

## ➔ Why mobile...for education

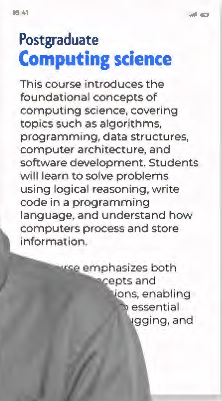
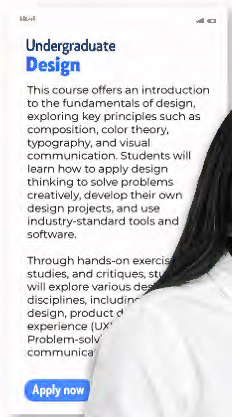
Mobile phones are a huge part of our daily lives, and an extension of ourselves. We can be productive, social or relax, depending on which app we open.

What's more, our mobiles continually learn about our preferences, habits and interests, building an understanding of who we are, without identifying us as individuals.

It's this anonymous, GDPR compliant, profile of users which makes mobile advertising so effective.

**You can reach a broad, but still highly targeted, bespoke audience at anytime, anywhere.**

This goes far beyond the capabilities of more traditional media, meaning your target market is more likely to be aware of your key messages and your ad spend is directed to the right places.



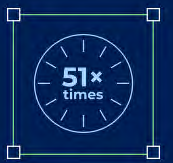
During open day season, students weekend mobile usage is up by **10%**.



Clearing marketers now need **double** the impressions to succeed than last year.



**52%** say a poor mobile experience reduces their likelihood to engage.



Students pick up their phones on average of **51 times per day**.

# ➔ Mobile customer journey

Regardless of purchase weight/level of consideration, mobile plays a fundamental role in consumer research and consideration.



## Awareness

Mobile phones play a key part at the research stage for both students and parents/guardians.



## Interest

Repeated brand exposure aimed at the right audience/s can result in increased levels of engagement.



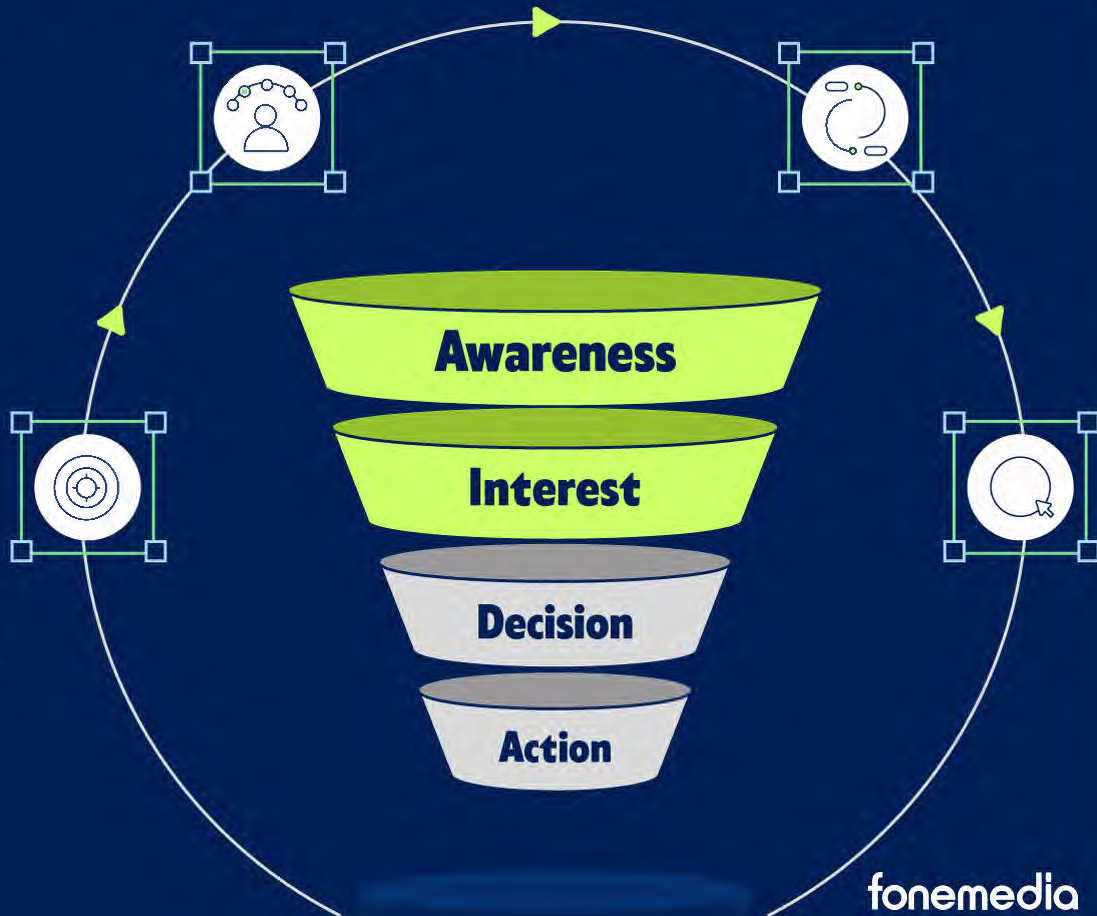
## Consideration

An engaged audience is more likely to take the next step towards action.



## Evaluation

From the initial awareness, with the right message and your brand front of mind, we increase the propensity for action.



Case study

fonemedia