Mobile Intel Series:

TRAVEL

Mobile Insights for Travel Brands

a Millennial Media / comScore Study

millennial media®   **comScore**®

Executive Summary

Mobile currently accounts for 12% of total digital advertising spend in the travel vertical, and climbing. Travel m-commerce sales in the U.S. are forecasted to grow 247% from $16 billion in 2013 to $55.5 billion in 2017, according to eMarketer. At the same time, mobile consumers are becoming increasingly comfortable with using their devices as a replacement for a number of traditionally PC behaviors in order to give themselves mobility. The intersection of these trends is creating opportunities for travel advertisers.

This report is designed to help travel marketers – including airlines, hotels, and tourism brands – guide their mobile advertising strategies.

The Mobile Intel Series: Travel **report provides insight into:**
• Who mobile travel consumers are, and how they use their mobile devices to research, book, and review travel
• What leading travel brands are doing in mobile today
• How travel brands can effectively use mobile advertising to reach and engage consumers

Findings are based upon a study Millennial Media commissioned with mobile measurement firm comScore, and Millennial Media's global platform observations across tens of thousands of mobile ad campaigns.

Some of the major insights from this report:
• The majority of the mobile travel audience is between 25-44 and male
• The mobile travel audience is comfortable using multiple devices to research and book travel, among other activities
• There are eight sub-verticals of travel advertisers running campaigns on the Millennial Media platform, the largest of which is airlines
• Travel brands utilize a variety of post-click actions to drive their primary campaign goal of Site/Mobile Traffic
• Travel campaigns are targeted to iOS devices over 70% of the time

Opportunities for Travel Brands
Travelers rely on their mobile devices to help them before, during, and after a trip. These consumers expect a mobile-friendly experience when accessing travel content.
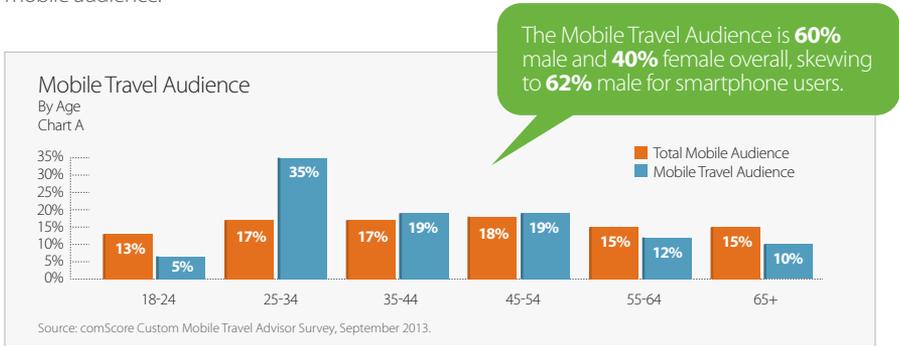
Travel advertisers can take advantage of the mobile trends and tactics outlined in this report by investing in and leveraging innovative mobile advertising to reach and engage travelers.
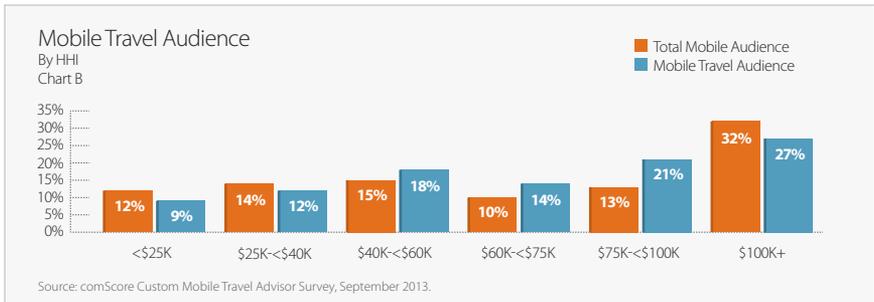
Mobile Travel Audience

The mobile travel audience is defined as consumers who frequently engage with travel content and advertisements on their mobile devices. Consumers are using mobile at all stages of the travel process in order to:

- **Research travel options, hotels, and attractions**
- **Book directly on their device**
- **Find their way while traveling**
- **Provide feedback and reviews upon returning home**

The mobile travel audience is diverse. The majority of these consumers are 25-44 and male (Chart A). In fact, the amount of travel consumers in the 25-34 demographic is twice that of the total mobile audience.

> The Mobile Travel Audience is **60%** male and **40%** female overall, skewing to **62%** male for smartphone users.

Mobile Travel Audience
By Age
Chart A

Total Mobile Audience
Mobile Travel Audience

Age	Total Mobile Audience	Mobile Travel Audience
18-24	13%	5%
25-34	17%	35%
35-44	17%	19%
45-54	18%	19%
55-64	15%	12%
65+	15%	10%

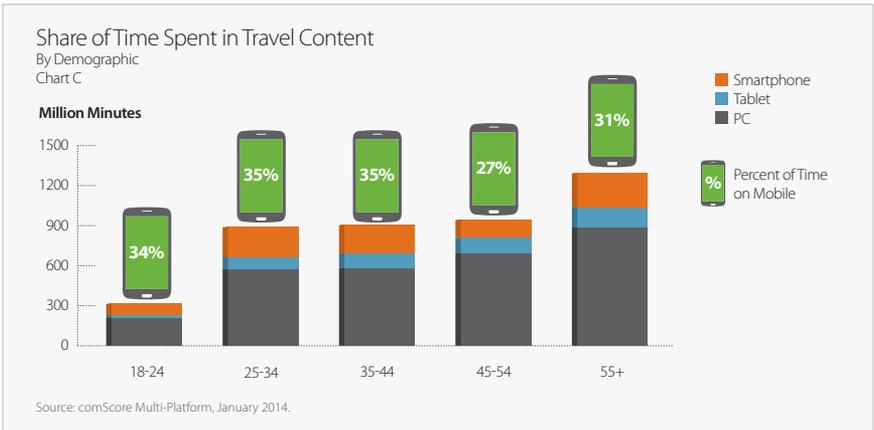Source: comScore Custom Mobile Travel Advisor Survey, September 2013.

