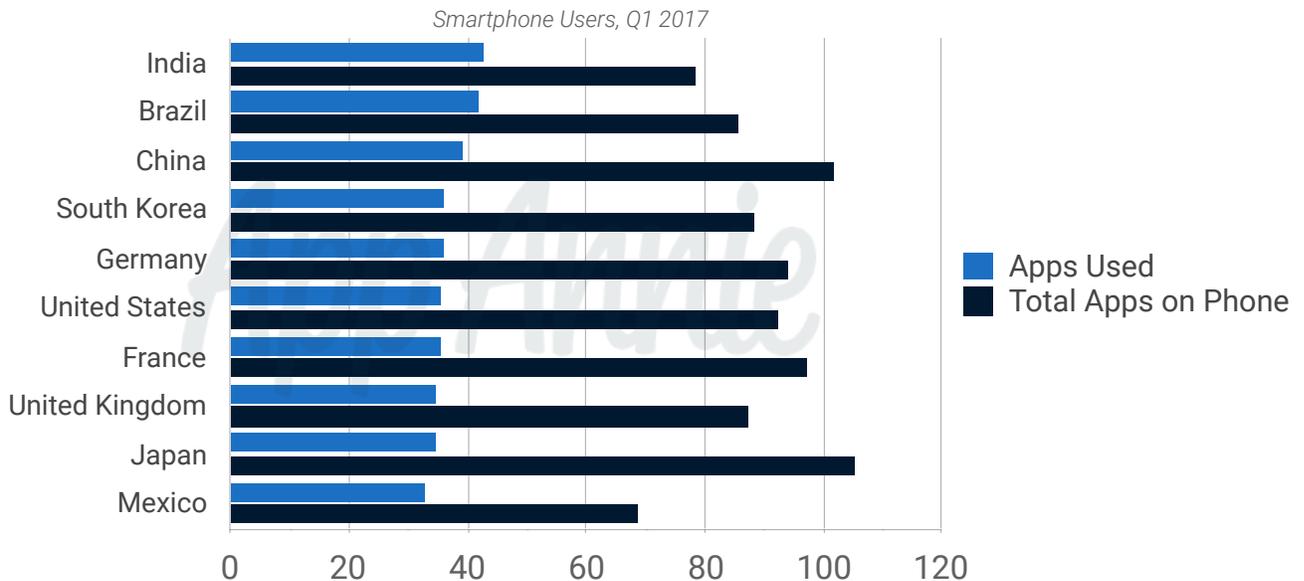
The Consumer View What They Want

If you think about your day and everything you do, think about how many times you go to do something and turn to your phone, more specifically a particular app you have installed. It's hard to imagine a daily task that hasn't been transformed by mobile apps. While we know people spend a lot of *time* using apps, how does this breakdown to *how many* apps they're actually using?

Quality over Quantity

The install is just the beginning for brands. What they're really pining for are long-term value (LTV) users that will turn to that brand's app time and time again. According to App Annie, Americans use over 10 apps each day and over 30 apps each month on average in Q1 2017, spanning a variety of industries and fulfilling a wide range of consumers' needs.⁶

Monthly Average Number of Apps Used and Installed



All data referenced here attributed to App Annie (details on page 34)

The Consumer View

What They Want

FOMO - Fear of Missing Out - (for Quality Apps) Exists in the Economy

People want more, they just aren't sure where to turn. Over a third of respondents feel they're missing out on great new mobile apps (37%), and feel they're hard to discover (38%). And age is certainly a factor, as 75% of Baby Boomers are content with the apps they have already.

But people aren't willing to download just any app (that's valuable real estate on the home screen) - they want apps they can use often. In order for consumers to download a new app, there needs to be more than one-time use. When asked the top reason for not downloading new apps, roughly a quarter of respondents (24%) stated it was due to "not using the app enough."

Americans use
over 10 apps each
day (Q1 2017).

Almost **half of
Millennials** find it
hard to discover
new mobile apps.

All data referenced here attributed to Button (more details on page 34)

The Consumer View

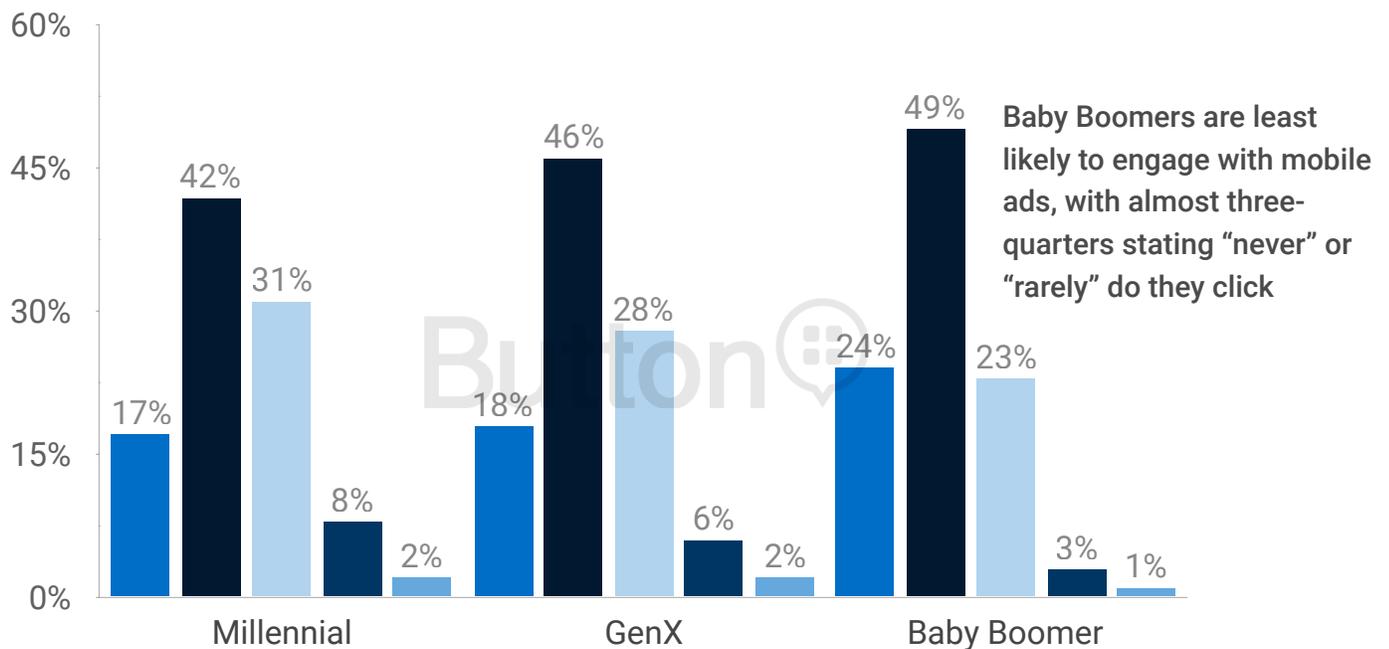
What They Want

Those Clicks Aren't Intentional

Mobile advertising (in general) isn't working for consumers - and that was made clear in the research. When asked how often they intentionally click on mobile ads, nearly two-thirds of respondents (64%) stated "never" or "rarely." In fact, only 8% stated they intentionally click "often" or "very often."

