

5ο ΣΥΝΕΔΡΙΟ INFOCOM MOBILE WORLD 2015

26
FEB
2015



YUBOTO

Mobile Marketing 2015 *Facts, Trends, and Tools*

Andreas Constantinides
Commercial Director Yuboto LTD



YUBOTO σε αριθμούς

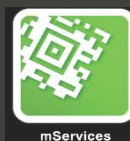
- Έναρξη 2007
- 30 εξειδικευμένες υπηρεσίες
- 34.000 εγγεγραμμένοι πελάτες/χρήστες σε περισσότερες από 40 χώρες
- >150.000.000 SMS
- 24/7/365



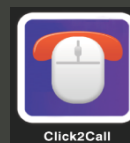
YUBOTO δραστηριότητα



7 χρόνια B2B δραστηριότητα
Mobile Marketing



Πρωτοπόρος στις m.m. Εξελίξεις
/ mServices /mms+



Εξειδίκευση σε Σύγχρονες
Τηλεπικοινωνιακές Λύσεις / Telecoms



Άρτια & Άμεση Εξυπηρέτηση Πελάτη
Ποιότητα Παρεχομένων Υπηρεσιών
Ανάπτυξη Καινοτομιών
Yuniverse



FACTS & FIGURES 2014

FACT

mobile
FACTS
&
FIGURES
2014



Global Data

Show me The Numbers baby!

**JAN
2014**

GLOBAL DATA SNAPSHOT

7,095,476,818

TOTAL WORLD POPULATION



52%

URBAN

48%

RURAL

2,484,915,152

INTERNET USERS



35%

INTERNET PENETRATION

1,856,680,860

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

6,572,950,124

MOBILE SUBSCRIBERS



93%

MOBILE PENETRATION



User's behavior

What they do and how they do it!

FACT



smartphone
VS
desktop - USA

Microsoft Tags research shows that by the year 2014 mobile internet usage in USA will surpass desktop internet usage.

📱 How fast is mobile internet growing?

By 2014, mobile internet should take over desktop internet usage

Global Mobile vs. Desktop Internet User Projection, 2007 - 2015E



FACT

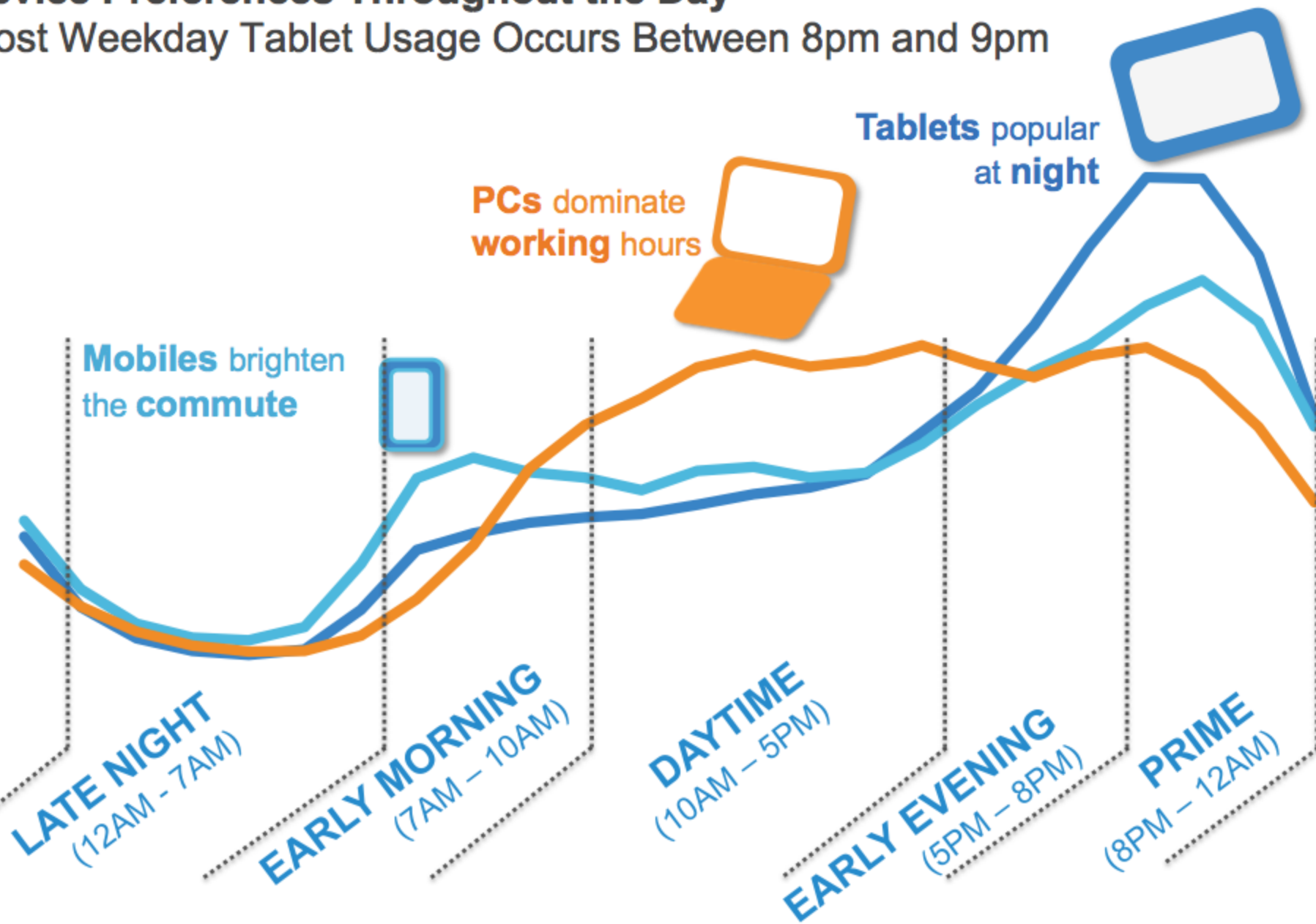
mobile
FACTS
&
FIGURES
2014

Device Preferences Throughout the Day

Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm

Share of Device Page Traffic on a Typical Workday



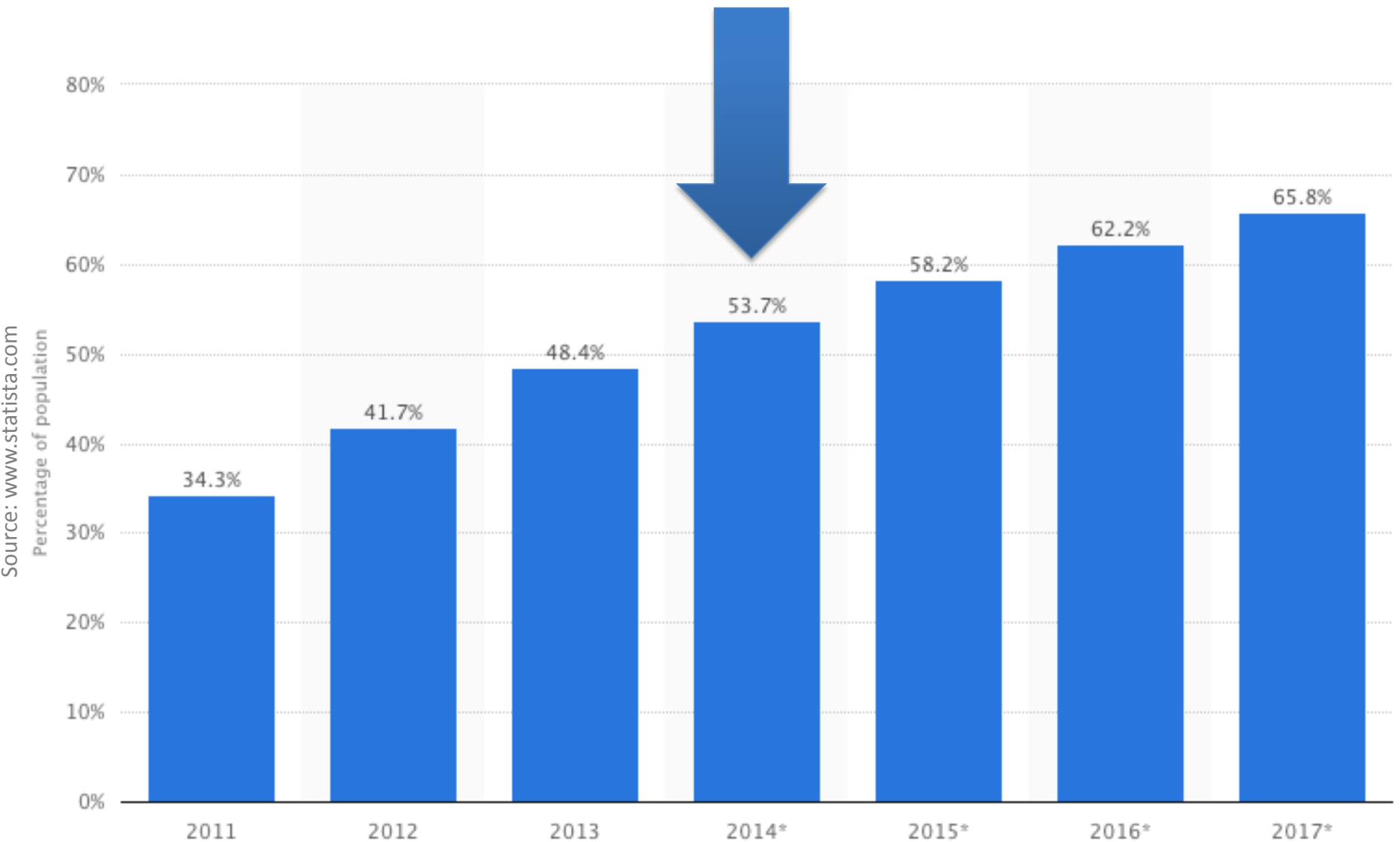
FACT

mobile
FACTS
&
FIGURES
2014

It's a fast growing market
So, sometimes it's hard to predict!

Smartphone penetration rate in the United Kingdom (UK) from 2010 to 2017

This statistic presents the smartphone penetration rates in the United Kingdom (UK) for 2010, 2011 and 2012 and provides a forecast through 2017. In 2011, 34.3 percent of the UK population used a smartphone. The forecast estimates that the smartphone penetration rate will reach about 65.8 percent of the population by 2017.



**JAN
2014**

UK: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



62%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



87%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



73%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



39%



FACT

mobile
FACTS
&
FIGURES
2014

7 in 10 People
in the UK own
a Smartphone



What is happening in



Greece ?

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GREECE



10,772,967

TOTAL POPULATION



61%

URBAN

39%

RURAL

6,029,983

INTERNET USERS



56%

INTERNET PENETRATION

4,400,000

ACTIVE FACEBOOK USERS



41%

FACEBOOK PENETRATION

13,354,000

ACTIVE MOBILE SUBSCRIPTIONS



124%

MOBILE SUBSCRIPTION PENETRATION

FACT

mobile
FACTS
&
FIGURES
2014



smartphone
VS
mobile devices - Greece

Greece 2014

Smartphones surpass mobile

Total of Smartphone Sales: **1,4m devices**

Market share among mobile devices:
53%

FACT

mobile
FACTS
&
FIGURES
2014



mobile broadband subscribers

Greece 2014 

Mobile Broadband Subscribers

Total of Mobile Broadband Subscribers: **5,2m**

Percentage among Greek Population:
56,16%

Greece 2014

5,2m Mobile Broadband Subscribers

Standard mobile broadband: 3,1m
mobile phone subscribers

Percentage among mobile devices: 60%

Percentage among Greek Population: 33,4%

Greece 2014

5,2m Mobile Broadband Subscribers

Dedicated mobile data subs: 2,1m
pc via mobile broadband – tablets

Percentage among mobile devices: 40%

Percentage among Greek Population: 22,7%

FACT

mobile
FACTS
&
FIGURES
2014

Smartphone The New Decision Maker

**FEB
2014**

GREECE: SMARTPHONE USAGE

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



94%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



85%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



32%

**FEB
2014**

GREECE: MOBILE STATS

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



26%

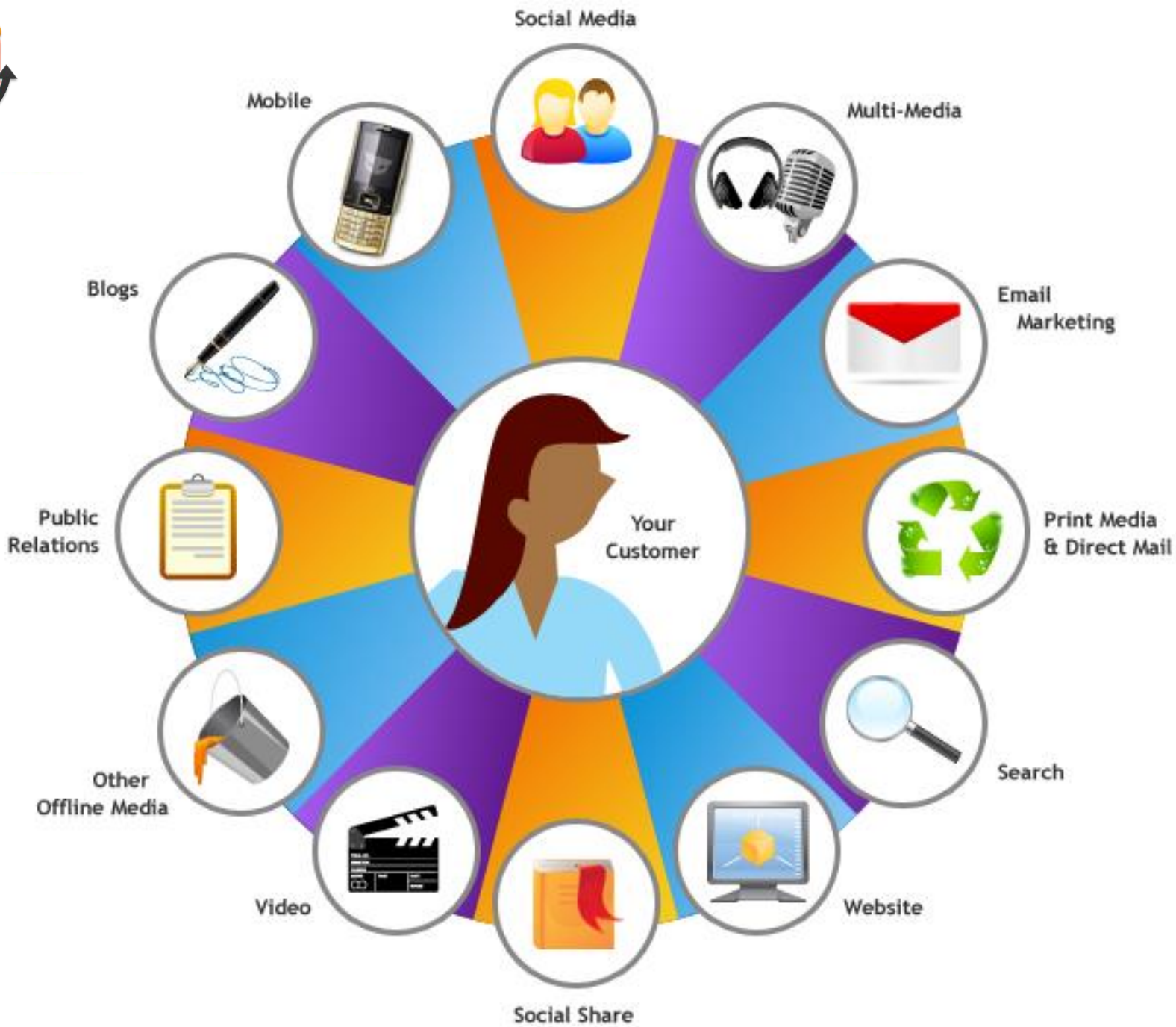


Marketing 360

A Brand New Era

Marketing 360 - Definition

Marketing activities which take into consideration brand identity and take an inclusive approach so that the brand is presented at all points of consumer contact.





