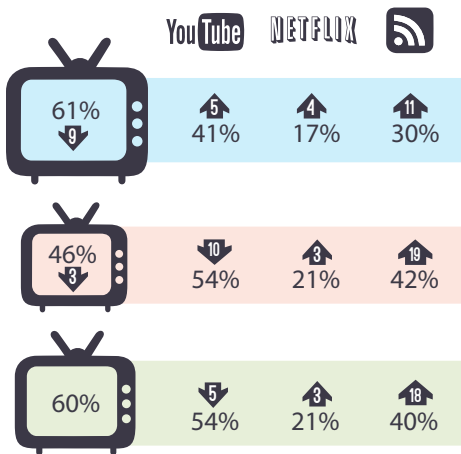
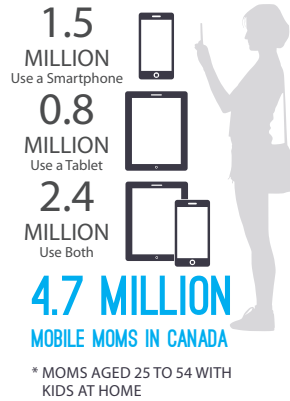


CANADA'S MOST TARGETED MOBILE RESEARCH

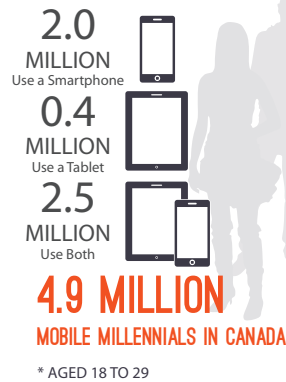
TELEVISION VS. MOBILE APP CONSUMPTION



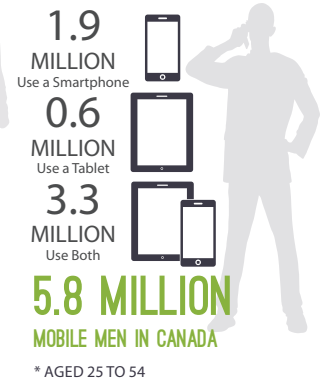
82% OF CANADIAN MOMS ARE MOBILE.



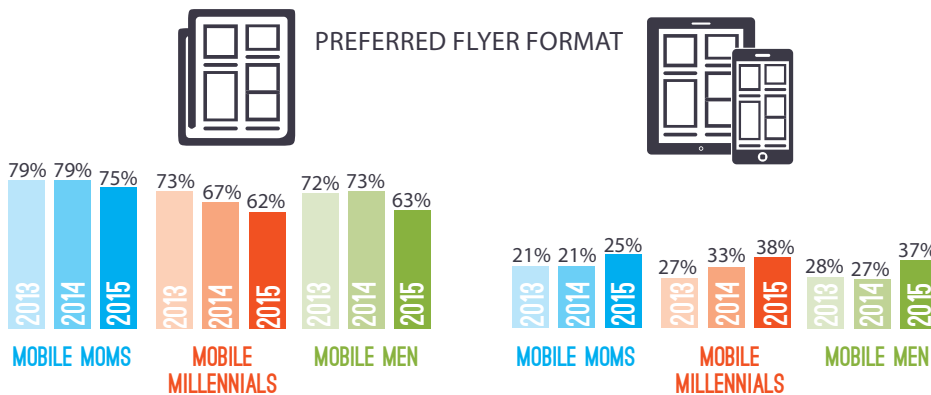
83% OF CANADIAN MILLENNIALS ARE MOBILE.



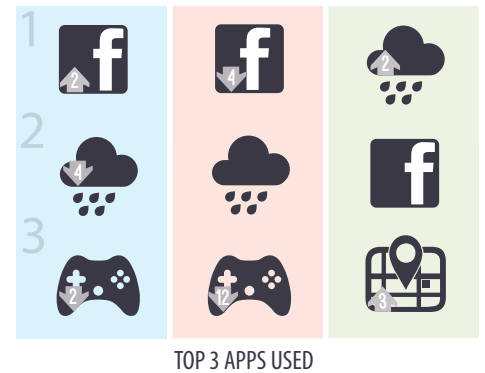
72% OF CANADIAN MEN ARE MOBILE.



FLYERS ARE AN INTEGRAL PART OF PATH TO PURCHASE AND CAN WORK SYNERGISTICALLY WITH MOBILE STRATEGIES



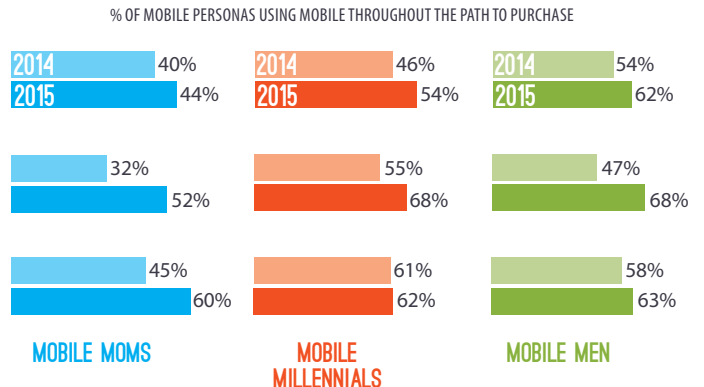
NOT ALL MOBILE PERSONAS ARE EQUAL, APP USAGE REVEALS WHAT MATTERS TO EACH OF THEM.



THE FULL MOBILE PERSONAS REPORT CONTAINS INSIGHTS ON THE FOLLOWING CATEGORIES



MOBILE'S IMPACT ALONG THE PATH TO PURCHASE IS EVIDENT ACROSS CATEGORIES



MOBILE PERSONAS

MUCH MORE INFORMATION AND ACTIONABLE INSIGHTS IN THE FULL 2015 MOBILE PERSONAS REPORT. THE MOBILE PERSONAS STUDY IS A COLLABORATION BETWEEN BRANDSPARK INTERNATIONAL (CONSUMER AND SHOPPER INSIGHTS), TAPPED MOBILE (LEADER IN MOBILE ADVERTISING) AND APPPROMO (LEADER IN APP STRATEGY AND MONETIZATION).

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