Frequency for Intentional Mobile Ad Clicks

Broken out by Generation



Baby Boomers are least likely to engage with mobile ads, with almost three-quarters stating "never" or "rarely" do they click

Millennials are most likely to click on a mobile ad, with 39% stating "sometimes" or "often" do they click

■ Never
 ■ Rarely
 ■ Sometimes
 ■ Often
 ■ Very Often

All data referenced here attributed to Button (more details on page 34)

The Consumer View

What They Want

Mobile Ads for Apps See More Clicks (But Not for Long)

Listen up mobile acquisition marketers. The good news: when it comes to mobile ads pertaining to apps specifically, consumers are more engaged than general advertising on mobile. The bad news: while slowly, it's declining.

When asked, 52% of respondents stated they've intentionally clicked on a mobile ad for another app (which is a decline from 57% in 2015⁸). However, only 44% have clicked on a mobile ad for another app and *actually downloaded* it. So while the engagement is there, it's not necessarily converting into repeat users.

Consumers Trust Their Sources...

And while traditional channels still drive engagement and new users, consumers are becoming more sensitive to mobile ads. In fact, nearly two-thirds (64%) of respondents stated they'd be *more willing* to purchase through and/or install a new app if it was suggested by a trusted mobile site/app (compared to a mobile ad).

...And That Doesn't Always Mean the Google & Facebook "Duopoly."

The duopoly: the informal conglomeration of Facebook and Google and the duo's stronghold on the mobile advertising industry, making up more than half of all of advertiser mobile ad dollars.



All data referenced here attributed to Button (more details on page 34)

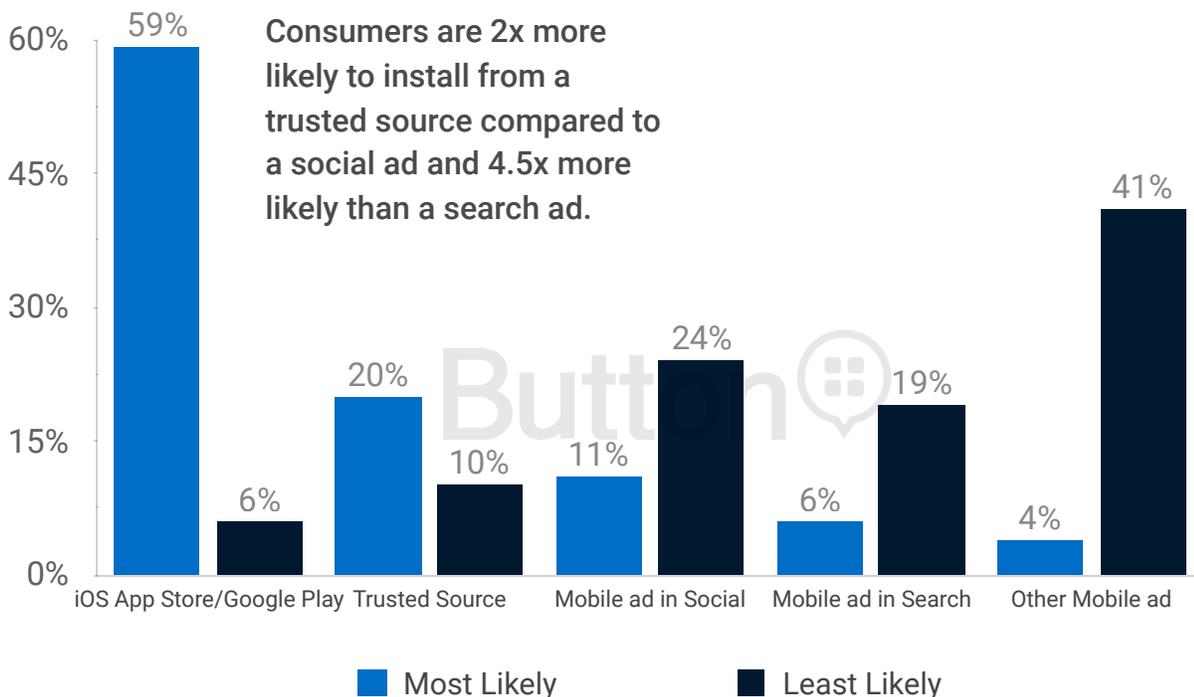
The Consumer View

What They Want

This duo has proven to be powerful for brands looking to appeal to users via their mobile devices. However, when it comes to consumers they're not turning towards the social and search giants for inspiration. In fact, there was some surprising feedback when we asked respondents what they're most likely to do on mobile as it pertained to finding and installing new apps.

A major takeaway: consumers are leaning away from traditional mobile ads in every capacity. A majority of respondents (79%) stated the most likely scenario for finding/installing new apps would be through "iOS App Store/Google Play" or by "being prompted by a trusted source."

Likely Scenarios Where Consumers Find & Install New Apps



All data referenced here attributed to Button (more details on page 34)

The Consumer View

What They Want

Facebook Specifically isn't Converting to Users

Facebook is known as the place we go when we want to check up on old friends, tap into an affinity group, or maybe even sell something in the platform's Marketplace. One thing we found was that - while great for killing time - Facebook did not lead to either purchase or install intent among users.

Over half of respondents (55%) stated they have *never* downloaded an app and/or make a purchase immediately after seeing a Facebook ad. And only 8% have ever made a purchase (but not installed an app) after immediately seeing a mobile ad on Facebook.

In looking at a breakdown of generations, Baby Boomers are the least likely to convert from Facebook mobile ads, showing that 71% have never purchased and/or installed an app in this scenario. Surprisingly, Millennials are more open to taking action while perusing the social platform, with only 47% having never taken part in engaging with a Facebook mobile ad.

“When it comes to the least likely scenarios for finding and installing new apps, the bottom three all had one thing in common: mobile advertising regardless if through search or social. “

– Button

All data referenced here attributed to Button (more details on page 34)

The Marketer View

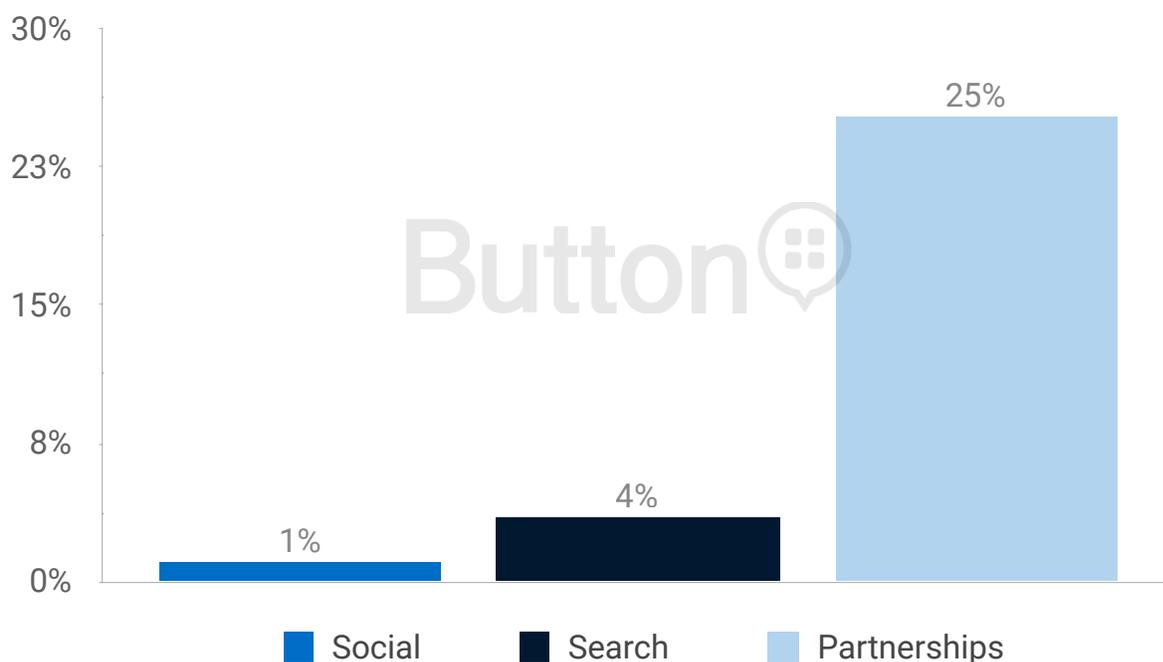
Where They're Spending

Consumer Intent Lies Beyond Social & Search

As it's been shown earlier in the report, search and social ads on mobile aren't what consumers see as drivers for discovery. Yet that's where more than half of mobile ad dollars are going (and high-intent users aren't there on mobile).