Digital & Mobile Marketing

Show me the Tools baby!

Digital Marketing Definition

Digital marketing is marketing that makes use of electronic devices (computers) such as personal computers, smartphones, cellphones, tablets and game consoles to engage with their holders.

Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. Social Media Marketing is a component of digital marketing.

Digital Marketing Tools



Founded at 1990

- Email Campaigns
- Social Media Campaigns
- Online Advertising
- Online Engagement Actions
- Facebook Passport (Yuboto Innovation)
- Whole range of Mobile marketing

Mobile Marketing Definition



Mobile marketing is marketing based on mobile devices.

Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

Mobile marketing Tools

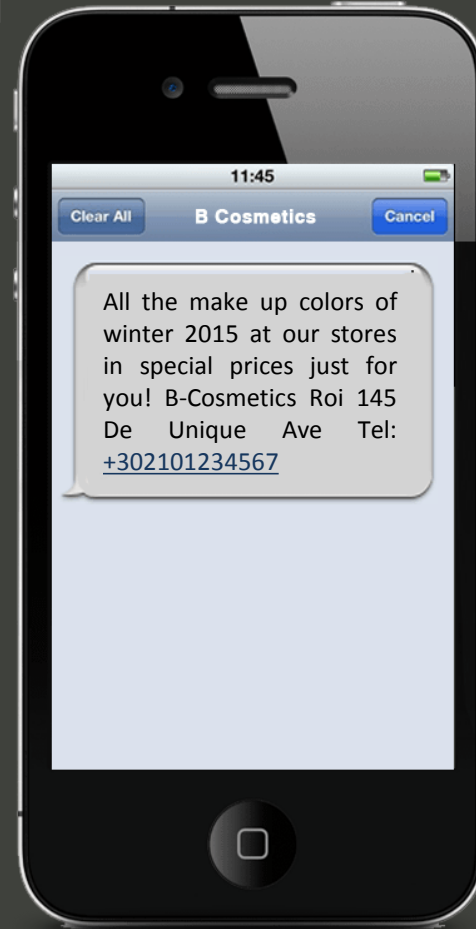
Founded 1992



- SMS Marketing
- MMS Marketing
- MMS+ Yuboto's Innovation
- mCouponing
- mTicketing
- mLoyalty
- Mobile Video Advertising
- Premium SMS
- GPS Marketing
- App based Marketing
- Facebook Passport (Yuboto's Innovation)

SMS Marketing

Short, Instant, Discreet,
Informative and
Effective
communication landed
to cellphones up to 160
characters.



Greece 2014 

Bulk SMS - Marketing Campaigns –
Annual
SMS send: **270m**

SMS per person / annual: **25 SMS**

SMS per person / month: **2 SMS**

MMS

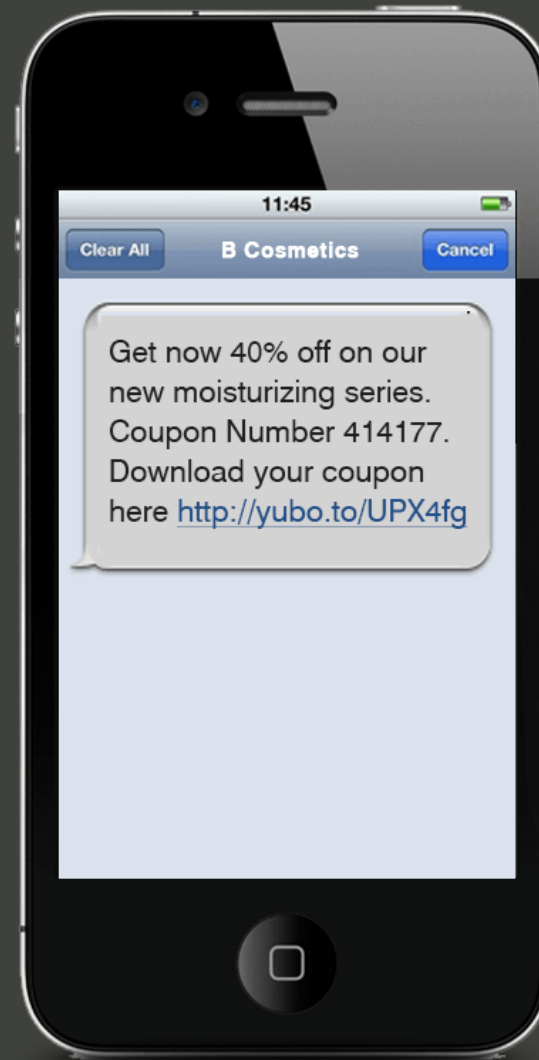
Short, Instant,
Discreet, Informative
and Effective
multimedia
communication,
landed to cellphones.

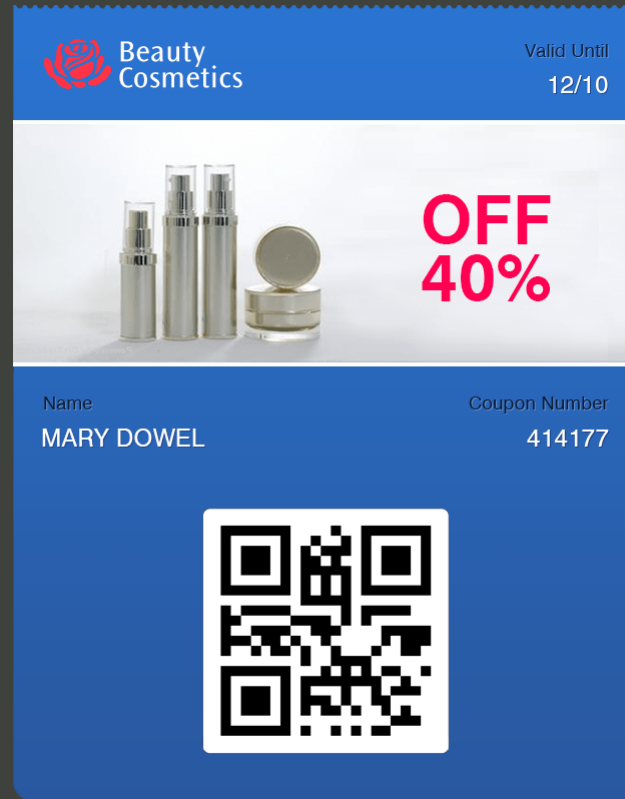
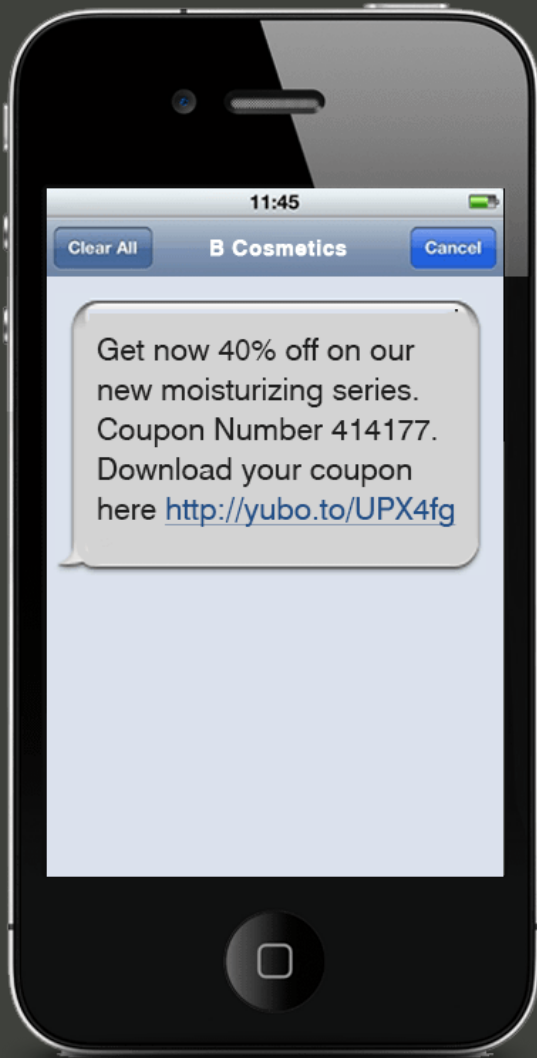


mobile
FACTS
&
FIGURES
2014

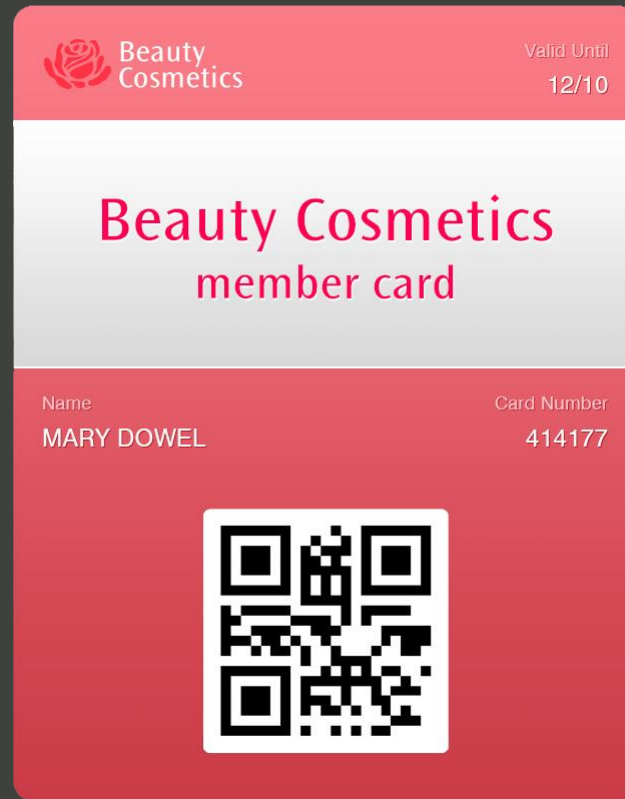
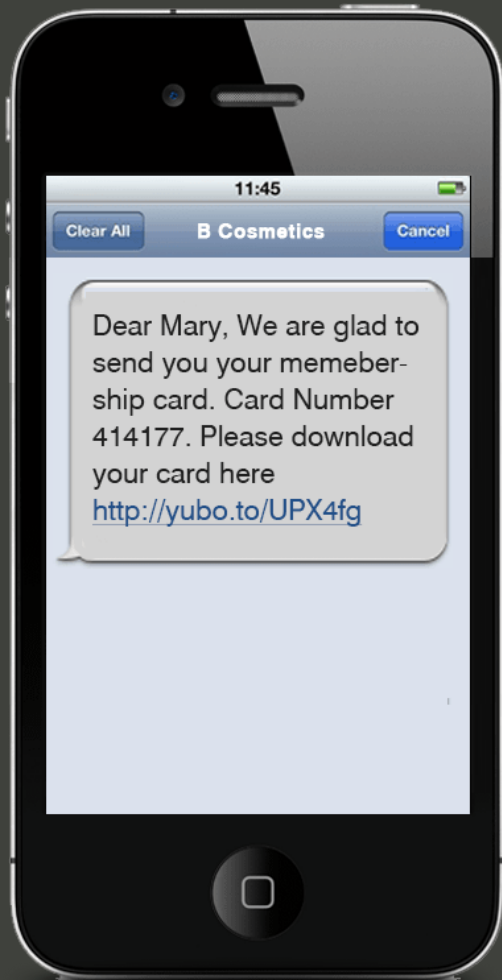
mCouponing

Instant
communication via
SMS, holds a mobile
coupon that offers to
client additional
benefits for a specific
period.

