

Trends can be telling, and ours speak volumes about the effectiveness of mobile relationship management. Our Q1 Mobile Engagement Trend Report delivers the inside scoop on last quarter's 22 million engagements that connected people to information, savings, entertainment and more.

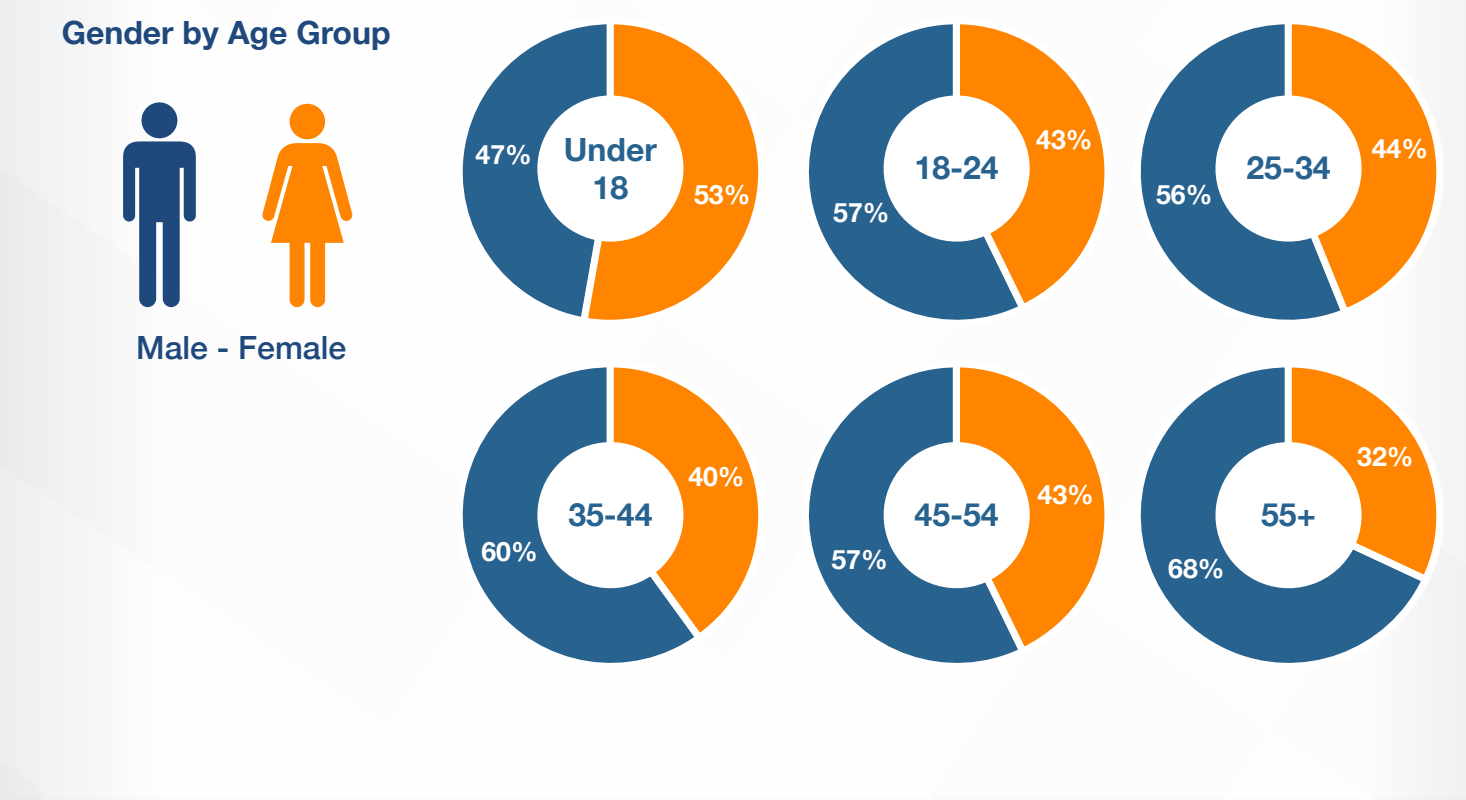
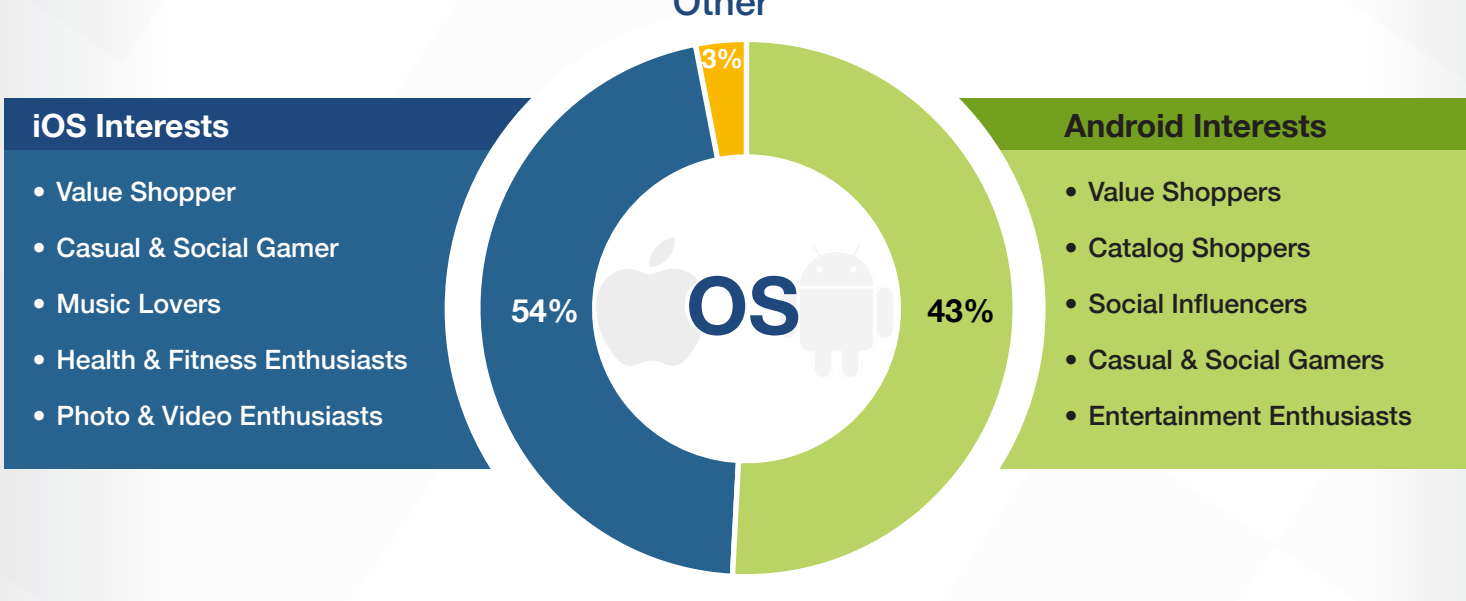
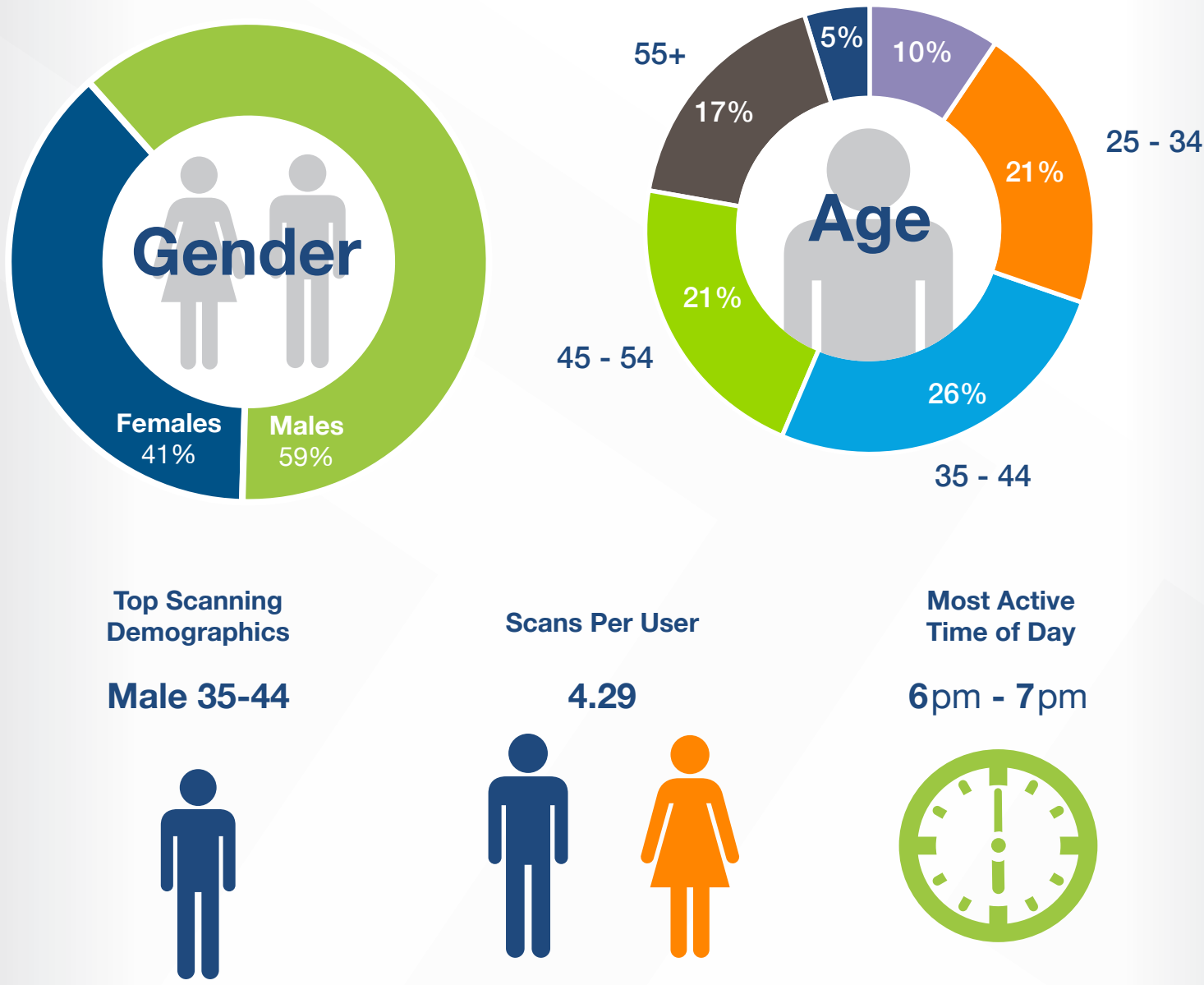
**Engagements**  
**22 Million**

