PARKS ASSOCIATES

Context is King: Monetizing Consumer Data for Commerce
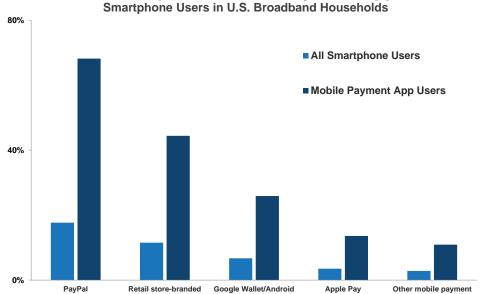## *Table of Contents*

By Harry Wang, Director, Health & Mobile Product Research, and Kristen Hanich, Researcher

Synopsis	Type of Mobile Payment Apps Used
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.	**Use of Specific Mobile Payment Apps** Smartphone Users in U.S. Broadband Households ■ All Smartphone Users ■ Mobile Payment App Users PayPal / Retail store-branded payment apps, like the Starbucks app / Google Wallet/Android Pay / Apple Pay / Other mobile payment apps © Parks Associates
Publish Date: 1Q 16	"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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List of Companies	
Adfields	KeyRing
Aisle411	Kik
Android Pay	Kontakt.io
Apple Pay	PayPal
Belly	Percolate
Blue Bite	Pinterest
Blue Calypso	Polyvore
BrandWatch	RetailMeNot
Bubbly	Samsung Pay
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Facebook
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Instagram
Kapost

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Starbucks
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Stocard
Swirl
Sysomos
Thinknear
Twitter
We Heart It
Whisper
YouNow
YouTube

Attributes

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