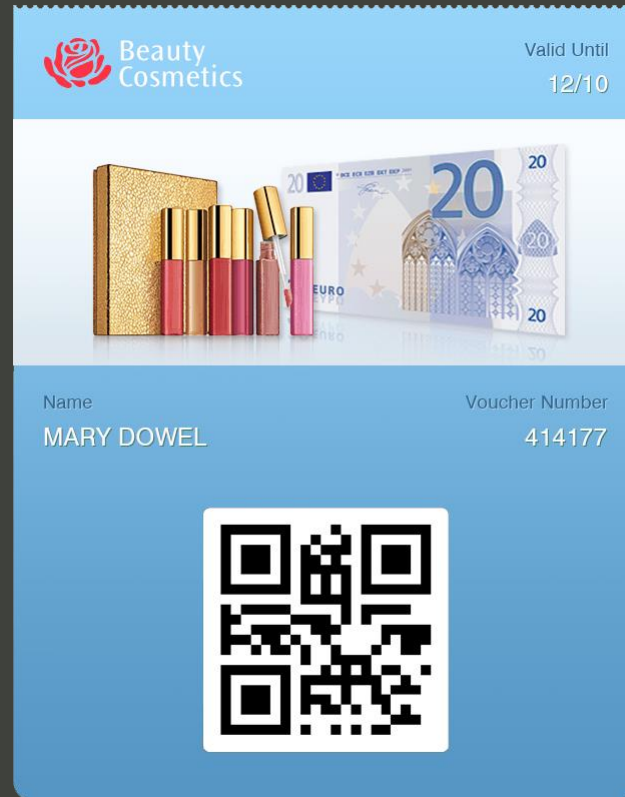
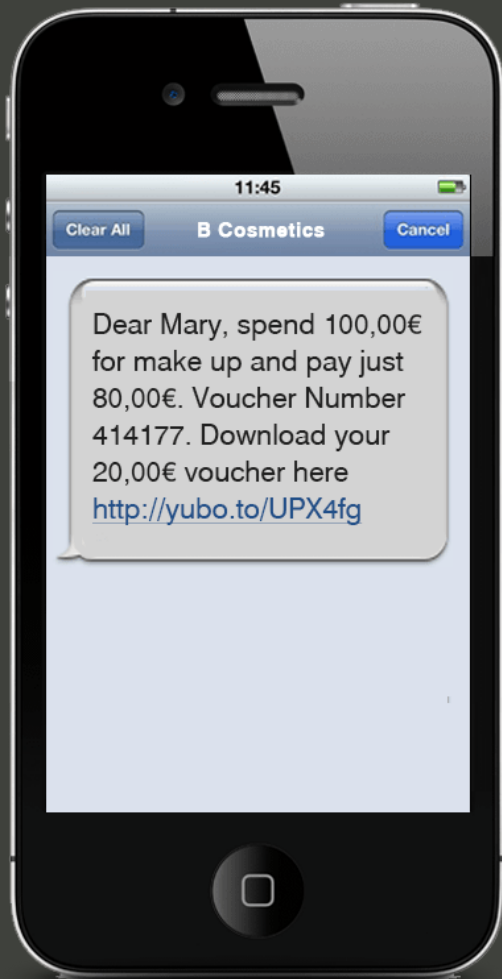




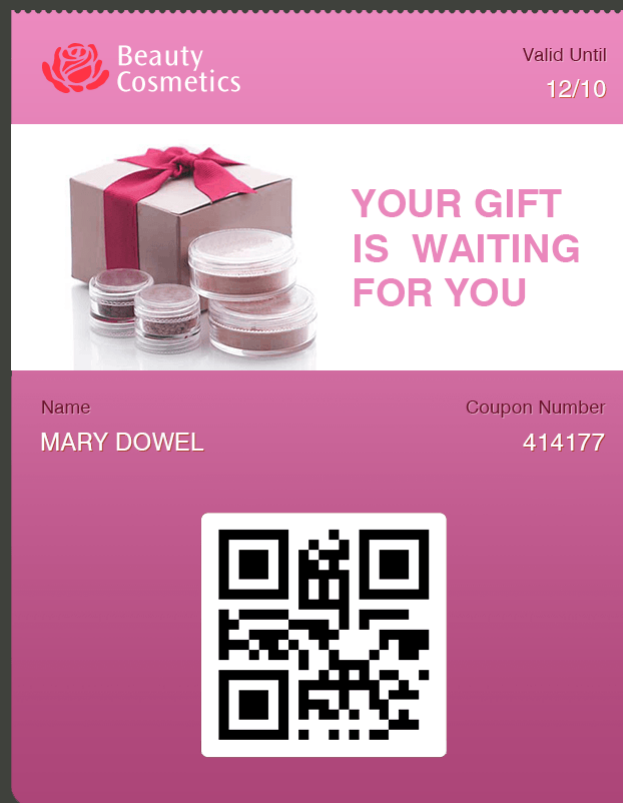
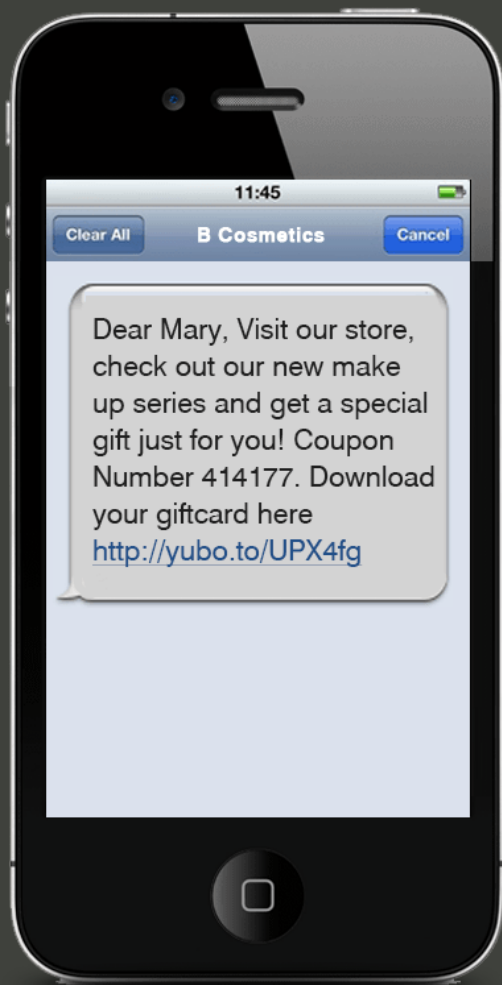
Discount



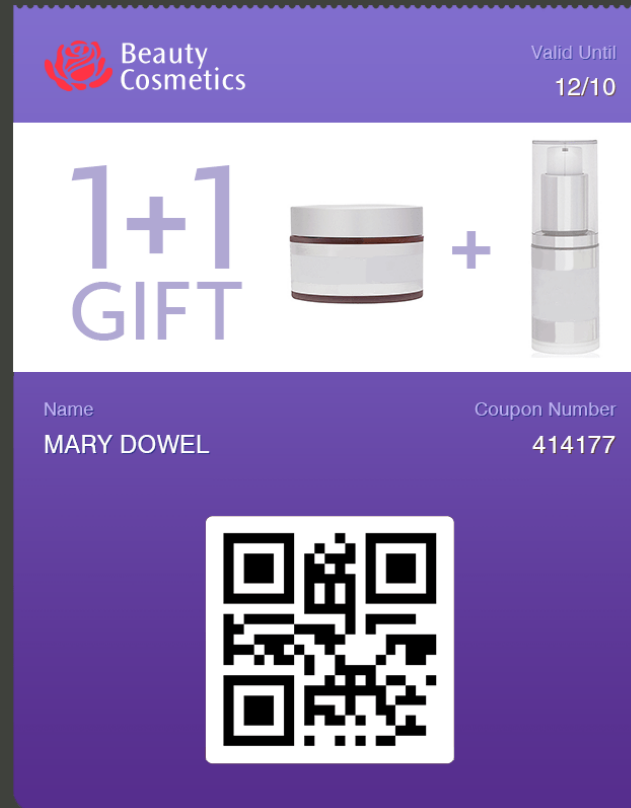
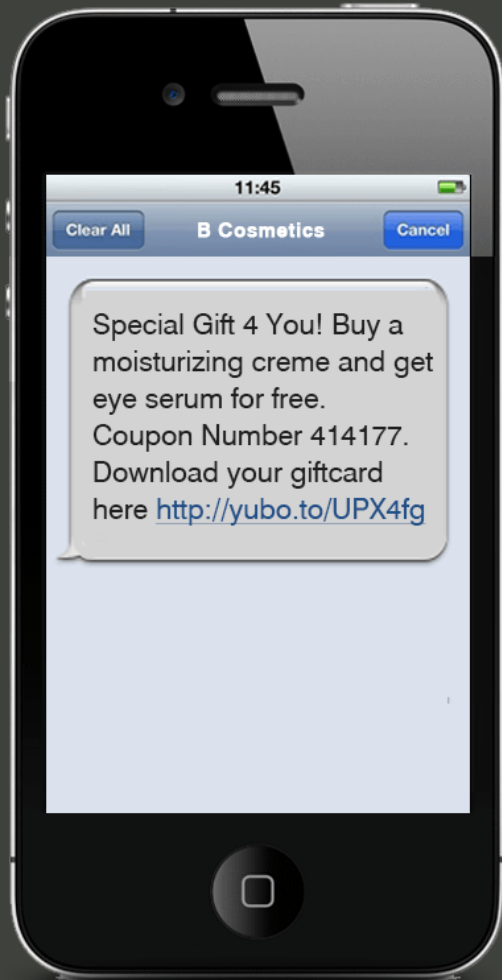
member cards



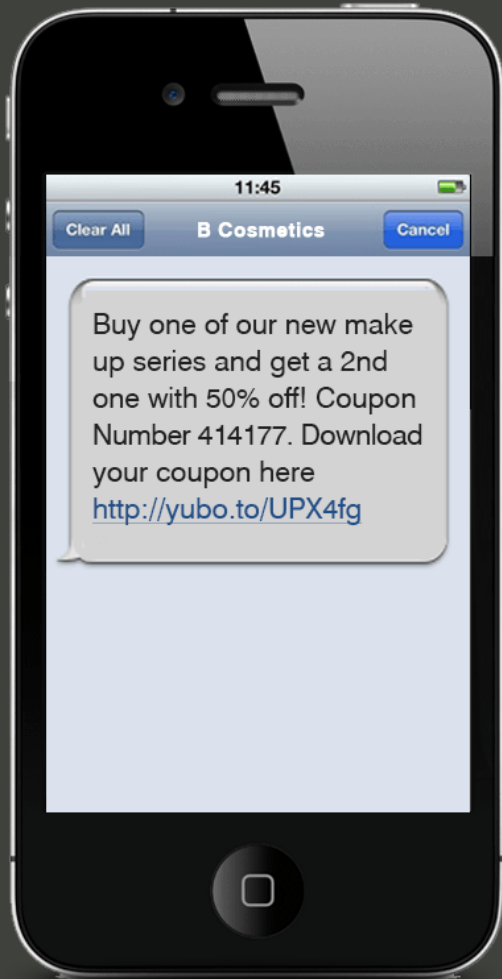
voucher




free gift




buy 1 get 1 plus



Beauty Cosmetics Valid Until 12/10

 **buy 1
get 2nd
50%**

Name: MARY DOWEL Coupon Number: 414177

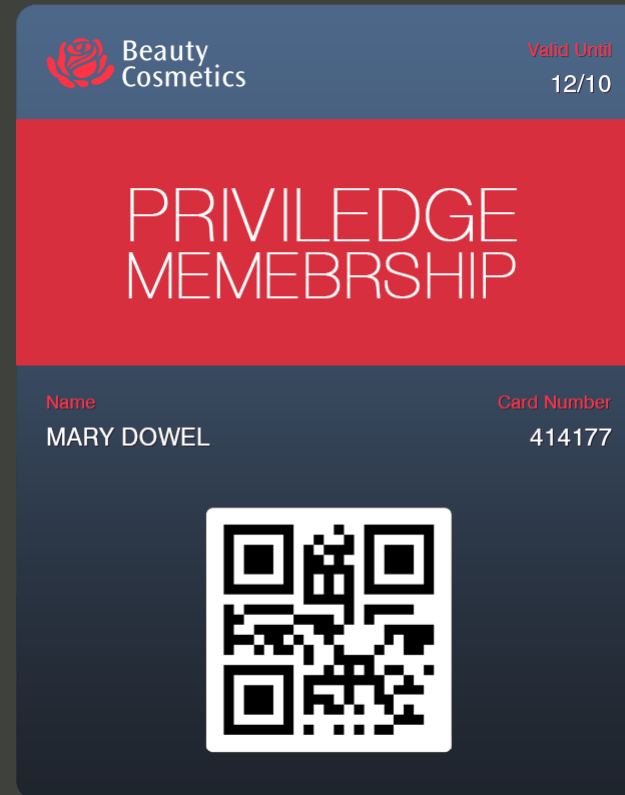
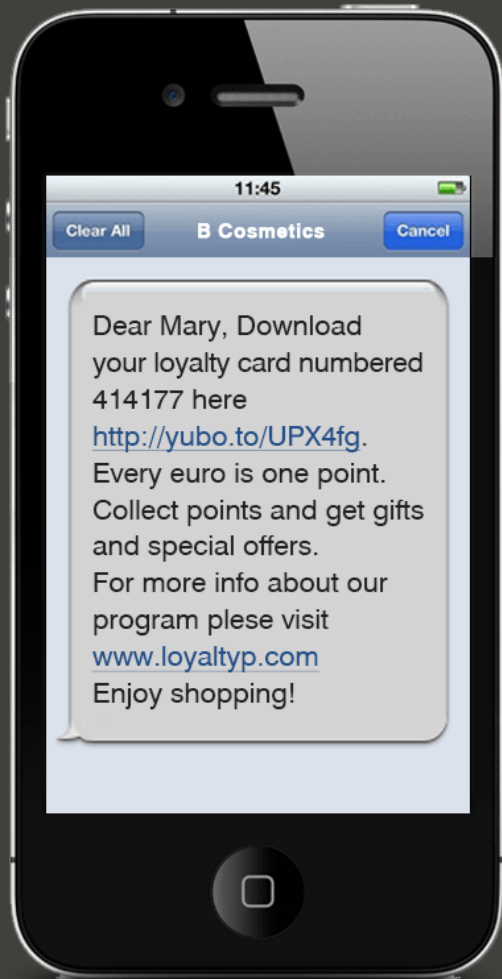


buy 1 get 2nd 50%

mLoyalty



Instant communication via SMS,
holds a mobile Loyalty Card able
to collect, store and manage
loyalty benefits.

