



Mogreet Semi-Annual Mobile Marketing Analytics Report May 2012

Today's mobile marketing landscape continues to evolve rapidly, driven by the proliferation of mobile devices, changing consumer behavior and data plans offered by U.S. phone carriers. As the installed base of smartphones surpasses 50 percent in the United States, more and more marketers are turning to mobile marketing to drive sales and action-oriented ROI.

This report reveals consumer behavior patterns for mobile marketing campaigns that integrated mobile video messages on Mogreet's mobile messaging platform during the last six months. These findings are significant for brands and advertisers in planning how to best leverage messaging in their mobile marketing campaigns.

Key Findings

- *Apple iPhone and Samsung Smartphone Users View MMS More Than Other U.S. Mobile Consumers*
- *iOS and Android Continue to Lead as Top Operating Systems*
- *Mobile Video Delivery Lead by Verizon and AT&T*
- *Atlanta and South Carolina Continue as Top Regions Using MMS*

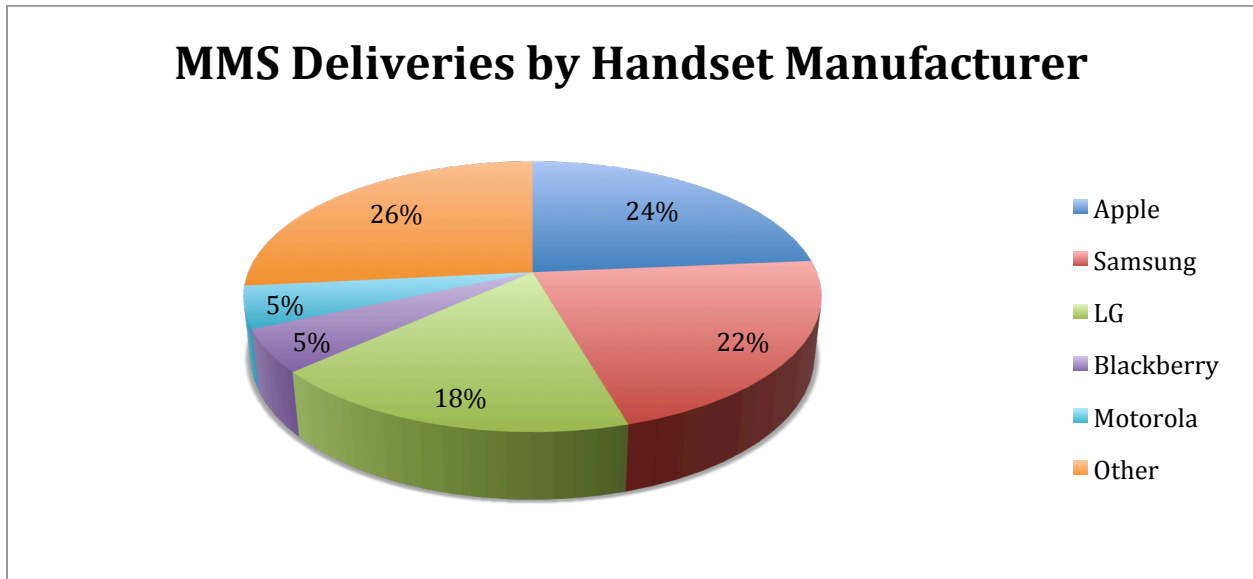
"Against this backdrop, MMS provides a unique opportunity for marketers to reach all of their consumers with high-quality, engaging mobile video," said James Citron, CEO of [Mogreet](#). "[Mogreet's](#) messaging platform gives digital marketers the tool they need to reach the mobile consumer looking to consume video, pictures and audio on their devices to increase consumer loyalty, engagement and responsiveness."

About the Mogreet Semi-Annual Mobile Marketing Analytics Data

Currently, over two-thirds of all multimedia (MMS) messaging delivered by businesses to consumers in the United States, is done via the [Mogreet](#) platform. This experience provides Mogreet deep insights into valuable metrics such as handset market share, carrier market share, geographical data, and what messages consumers view on their phone, which offers unique, useful data for mobile marketers looking to improve and strengthen their messages according to carrier, handset type and geography.

Percent of MMS Deliveries by Handset Manufacturer

The Apple iPhone continues to lead mobile video messaging usage, increasing from 7.4 percent to 23.6 percent since August 2011, however Samsung devices are quickly gaining ground, increasing from 2.9 percent to 21.9 percent over the same period.

