

Mobile – The Power of the Virtual World

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Fittkau & Maaß Consulting

Internet pioneer and specialist for digital research

The company

- Founded in 1995
- Specialization in research for interactive media
- Market research for controlling and optimizing internet strategies, websites, webshops and online advertising

The customers

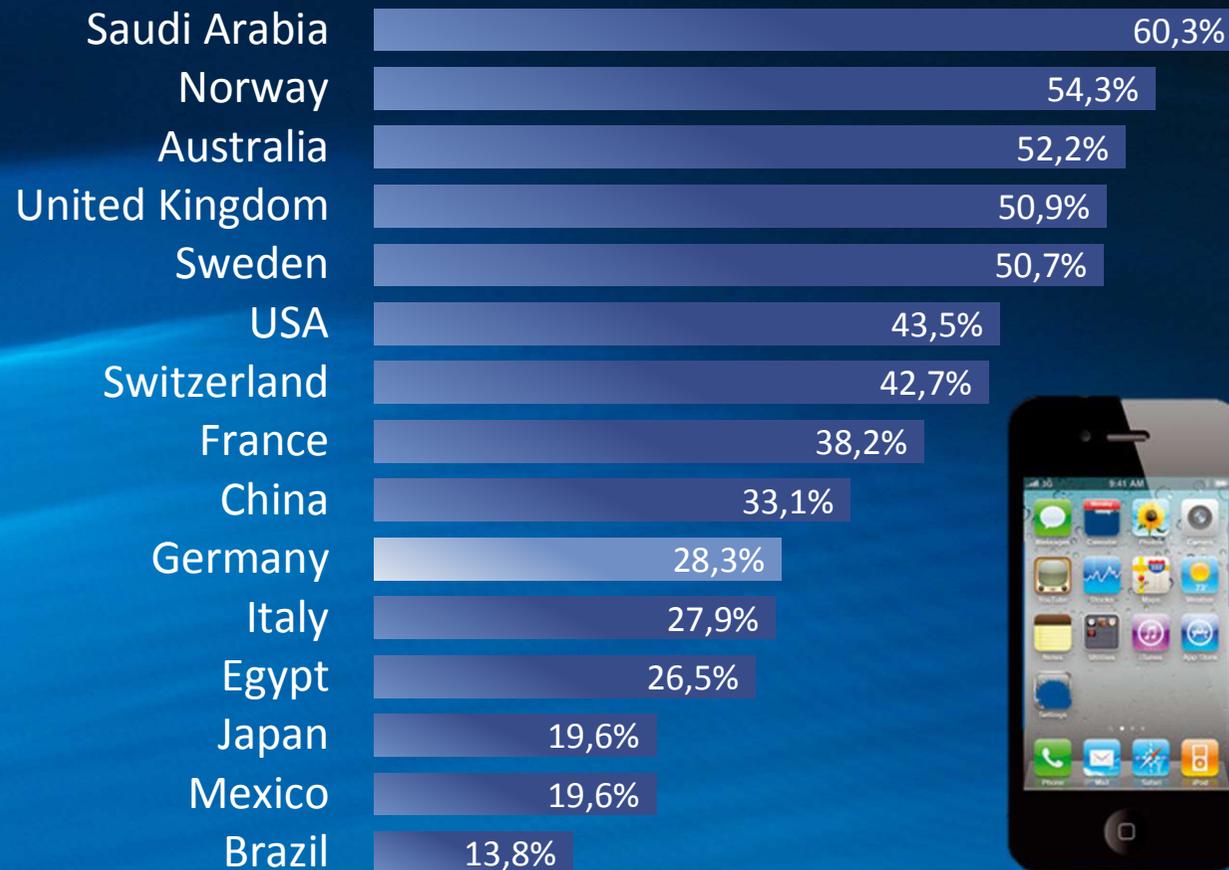
- Major companies and market leaders from numerous market sectors
- Throughout Germany and Europe, as well as globally operating companies