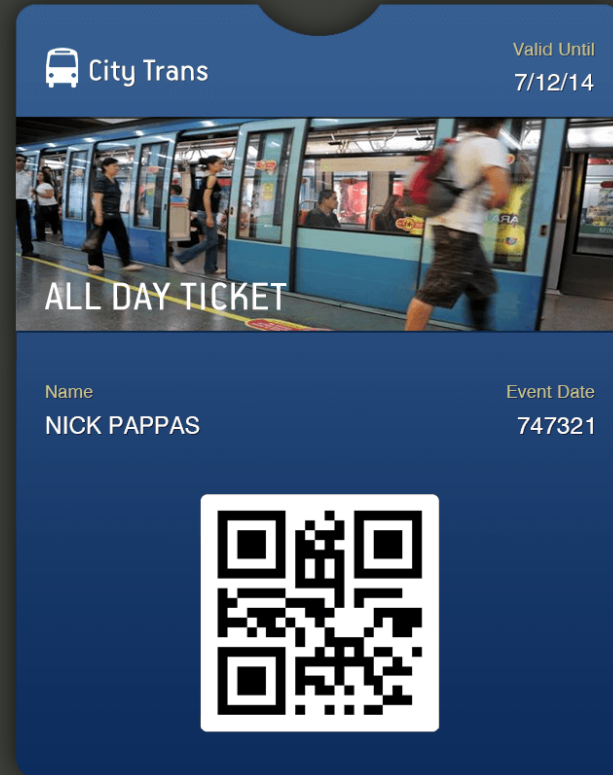
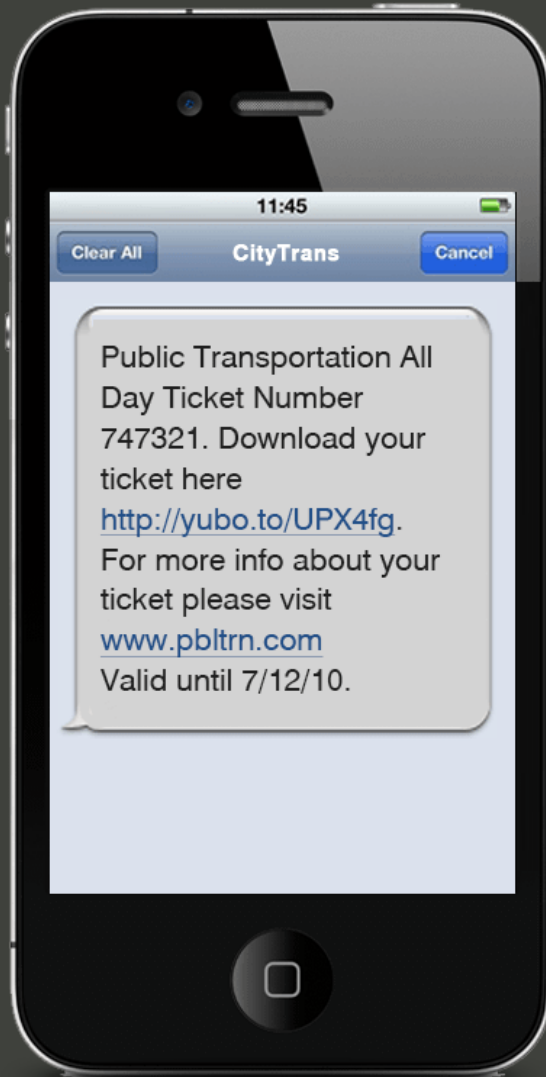


loyalty

mTicketing



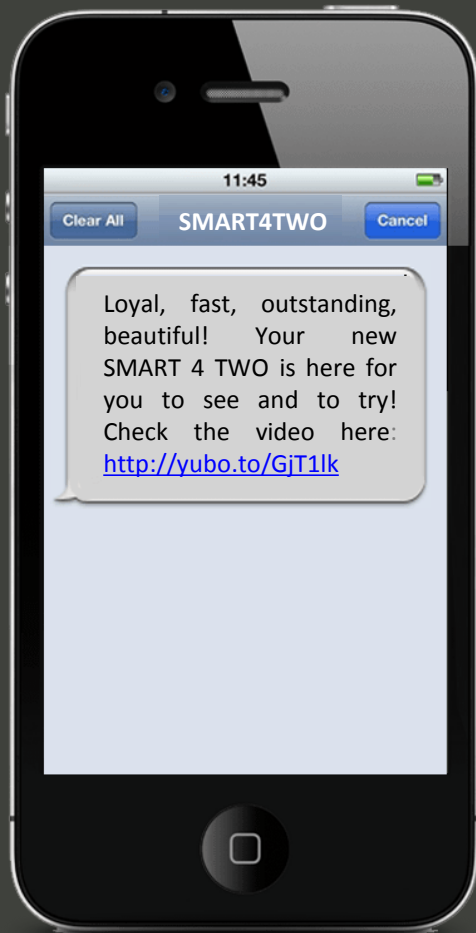
Instant communication via SMS,
holds a mobile ticket valid to a
specific event or period.



ticketing

Mobile Video Advertising

Video advertising, is well received by brands, consumers, as well as mobile publishers. It allows large advertisers to extend the reach of their television buys and provide very personal experiences to consumers via smartphones and tablets. Mobile video advertising will grow 50%, at least, in 2015.



video adv

Premium SMS

Opt-In featuring 2 way communication via SMS, providing to consumers the ability to participate in events, draws, or any kind of consumable benefits.



GPS Location Marketing

GPS Location Marketing has allowed businesses to communicate with customers based upon the customer's geographic proximity.



App based Marketing

Mobile applications dedicated to a specific brand or products, offering online – real time all kind of information. Mobile apps are installed to smartphones and keeps the door open to a continually communication between companies and consumers.





Share coupons, gift cards, loyalty cards, discounts and valuable offers to your fan.

Instantly Convert your fans to loyal customers.



Home 20

Find Friends

Post



Create Page

Now

2011

Joined Facebook



Fashion Clothes

857 likes · 1 talking about this

Product/Service

FASHION CLOTHES - Take the best choice for your style.

About · Suggest an Edit



Photos

Highlights ▾

Post

Photo / Video

Write something...



Post



mCoupons

2.456

Invite Your Friends to Like this Page

See All

Invite friends.

Invite



Elisaveta (Elisaveta)

Invite

x



Elisaveta (Elisaveta)

Invite

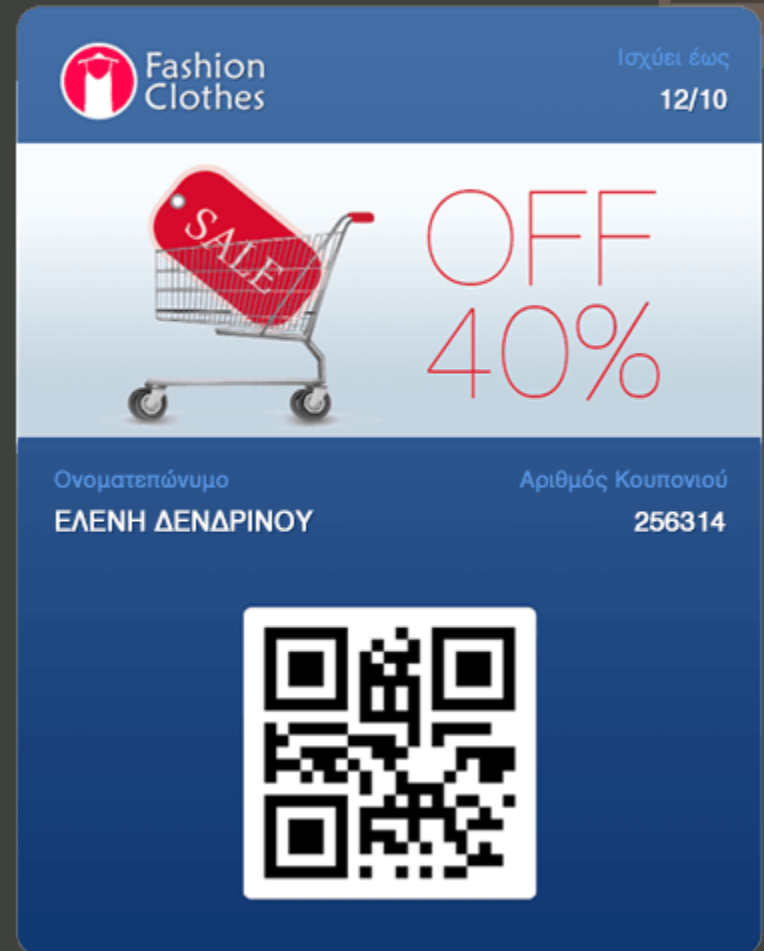
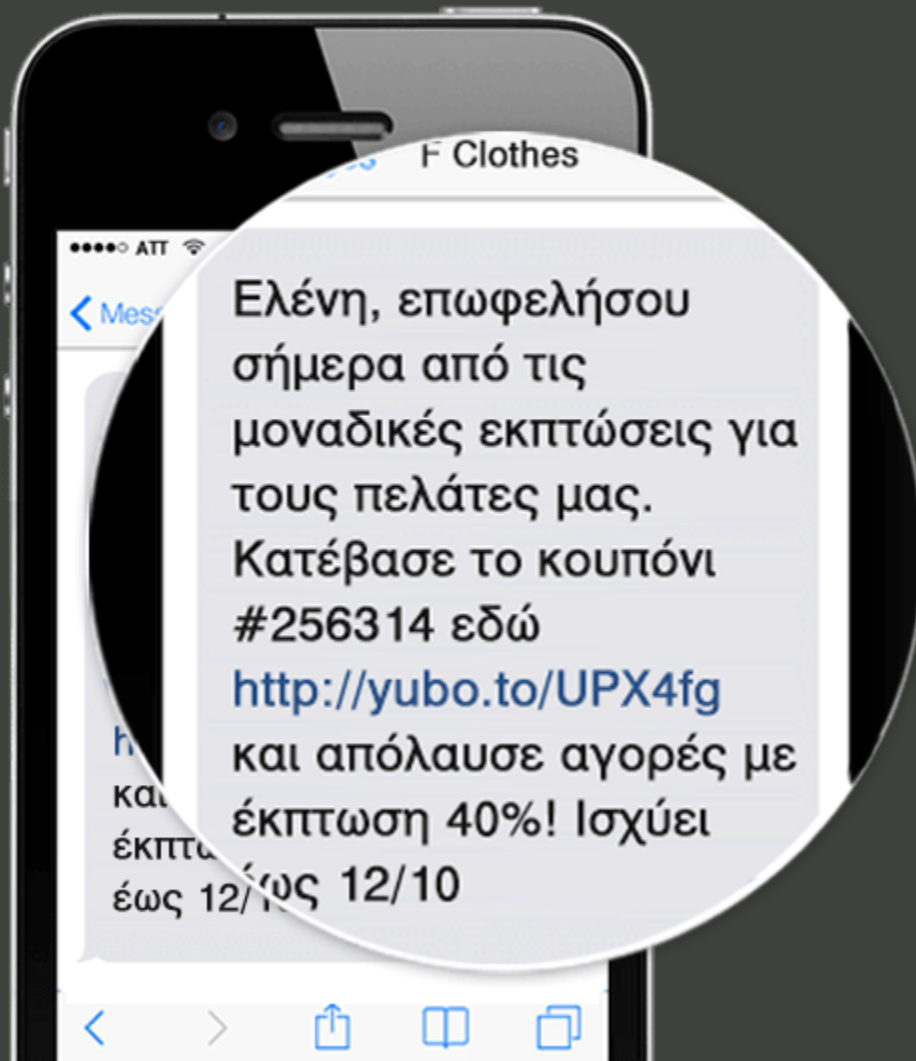
x



Elisaveta (Elisaveta)

Invite

x



mms+ yuboto's Innovation



Short, Instant, Discreet, Informative
and Effective multimedia
communication, landed to
smartphones able to hold unlimited
communication and any kind unlimited
multimedia files such as pictures,
sounds, videos, unlimited text,
click2call, link, actions.

mms+ yuboto's Innovation



SMS

mobile landing page

mobile
FACTS
&
FIGURES
2014

STIROPLUS SP-1012



59.-

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Περιγραφή: Σύστημα σιδερώματος STIROPLUS • Μέγιστη ισχύς 2000 Watt • Πίεση ατμού 5 bar • Κεραμική πλάκα • Διακόπτης συνεχούς ή διακεκομμένης παροχής ατμού.

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MediaMarkt.gr

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DELL Inspiron 3531 N2830/4GB/500GB/WIN 8.1GR

249.-

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Περιγραφή: Dell Inspiron Notebook 15.6" • Επεξεργαστής: Intel® Celeron® Processor N2830 2.16 GHz • Γραφικά: Intel® HD • RAM: 4 GB DDR3 • Σκληρός δίσκος SATA 500 GB

PS4

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Περιγραφή: SONY PS4 Console PlayStation4 • 500 GB • HDTV • Blu-Ray Player • Χειριστήριο DUALSHOCK 4 • και δωρεάν το παιχνίδι Destiny!

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SAMSUNG

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SAMSUNG Galaxy Tab 4 7.0 Lite White (2014 T140)

139.-

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Περιγραφή: Samsung Tablet 7" • Λειτουργικό: Android 4.2 Jelly Bean • Επεξεργαστής: Dual-Core 1.2 GHz • Εσωτερική μνήμη 8 GB • Wi-Fi

STIROPLUS SP-1012

59.-

[Buy now!](#)

Περιγραφή: Σύστημα σιδερώματος STIROPLUS • Μέγιστη ισχύς 2000 Watt • Πίεση ατμού 5 bar • Κεραμική πλάκα • Διακόπτης συνεχούς ή διακεκομμένης παροχής ατμού.