Consumers are looking to other sources beyond the iOS App Store/Google Play for new apps. In fact, nearly two-thirds (64%) of respondents stated they'd be more willing to purchase through and/or install a new app if it was suggested by a trusted mobile site/app (versus a mobile advertisement).

Purchase Conversion Rates by Mobile Channel ^{*}



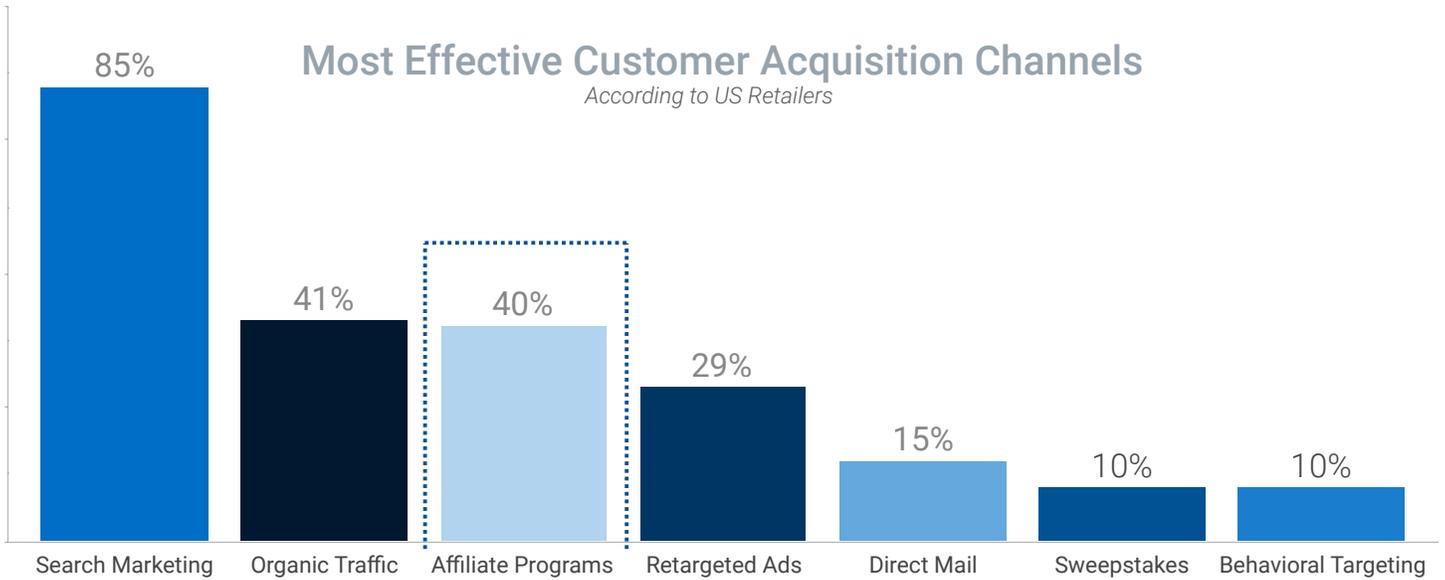
All data referenced here attributed to Button (more details on page 34)

* Data includes multiple sources; "Purchase" Pertains to a Completed Transaction Made Within a Separate App (not the purchase of an app)

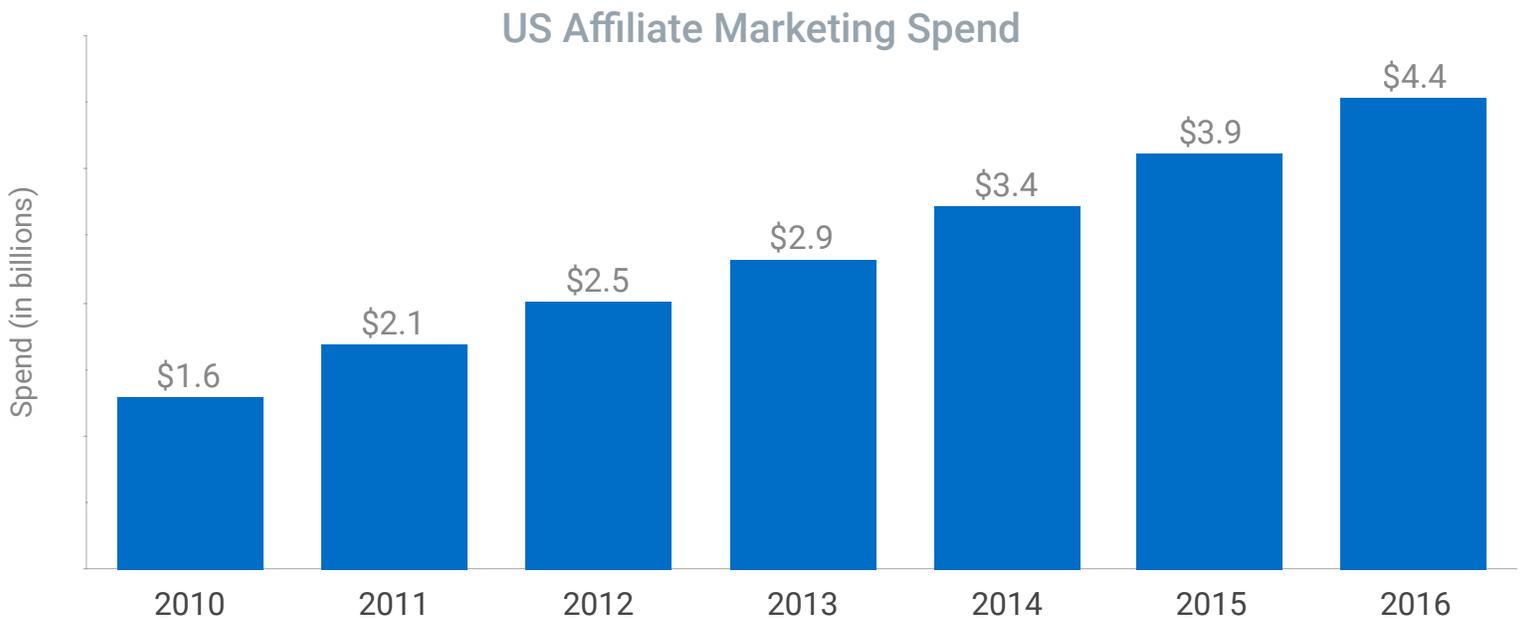
The Marketer View

Where They're Spending

Retailers Have Relied Heavily on Affiliate in Desktop...



...and Marketers Are Spending More YoY on This Channel.