Mobile engagement remains a global phenomenon, with the United States, Denmark, Spain, France and Brazil recording the strongest activity last quarter. As shown in this report, the lion's share of the engagements were generated from the 35 to 44 age group, a life stage when consumers are in the heart of their careers with significant purchasing power. While iOS users slightly edged out their Android counterparts in terms of overall engagements last quarter, both groups proved to be value shoppers.

Trends show that consumers continued to use the ScanLife Mobile App to score savings, get information and enjoy convenient access to their favorite products. Groceries emerged as the top QR and UPC scan category, with shoppers taking advantage of the opportunity to save on everyday essentials. Electronics, food & beverage, and media were industry leaders for mobile engagement campaigns using ScanLife to share product information, promote app downloads and manage customer relationships.

**What are these trends telling you?** Perhaps it's time to learn more about the benefits of personally connecting with your customers along each step of their mobile shopping journey. [We invite you to get started today.](#)

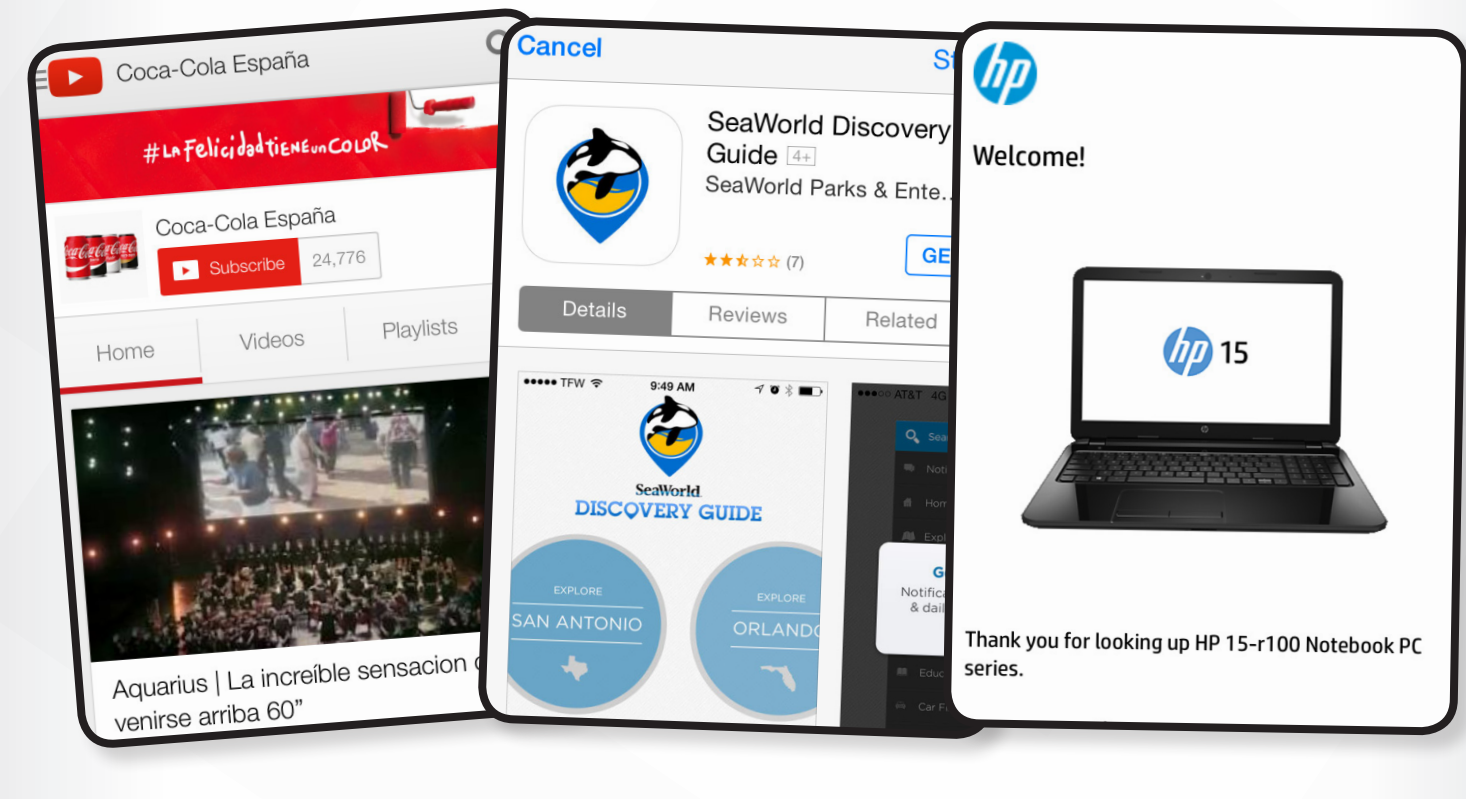
## Demographics



## Top Consumer Interests



## Top QR Code URLs



## Top Scanning Malls



## Top Engaging Countries