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[Profores_MediaMarkt_Sep14.pdf](#)

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Video file: 00:14 mins

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DELL Inspiron 3531 N2830/4GB/500GB/WIN 8.1GR

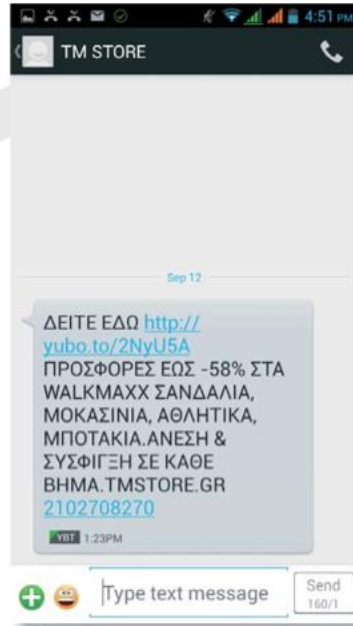


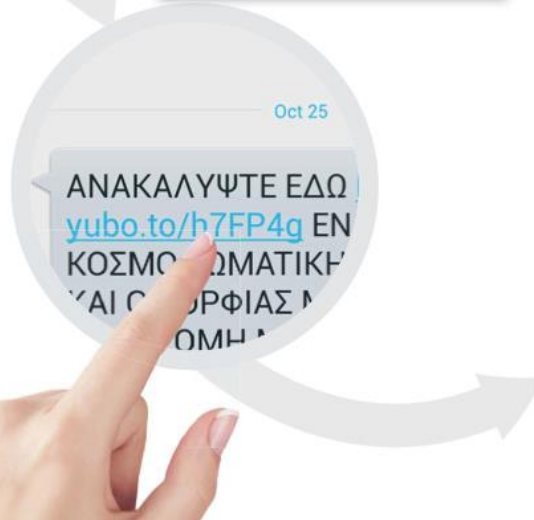
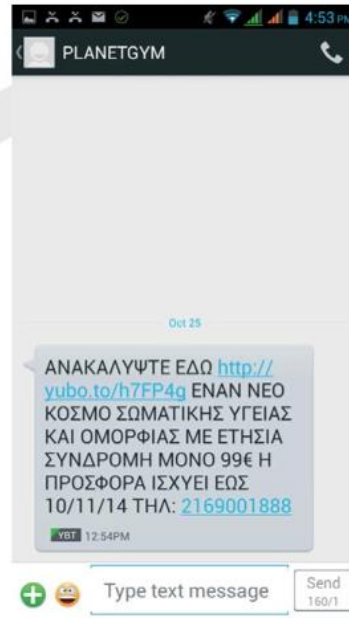
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mms+

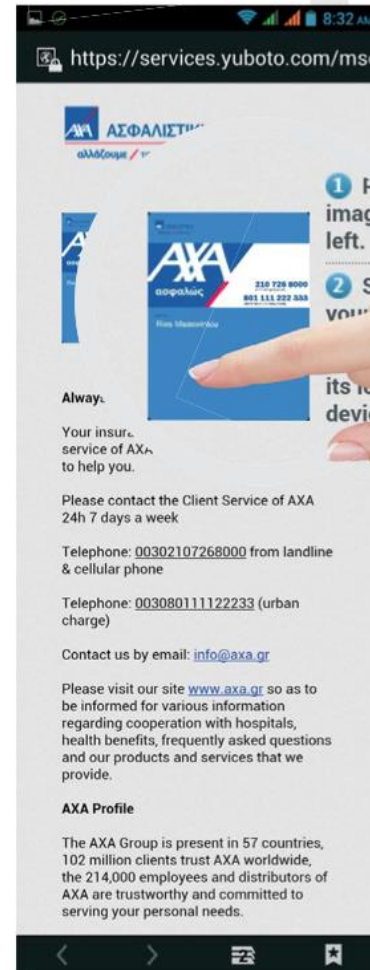
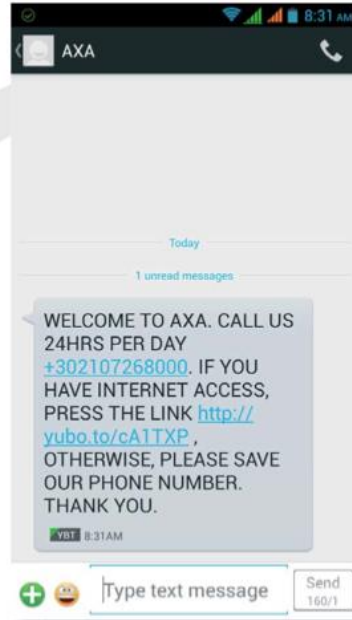






ΤΑ ΜΥΘΙΚΑ ΜΑΛΛΙΑ ΕΧΟΥΝ
ΕΝΑ ΜΥΣΤΙΚΟ ΕΜΠΝΕΥΣΜΕΝΟ ΑΠΟ ΤΗΝ
ΠΑΡΑΔΟΣΗ ΤΗΣ ΑΝΑΤΟΛΗΣ.
ΑΝΑΚΑΛΥΨΤΕ ΤΟ L'Oreal
Professionnel Mythic Oil ΕΔΩ:
<http://yubo.to/0WRRdz>





WELCOME TO A,
24HRS PER DAY
+302107268000. IF
HAVE INTERNET ACC
PRESS THE LINK <http://yubo.to/cA1TXP>,
OTHERWISE, PLEASE
PHONE NUM

CONCLUSION



So, it's a fast moving environment!

Right?

CONCLUSION



**Fast Moving Environment,
Various Tools,
Aggressive Competition,**

**So, how you will make the
difference?**

CONCLUSION

mobile
FACTS
&
FIGURES
2014

...Be the Difference!!!

A marketing activity based on clientele's needs is definitely a successful activity!

CONCLUSION

mobile
FACTS
&
FIGURES
2014



**“It is no longer enough to satisfy your customers.
You must delight them”**

Philip Kotler, Marketing Guru

CONCLUSION

mobile
FACTS
&
FIGURES
2014

It's a fast moving world!
Find the way to make the difference.

Sometimes even a very small deference
can provide an outstanding result.

Right?

CONCLUSION

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FACTS
&
FIGURES
2014

DNA difference: 2%



**So, does your services
put a smile
on your customer's face ?”**

FACT

mobile
FACTS
&
FIGURES
2014



Global Data

Show me The Numbers baby!



FACTS & FIGURES 2014

**JAN
2014**

GLOBAL DATA SNAPSHOT

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MOBILE PENETRATION

FACT

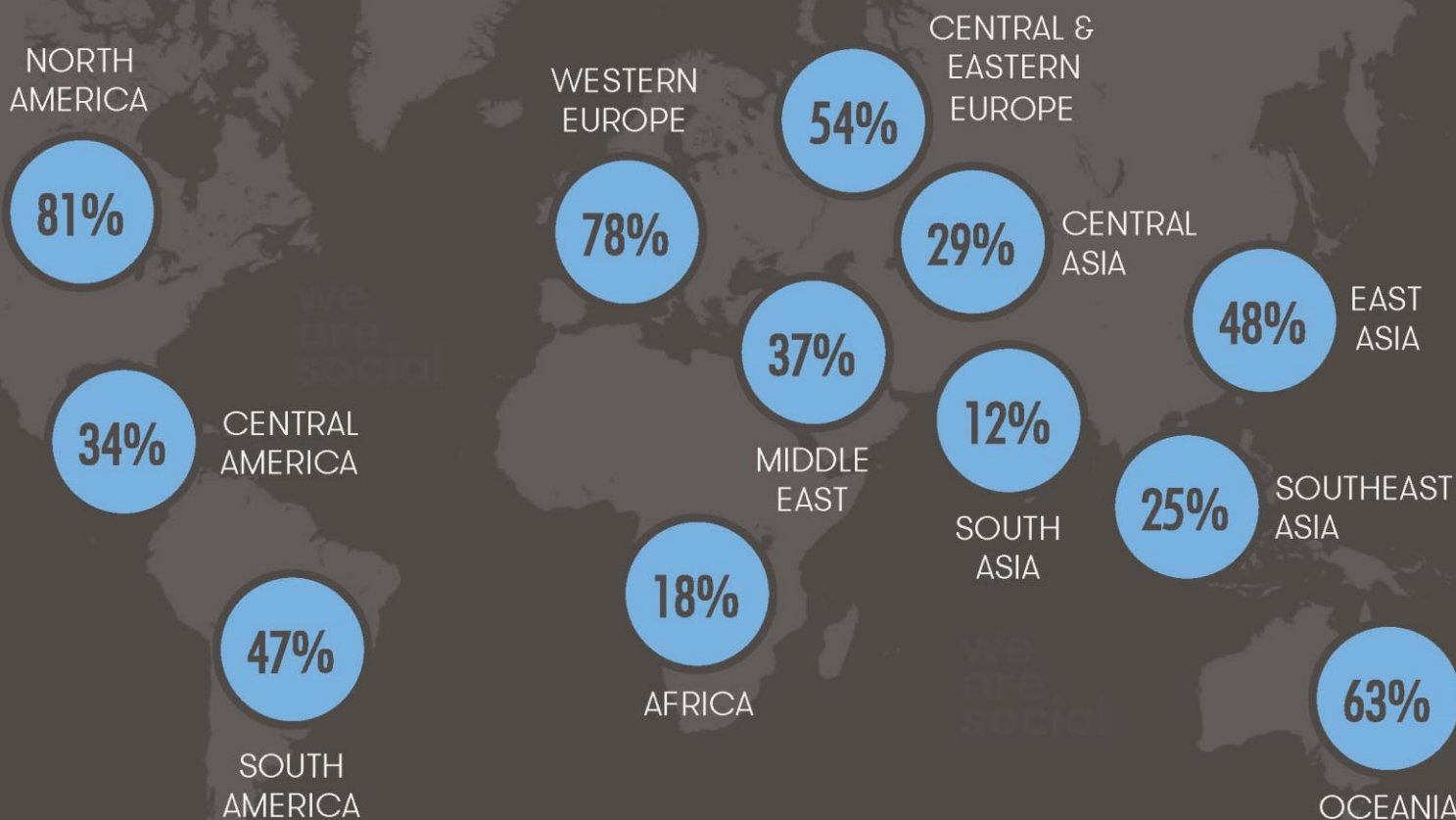
mobile
FACTS
&
FIGURES
2014

Internet Penetration by Region

We are soooo connected!

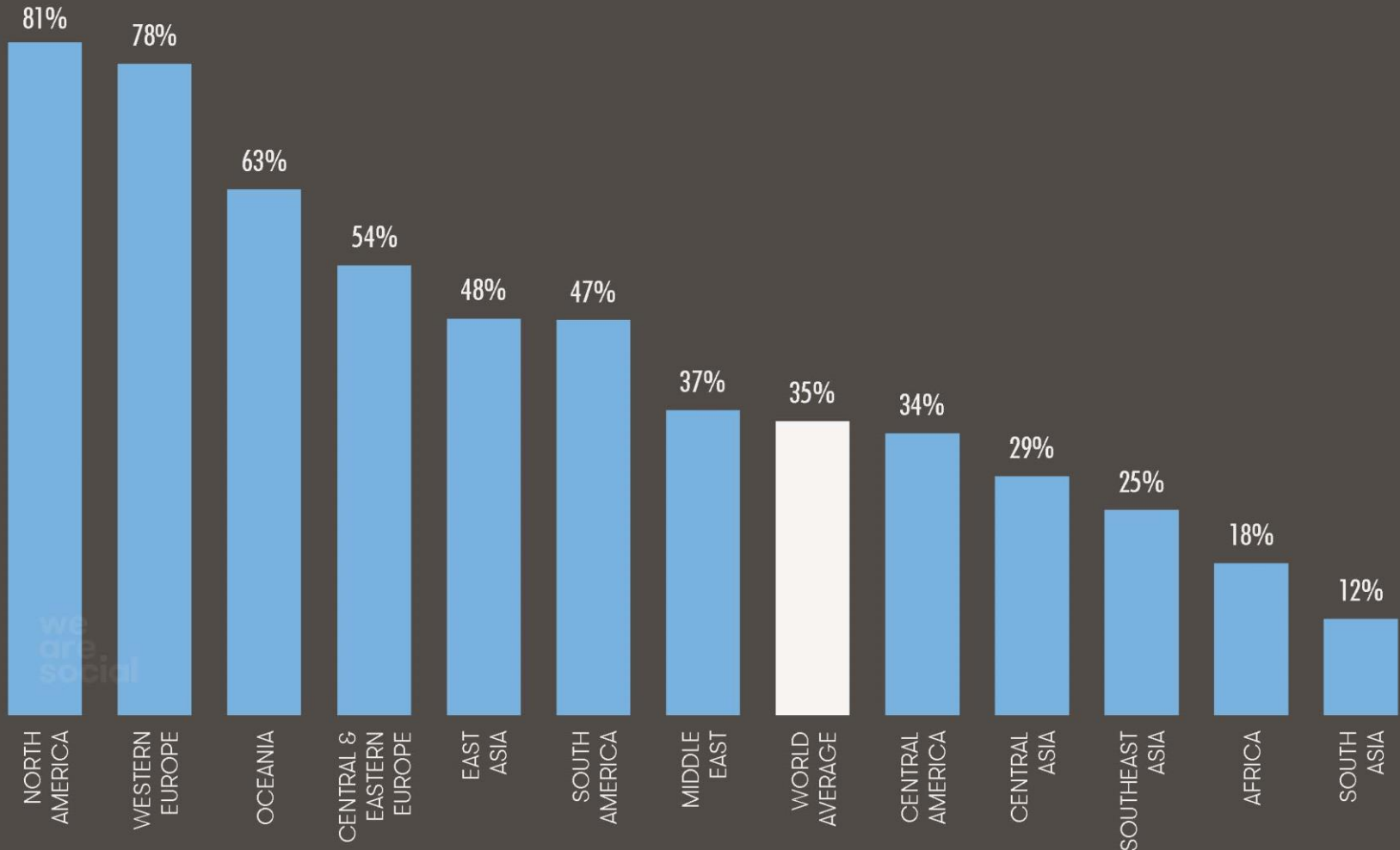
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INTERNET PENETRATION BY REGION