All data referenced here attributed to Business Insider Intelligence "The Affiliate Marketing Report" (Sep, 2016)

The Marketer View

Where They're Spending

In mobile, a lot of marketers are reaching far and wide, looking at the “top of funnel” for consumer acquisition when in fact, they should be looking deeper in the funnel. By natively partnering with other mobile brands that users trust and identifying where these “moments of intent” are (e.g. looking at a restaurant, searching for a coupon), app marketers will not only drive higher conversion but more engaged, LTV users. Affiliate partnerships make up roughly 20% of commerce on desktop - on mobile it reflects >1%.

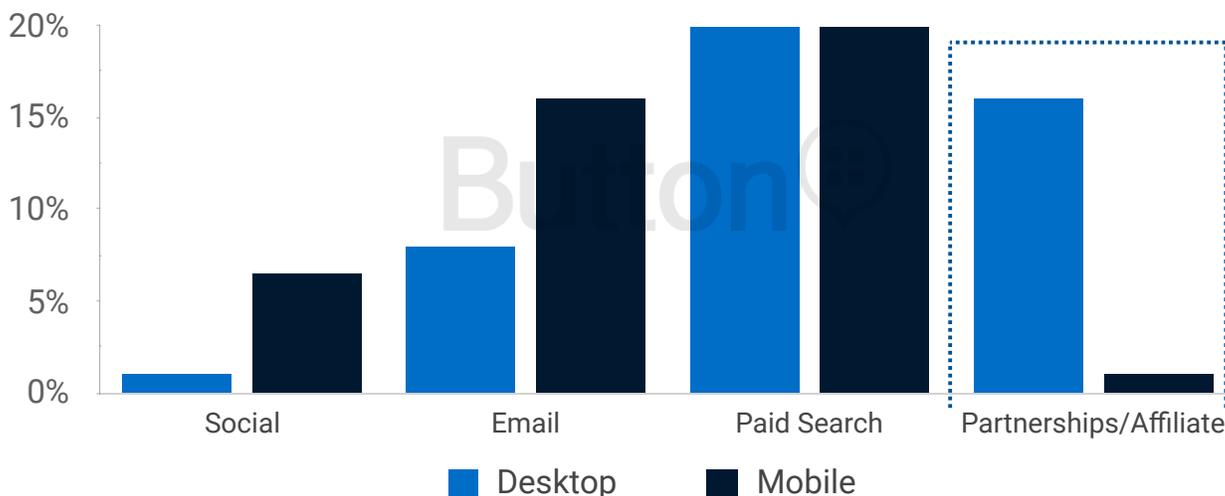
Ultimately, on mobile, connecting the brands with traffic and intent to the apps that can fulfill it will drive new revenue, user acquisition, and repeat engagement.

“For consumers, a seamless connection on mobile is an approach that can remove much of the hassle from doing what they want at the moment they discover they want to do it – ultimately creating a better experience.”

– Button

Commerce Orders by Referral Channel

Desktop vs. Mobile



This is retailers' highest-margin acquisition channel in desktop - they need to replicate in mobile

* Sources vary as it pertains to industry standards

All data referenced here attributed to Button (more details on page 34)

Mobile Commerce

Hitting Record Growth

The Macro View

Mobile commerce is the leading driver of growth in the app economy. According to App Annie, Per user mobile commerce is forecasted to increase more than 250% to \$946 by 2021 globally.

The Consumer View

People are certainly shopping on mobile, specifically in retail apps - the holidays are no different. And they're willing to try new things if recommended from a favorite trusted source.

The Marketer View

User acquisition and mobile commerce are not happening with mobile search and social ads - the duopoly driving nearly all ad spend. Once engaged, marketers sending users in-app on mobile (versus mWeb) will benefit far more.



The Macro View

What the Industry is Seeing

People are looking for new apps, but they're not necessarily finding them via advertising on mobile. In fact, it's quite the opposite as we've covered. Interest and usage in new apps among consumers is growing, but when it comes to spending money, how have mobile capabilities changed the industry?

First off, the app economy is expected to grow tremendously. The user base alone will nearly double from 3.4 billion people in 2016 to 6.3 billion in 2021.

As highlighted by App Annie, mobile commerce is the leading driver of growth in the mobile and app economy, representing a clear demonstration of the shift to mobile. In fact, per user mobile commerce is expected to increase (more than 250%) from \$344 to \$946 by 2021 globally. In the US specifically, strong growth is expected with consumers becoming more likely to spend in-app with growing basket sizes.

All data referenced here attributed to App Annie (details on page 34)

The Macro View

What The Industry is Seeing

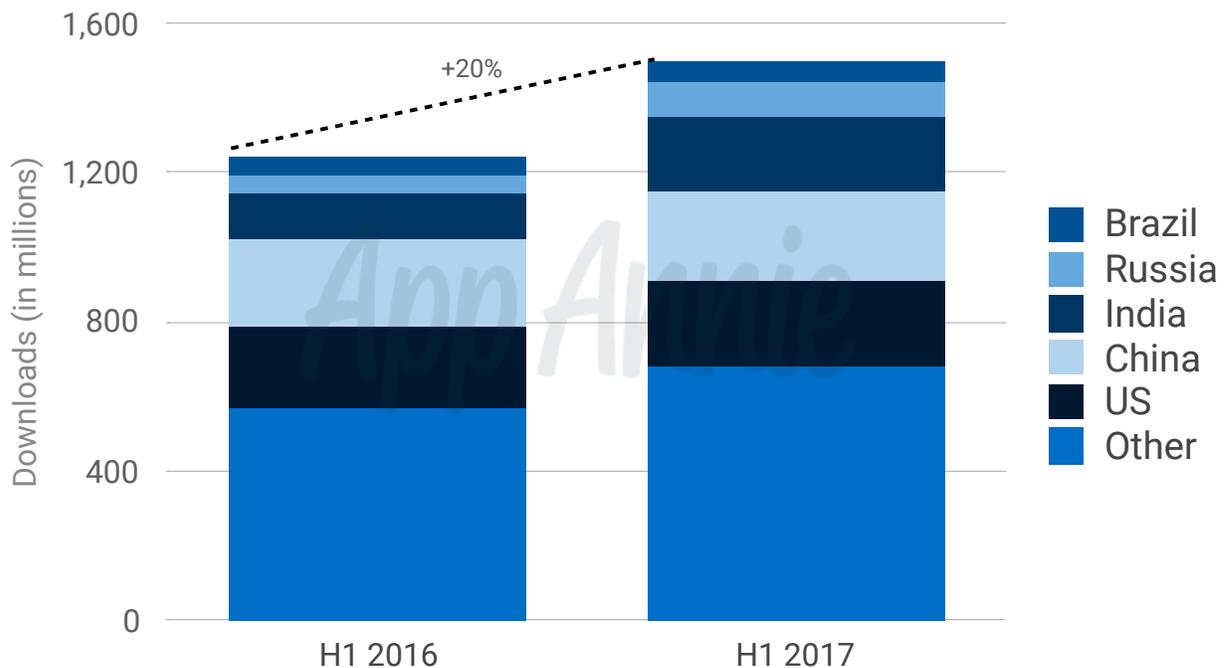
Users are Turning to Apps for Shopping Needs

The retail landscape has changed - that's a fact. And when it comes to mobile shopping, according to App Annie it's expected to have its biggest year ever. Consumers are more and more turning to mobile first when they're planning to make a purchase.