Selected customers

Share of smartphone owners still varies across countries

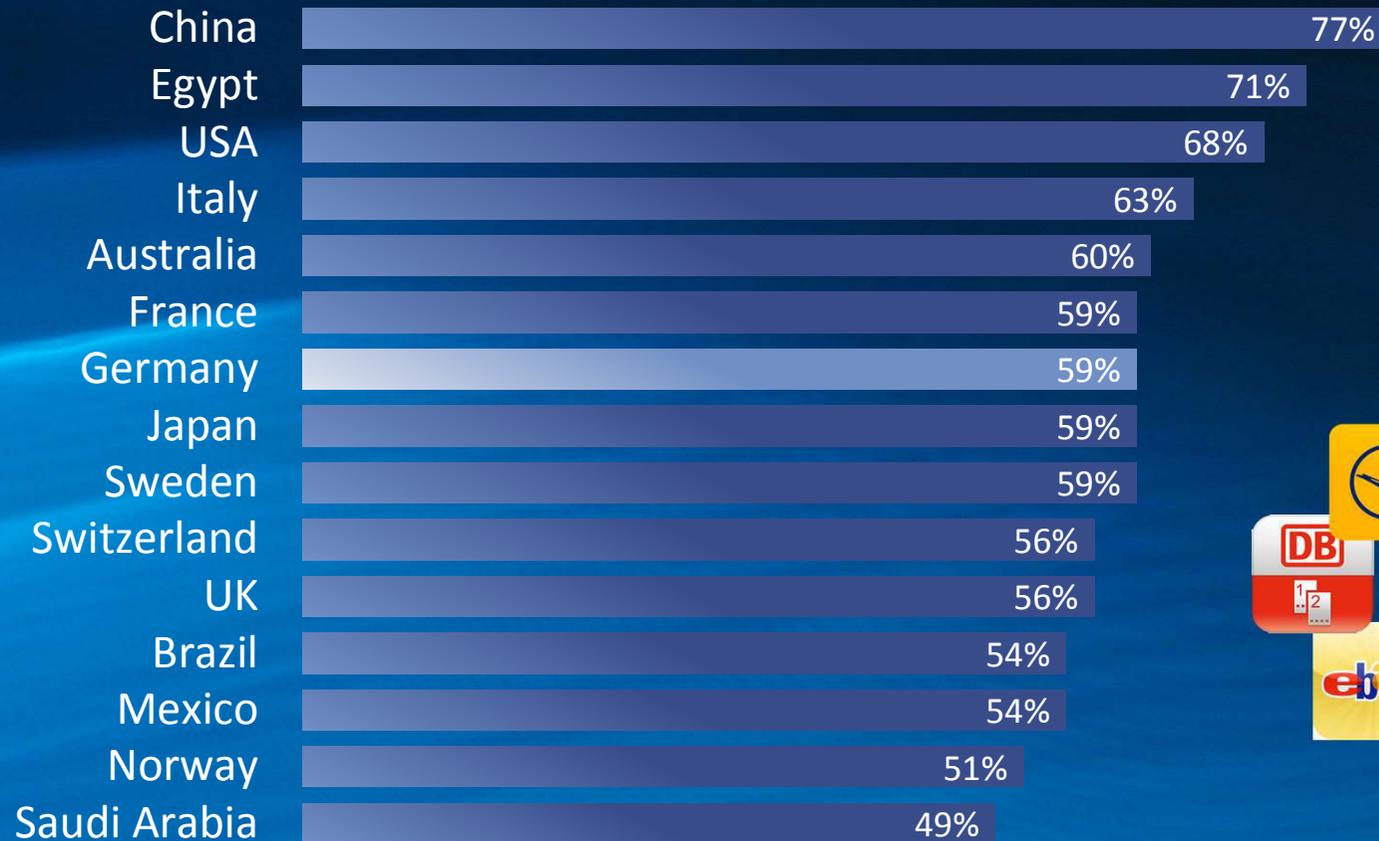
Smartphone penetration in selected countries



Source: Google - our mobile planet
Base: Total Population
Survey period: January - March 2012

