

How AdPods and Proximity Marketing is driving smartphone user behaviour

Is the Iphone 10 really a game changer? With the launch of the new Apple Iphone 10, I started thinking about how we have all become so reliant on our mobile technology to socialise and conduct our business, have you ever stopped to think about what would the impact be on our sales, leads, profitability without the continuous evolution of smartphone technology?

Here are some recent interesting stats on smartphone usage across Australia.

BUSINESS USE OF INFORMATION TECHNOLOGY – ABS 17th August 2017 According to a survey by the Australian Bureau of Statistics in 2015-2016, over half of businesses who had embraced online technology and not only had a social media presence (53%) but actively used paid advertising to drive leads to their Facebook pages.

With Facebook becoming an ever crowded market place and marketers using user profiling to better target prospective customers,(read more)

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