Globally, overall downloads of Shopping apps grew 20% year-over-year in H1 2017 across both iOS and Google Play. And across all smartphone users in the US, consumers spent nearly an hour on average in Shopping apps each month in H1 2017. It's clear, mobile shopping is in high demand.⁵

iOS and Google Play Combined Downloads

Top 5 Markets for Shopping Apps, Worldwide (in Millions)



All data referenced here attributed to App Annie (details on page 34)



The Consumer View

How They're Shopping

Whether you're shopping for that last-minute birthday present, finding furniture for your new apartment, or looking for the latest deal, there's an app for any and every need when it comes to shopping. Over a quarter of respondents (76%) have made a purchase through their mobile app or site, with GenX leading the way (81%). Baby Boomers seem less inclined as only 63% have made a purchase on mobile.

Mobile Impacts Every Facet of Shopping

Users aren't just using their phones to make the purchase, but also using these devices in many aspects of the shopping journey. In addition to making a purchase, over half of respondents (56%) - and also the top response - stated they "search for reviews on dedicated sites" (e.g. Yelp, Amazon) when considering a purchase. The second most popular response was "searching multi-brand full price mobile sites/apps" (e.g. Saks) (40%), followed by "searching multi-brand discount mobile sites/apps" (e.g. Groupon, Gilt) (32%) and "searching loyalty or cashback mobile sites/apps" (e.g. Ibotta) (31%).

Interestingly, 21% of consumers simply purchase (no research at all)!

All data referenced here attributed to Button (more details on page 34)

The Consumer View

How They're Shopping

Apps Reign Supreme over Mobile Web

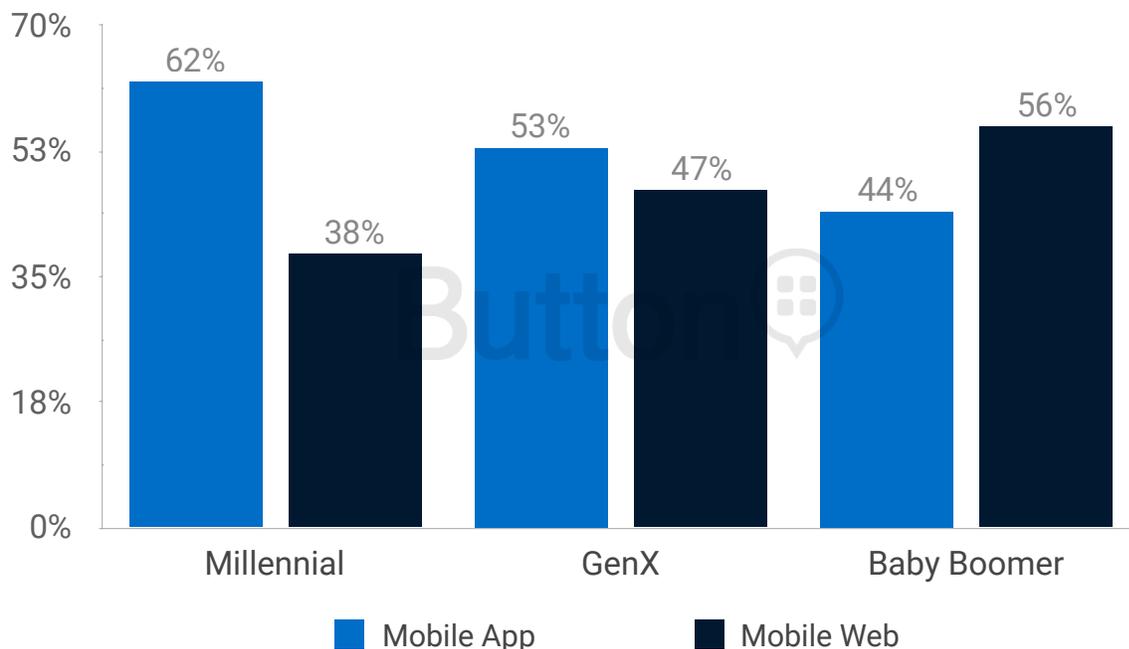
On average, more than half of respondents are turning to mobile apps for shopping needs, preferring them over mobile web. However, that's not consistent across generations: apps see more preference among Millennials (62%) compared to Baby Boomers where 56% actually prefer mobile web on their devices.

“Retailers need to prioritize their app strategy in order to keep up with shifting shopping habits.”

– Lexi Sydow, Market Insights Manager at App Annie

Preference of Mobile Web versus Mobile App

Broken down by Generation



All data referenced here attributed to Button (more details on page 34)

The Consumer View

How They're Shopping

Convenience is Key When it Comes to Mobile

Mobile apps tend to provide a better experience than mobile web: login and personal details are typically saved, the ability to pay with a simple thumbprint makes checkout a breeze, and the functionality is optimized for your screen size.

Respondents within the survey agreed. Of those that preferred mobile app, when asked “why” the top reason was that apps are “easier to navigate on a phone (compared to a mobile site)” (69%). Other reasons respondents preferred apps over mobile web include “login details are saved/easier to enter” (61%), there’s a “faster load time” (57%), “personal info and payment credentials are already saved/easier to enter” (54%).

The days of personalization aren't there yet.

When it comes to the app experience, only 32% feel personalized content is important.

Push notifications aren't cutting it anymore.

Less than 30% of those that prefer apps stated that the “ability to turn on notifications” factored into why.

Millennials value convenience and time more than others.

Among the reasons *why* they choose mobile apps over web include easier navigation in-app (75%), login credentials are saved (62%), faster load time in-app (61%), and saved personal and payment credentials (56%).

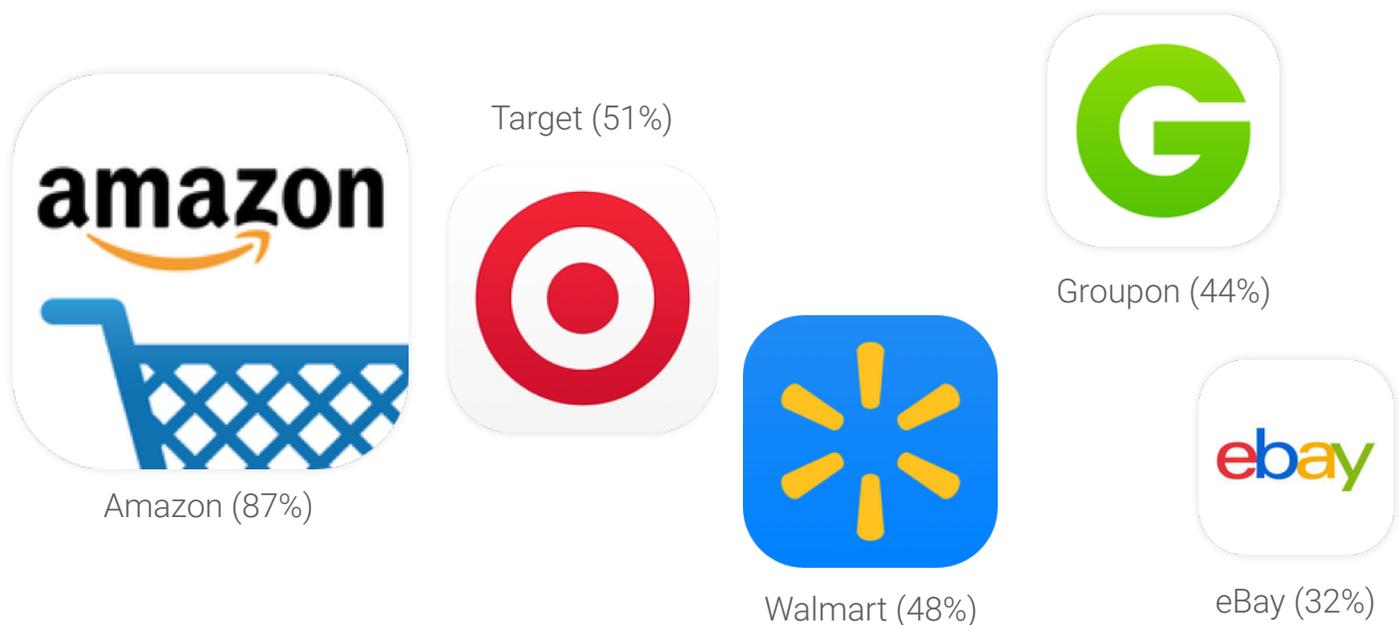
All data referenced here attributed to Button (more details on page 34)

The Consumer View

How They're Shopping

Mobile Shopping in the Age of Amazon

Amazon's "Everything Store" has been paving the way for some time, growing year-over-year with no end in sight. That same sentiment was apparent as well among respondents, with a majority (87%) stating Amazon was one of their top 5 shopping apps.