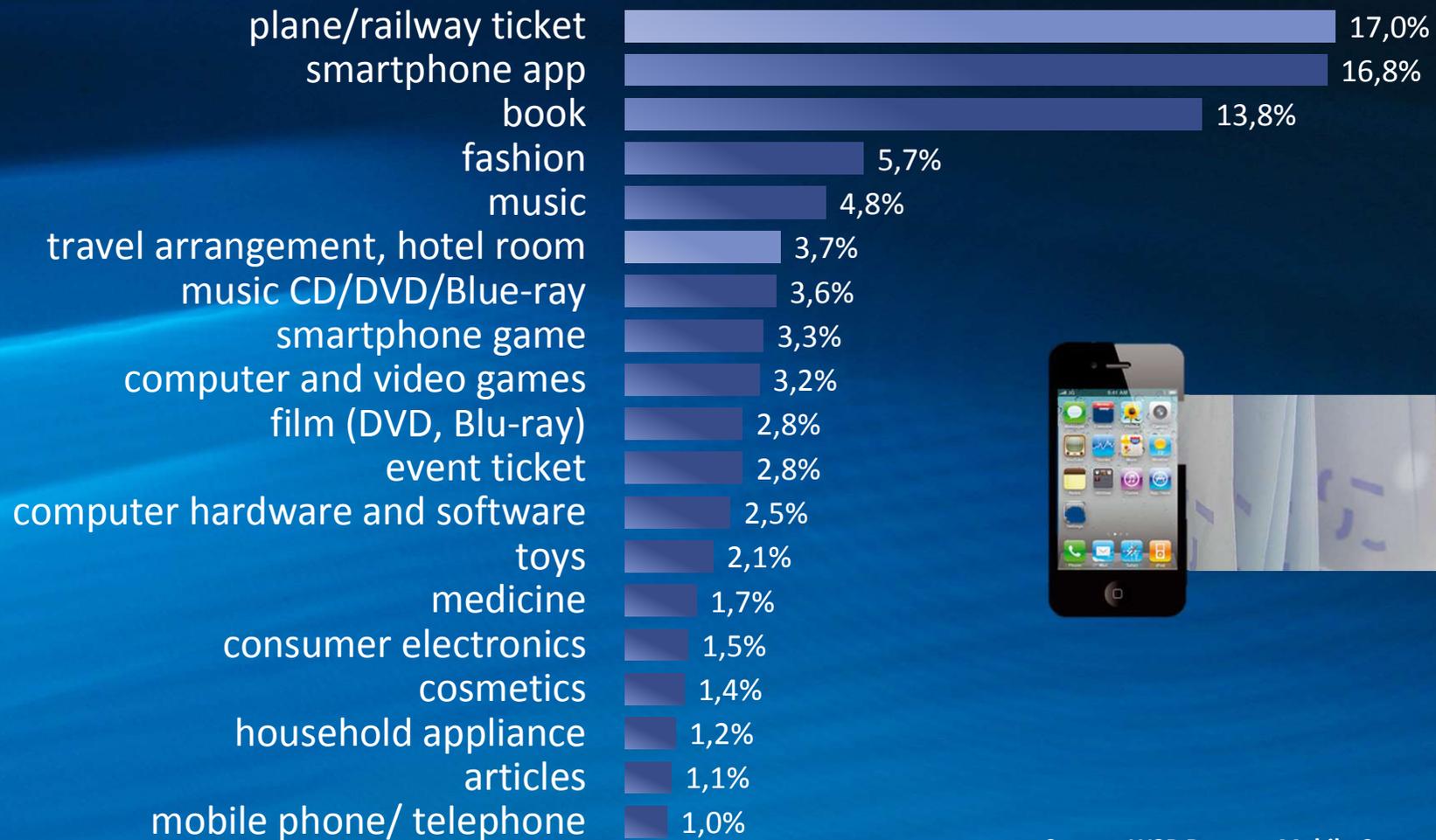
Mobile shopping: A global phenomenon

Purchase made on smartphone in the past month



Trips and tickets are popular among mobile customers

