



m

factor

m mobile customer  
m monetization  
m my company



M-STAT  
mobile solutions

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# We are M-STAT

# Powering up businesses in mobile communication





## SMS and Push



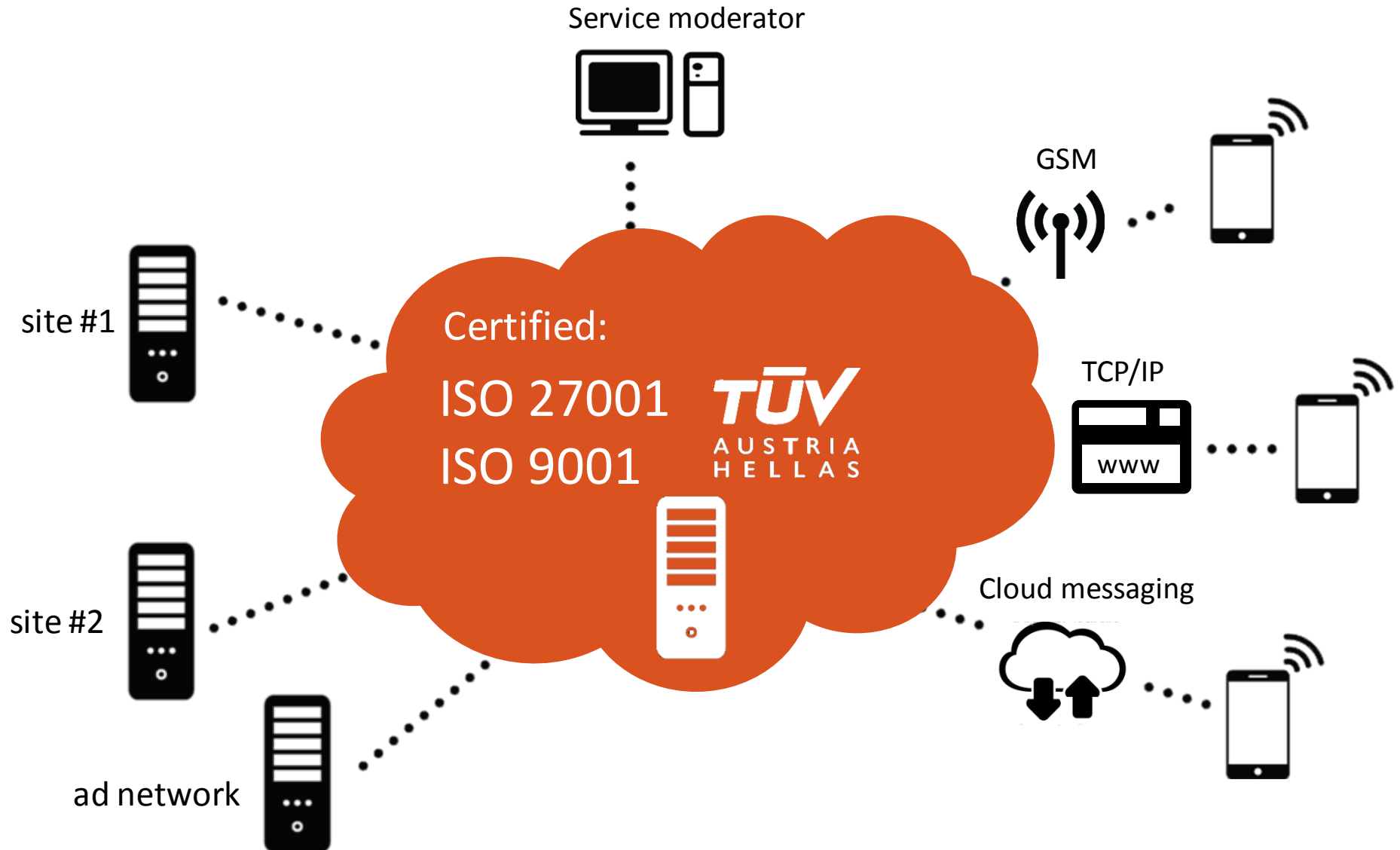
## Mobile apps



## Mobile Payments



# Custom web and mobile services



“m” for  
mobile customers







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30% of shoppers  
send a picture of the product to solicit feedback

