

# 11 TRENDS IN MOBILE MARKETING

YOU CAN REACH **260** MILLION



MOBILE PHONE OWNERS IN THE U.S.

72% of people in the U.S. check their phones at least once an hour, giving marketers a possible 2.3 billion touch points with consumers per day. If you're not ready to catch all types of responses, you may be missing new leads and customers. Discover these 11 trends in mobile marketing and how call tracking plays a role in mobile marketing attribution.



Call Tracking Analytics will help you use all 11 ways to connect with mobile consumers, measure more and better, and, ultimately, improve your Marketing profitability.

## HOW CALL TRACKING CAN HELP

**1**

**ASSESS YOUR MARKETING**  
Analyze what you are already doing to drive responses from mobile marketing

**2**

**BOOST RESPONSE WITH MORE OPTIONS**  
Make it easy for consumers to connect and increase engagement by offering all types of responses at every possible touchpoint

**3**

**MAXIMIZE ATTRIBUTION**  
Gain the fullest possible attribution by tracking all types of responses down to the keyword level and even ad creative

**4**

**OPTIMIZE PERFORMANCE**  
Find more opportunities to drive up engagement and ROI with call and text analytics interpreting every interaction with consumers

telmetrics

CALL OR TEXT US: (800) 311-7712

EMAIL US: [MARKETING@TELMETRICS.COM](mailto:MARKETING@TELMETRICS.COM)

VISIT US: [TELMETRICS.COM](http://TELMETRICS.COM)

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