JAN
2014

INTERNET PENETRATION BY REGION



FACT

mobile
FACTS
&
FIGURES
2014

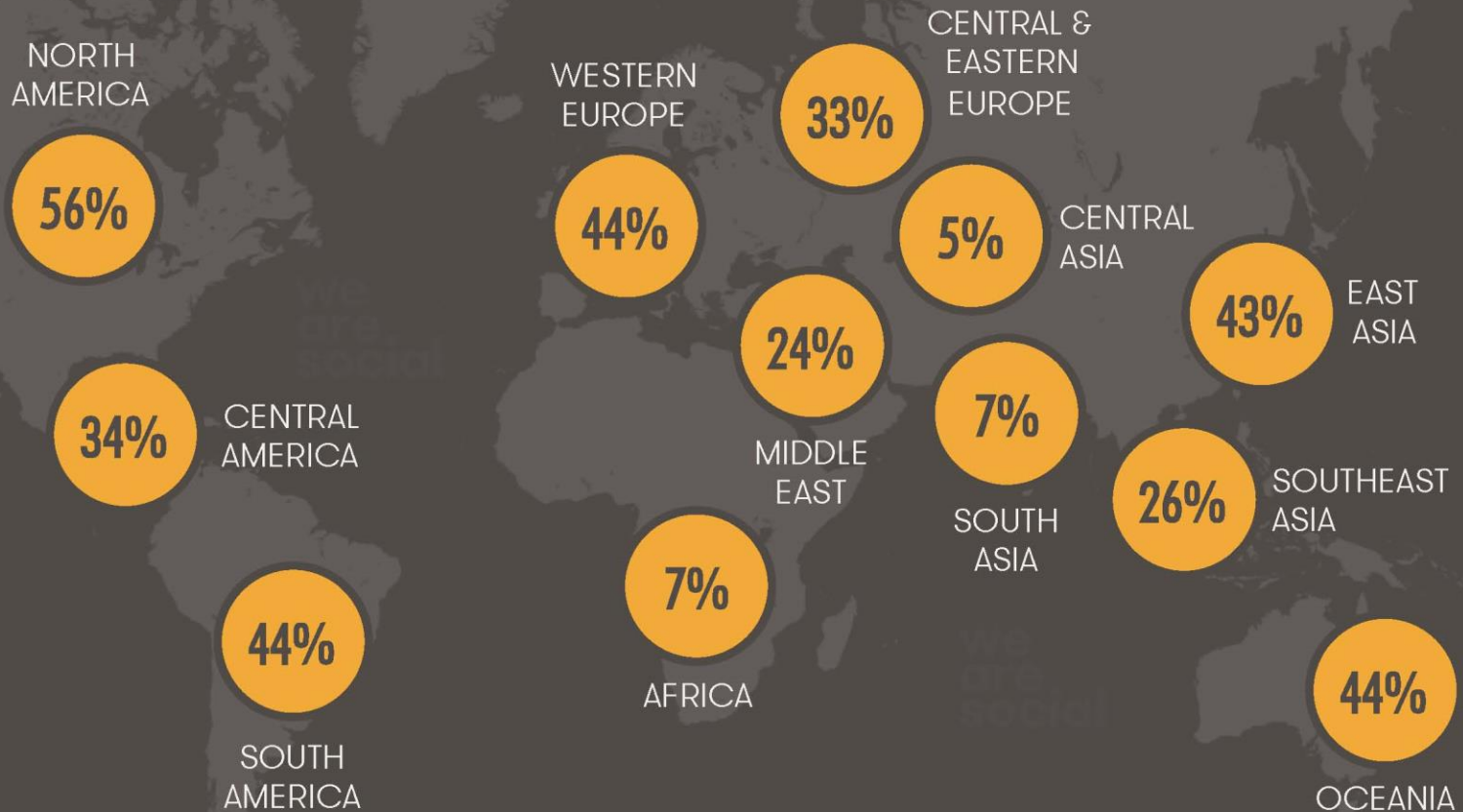
Social Penetration by Region

We are sooooo close!

**JAN
2014**

SOCIAL PENETRATION BY REGION

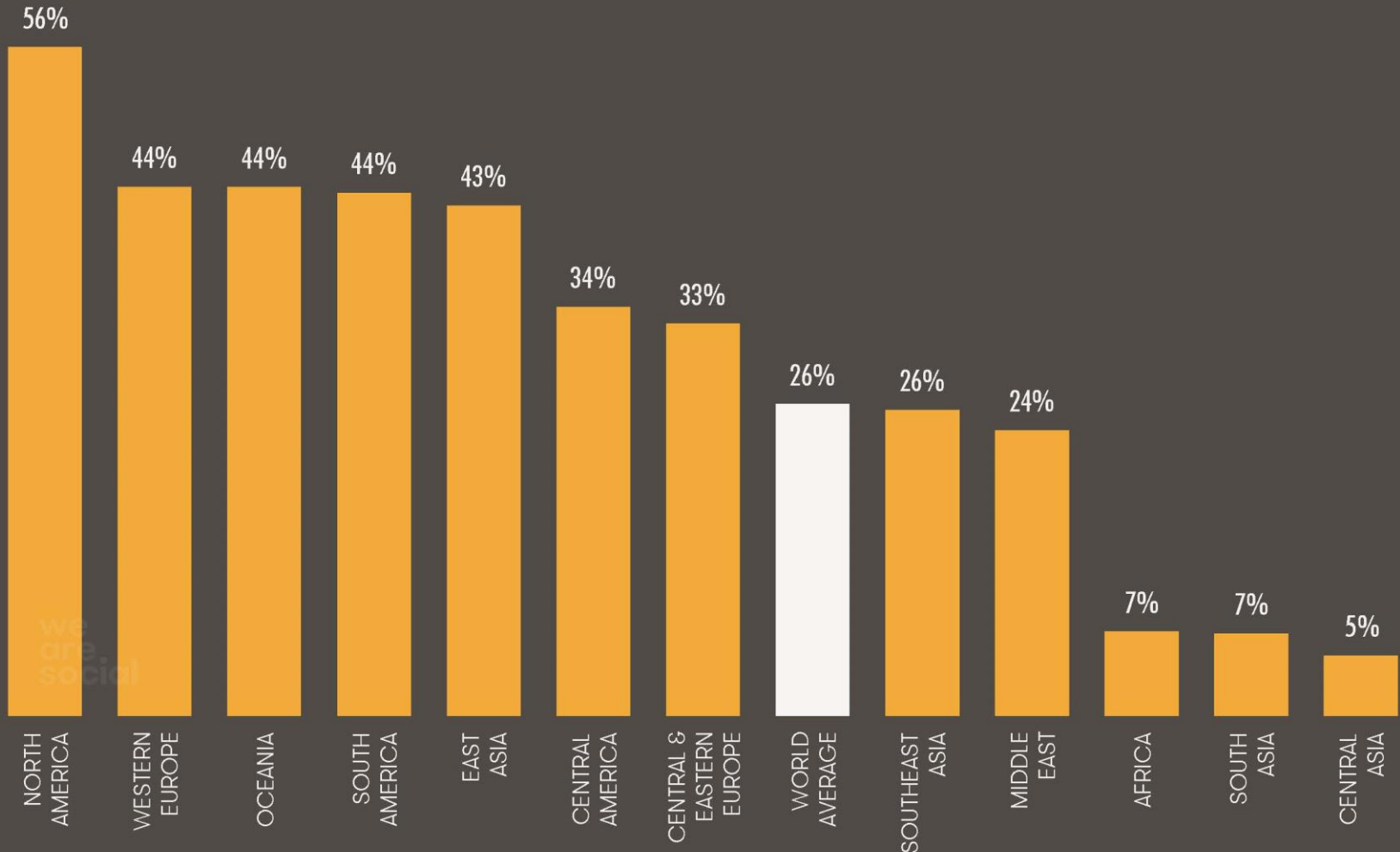
BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



