

# Mobile Retail Marketing

## Advertising, Coupons & NFC Shopping 2011-2016



. . . information you can do business with

Mobile Retail Marketing: Advertising, Coupons & NFC Shopping 2011-2016

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## List of Forecasts

All forecasts are for 2011-2016 unless noted otherwise.

Regional forecasts cover 8 key regions: North America, Latin America, Western Europe, Central & Eastern Europe, Far East & China, Indian Subcontinent, Rest of Asia Pacific, Africa & Middle East.

### Mobile Coupons

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Mobile Coupon User Base (m) Split by 8 Key Regions  
Mobile Coupons Issued (%) Split by Mobile Marketing Channel  
Total Number of Mobile Coupons Redeemed Per Annum (m) Split by 8 Key Regions  
Number of Mobile Coupons Redeemed Per Annum (m) Split by 8 Key Regions  
Total Mobile Coupons Retail Redemption Value (\$m) Split by 8 Key Regions  
Mobile Coupon Redemption Rate (%) Split by 8 Key Regions

### NFC Smartposters

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Total Number of NFC Smart Poster Downloads (m) Split by 8 Key Regions  
NFC Smart Posters Total Fee Value (\$m) p.a. Split by 8 Key Regions

### Mobile Advertising

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Total Mobile Adspend (\$m) Split by 8 Key Regions  
Adspend (\$) Per Mobile Subscriber Per Annum Split by 8 Key Regions

### Mobile Retail Market Value

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The Mobile Retail Opportunity (\$m) Split by Smart Posters, Coupons & Advertising  
The Mobile Retail Opportunity (\$m) Split by 8 Key Regions