

GLOBAL APPIFICATION*

THE APPSTERS

BRANDS / PRODUCTS / STORES / COMPANIES



THE APPOLYTES



51%
OF PEOPLE REGULARLY
USE BRAND, PRODUCT,
STORE OR COMPANY APPS

41%

LIKE THE
DISCOUNTS
AND
COUPONS

GROWING APPEAL



35%
TAKE
ADVANTAGE
OF HELPFUL
TOOLS

43%
USE APPS TO
STAY INFORMED



INCREASED PURCHASE APPETITE?

42%

SAID AN APP
HAS NO IMPACT
ON PURCHASE
BEHAVIOR



52%

ARE MORE
INTERESTED IN
BUYING BECAUSE
OF APP

6%

BECOME LESS
INTERESTED IN
BUYING SOMETHING

APPRECIATED FOR THE SAME REASONS AS SOCIAL MEDIA



27%
LIKE APPS' FUN,
INTERESTING AND
COOL CONTENT



20%
ENJOY CONTESTS



18%
OFFER OPINIONS
AND SUGGESTIONS



17%
FEEL MORE
CONNECTED

AN APPETITE FOR EASE



SAY IT IS EASIER AND
FASTER TO USE AN
APP THAN A WEBSITE
OR SOCIAL MEDIA PAGE

38%

AN APPRAISAL: SOCIAL MEDIA LEADS



OPT TO
FOLLOW
ON SOCIAL
MEDIA

55%

PREFER
APPS OVER
SOCIAL
MEDIA

45%

*ALL OF THE INFORMATION IN THIS SOCIALLOGUE™ PERTAINS SPECIFICALLY TO APPS OFFERED BY BRANDS, PRODUCTS, STORES AND COMPANIES.

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