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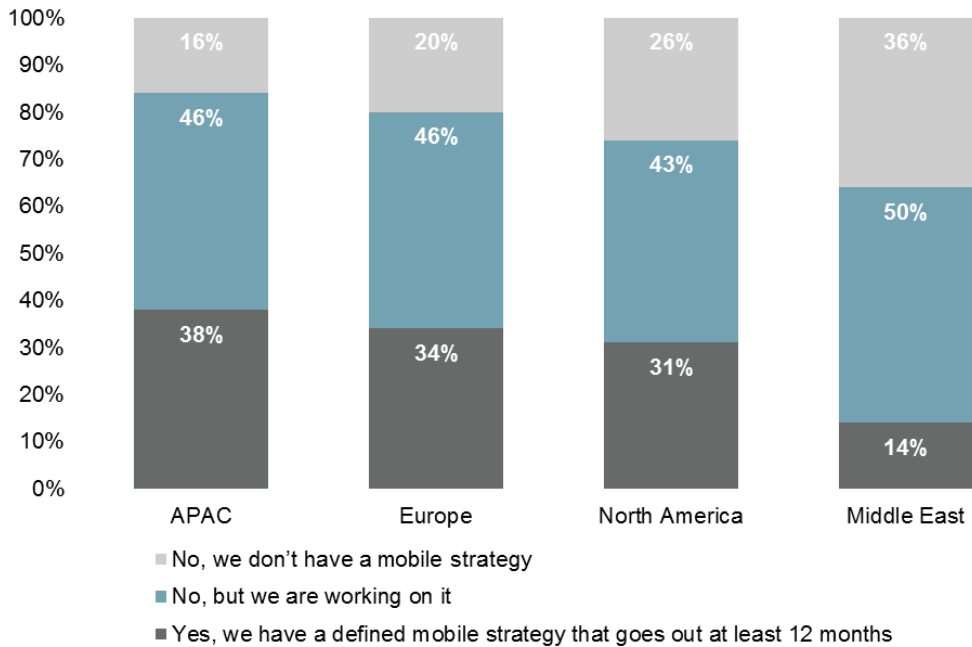
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## New Econsultancy and Adobe Study Reveals Extent of Mobile-First Business Transformation in Asia Pacific

**Hong Kong — June 4, 2015** — 38% of respondents in Asia Pacific said they have a defined mobile strategy that goes out at least 12 months – a higher percentage than in either Europe (34%) or North America (31%). Furthermore, 33% of APAC respondents agreed that mobile activities are central to their overall business and how they engage with customers. This compares to 32% of respondents in North America and 26% in Europe, reflecting how the mobile-first business transformation is being led by Asia Pacific.

This latest finding from a new study released by Econsultancy in association with Adobe, reinforces Asia Pacific's position as the world's most mobile-ready region, with marketers and business leaders focused on making the most of mobile strategies. [The Quarterly Digital Intelligence Briefing: The Quest for Mobile Excellence](#), presents findings from a survey conducted through February and March 2015, reaching almost 3,000 respondents, comprising 28% from APAC, 21% from North America and 51% from Europe.

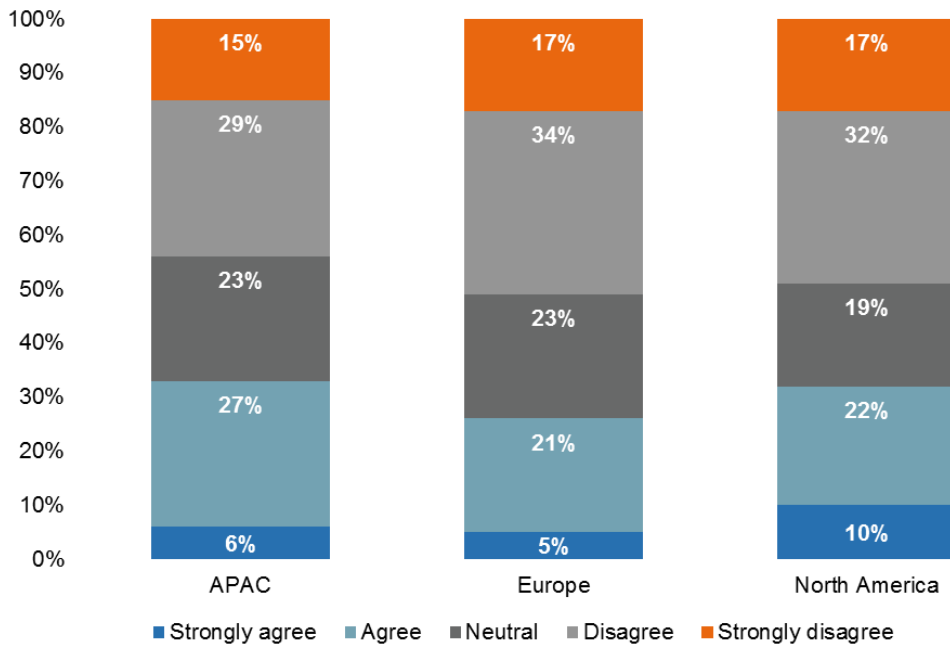
Figure 1: Does your organisation have a mobile strategy?



Econsultancy / Adobe Quarterly Digital Intelligence Briefing

Respondents: APAC: 311 | Europe: 701  
North America: 281 | Middle East: 42

Figure 2: 'Our mobile activities are central to our overall business and how we engage with customers'



Econsultancy / Adobe Quarterly Digital Intelligence Briefing

Respondents: APAC: 109  
Europe: 262 | North America: 104

The study found that 70% of APAC mobile traffic comes from smartphones, compared to 61% in North America and 60% in Europe, reinforcing the different nature of mobility in the Asia Pacific region, the world's most prolific consumer of smartphone devices.

When asked what mobile apps were most likely to be used for, respondents in Asia Pacific will more typically use them to share content (81%) or to interact with customers (67%). In this last use case, the APAC region led the world, with European marketers using mobile apps to interact in only 59% of cases; and North Americans in 58% of cases. North American marketers recorded the highest likelihood of using mobile apps to share content (85%); and European marketers were most likely to use mobile apps for gaming (15%, compared to 12% in North America and 9% in APAC).

"The state of 'mobile-first' has already arrived in Asia Pacific," said Paul Robson, President Adobe Asia Pacific. "Mobile changes everything – how you communicate with customers, vendors, suppliers, partners and your own staff. The results of this research show that Asia already has mobile-centric business strategies firmly in place, while Europe and North America are still scrambling to redesign their more traditional business models and workflows."

Asia Pacific responses also told an interesting story about the business value of mobile apps. Respondents from Asia Pacific were significantly more enthusiastic about conversion rates, saying they were higher for mobile apps than for mobile web – 48% strongly agreed or agreed; compared to just 26% in Europe and 27% in North America.

Perhaps reflecting on the central and integrated nature of mobile strategy to their business, Asia Pacific respondents also felt more confident in their ability to measure the success and ROI of mobile apps just as well as they could measure their website, with 47% of APAC respondents strongly agreeing or agreeing; and just 35% in Europe and 30% in North America feeling the same way.

"Asia Pacific is the world's most mobile-ready region, and this study demonstrates businesses here currently have a higher level of confidence and integration around their mobile strategy and its execution, than in either Europe or North America," said Mr Robson. "The data reveals a tale of three regions, all facing a disruptive and exciting mobile-led transformation; and all working through different stages of their evolution."

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