This difference in age leans towards a more mobile savvy group of consumers. **92% of this mobile travel audience owns a smartphone (compared to 65% overall), while 51% owns a tablet (compared to 33% overall).** This over-index on device ownership also correlates to an over-index on average household income, as 61% of the mobile travel audience makes over $60k a year (Chart B), compared to 58% of the total mobile audience.

Mobile Travel Audience
By HHI
Chart B

Total Mobile Audience
Mobile Travel Audience

HHI	Total Mobile Audience	Mobile Travel Audience
<$25K	12%	9%
$25K-<$40K	14%	12%
$40K-<$60K	15%	18%
$60K-<$75K	10%	14%
$75K-<$100K	13%	21%
$100K+	32%	27%

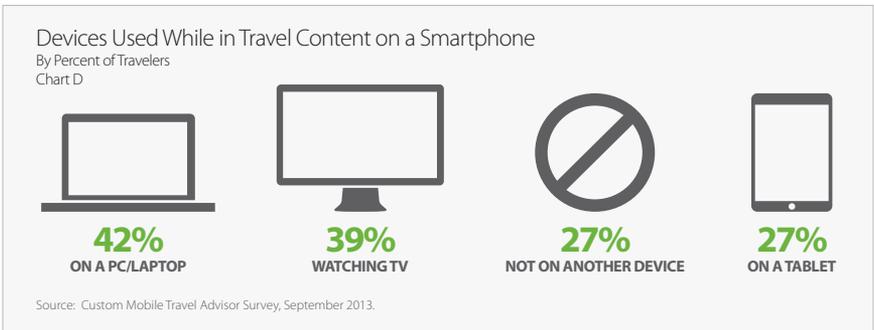Source: comScore Custom Mobile Travel Advisor Survey, September 2013.

Mobile Travel Cross-Screen Behavior

Consumers are spending more of their time across multiple devices to engage in mobile activities. Chart C shows a breakout of how much time each demographic spends in travel content and their percentage of time spent in mobile. 18-24 year-olds currently spend the least amount of time in travel content, but one of the highest percentages in mobile (Chart C). This trend towards mobile, and the potential for future growth, provides opportunities for advertisers to reach audiences.

Share of Time Spent in Travel Content
By Demographic
Chart C

Smartphone
Tablet
PC

Million Minutes

% Percent of Time on Mobile

	18-24	25-34	35-44	45-54	55+
Percent of Time on Mobile	34%	35%	35%	27%	31%

Source: comScore Multi-Platform, January 2014.

In addition, when consumers are spending time in travel content, they are using another device 73% of the time (Chart D).

Devices Used While in Travel Content on a Smartphone
By Percent of Travelers
Chart D

42%
ON A PC/LAPTOP

39%
WATCHING TV

27%
NOT ON ANOTHER DEVICE

27%
ON A TABLET

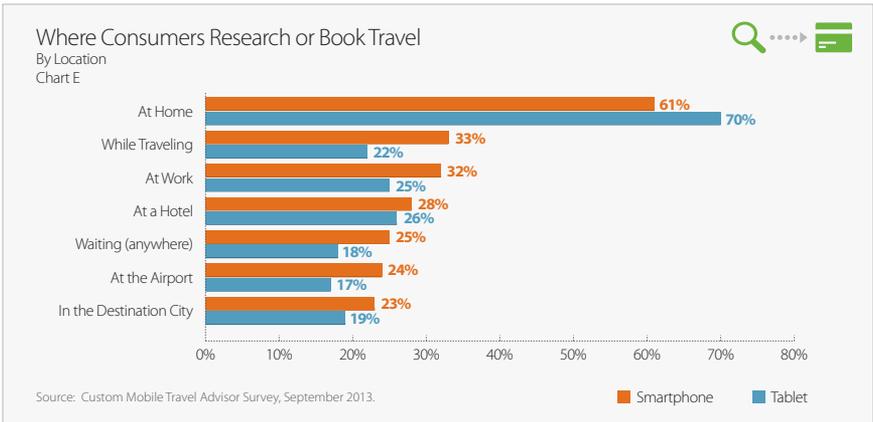Source: Custom Mobile Travel Advisor Survey, September 2013.

TAKEAWAY: The mobile travel audience is comfortable using multiple devices, sometimes more than one at once, to consume and engage in travel-related content and activities, with a trend towards increased time spent in mobile.

4

Mobile Travel Process

The mobile travel audience is comfortable with device ownership and use, and now we'll show how this translates into mobile activities throughout the travel process.

RESEARCH ••••▶ **BOOK / PURCHASE** ••••▶ **ON TRAVEL** ••••▶ **REVIEW**

Travelers use their mobile devices throughout the whole travel cycle. Chart E shows that travelers most frequently use their tablets at home to engage in research and booking/purchasing travel. Consumers can engage with travel content at any stage in the travel process with their mobile devices.

