Yet another portrait has been painted of the continued growth of mobile engagement among global consumers. Our Q3 Mobile Trend Report delivers insights on 23 million engagements that gave mobile consumers instant access to product information, savings, video entertainment, mobile apps, and much more.

The ScanLife analytics engine continued to process engagements from all over the world with the United States, Spain, France, and Brazil leading the path. Mexico found its way into the top 5 active countries this quarter, showing signs of positive development in the market. A shift in trends showed engagements peaking mid-week with optimal times between 4pm and 7pm.

Along with a record number of 23 million engagements, this report reveals an average of 5 engagements per user—an all-time high.

Android users closed the gap on iOS this quarter. Across all barcode types consumers seemed focused on scanning grocery items and electronics, uncovering a wealth of product information, pricing, and entertainment. Industries using mobile triggers like QR Codes mirrored the scan trends as expected.

Enjoy the rest of the below report to learn more about mobile engagement trends. We hope it inspires you to kick-off some new mobile marketing campaigns and relationships with consumers.

We invite you to get started today.