Younger, Digital-First Shopping Apps Have Some Catching up to Do



Millennials: 28%
GenX: 15%
Baby Boomers: 15%

Digital vs. Traditional

57%: Millennials
49%: GenX
31%: Baby Boomers



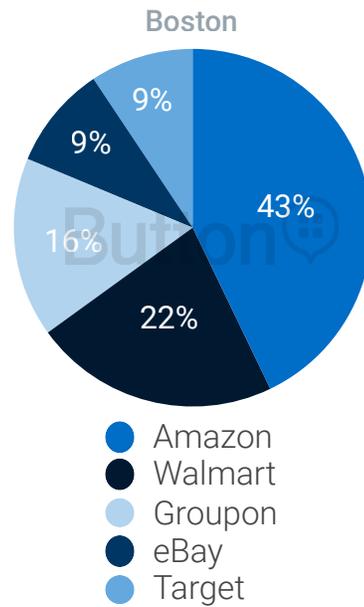
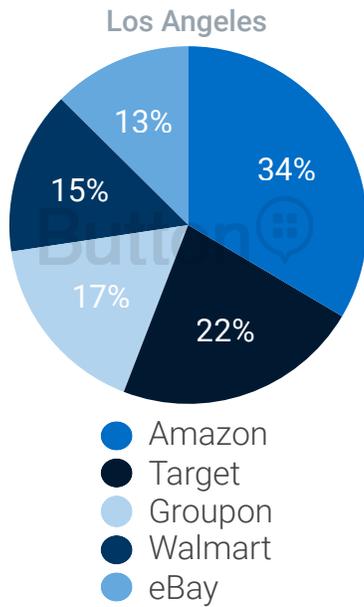
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The Consumer View

How They're Shopping

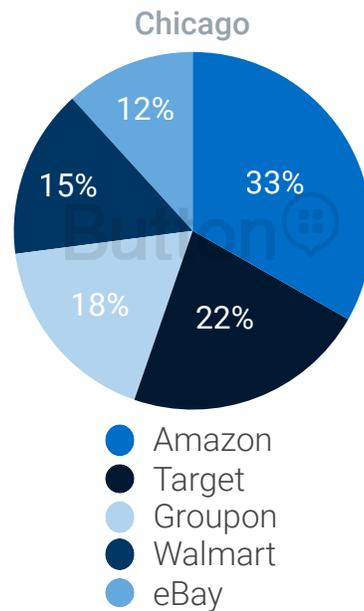
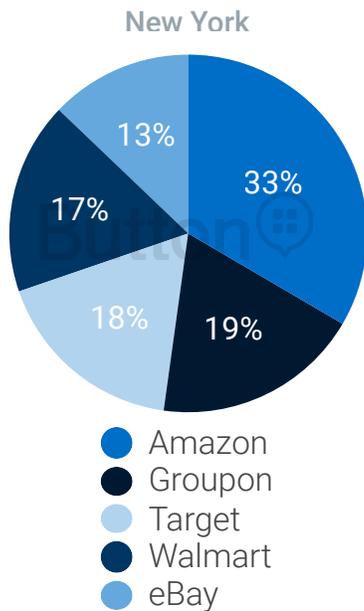
The Metro Matters

When it comes to the overall top five shopping apps, major metros make a difference in where consumers' favorite falls.



People of Boston heavily rely on "The Everything Store"

Majority of New Yorkers are digital-first shoppers



All data referenced here attributed to Button (more details on page 34)

The Consumer View

How They're Shopping

The Consumer Journey on Mobile is Complex

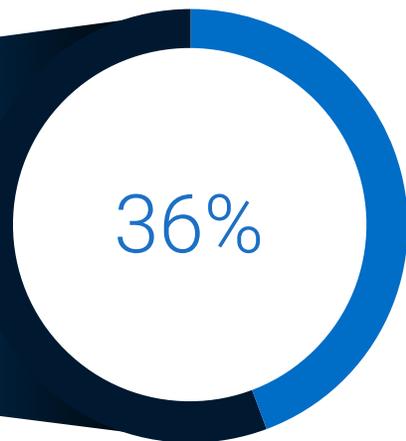
If you ask any consumer, they're likely to be able to understand that shopping on mobile can come with intrusive ads from time-to-time. Yet brands are becoming smarter about how they interact with consumers.

Connecting a consumer's trusted source where intent fosters to brands where they can take action on mobile (not through an ad but a native partnership) is becoming more common. In fact, 63% of respondents have been prompted to go from one experience to another. And from here, they want simplicity. If they already have the retailer's app installed that they're being prompted to complete a transaction within, 84% of respondents expected to be taken to that app. If they were not taken to the retailer's app (and to mobile web instead) over a third (36%) stated they would not have completed the transaction out of convenience's sake.

Consumers that expect to be taken to the retailer's app
(versus mobile web)



Customers that *will not* complete the purchase if taken to mobile web



Why not?

Consumers won't complete due to not wanting to login on mWeb or re-enter payment details

All data referenced here attributed to Button (more details on page 34)



The Consumer View

How They're Shopping

The Holiday Edition

The holidays are fast-approaching, which means consumers are getting ready to rack up on holiday savings. Starting this month with Alibaba's "Single's Day," the shopping holiday saw record success with the company's western facing app - AliExpress - hitting #1 for Shopping apps by daily iOS and Google Play downloads in the US that day (Nov 11, 2017). It was also #1 for Shopping apps by daily iOS and Google Play downloads that same day in France, the UK, and Germany. This speaks to Alibaba's expansion of "Single's Day" internationally, which contributed to its record \$25 billion in sales.

The next holiday: Black Friday. App Annie expects to see well over 12 million hours spent in the top five Digital-First apps* on Android phones alone in the US on this year's Black Friday and Cyber Monday combined – a 40% growth from 2016.

This increase will be fueled by three key factors: app-exclusive deals, longer lead times advertising mobile deals leading up to Black Friday, and encouragement to use the app in-store to complement traditional brick and mortar shopping. All in all, shoppers habits are continuing to shift to mobile.