Where Consumers Research or Book Travel
By Location
Chart E

Location	Smartphone	Tablet
At Home	61%	70%
While Traveling	33%	22%
At Work	32%	25%
At a Hotel	28%	26%
Waiting (anywhere)	25%	18%
At the Airport	24%	17%
In the Destination City	23%	19%

Source: Custom Mobile Travel Advisor Survey, September 2013.
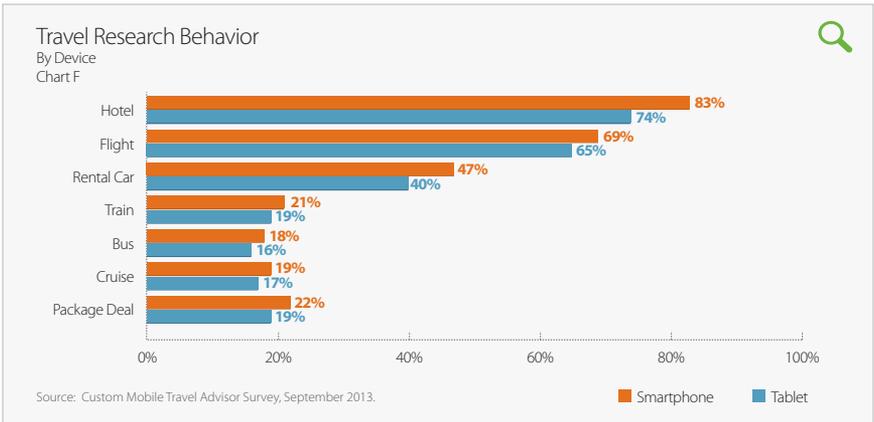
■ Smartphone   ■ Tablet

Not only does this audience use their mobile devices for research activities, such as discovering new destinations or looking up flight and hotel options, but they also use their devices while traveling for directions, recommendations, and information in a new or unfamiliar location. Travelers can then provide real-time feedback on their experiences using their mobile devices.

Mobile Travel Research Behavior

When starting from the beginning of the process and first researching travel options and ideas, searching for hotel information is the most common activity, done by 83% of smartphone and 74% of tablet travelers (Chart F).
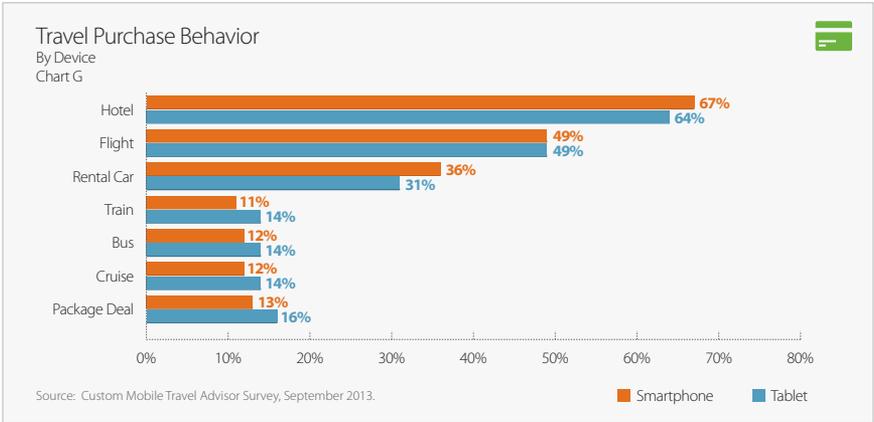
Flight information is the second most frequently researched content, done by 69% of smartphone and 65% of tablet users (Chart F). There are a variety of mobile tools, apps, and sites available to research flight information and schedules, and travelers spend a lot of time researching this information to find the best itinerary for their trip.

Travel Research Behavior
By Device
Chart F

Category	Smartphone	Tablet
Hotel	83%	74%
Flight	69%	65%
Rental Car	47%	40%
Train	21%	19%
Bus	18%	16%
Cruise	19%	17%
Package Deal	22%	19%

Source: Custom Mobile Travel Advisor Survey, September 2013.

■ Smartphone   ■ Tablet

Ground transportation, such as rental cars, trains, and buses, are researched on both smartphones and tablets at near equal rates (Chart F). Travel consumers use their tablets to research initial transportation options, and then continue to research on their smartphones if they need to make adjustments to an existing reservation.
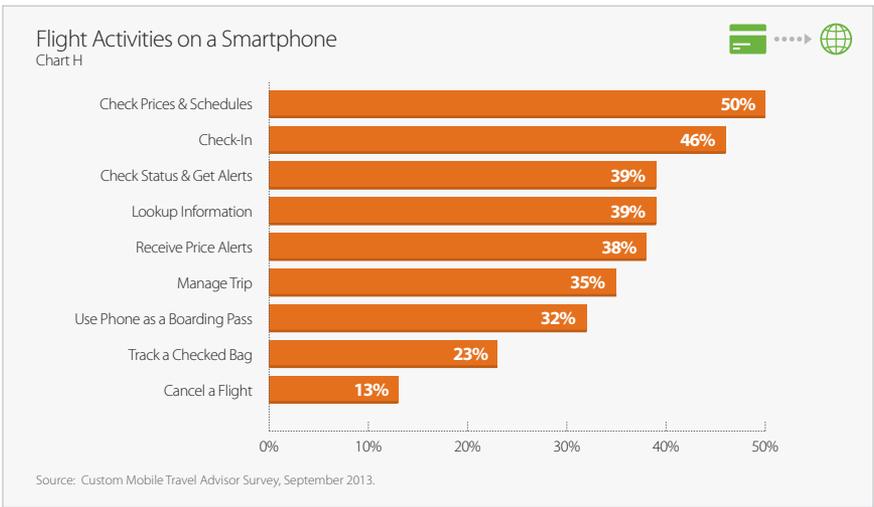
Mobile Travel Purchase Behavior

When it comes to making purchases, the mobile travel audience utilizes smartphones and tablets, a trend which has increased across both devices throughout the past year. Two-thirds use their mobile devices to make hotel reservations, while making flight reservations is the second most common activity on either device, done by nearly half of travelers (Chart G).