Product/service bought on smartphone at last purchase

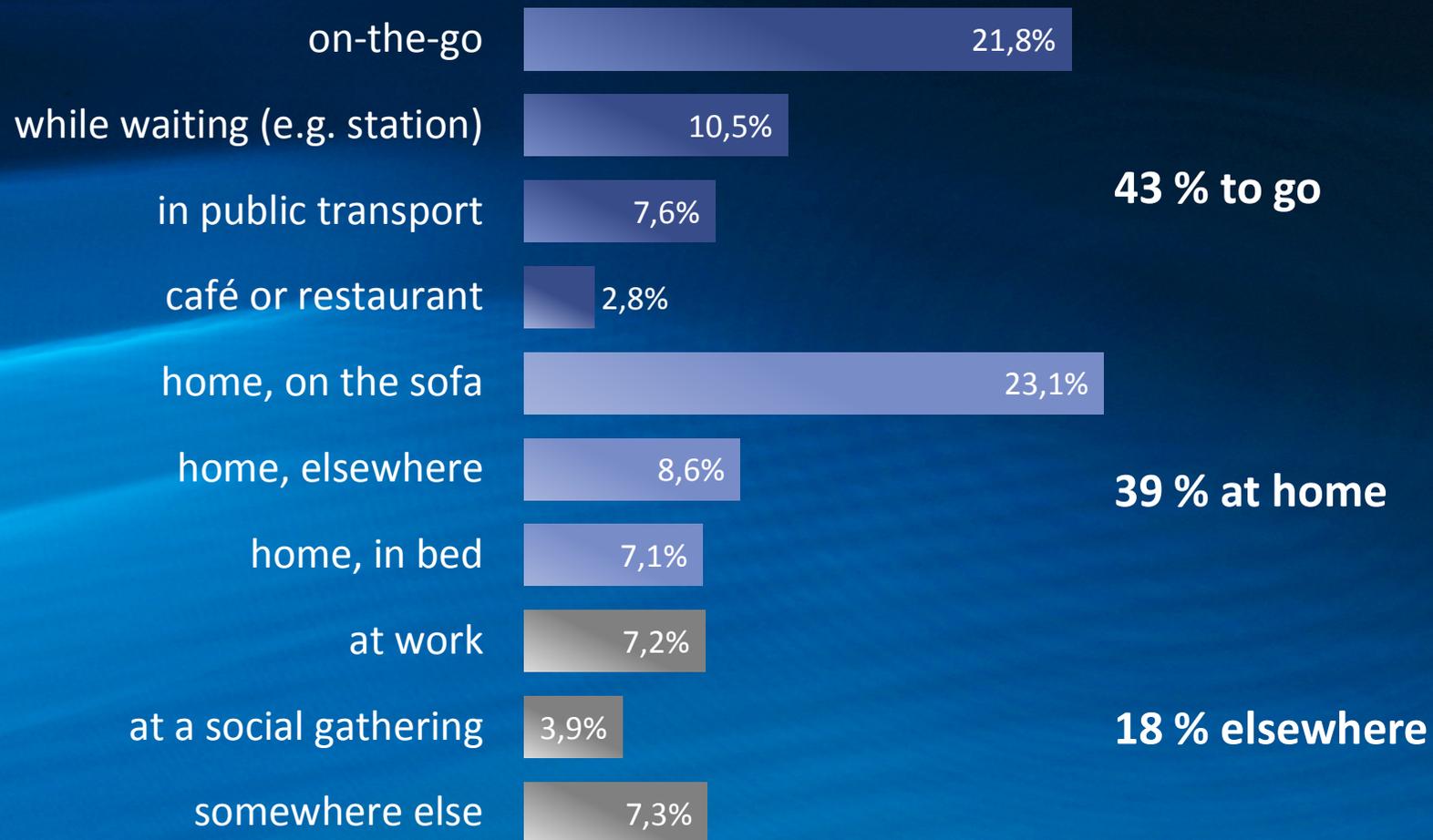


Source: W3B Report »Mobile Commerce«

Base: Smartphone users who already purchased via internet on their smartphone
selected items

