

# Consumers are more likely to make a purchase if you have an APP



41% of smartphone owners have made a purchase from their mobile phone

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By 2015, it is predicted that mobile shopping will account for \$163 billion in sales worldwide, 12% of global e-commerce turnover

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Consumers are 51% more likely to purchase from retailers that have mobile-specific websites

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79% of smartphone users found it useful to download mobile coupons to their phones