Travel Purchase Behavior
By Device
Chart G

	Smartphone	Tablet
Hotel	67%	64%
Flight	49%	49%
Rental Car	36%	31%
Train	11%	14%
Bus	12%	14%
Cruise	12%	14%
Package Deal	13%	16%

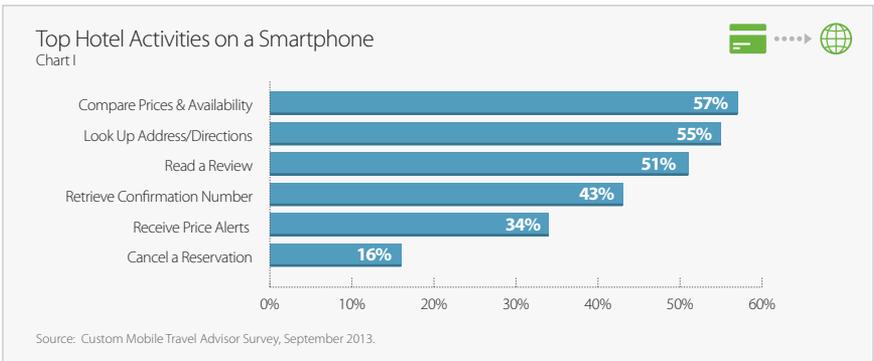Source: Custom Mobile Travel Advisor Survey, September 2013.

We see a similar trend for purchasing ground transportation (rental cars, trains, and buses) as we do with researching this topic (Chart F). Purchases for ground transportation are made nearly as often on smartphones as on tablets (Chart G). However, when it comes to purchasing ground transportation, tablets have the edge.

Mobile Travel Activities

Let's take a deeper look into the two most popular travel activities on mobile that have emerged from our research so far: flight and hotel. As we saw in Charts F and G, an average of 67% of travelers research flights on their mobile devices, while 49% purchase flights on them as well. Travelers most frequently use their smartphones for two major reasons: to keep up with their current flight plans while traveling, and to book future air travel (Chart H).

Flight Activities on a Smartphone
Chart H

Activity	Percentage
Check Prices & Schedules	50%
Check-In	46%
Check Status & Get Alerts	39%
Lookup Information	39%
Receive Price Alerts	38%
Manage Trip	35%
Use Phone as a Boarding Pass	32%
Track a Checked Bag	23%
Cancel a Flight	13%

Source: Custom Mobile Travel Advisor Survey, September 2013.

When it comes to hotel activities, even more travelers use their smartphones for accessing hotel content, in fact, 83% do so (Chart F). A breakout of the activities is shown below in Chart I.

Top Hotel Activities on a Smartphone
Chart I

Activity	Percentage
Compare Prices & Availability	57%
Look Up Address/Directions	55%
Read a Review	51%
Retrieve Confirmation Number	43%
Receive Price Alerts	34%
Cancel a Reservation	16%

Source: Custom Mobile Travel Advisor Survey, September 2013.

Mobile Travel Activities

The high percentage of travelers who own a device, and the number of activities being performed while traveling, is evidence that mobile travelers are highly engaged with their devices while on the go.

Brands in the travel industry, specifically airlines, hotels, and booking sites, have taken notice of this consumer behavior and responded to it. Many airlines have begun to integrate smartphones into the travel process, mainly through the airlines' branded applications. Increased functionality enables travelers to take certain actions from their mobile device, such as being able to scan a mobile boarding pass, check in, change a flight, choose a seat, or track a checked bag. Delta Airlines recently rolled out an updated version of their application that included many advanced functions, and ran a mobile campaign to promote downloads and adoption (see campaign summary below).

Hotels that invest in innovative mobile campaigns can increase consumer engagement. Reviews are especially critical for hotel brands since they can be written in real-time while a guest is still in the hotel. One hotel advertiser ran a mobile campaign that featured a summary of the property's guest rating in the creative, and linked consumers to the brand's social media page.

TAKEAWAY: **Travelers who are able to manage their own itineraries from their mobile devices have the mobility they need to stay connected, and this reflects well on brands who cater to this need. A seamless, integrated consumer experience can help drive consumer loyalty.**

Campaign Spotlight: Delta Airlines

GOAL:
Drive engagements while promoting downloads of the new in-flight app for iPad with Glass Bottom Jet™.

STRATEGY:
Millennial Media created a custom ad unit with swipe interaction to initiate take off within the creative. As the plane passed over certain areas, interactive hot spots appeared along the travel route.

To download the full campaign summary visit **http://www.millennialmedia.com/advertise/top-creatives-2013**

Mobile Spending in the Travel Vertical

To promote increased mobile options for travelers, the travel vertical has been a consistent top ten spender among the dozens of verticals running mobile advertising campaigns. In 2013, Travel was the 7th largest brand vertical (Chart J), and has averaged this position for the past two years.