**JAN
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SOCIAL PENETRATION BY REGION

BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



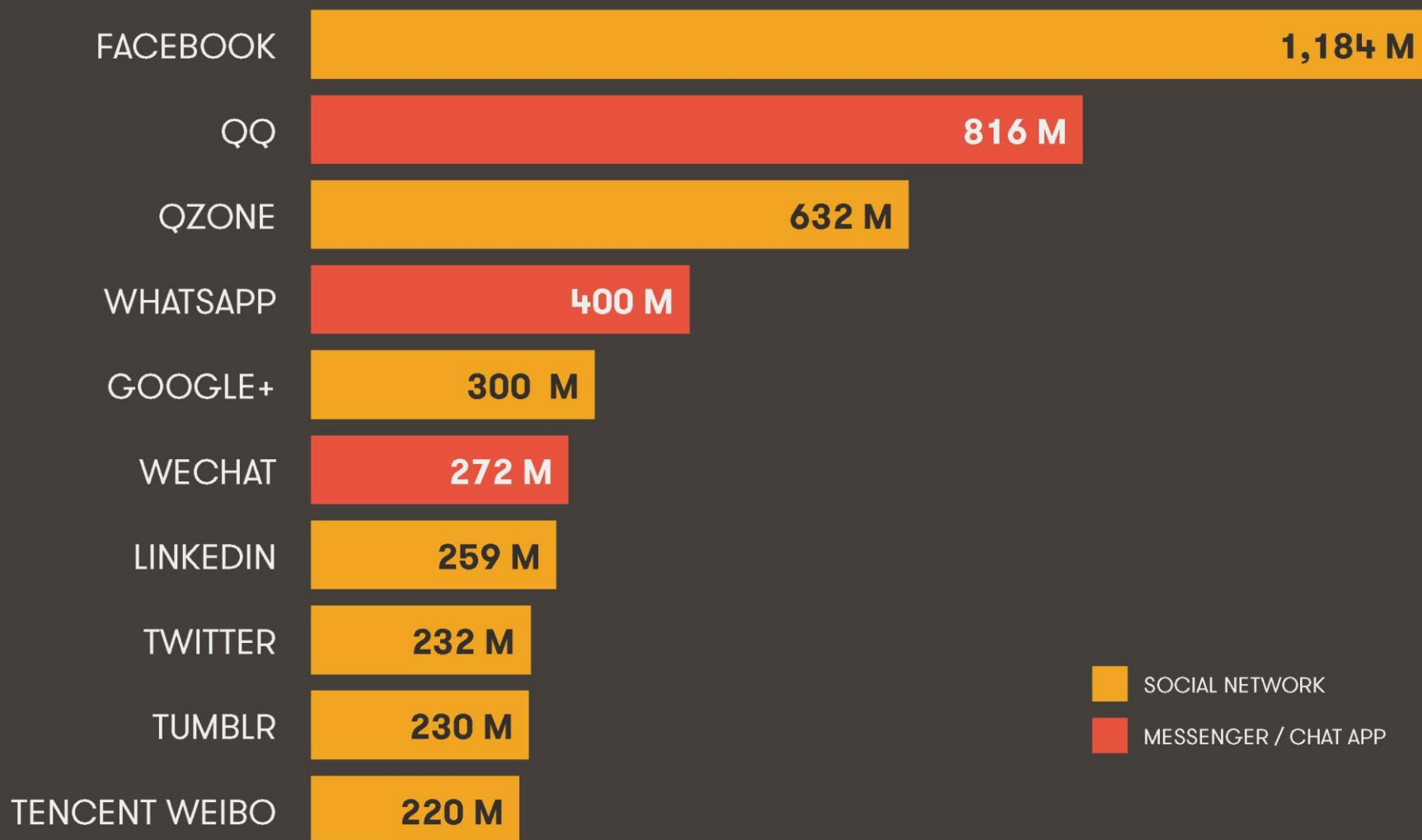
FACT

mobile
FACTS
&
FIGURES
2014

Active Users by Social Platform

**JAN
2014**

ACTIVE USERS BY SOCIAL PLATFORM



FACT

mobile
FACTS
&
FIGURES
2014

Mobile Penetration by Region

**JAN
2014**

MOBILE PENETRATION BY REGION

NORTH
AMERICA

101%

89%

CENTRAL
AMERICA

124%

SOUTH
AMERICA

WESTERN
EUROPE

129%

67%

AFRICA

CENTRAL &
EASTERN
EUROPE

151%

112%

MIDDLE
EAST

90%

CENTRAL
ASIA

72%

SOUTH
ASIA

92%

EAST
ASIA

109%

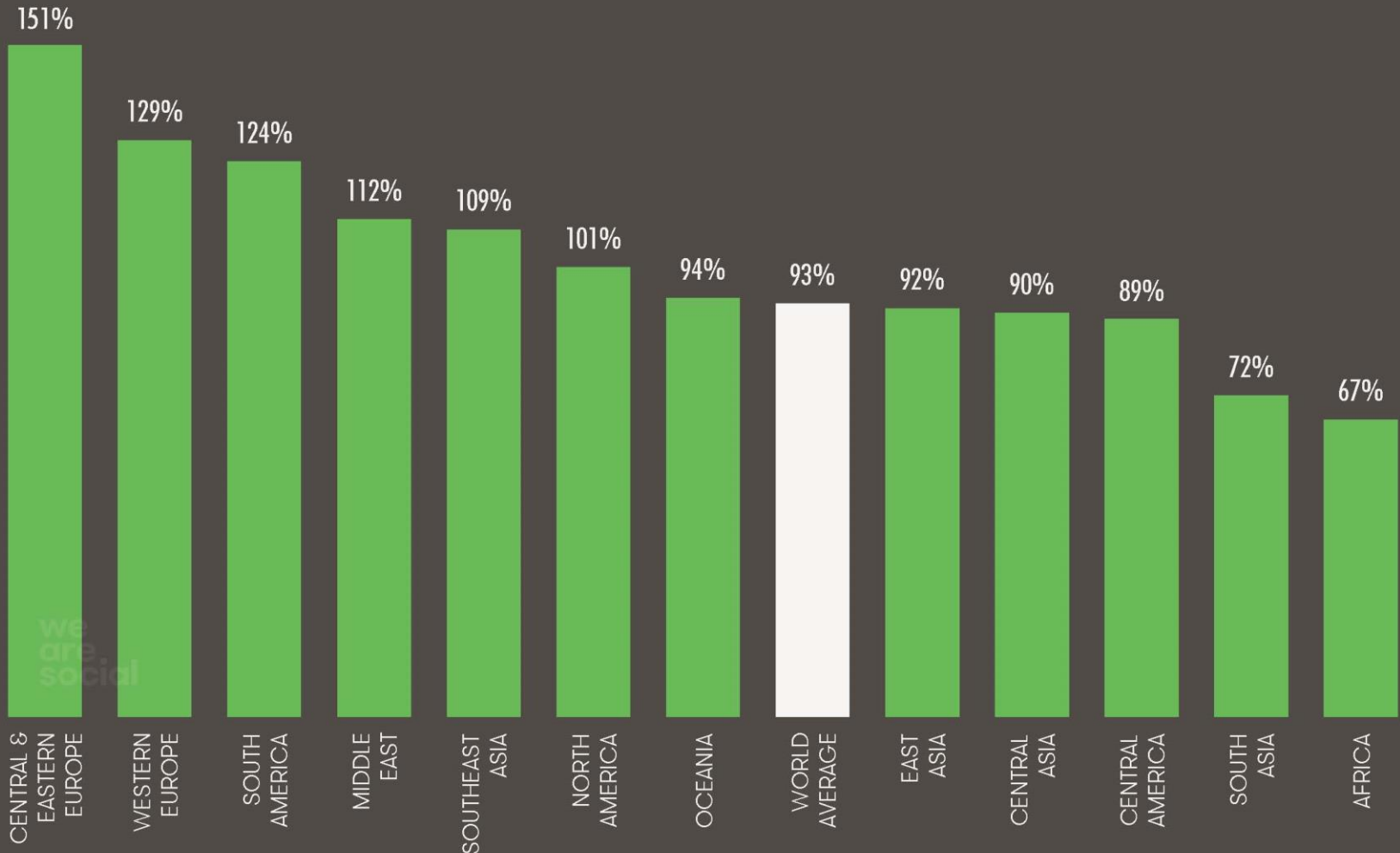
SOUTHEAST
ASIA

94%

OCEANIA

**JAN
2014**

MOBILE PENETRATION BY REGION



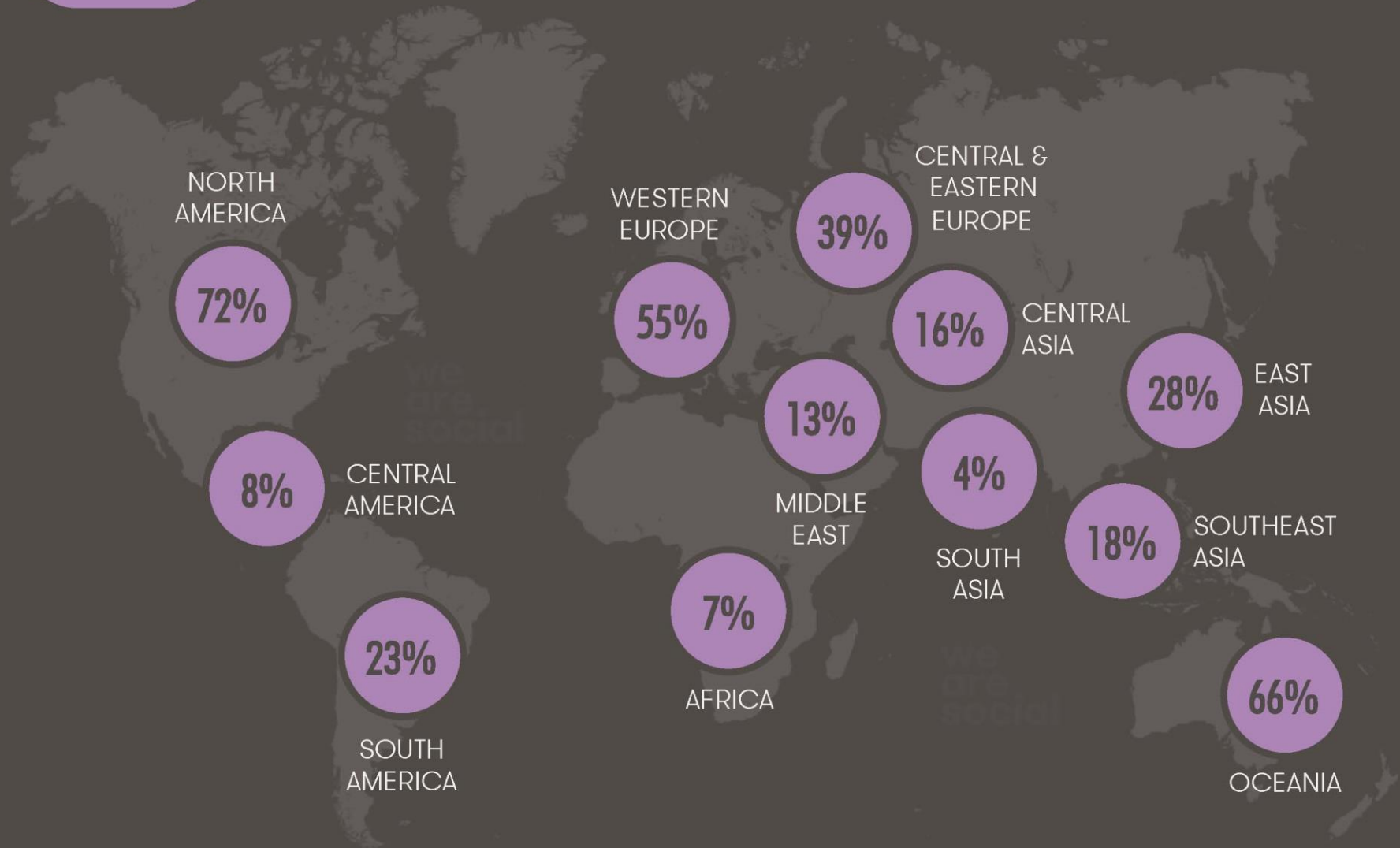
FACT



Mobile Broadband Penetration

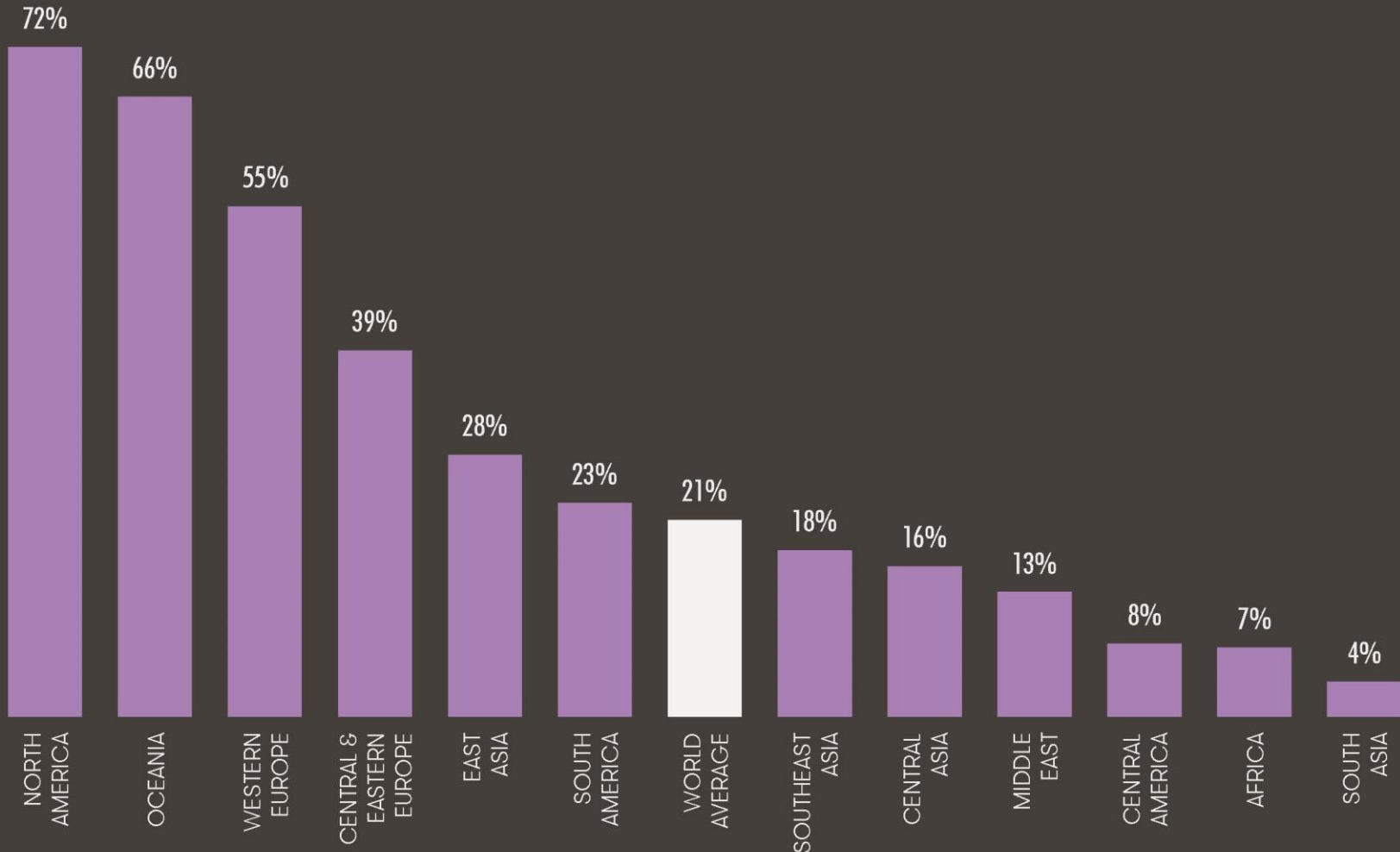
**JAN
2014**

MOBILE BROADBAND PENETRATION



**JAN
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MOBILE BROADBAND PENETRATION



FACT

mobile
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2014

Mobile Broadband Subscriptions

**JAN
2014**

MOBILE BROADBAND SUBSCRIPTIONS

NORTH
AMERICA

252M

WESTERN
EUROPE

228M

CENTRAL &
EASTERN
EUROPE

127M

CENTRAL
ASIA

18M

EAST
ASIA

444M

CENTRAL
AMERICA

15M

MIDDLE
EAST

37M

SOUTH
ASIA

61M

SOUTHEAST
ASIA

112M

SOUTH
AMERICA

93M

AFRICA

83M

OCEANIA

24M

FACT

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Mobile Penetration by Country

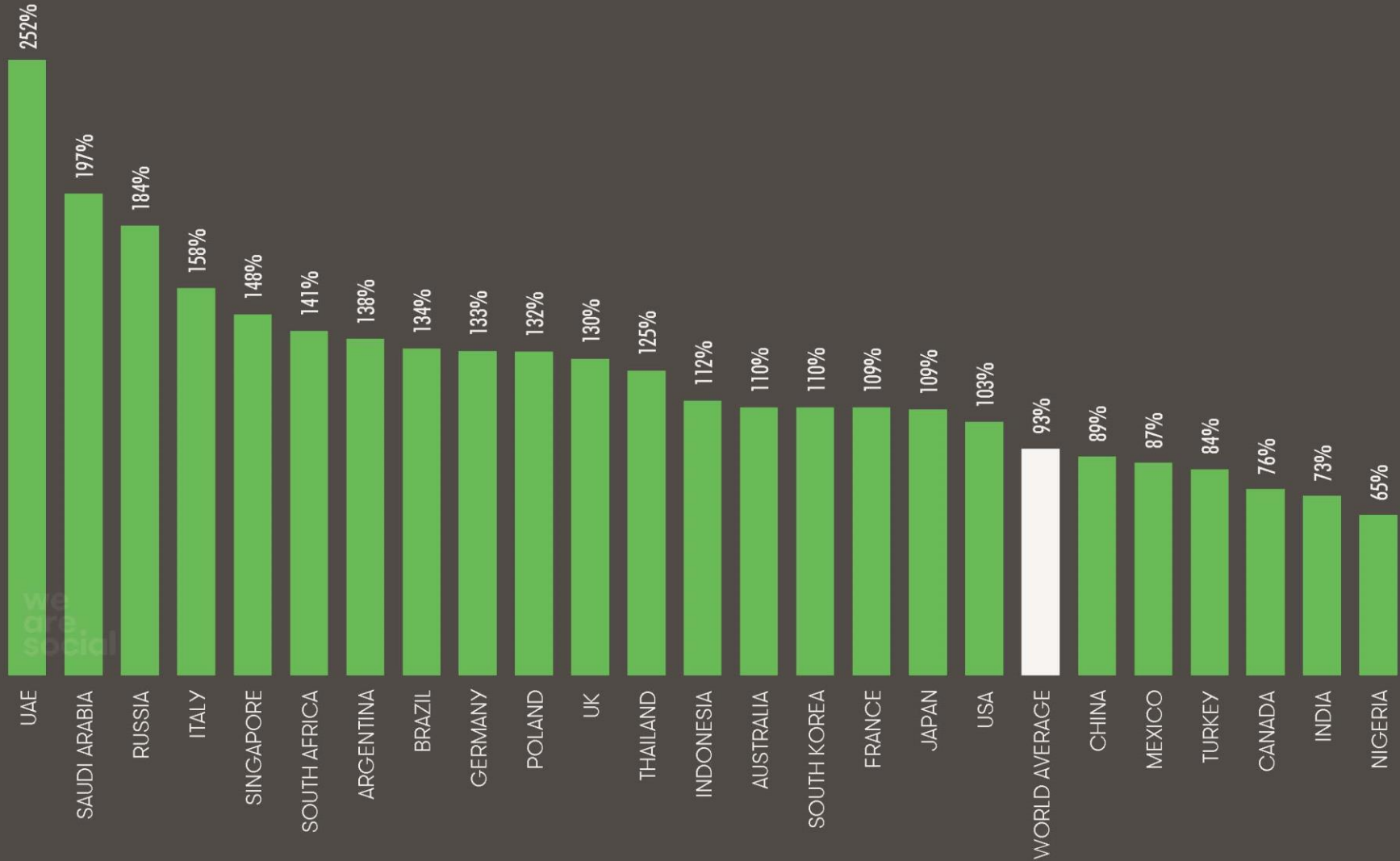
JAN
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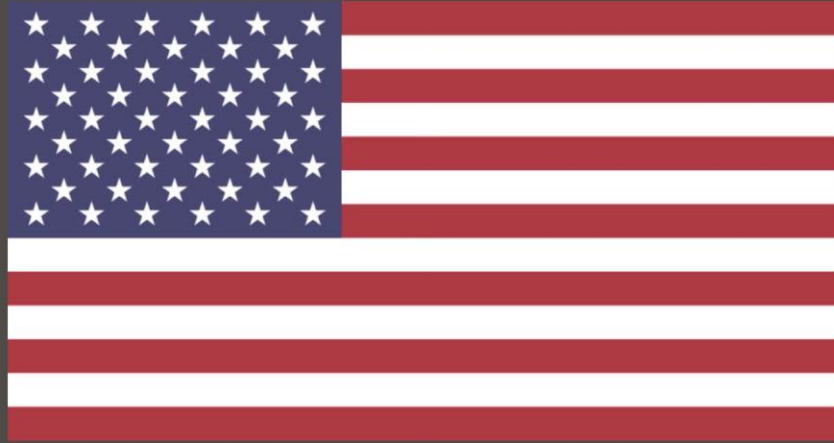
MOBILE PENETRATION BY COUNTRY