Given last year's Black Friday was the first billion dollar mobile shopping day, brands having a mobile strategy during the holidays is *imperative* to their success, especially as more and more consumers are spending significant time in apps.⁷

*Top 5 Digital-First apps by time spent on Android phone in the US in H1 2017
All data referenced here attributed to App Annie (details on page 34)

The Consumer View

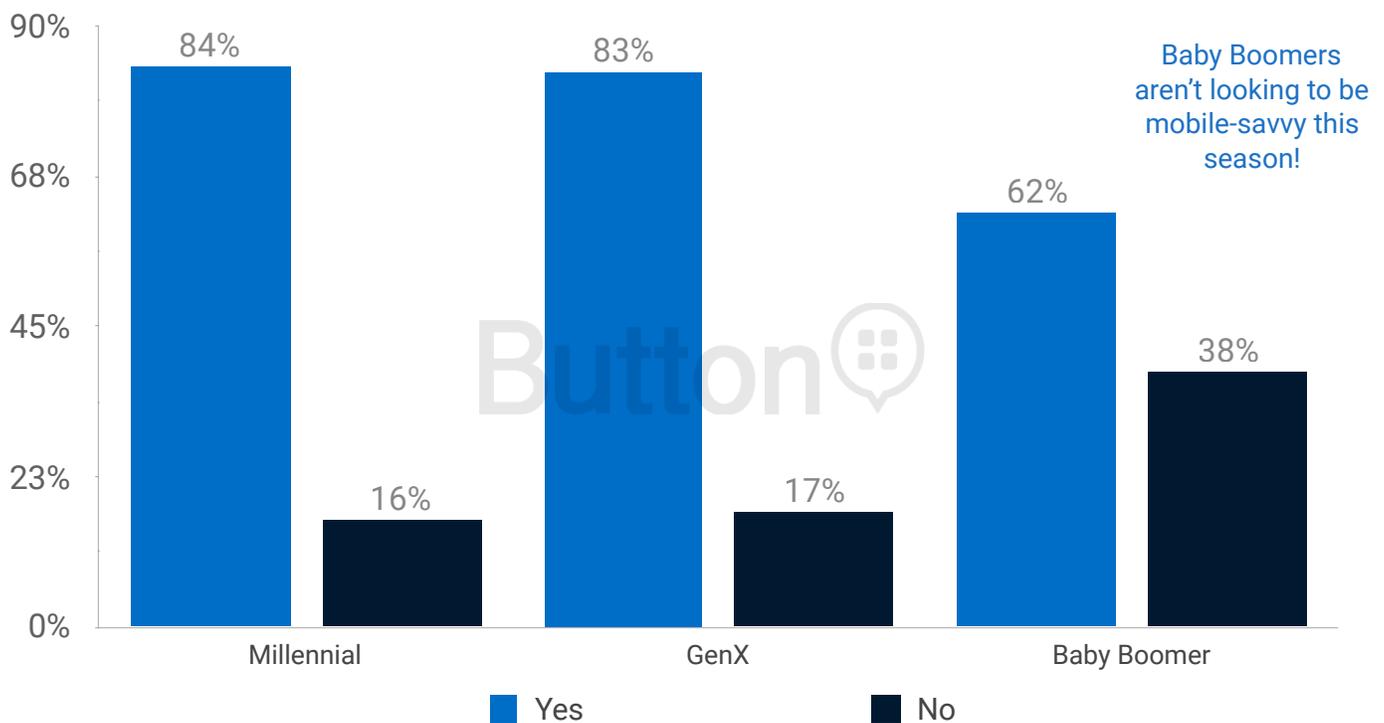
How They're Shopping

Most Plan to Use Mobile During Holiday Shopping

Mobile commerce is expected to hit record highs this holiday season, but how exactly do consumers incorporate their devices while shopping beyond purchases? While a few people seem to be sticking to good ole' brick-and-mortar (or no shopping at all), a majority of respondents (80%) said they do plan to use mobile sites/apps while shopping this holiday season.¹

Those Planning to Use Mobile This Holiday Shopping Season

Broken down by Gender



All data referenced here attributed to Button (more details on page 34)

The Consumer View

How They're Shopping

Going Beyond the Purchase This Holiday Season

Shopping these days involves a range of touch-points – whether that's finding the best deals, scouting the nearest location, or doing the due-diligence before hitting the “confirm” button. That's no different for the holiday shopping season. While a busy time, consumers are planning to use their phones in a variety of capacities this holiday season:¹



Mobile Takes All
5% of people will be doing **all of their holiday shopping** on mobile this year.

No Mobile Distractions
Baby Boomers are least likely (45%) to be perusing on mobile while shopping in-store

All data referenced here attributed to Button (more details on page 34)

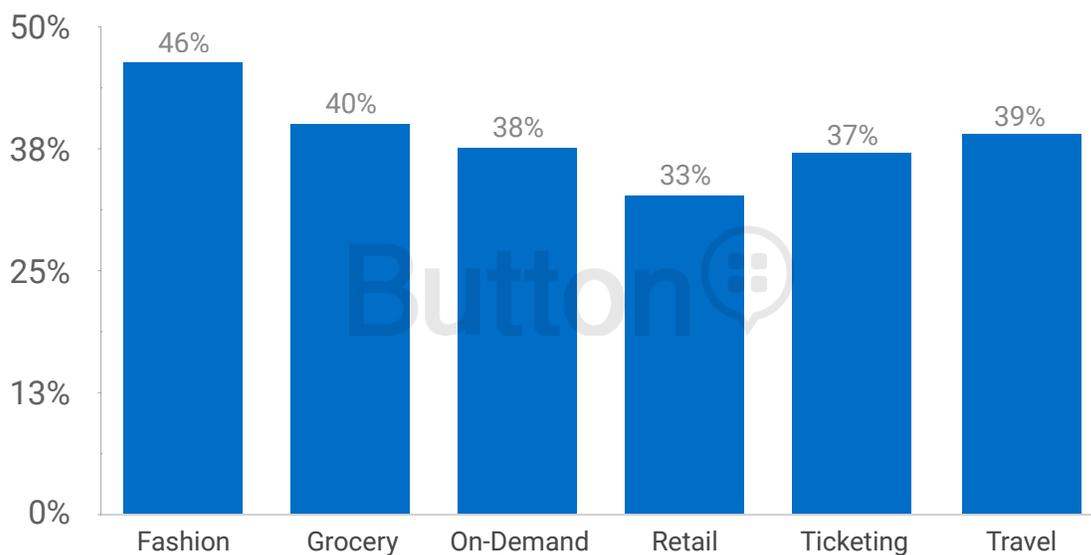


The Marketer View

What Drives Success

Mobile partnerships between brands - especially app-to-app - can create a rewarding experience for all parties involved: Publishers see new revenue without having to clutter their experience with ads, Merchants drive new transactions and acquire LTV users, and - most importantly - consumers seamlessly go from intent (looking for a restaurant) to action (ordering a car service to the restaurant).¹

