

| Synopsis | Type of Mobile Payment Apps Used | | | | | | | | | | | | | | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------|------------------------------|--------|-----|-----|-----------------------------------------------------------|-----|-----|---------------------------|-----|-----|-----------|----|-----|---------------------------|----|-----|
| <p>Mobile commerce has been growing since the iPhone launch. Data from personal preferences, locations, and social media feeds, along with push notification and mobile payment functions, allow companies to promote brands and convert transactions much more easily and successfully. This report examines the role of consumer data in mobile marketing and advertising and highlights the best practices of mobile marketing. It updates the five-year forecasts for U.S. mobile advertising and mobile commerce revenues.</p> | <p style="text-align: center;">Use of Specific Mobile Payment Apps Smartphone Users in U.S. Broadband Households</p> <table border="1"> <caption>Estimated Data from Chart</caption> <thead> <tr> <th>App Category</th> <th>All Smartphone Users (%)</th> <th>Mobile Payment App Users (%)</th> </tr> </thead> <tbody> <tr> <td>PayPal</td> <td>~20</td> <td>~70</td> </tr> <tr> <td>Retail store-branded payment apps, like the Starbucks app</td> <td>~15</td> <td>~45</td> </tr> <tr> <td>Google Wallet/Android Pay</td> <td>~10</td> <td>~30</td> </tr> <tr> <td>Apple Pay</td> <td>~5</td> <td>~15</td> </tr> <tr> <td>Other mobile payment apps</td> <td>~5</td> <td>~15</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> | App Category | All Smartphone Users (%) | Mobile Payment App Users (%) | PayPal | ~20 | ~70 | Retail store-branded payment apps, like the Starbucks app | ~15 | ~45 | Google Wallet/Android Pay | ~10 | ~30 | Apple Pay | ~5 | ~15 | Other mobile payment apps | ~5 | ~15 |
| App Category | All Smartphone Users (%) | Mobile Payment App Users (%) | | | | | | | | | | | | | | | | | |
| PayPal | ~20 | ~70 | | | | | | | | | | | | | | | | | |
| Retail store-branded payment apps, like the Starbucks app | ~15 | ~45 | | | | | | | | | | | | | | | | | |
| Google Wallet/Android Pay | ~10 | ~30 | | | | | | | | | | | | | | | | | |
| Apple Pay | ~5 | ~15 | | | | | | | | | | | | | | | | | |
| Other mobile payment apps | ~5 | ~15 | | | | | | | | | | | | | | | | | |

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“Emerging sources of contextual data about shoppers include social media, location-based data from shoppers’ smartphones and in-store beacons, and mobile apps, especially mobile wallet apps that integrate payment functions with loyalty program memberships,” said Harry Wang.

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| | |
|--------------|------------------|
| Adfields | KeyRing |
| Aisle411 | Kik |
| Android Pay | Kontakt.io |
| Apple Pay | PayPal |
| Belly | Percolate |
| Blue Bite | Pinterest |
| Blue Calypso | Polyvore |
| BrandWatch | RetailMeNot |
| Bubbly | Samsung Pay |
| CardStar | Skyhook Wireless |
| Contently | Skyword |
| CurrentC | Snapchat |

| | | |
|--|-------------|--------------|
| | Datasift | SproutSocial |
| | Dialogfeed | Starbucks |
| | Estimote | StatSocial |
| | Facebook | Stocard |
| | Flybits | Swirl |
| | Foursquare | Systemos |
| | Gnip | Thinknear |
| | Gyft | Twitter |
| | IndoorAtlas | We Heart It |
| | inMarket | Whisper |
| | InMarket | YouNow |
| | Instagram | YouTube |
| | Kapost | |

| Attributes | |
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