JAN
2014

MOBILE PENETRATION BY COUNTRY





UNITED STATES OF AMERICA

**JAN
2014**

USA: DATA SNAPSHOT



316,668,567

TOTAL POPULATION



82%

URBAN

18%

RURAL

254,295,536

INTERNET USERS



80%

INTERNET PENETRATION

178,000,000

ACTIVE FACEBOOK USERS



56%

FACEBOOK PENETRATION

327,577,529

ACTIVE MOBILE SUBSCRIPTIONS



103%

MOBILE PENETRATION

**JAN
2014**

USA: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



5H 13M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



60%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



2H 25M

**JAN
2014**

USA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



75%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 17M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



54%

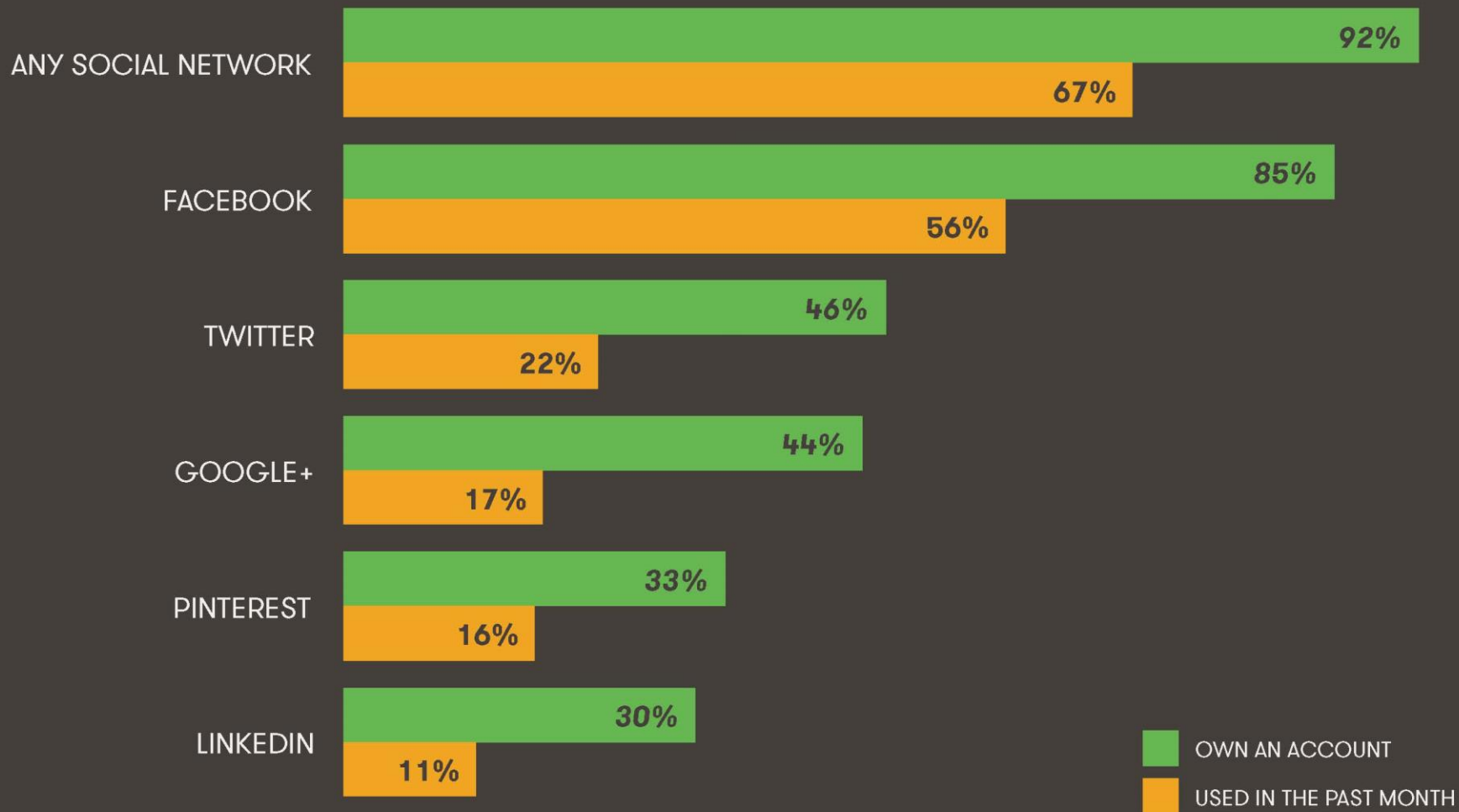
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



15%

**JAN
2014**

USA: SOCIAL MEDIA USE



**JAN
2014**

USA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



56%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



94%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE

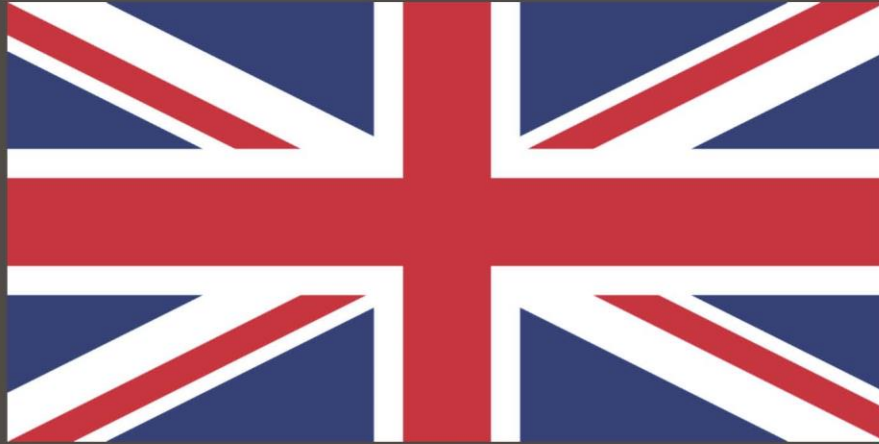


77%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



46%



UNITED KINGDOM

**JAN
2014**

UK: DATA SNAPSHOT



63,395,574

TOTAL POPULATION



80%

URBAN

20%

RURAL

54,861,245

INTERNET USERS



87%

INTERNET PENETRATION

36,000,000

ACTIVE FACEBOOK USERS



57%

FACEBOOK PENETRATION

82,109,000

ACTIVE MOBILE SUBSCRIPTIONS



130%

MOBILE PENETRATION

**JAN
2014**

UK: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 11M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



64%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 32M

**JAN
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USA: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



75%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 17M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



54%

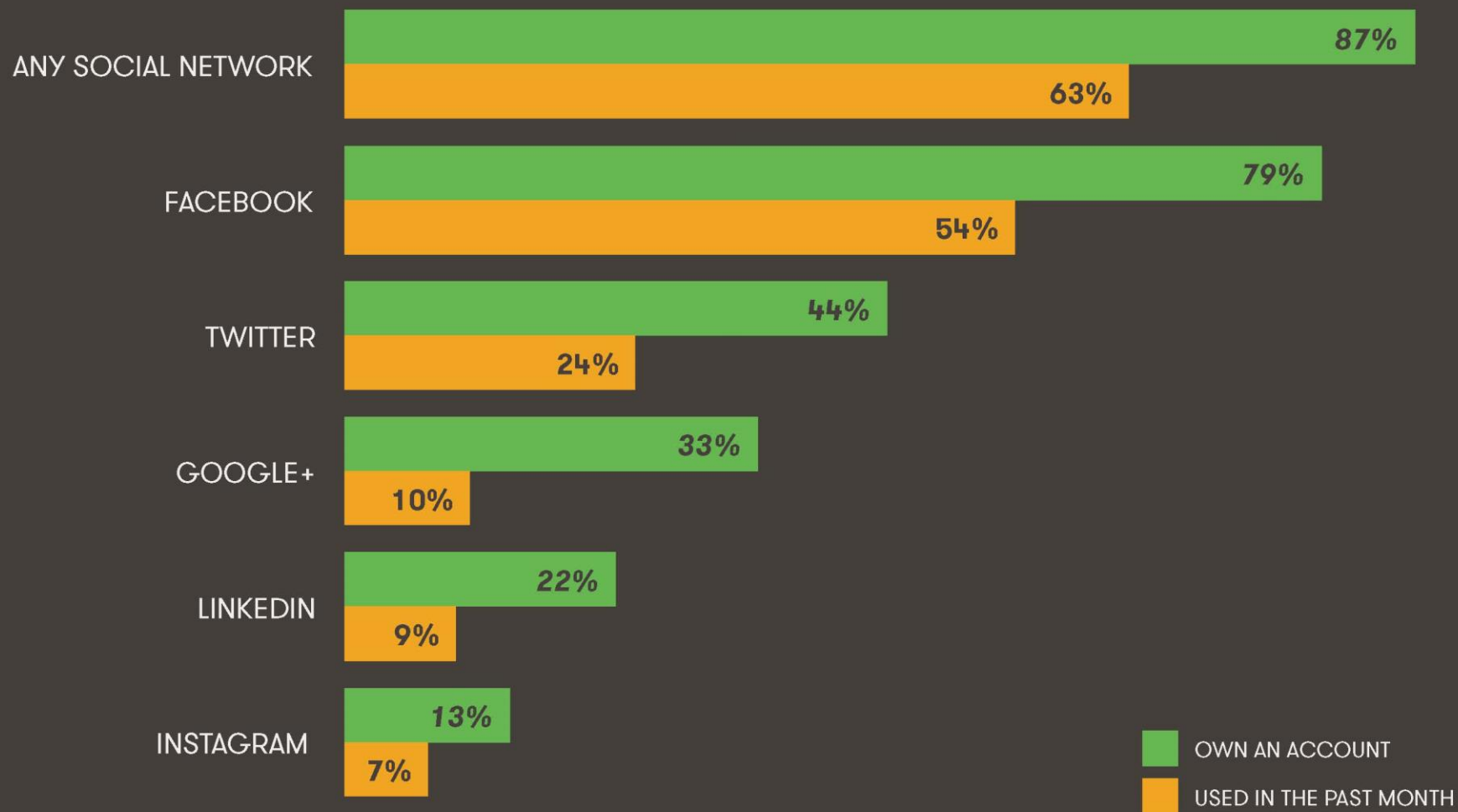
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



15%

**JAN
2014**

UK: SOCIAL MEDIA USE





CYPRUS

**FEB
2014**

CYPRUS



1,155,403

TOTAL POPULATION



70%

URBAN

30%

RURAL

694,223

INTERNET USERS



60%

INTERNET PENETRATION

560,000

ACTIVE FACEBOOK USERS



48%

FACEBOOK PENETRATION

1,110,935

ACTIVE MOBILE SUBSCRIPTIONS



96%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

CYPRUS: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



59%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



41%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



52%

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People Love to Chat
via Mobile!

**AUG
2014**

TOP CHAT APP USER NUMBERS

REVISED

WHATSAPP

MONTHLY
ACTIVE USERS



we
are
social

600M

MONTHLY ACTIVE USERS

WECHAT

MONTHLY
ACTIVE USERS



we
are
social

438M

LINE

REGISTERED
USERS



we
are
social

490M

TOTAL REGISTERED USERS

KAKAOTALK

REGISTERED
USERS



we
are
social

140M

SOURCES



We Are Social / wearesocial.sg - with Special Thanks!*

oecd.org

thewebfactors.com

Pew Research Center

Deloitte

ComScore

Microsoft

smartinsights.com

createmorebusinessnow.com

Yuboto's Mobile Marketing Survey / Greece 2013-2014

***Special Thanks to We Are Social – wearesocial.sg**

Thank you guys for the great "Global & European Digital Statistic 2014" paper.

You have done a remarkable job... Thanks for sharing!

Andreas Constantinides – Commercial Director Yuboto Ltd. Greece

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mobile
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Or click here to call u for free!



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Find Yuboto on LinkedIn



Andreas Constantinides on LinkedIn

yuboto
mobile marketing
www.yuboto.com