Travel advertisers run campaigns year-round, not only to drive awareness, but also to keep pleasure travel top-of-mind. Weather does have an impact on travel plans, and travel advertisers can take advantage of every season. Campaigns run during the winter months that feature pictures of beaches may go a long way towards enticing consumers to take a spontaneous trip to a warmer destination. A tourism brand can promote festivals or events in their destination in order to drive consumers to visit.

Top 10 Global Brand Verticals
By Spend
Chart J

VERTICALS	RANK
ENTERTAINMENT	1
RETAIL	2
TELECOMMUNICATIONS	3
FINANCE	4
CONSUMER GOODS	5
AUTOMOTIVE	6
TRAVEL	7
TECHNOLOGY	8
PHARMACEUTICALS	9
EDUCATION	10

Source: Millennial Media, 2013.

Regional Spotlights

Travel advertisers sustain a global level of spend, as the fourth largest vertical in EMEA and the fifth largest in APAC.

Top EMEA Brand Verticals
By Spend

VERTICALS	RANK
ENTERTAINMENT	1
TELECOMMUNICATIONS	2
AUTOMOTIVE	3
TRAVEL	4

Source: Millennial Media, 2013.

Top APAC Brand Verticals
By Spend

VERTICALS	RANK
TELECOMMUNICATIONS	1
CPG	2
FINANCE	3
ENTERTAINMENT	4
TRAVEL	5

Source: Millennial Media, 2013.

# Types of Travel Brands Investing in Mobile

A broad array of travel brands have invested in mobile advertising, from major airlines and hotels to local tourism groups. In 2013, eight different sub-categories contributed to the travel vertical on the Millennial Media platform (Chart K).

Airlines made up the largest travel sub-vertical on our platform (Chart K). These brands ran mobile advertising campaigns to promote new routes and destinations, fare sales, and upgraded cabins. For example, one major airline ran campaigns targeted around a new service area to drive awareness.

Booking sites and apps accounted for 26% of the travel vertical spend on our platform (Chart K). The number and types of booking sites and apps has grown over the past few years in response to travelers' desire to book on mobile (Chart F). For example, a new booking site ran mobile campaigns that directly drove downloads of the brand's mobile application.

Tourism was the third largest travel sub-vertical on our platform in 2013, accounting for 14% of travel spend (Chart K). Cities, states, countries, and destinations around the globe ran campaigns to entice visitors to their location, as tourism dollars can be a major source of revenue for the region.

Travel Sub-Vertical Mix
Chart K

30% — Airlines
22% — Booking Sites & Apps
14% — Tourism
12% — Amusement Parks & Attractions
11% — Hotels
4% — Ground Transportation
4% — Cruises
3% — Casinos & Racetracks

- Airlines
- Booking Sites & Apps
- Tourism
- Amusement Parks & Attractions
- Hotels
- Ground Transportation
- Cruises
- Casinos & Racetracks

Source: Millennial Media, 2013.

Hotels accounted for 11% of travel vertical spend on our platform in 2013 (Chart K). When comparing this level of spend to the consumer behavior trends we saw earlier in the report, there is a discrepancy between the amount of hotel-related activities mobile travelers are conducting (Charts F, G, & I) and this level of spend. Hotel brands have an opportunity to run an increased number of campaigns to reach these already engaged users.
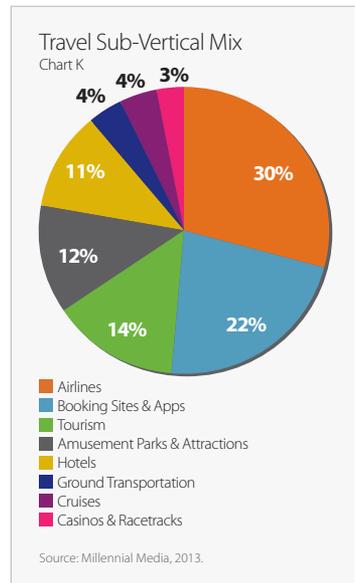
Mobile Travel Campaign Goals

Two major campaign goals emerged for travel advertisers on our platform: Site/Mobile Traffic was by far the largest, followed by Brand Awareness. Travel advertisers used mobile advertising to ultimately drive consumers to these end goals.
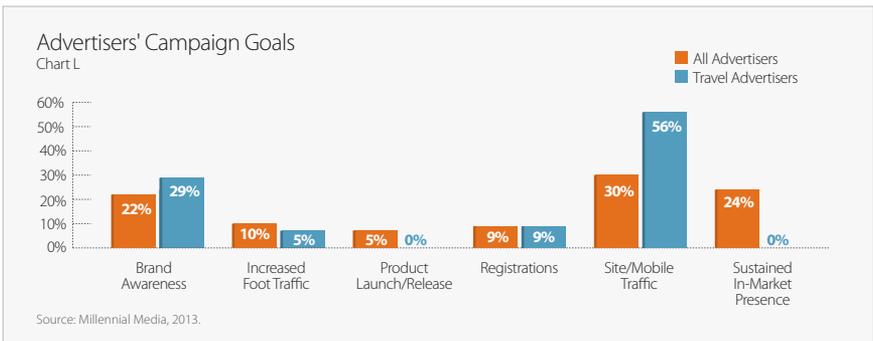
Site/Mobile Traffic (59%) was the most common goal for travel campaigns on our platform (Chart L). Travel advertisers with this goal most commonly featured an m-commerce action, such as booking a hotel, tickets to an event, or a rental car after clicking-through the ad.

Brand Awareness campaigns are run by travel advertisers about a quarter of the time to plant the idea of a taking a trip with consumers (Chart L). For example, airline or tourism brands with this campaign goal used stunning images of a destination in order to entice consumers to visit a specific location. As another example, hotels often used images of their new location and amenities in order to create consumer interest in a property.

