

MOBILE MARKETING ITALY: GEMALTO/TNS 2015 SURVEY INSIGHTS⁽¹⁾

ITALIAN CONSUMERS APPRECIATE
MOBILE MARKETING...



...BUT ASK BRANDS TO RESPECT
THE GOLDEN RULES...



PRIVACY

91% Ask permission



TRANSPARENCY

82% Show the sender



RELEVANCY

71% Agree to share more data in exchange for personal offer/gift



MARKETING PRESSURE

53% Accept 1 or 2 messages/week



GEOLOCATION

45% Accept being geo-localized to receive the right offer at the right moment

SMART MESSAGE SCORED TOP MARKS!
AS THE IDEAL COMMUNICATION CHANNEL:



DISCOVER WHAT SMART MESSAGE
CAN DO FOR YOU⁽²⁾



REACH **95%**
OF YOUR AUDIENCE



BOOST YOUR RESULTS:

▶ UP TO **20%** CTR
(Click Through Rate)

▶ **10x** MORE THAN SMS

(1) TNS Survey conducted online, May 2015 / Sample of 820 Italian mobile phone users 18-64 y.o interviewed / Representative of the Italian internet population.

TNS is one of the largest research agencies worldwide

(2) Gemalto worldwide experience (internal data).