

Mobile Technology and the New Generation of Direct Sales Communications

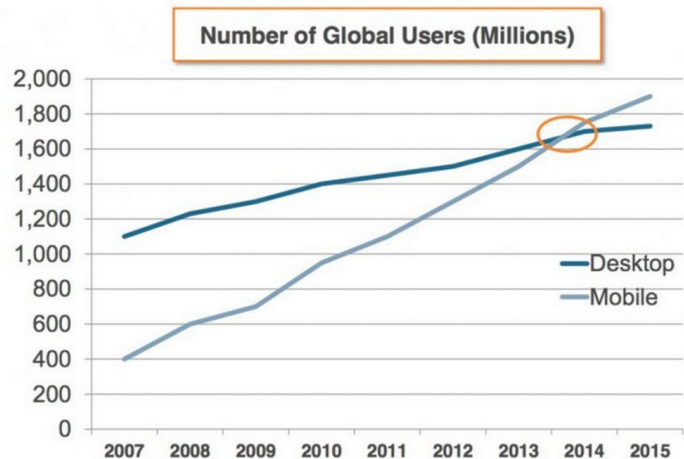
In technology usage today, mobile has surpassed desktop in both number of users and time spent on devices. Mobile usage will continue to increase among people of all age ranges.

Global mobile traffic will become 30 times greater in just five years, according to [Alcatel-Lucent](#) research. Mobile now represents 65% of time spent on a digital device, with desktop as only a "secondary touch point" for an increasing number of people. In fact, several Fragmob clients have chosen mobile as the primary (though not only) way for their sales reps conduct businesses.

Why Mobile?

Growth in Mobile Users

The number of mobile users continues to grow with speed and strength. In 2014, the number of global mobile users first overtook the number of desktop users. Today, there are greater than 1.9B unique smartphone users worldwide, according to [comScore](#). The number of global mobile users is set to grow to 2B in 2017.



More Time Spent on Mobile

In the top 100 digital media properties, median audience sizes favor mobile over desktop usage. The comScore December 2015 smartphone penetration figure is 79%.

High mobile usage spans every age range: 58% of 50-64 year olds have smartphones and 83% of 30-49 year olds have smartphones.

