

# INSIDE THE MIND OF A MOBILE CUSTOMER

Mobile engagement is all about catering to each individual customer through personalization.

The way to do that is to close your laptop, pick up your smartphone, and think like a mobile user.

With this infographic, we get inside the mind of a mobile customer and look at the unique components that make up this valuable consumer.



### SHORT ATTENTION SPAN STAN

The average human attention span is only thanks to mobile. Stan is easily distracted by other offers, so grab his attention with offers that mean something to him. Then provide a way for him to act on the offer immediately.<sup>(2)</sup>

**8** seconds



### ANYWHERE ANNIE

Annie is truly mobile. She is ready to engage with your brand wherever she is, so be aware of her location and provide information accordingly. In fact, **62%** of adults under 34 are willing to share their location to get more relevant content.<sup>(3)</sup>




### KNOW IT ALL NED

Ned is always searching for information to learn more about products. **66%** of smartphone users use their phone to look up something they saw in a TV ad. Make it easy for Ned to get the information he seeks by connecting him straight from the ad to your brand with QR codes or TXT.<sup>(4)</sup>



### FAST FRIDA

Frida is in a hurry and wants instant gratification. So help her find the answers she needs and make the interactions quick and to the point. **61%** of mobile users will move on to another site if they don't find what they are looking for right away.<sup>(1)</sup>



### LATER ON LENNY

Lenny is not ready to make a decision on large purchases, so he usually shops around and buys later on his laptop. But, **75%** of mobile searches lead to a sale!<sup>(5)</sup>



### IMPULSIVE IRMA

Irma can't resist a great bargain when she sees it. Automated guides that lead her to limited-time offers on small purchases, and an easy check-out process encourage her to spend in the moment, along with **62%** of her millennial peers.<sup>(10)</sup>




### ADDICTED AARON

People touch their phone **150** times a day. The chances of your brand coming into contact with Aaron on mobile are greater than on desktop.<sup>(6)</sup>




### EASY DOES IT ERNIE

**35%** of millennials say it's too hard to buy on mobile. Ernie wants the process on his phone to be easier, with just a few steps and large, tappable buttons.<sup>(9)</sup>



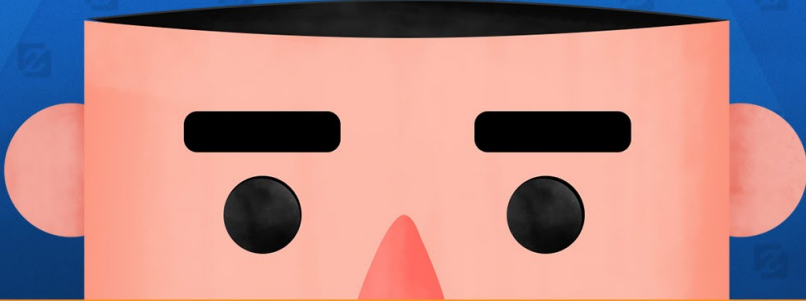
### CHATTY CHET

Chet likes to talk to his friends through text, IM, or social networks. **97%** of smartphone owners send a text message at least once a day. Since he's already tapping out his thoughts, provide live chat for him to engage with your brand in the way he likes.<sup>(8)</sup>



### SELFIE SUE

Sue is interested in her own world, so it's all about Sue when she looks at her phone. Give her a rich, integrated personal journey. **74%** of online customers get frustrated with brands who don't provide content that is relevant to their interests.<sup>(7)</sup>

TouchCommerce is the leading innovator in omni-channel engagement solutions as well as mobile chat solutions.

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