Registration campaigns were the third most common goal for travel advertisers on our platform (Chart L). Travel brands with this goal most commonly asked consumers to sign up for retail promotion emails advertising specials on airfare, hotels, and tickets to attractions.
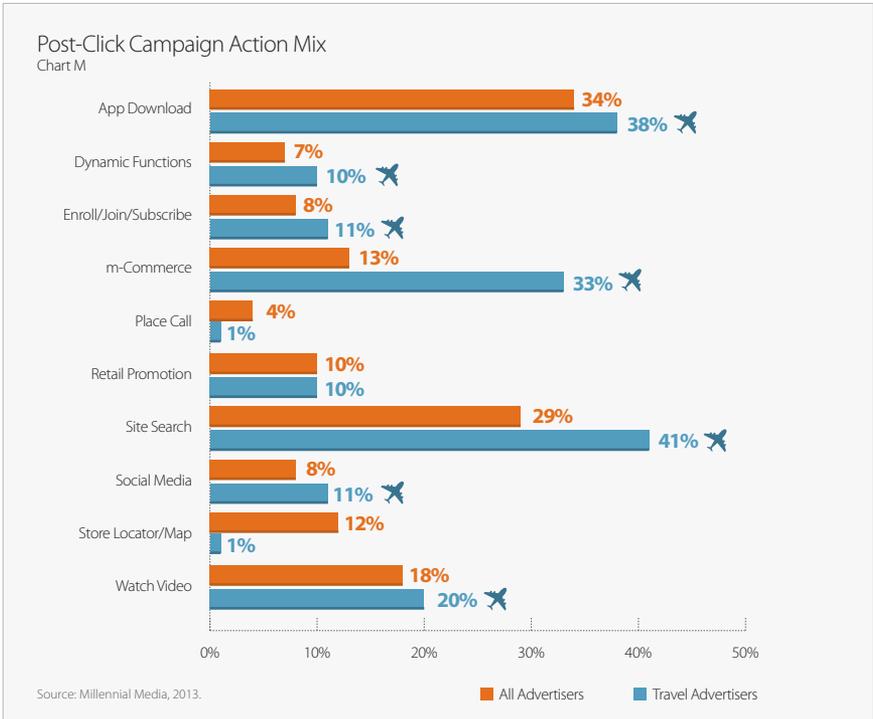
Site/Mobile Traffic and Brand Awareness were the two campaign goals that travel advertisers utilized more frequently when compared to all advertisers on the Millennial Media platform. **When compared to all advertisers, travel campaigns focused on Site/Mobile Traffic goals at twice the platform average.**

Advertisers' Campaign Goals
Chart L

Legend: All Advertisers, Travel Advertisers

Goal	All Advertisers	Travel Advertisers
Brand Awareness	22%	29%
Increased Foot Traffic	10%	5%
Product Launch/Release	5%	0%
Registrations	9%	9%
Site/Mobile Traffic	30%	56%
Sustained In-Market Presence	24%	0%

Source: Millennial Media, 2013.

Engaging the Mobile Traveler

Compared to all advertisers running campaigns with Millennial Media, travel brands utilized seven of the ten post-click actions we track more often than all advertisers. This tells us that travel advertisers are not afraid to layer multiple actions into one creative or campaign. Travel brands are diversifying and innovating to attract consumers.

Post-Click Campaign Action Mix
Chart M

Action	All Advertisers	Travel Advertisers
App Download	34%	38%
Dynamic Functions	7%	10%
Enroll/Join/Subscribe	8%	11%
m-Commerce	13%	33%
Place Call	4%	1%
Retail Promotion	10%	10%
Site Search	29%	41%
Social Media	8%	11%
Store Locator/Map	12%	1%
Watch Video	18%	20%

Source: Millennial Media, 2013.

■ All Advertisers ■ Travel Advertisers

The use of m-commerce actions by travel advertisers (33%) was the action with the biggest difference from all advertisers (13%, Chart M). This action was most often tied to a branded application or mobile landing page where consumers could purchase and book travel on the spot. For example, an attraction brand used an m-commerce action of "book now" to drive consumers to a mobile landing page where they could buy tickets.
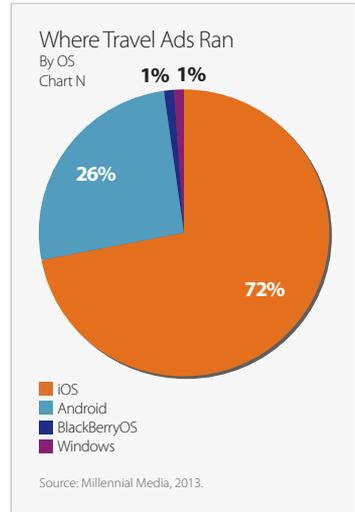
Reaching Travel Audiences Everywhere

There are many forms of targeting that can be leveraged in order to reach the mobile travel audience, including: tactical, location, contextual, and behavioral. We'll discuss a few of these and how travel advertisers can, and do, utilize these methods in order to reach and engage their target audience.

Tactical targeting reaches consumers based on the characteristics of their mobile devices and connections. With such a high percentage of the mobile travel audience owning a smartphone (92%), tactical targeting can be a very effective strategy. On our platform, we found that travel campaigns heavily over-indexed for iOS and tablet devices.

Over 70% of travel campaigns were served to iOS devices (Chart N), nearly twice the platform average (38%).