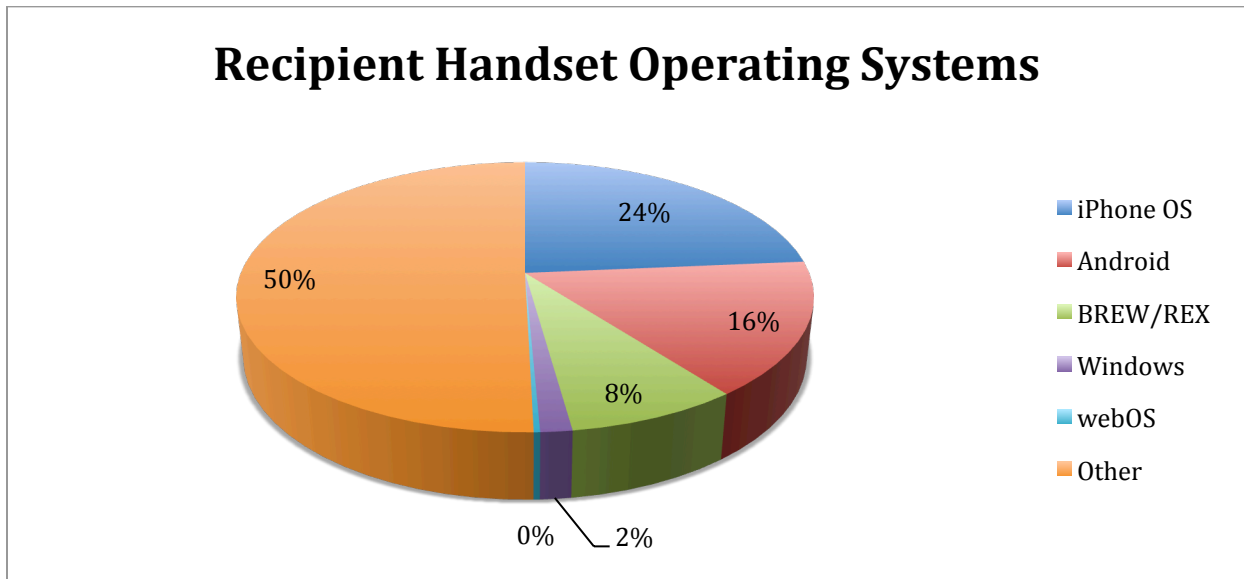


Percent of MMS Deliveries by Handset Manufacturer Type:

Apple – 23.6 percent	Samsung – 21.9 percent
LG – 17.8 percent	BlackBerry – 5.1 percent
Motorola – 5.0 percent	Pantech – 4.9 percent
HTC – 4.2 percent	Sharp – 0.7 percent
Nokia – 0.6 percent	PCD – 0.6 percent
ZTE – 0.5 percent	Palm – 0.4 percent
Huawei – 0.4 percent	Sanyo – 0.3 percent
Casio – 0.3 percent	

Mobile Video Deliveries by Recipient Handset Operating Systems

With 23.6 percent of the market, iPhone continues to lead the charge of top operating platforms viewing MMS messages followed by Android receiving 16 percent of total MMS traffic. BREW/REX, Windows and a wide range of smaller services round out the top five recipient operating systems.