Smartphone Intelligence Survey, Complete



# 40% call or text someone to get an opinion while shopping

Smartphone Intelligence Survey, Complete



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# People share experiences

locations and purchases







25% of shoppers  
use their mobile phone in store to compare a price

# 81% of shoppers

use their smartphones to access relevant information

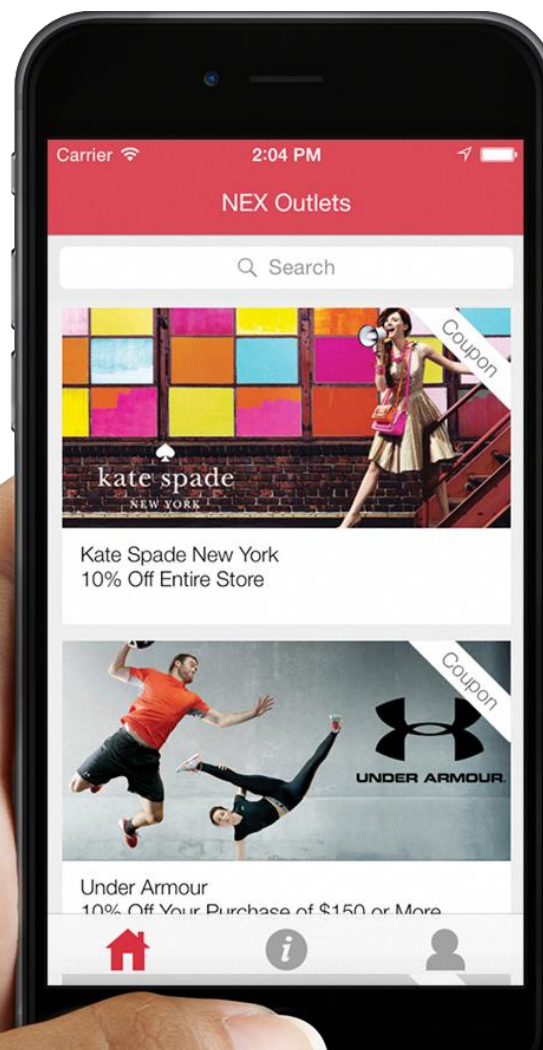
Smartphone Marketing, AOL & Universal





20% of shoppers  
use their mobile phone to create lists or baskets





36% are more loyal to retailers  
that provide personalization in shopping experience

# 2/3 consumers are interested in using their mobile for a purchase

Sterling Commerce and Demandware



# Customer journey has changed



and holds many opportunities

“m” for  
monetization





Monetization from mobile **is more** about **preserving** and slightly **increasing** profit than booming it.



Mobile alerts  
Mobile marketing  
Mobile applications  
Push notifications  
Location based offers  
**You name it!**

Stop making business plans

“Imagination is more important  
than knowledge.”

*Albert Einstein*

“m” for  
my company



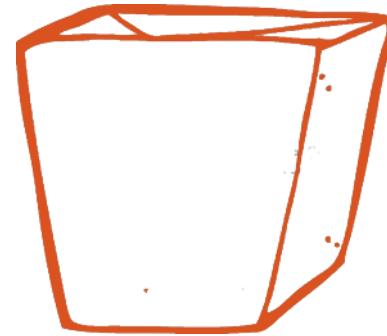
# Is it for my company?



- + Can my company deliver added value?
- + Can I disrupt business as usual?
- + Is my company ready to make changes?
- + Will my audience embrace it?
- + Will it change something?



# Takeaways





Shoppers are primarily mobile users



Monetization from mobile is hard to calculate/get



My company should step in but with the right steps

Thank you 😊  
Let's start talking

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