

# MOBILE IS CORE IN EVERYDAY LIFE

// IT NEEDS TO BE **CORE** IN RESEARCH



## Kenyans have some form of access to the internet

Google identifies 13 million ACTIVE internet users in Kenya, equivalent to 53% of the addressable population in research i.e. age 18-69 years

## CELL PHONES ARE ALREADY AT THE HEART OF CUSTOMER'S LIVES

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- Exponential growth of e-commerce
  - The rise of digital lending
  - Growing use of Apps, USSD and SMS alerts as customer touchpoints
  - Success of mobile money payments
  - Progression of Social media
  - Trend towards online advertising

**It's time to conduct  
your Research, online**



- ✓ Speed in response
- ✓ Accurate
- ✓ Convenient
- ✓ In-the-moment insights
- ✓ Accessible
- ✓ Covid-19 compliant

Talk to us today and find more about our Online Surveys: [Matthew.Wambua@ipsos.com](mailto:Matthew.Wambua@ipsos.com)

**GAME CHANGERS**