When looking at the type of devices these travel campaigns were seen on, 34% of the impressions came from tablets (Chart O), which is also 2x greater than the platform average (17%).

Where Travel Ads Ran
By OS
Chart N

1% 1%

26%

72%

■ iOS
■ Android
■ BlackBerryOS
■ Windows

Source: Millennial Media, 2013.

Where Travel Ads Ran
By Device
Chart O

64%

34%

SMARTPHONE

TABLET

Source: Millennial Media, 2013.

Reaching Travel Audiences Everywhere

Content targeting aligns brand messaging with categories and topics that reflect the interests of the target audience. Effective travel advertisers understand the characteristics and usage trends of their audiences, and that they don't just spend time in travel sites and apps. Cross-visitation of content is expected, and this can be an effective form of targeting.

To take advantage of this cross-visitation, the travel campaigns on our platform are served through a variety of application categories, the top ten of which are listed in Chart P.

While the mobile travel audience can be found in applications across all of these categories and more, we have highlighted the four which show the highest engagement for travel campaigns (Chart P). Shopping & Retail apps over-indexed on visitation and engagement for travelers, likely because this audience often spends extra time shopping for new items to take with them on their trip. With this connection between shopping and travel in mind, retail brand The North Face targeted adventurous travelers through a mobile video campaign (see summary below).

Top 10 Mobile Application Categories for Travel Campaigns
Chart P

CATEGORIES	RANK
★ GAMES	1
MUSIC & ENTERTAINMENT	2
SOCIAL	3
★ PRODUCTIVITY & TOOLS	4
COMMUNICATIONS	5
NEWS	6
WEATHER	7
★ DATING	8
★ SHOPPING & RETAIL	9
BOOKS & REFERENCE	10

Source: Millennial Media, 2013.   ★ Top Engaging

Campaign Spotlight: The North Face

GOAL:
In its first ever mobile campaign, The North Face wanted to raise brand awareness with adventurous males 18-34 in Germany and Italy in advance of the winter season.

STRATEGY:
Leveraging Millennial Media's reach and video capabilities, The North Face ran a Video PLUS ad unit in publishers that over-indexed for the target audience. Four interactive buttons at the completion of the video offered different opportunities for viewer engagement.

"The North Face's customers are naturally adventurous, meaning only the spectacular will grab their attention. Having created such a compelling piece of video content, Millennial Media was not only able to help get it out to our target audience's mobile devices, but also to achieve some hugely impressive results that demonstrate genuine engagement."
~ Alessander Argenti, Junior Digital Marketing Manager, The North Face

To download the full campaign summary visit **http://www.millennialmedia.com/brands**

Travel Audience Targeting Strategies

Savvy travel advertisers also run location-based targeting campaigns to ensure that their messages get to mobile users at the right place and time, such as in proximity to an airport or a hotel property.

On our platform, 85% of travel campaigns included at least one of the many forms of real-time location-based targeting. Airlines and Booking Sites & Apps were the two sub-verticals that most often used location-based targeting in their campaigns (Chart Q).

Tourism brands leveraged location-based targeting in their mobile advertising campaigns in order to attract consumers to visit their destination. For example, one tourism advertiser ran a mobile campaign that targeted mobile users within a 50 mile radius of the destination. The creative showed beautiful images of the location and included a "learn more" call to action where consumers could get more information about the area, including any promotions being offered for hotel stays or area dining.

Travel Advertisers Using Location-Based Targeting
Chart Q

- Airlines
- Booking Sites & Apps
- Tourism
- Amusement Parks & Attractions
- Hotels
- Ground Transportation
- Cruises
- Casinos & Racetracks

Source: Millennial Media, 2013.

Amusement Parks & Attraction brands ran location-based targeted campaigns that aimed to reach mobile users in states closest to the attraction. One advertiser included a calendar of events in their creative to attract visitors around those times.
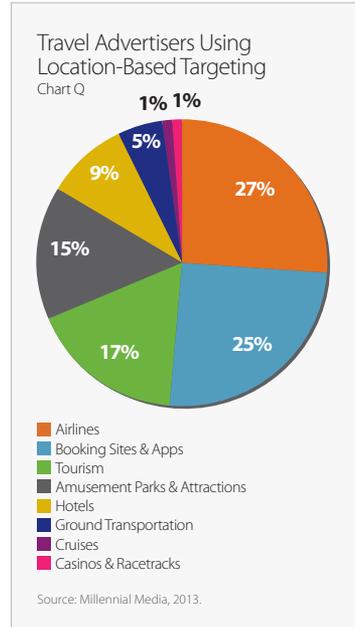
Travel Audience Targeting Strategies

Behavioral audience targeting reaches consumers based on actual, real-world actions and behaviors. Millennial Media's behavioral audiences are built from massive volumes of user, location, app, and 3rd party data. This proprietary data asset gives advertisers the ability to run highly-targeted campaigns across tens of thousands of mobile apps and sites.

A number of audiences were targeted by travel brands to reach consumers with proven interests and intents. In 2013, travel advertisers most frequently targeted the audiences shown in Chart R.

While the top two are various forms of consumers who travel, some of the other audiences targeted by travel advertisers have the characteristics these brands look for. Outdoor Enthusiasts are interested in nature activities and content, and likely often look to travel content to get them to new places to explore.

Top Audiences Targeted by Travel Advertisers
Chart R

Segment	%
Vacationers	33%
Business Travelers	24%
Affluents	16%
Outdoor Enthusiasts	8%
Parents	6%
Golf Fans	6%
Social Influencers	4%
International Travelers	3%
Small Business Decision Makers	2%
Business and Finance Enthusiasts	2%
Others	2%

(10% shown in chart)

Source: Millennial Media, 2013.

