

TELL ME ABOUT YOURSELF

WHAT DAILY MOBILE USERS HAVE TO SHARE

A 2017 Phunware-sponsored study surveyed more than 680 daily smartphone and tablet users in the U.S. about how they use mobile today and what they expect from the technology in coming years. These daily users reported spending 6 hours per day on mobile devices, primarily on smartphones.

For brands, the growing demand for mobile experiences offers an incredible opportunity to understand and engage consumers at levels never before possible.

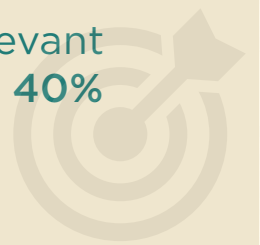
48%



of daily mobile users would be willing to provide personal information to get better mobile brand experiences and the opportunity to do more on their mobile devices.

Why do users provide access to personal information?

- Discounts or promotions **62%**
- Fewer irrelevant mobile ads **40%**



What personal information would users provide for better mobile experiences?

- Personal shopping preferences **57%**

20% would give access to social media profiles, anonymized location data, and/or updates on major life events



They are less likely to give up a few more personal things:

14% Credit card information

7% Social Security numbers

Consumers still value their privacy, but they're willing to share more details about themselves if they know they're getting something good in return. Offer valuable content and experiences in exchange for more insights about your users.

Download the full survey report for more eye-opening findings: <http://bit.ly/2o07tCh>

Source: Phunware "Mobile Future" Study, 2017

Contact Phunware for options that fit your budget, timeline and mobile maturity.

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