Almost 4 out of 10 purchases are made at home

Location when purchased products on smartphone the last time



For shopping: Apps are used more frequently than mobile websites

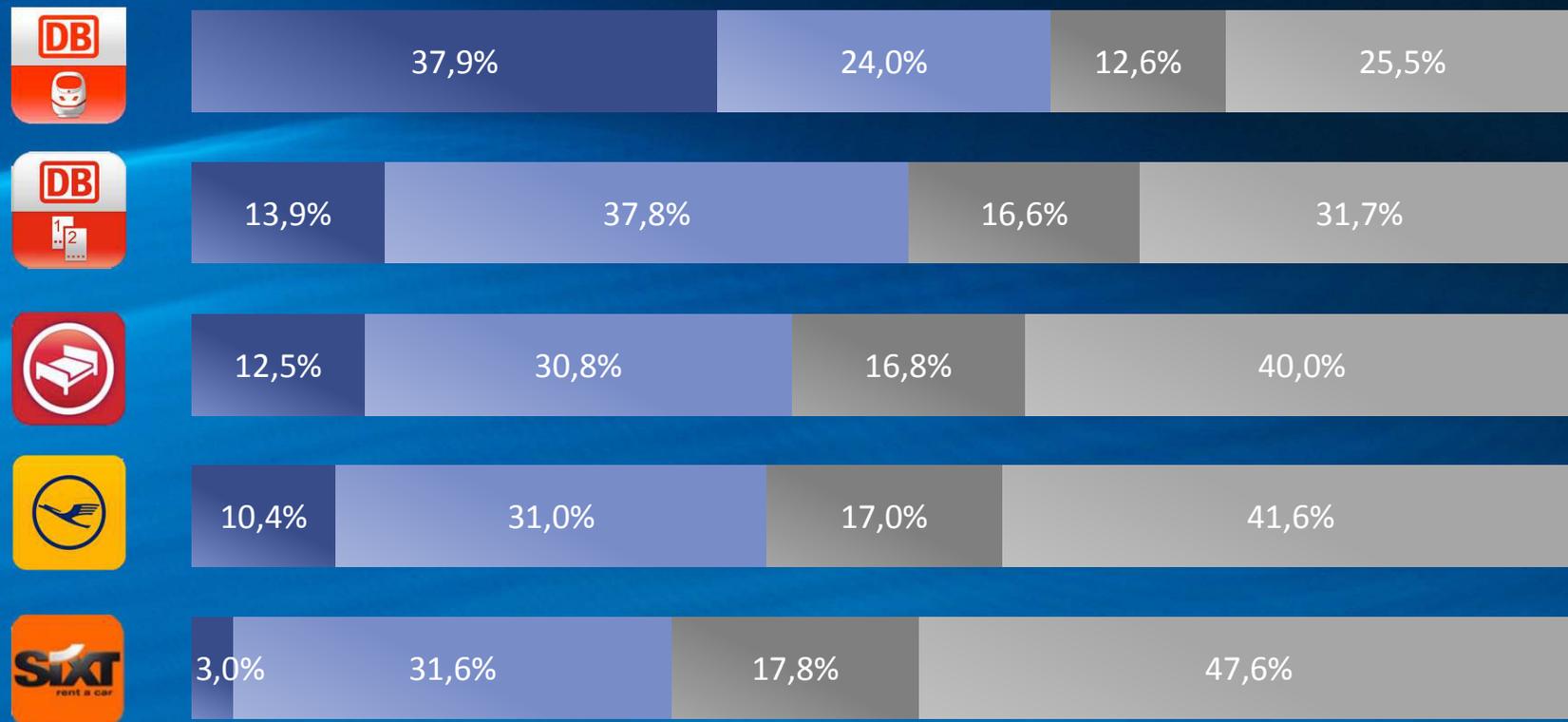
Channel of distribution when purchased on smartphone the last time



Railway Apps are very popular

Benchmarking Travel-Apps

- regular users
- »I know it but I don't use it.«
- »I don't know it but I am interested«
- »I don't know it and I'm not interested«



Source: W3B Report »Mobile Commerce«
Base: Smartphone owners



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