Audiences are dynamic and a mobile user shifts into different audiences throughout the day. Parents can be parents first, but also Business Travelers, whose needs change to family vacations during the summer months.
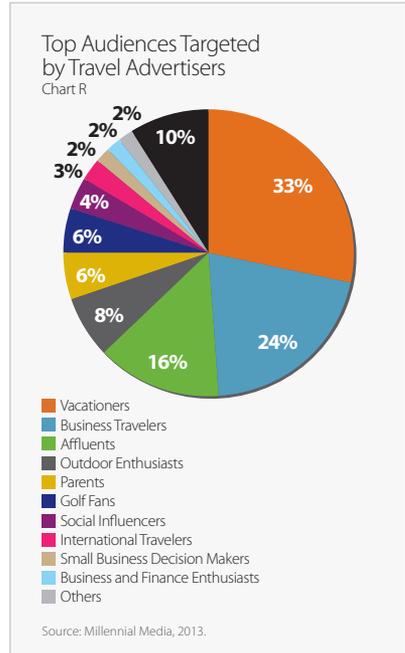
Conclusions

Mobile: Connecting the Travel Experience

Mobile helps travelers of any kind, whether traveling for business or pleasure, solo or with a group / family, connect their travel experience from the desktop, smartphone, and tablet no matter where they are. The mobile travel audience is comfortable using multiple devices on a daily basis and their time spent in travel content on mobile is steadily increasing.

Consumers expect a mobile-friendly experience when accessing travel content. Seamless integration across devices, such as saving account information, mobile boarding passes, and consolidated itineraries gives travelers the mobility they need to stay connected on the go, which in turn helps attract, engage, and retail loyal mobile travel consumers.

Opportunities for Travel Brands

While Travel advertisers have maintained a consistent level of spend on our platform, there is increased opportunity for further growth and innovation in this vertical. Travel advertisers can take advantage of the mobile trends and tactics outlined in this report by investing in an expanded mobile sites and apps, and leveraging innovative mobile advertising to reach and engage travelers.

Developing branded applications and mobile-friendly sites that allow travelers easy access while on the go is now table stakes for brands. Another way to reach consumers is by using one or more methods of campaign targeting to help deliver personalized, relevant messages. Engaging creative can also help consumers give your mobile ad an inviting look, such as including a catalogue of beautiful images of a destination to swipe through, or video of an attraction in action.

Action Items for Travel Brands

Much like the mobile traveler process, travel brands can follow similar steps to develop an effective mobile advertising strategy.

RESEARCH → BOOK / PURCHASE → ON TRAVEL → REVIEW

Research
Travel brands advertising on mobile should understand their audience and how these consumers utilize their devices and engage with ads.

Book
Invest in a mobile to help travelers and mobile consumers stay connected to your brand while on the go. Innovate with different functions, rich media, and creative.

During Campaign
Run mobile campaigns using targeting methods and engaging creative to reach your intended audience with a unique message that will resonate with them.

Review
Evaluate the campaign successes in order to apply learnings to future campaigns.

Would you like an in-person briefing of this data, specific to your brand or client?

Contact us today at **research@millennialmedia.com**.

Summary & Reporting Methodology

About Millennial Media
Millennial Media is the leading independent mobile ad platform company, supporting the world's top brands and mobile content providers. The company's unique data and technology assets enable its clients to connect with their target audiences as they move across screens, media, and moments. Millennial Media drives meaningful results at scale through a diverse suite of products fueled by innovation and the industry's smartest minds. For more information, visit **www.millennialmedia.com**.

About comScore
comScore is a global leader in measuring the digital world and the preferred source of digital marketing intelligence. Through a powerful combination of behavioral and survey insights, comScore enables clients to better understand, leverage, and profit from the rapidly evolving worldwide web and mobile arena. comScore provides syndicated and custom solutions in online audience measurement, e-commerce, advertising, search, video, and mobile and offers dedicated analysts with digital marketing and vertical-specific industry expertise. Advertising agencies, publishers, marketers, and financial analysts turn to comScore for the industry-leading solutions needed to craft successful digital, marketing, sales, product development, and trading strategies.

Report Methodology
The insights here are based upon a study Millennial Media commissioned with mobile measurement firm, comScore, and Millennial Media's global platform observations across thousands of mobile ad campaigns.

comScore Methodology:
• MobiLens U.S. Survey; September 2013 and December 2013, 3 month average; n= 32,088. Includes total mobile audience 13+ with a primary handset.
• TabLens U.S. Survey; September 2013 and December 2013, 3 month average; n=6,379. Includes total mobile audience 13+ with a primary handset.
• Custom Mobile Travel Study; September 2013; n=1,527. Includes smartphone and tablet users 18+.

Millennial Media Platform Data:
The 2013 S.M.A.R.T.™ report data and travel vertical data featured is based on actual campaign and platform data from Millennial Media. As the largest independent mobile advertising platform company, we are capable of reporting and analyzing a rich set of campaign data collected across tens of billions of monthly impressions. Elevating and driving the mobile app economy forward is central to our company mission.

Visit **www.millennialmedia.com/mobile-intelligence** to sign up to receive Millennial Media-related news and mobile intelligence reports, including Millennial Media's Mobile Mix™, the Scorecard for Mobile Advertising Reach and Targeting (S.M.A.R.T.)™ report, other issues of the Mobile Intel Series, and special reports.

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