Industry Breakdown: App Install Conversion Rate
Mobile Partnerships



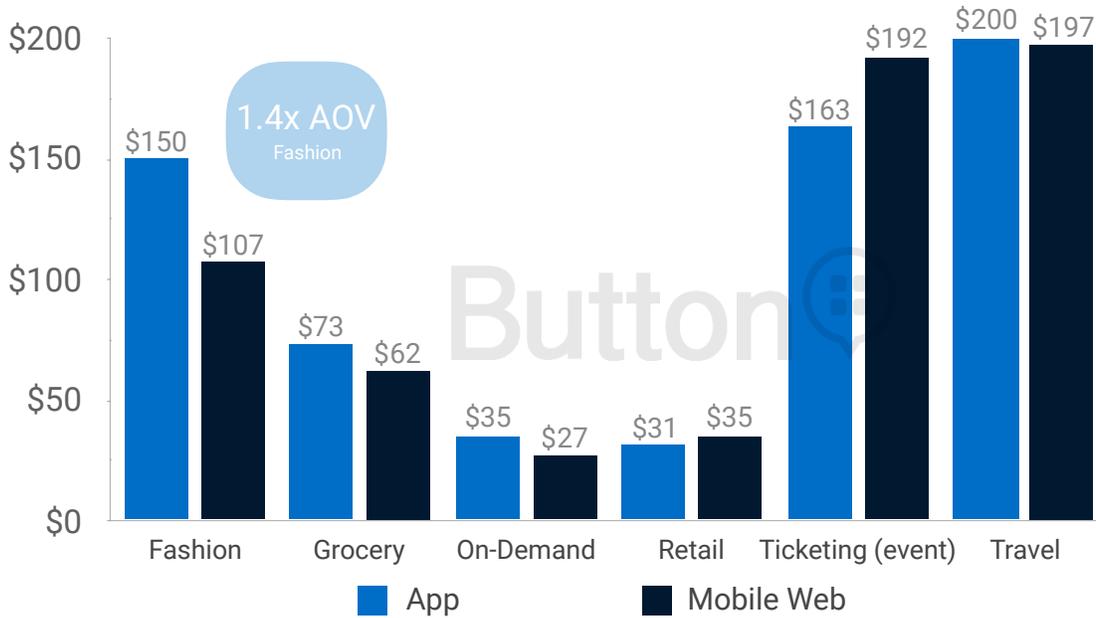
All data referenced here attributed to Button (more details on page 34)

The Marketer View

What Drives Success

Industry Breakdown: Average Order Rate

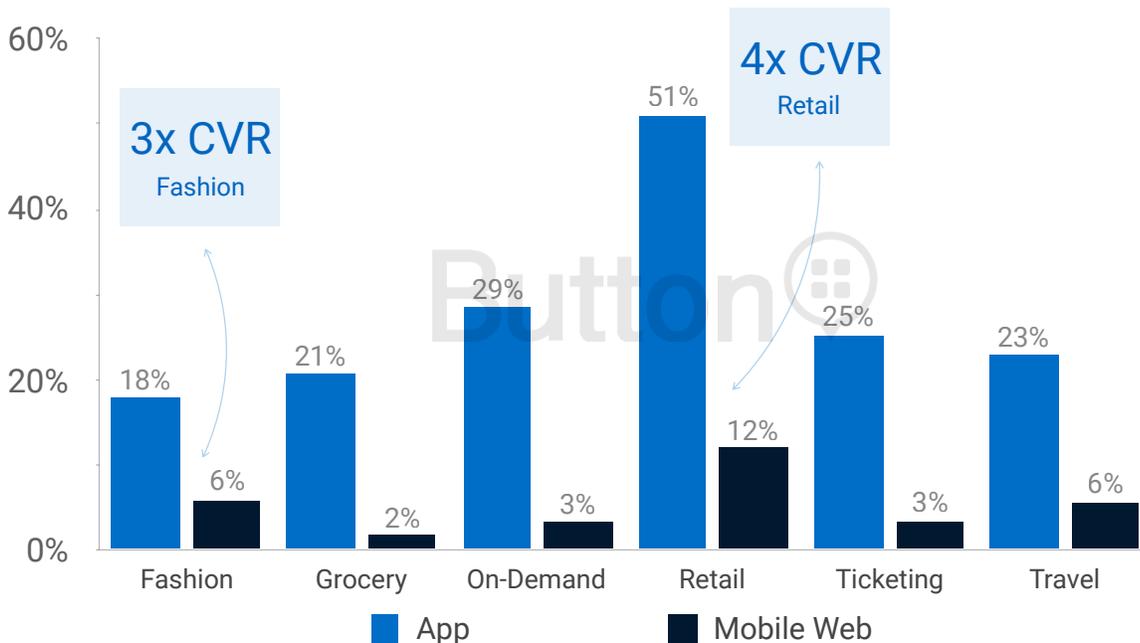
App versus Mobile Web, Mobile Partnerships



Driving users in-app proves successful for mobile marketers.

Industry Breakdown: Purchase Conversion Rate *

App versus Mobile Web, Mobile Partnerships



Industry Standards
Purchase CVR

1% Social

4% Search

*"Purchase" Pertains to a Completed Transaction Made Within a Separate App (not the purchase of an app)
All data referenced here attributed to Button (more details on page 34)

Index & Methodology

Button | Survata Survey: Consumer Behavior & Mobile Apps

1 This survey was commissioned by Button and conducted by Survata, an independent research firm in San Francisco. Survata interviewed 1106 online respondents between October 31, 2017 and November 02, 2017.

As it pertains to “Age” generations within this report, they are the following:

- Millennial: age 18-34
- GenX: age 35-54
- Baby Boomers: age 55-73

“The Marketer’s View” data draws from partial Button internal data spanning Q3-Q4 2017 (August-October), and analyzes over 33 million app/mWeb link taps across more than one million users on mobile, and performance among 20 top-tier mobile brands.

App Annie Report Reports to Reference:

2 Global App Downloads & Consumer Spend Hit Record Levels: Q3 2017 Recap (10.23.17): <https://www.appannie.com/en/insights/market-data/global-app-downloads-consumer-spend-hit-q3-2017-recap/>

3 Retailers: Why Data Should Drive Your Mobile Strategy (10.11.17): <https://www.appannie.com/en/insights/market-data/global-mobile-app-retail-report-2017/>

4 Today's Trillion Dollar App Economy is Only the Beginning (9.6.17): <https://www.appannie.com/en/insights/market-data/trillion-dollar-app-economy-only-beginning/>

5 The App Annie Forecast: \$6 Trillion in New Value (8.30.17): <https://www.appannie.com/en/insights/market-data/consumer-spend-mobile-6-trillion-2021/>

6 Spotlight on Consumer App Usage, Part 1 (5.3.2017): <https://www.appannie.com/en/insights/market-data/global-consumer-app-usage-data/>

7 App Annie, Black Friday and Select Holiday Shopping Data (11.2017)

On-Demand Economy Report

8 This report was launched produced in May 2015 to understand the changing shape of the on-demand economy and the evolution of user behavior (5.2015): <https://www.slideshare.net/TheOnDemandEconomy>

About



Button (www.usebutton.com) is the mobile partnership platform for the world's leading brands, providing a scalable solution and the simplest way to build partnerships that drive commerce. Through proprietary technology and hands-on service, Button facilitates discovery and transaction among consumers with a user-first experience. Current partners on the platform feature industry leaders such as Hotels.com, Condé Nast, eBay, Groupon, Uber, Foursquare, Booking.com, and more.

The company was founded in 2014 and was voted the number one place to work in NYC by Crain's magazine and a Best Workplace in the U.S. by Inc. Magazine. Button has raised more than \$34 million in Seed, Series A, and Series B funding from Norwest Venture Partners, Redpoint Ventures, Greycroft Partners, DCM Ventures, Accomplice Ventures, VaynerRSE and others.

Learn more at www.usebutton.com.

App Annie

App Annie delivers the most trusted app market data and insights for your business to succeed in the global app economy. Over 900,000 registered members rely on App Annie to better understand the app market, their businesses and the opportunities around them. The company is headquartered in San Francisco with 450 employees across 15 global offices. App Annie has received \$157 million in financing, including from investors such as Sequoia Capital, Institutional Venture Partners, IDG Capital Partners, e.ventures, Greenspring Associates, and Greycroft Partners.

Learn more at www.appannie.com.