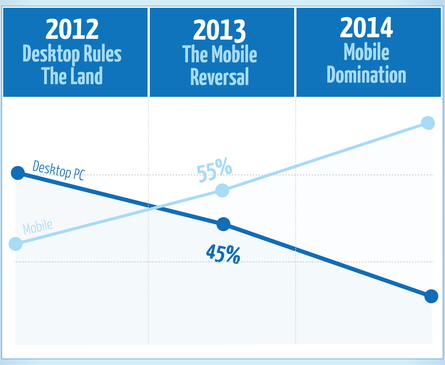
WHY YOU NEEDED TO BE MOBILE-READY YESTERDAY!

PC sales are FLAT.

This trend won't change unless something miraculous happens in the PC industry... and how likely do you think that is?

Mobile has grown at a rapid and unprecedented rate.



If 2014 continues at this pace, we could see mobile accounting for 82% of time spent on the Internet.

Mobile Users Love Researching Products and Services

64%

Smartphone owners in Q2 2013 who used a mobile web browser to research product features (64%).

59%

Smartphone owners who used mobile web browser to find a store location and to find coupons and deals (53%).

The Big Idea

Mobile is here and its adoption is faster and stronger than any other technology before it.

You shouldn't be "thinking" about going mobile, you should be EMBRACING IT.

Failure to do so will put your brand out of sync with the way most people find you online and hurt your business.

Sources

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