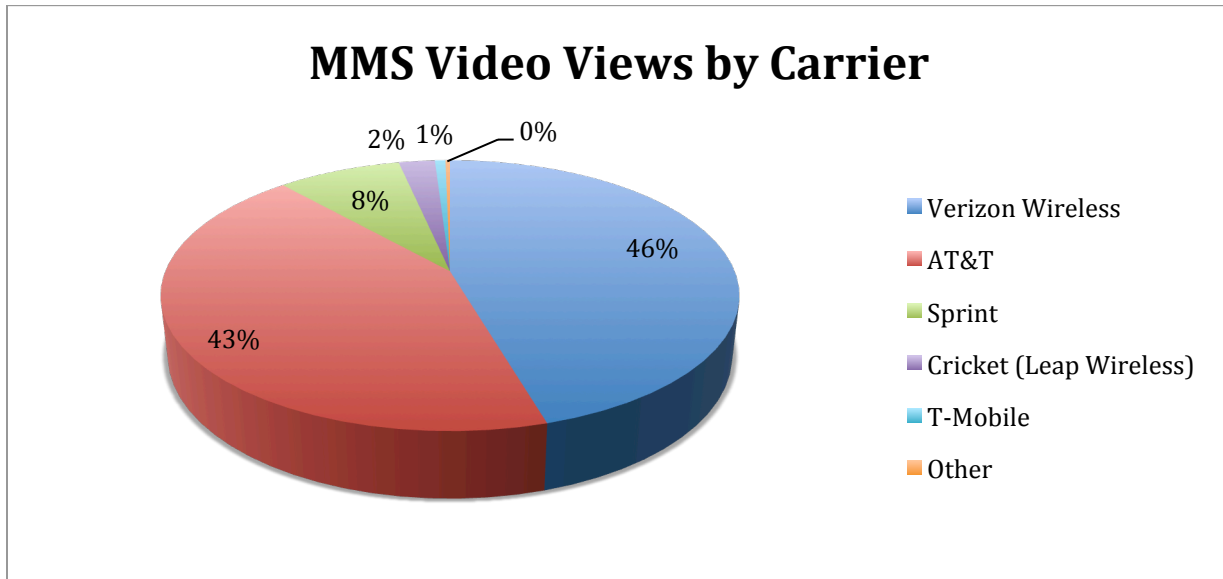


Percent of Recipient Handset Operating Systems Using MMS:

iOS – 23.6 percent	Android – 16 percent
BREW/REX – 8.2 percent	Windows – 1.5 percent
webOS – 0.3 percent	L4 – 0.2 percent
Symbian OS - 0.1 percent	PalmOS - 0.1 percent
Nokia OS - 0.1 percent	Symbian - 0.0 percent
Linux - 0.0 percent	WebOS - 0.0 percent
Openwave - 0.0 percent	HipTop OS - 0.0 percent
NucleusPLUS - 0.0 percent	Series 40 - 0.0 percent
Series 60 - 0.0 percent	Maemo 5 - 0.0 percent
Rim OS - 0.0 percent	Nokia - 0.0 percent

Mobile Video Views by Carrier

AT&T and Verizon continue to dominate the total MMS deliveries by carrier with a combined percentage of 89 percent, up from 81.3 percent combined in August 2011.



Percent of customers viewing mobile multimedia messaging (MMS) by mobile carrier:

Verizon Wireless – 45.4 percent
AT&T – 42.9 percent
Sprint – 8.2 percent
Cricket (Leap Wireless) – 2.4 percent
T-Mobile – 0.7 percent
US Cellular – 0.2 percent
Alltel – 0.2 percent
Boost – 0.1 percent

Top Regions Receiving MMS Messaging

While usage by region depends heavily on the MMS programs offered in each market, Atlanta and South Carolina move into the top two spots, displacing Phoenix and Los Angeles. Inland Empire and Denver drop out of the top ten regions, making room for Houston and Las Vegas to round out our top five regions receiving MMS messaging.

Top 15 U.S. regions receiving MMS:

Atlanta and suburbs	South Carolina
Phoenix area	Texas - Houston Area
Las Vegas area	Eastern Ohio, Akron
South Indiana, Evansville	South Central CA, Santa Barbara
Central Indiana	West LA, South Bay
West Riverside County	North Georgia, Metro Atlanta
Denver area	Inland empire, San Bernardino
Fresno area	

About Mogreet MMS/SMS Delivery Services

[Mogreet's](#) mobile messaging platform enables the seamless delivery of video, text, picture and audio messages to virtually all mobile phones in the United States. It is a cross-carrier solution that has the ability to deliver high quality multimedia to more than 290 million mobile subscribers in the U.S. and messaging to more than 2 billion consumers globally across more than 175 countries.

About Mogreet's Metrics

Mogreet's platform metrics are used by clients to track, and improve, the reach of their mobile marketing campaigns. These metrics include data such as:

- Regional hotspots (Geo-targeting): Allow brands to tailor offers to users in a specific geographic area
- Phone specific platform data: Provides brands the ability to create platform specific marketing to drive usage, downloads or remarketing of existing or new apps
- App development priorities: This data provides brands the information they need to determine which platform their customers are using (Android phones vs. iPhones) allowing them to determine future app usage success

About [Mogreet](#)

Founded in 2006, [Mogreet](#) is the leading mobile messaging platform for the delivery of rich media to mobile devices. The company works with leading marketers in media, retail, political marketing, consumer products, health care and real estate. Currently supported in over 175 countries, [Mogreet's](#) platform can reach 2 billion consumers globally. The company has raised \$14.1 million in venture capital from Ascend Venture Group, Black Diamond Ventures, Bryant Park Ventures and DFJ Frontier. [Mogreet](#) is headquartered in Venice, California. <http://www.mogreet.com>

Learn more about Mogreet at <http://www.mogreet.com> or <http://blog.mogreet.com>