

“mCommerce”

the most significant part for eCommerce success

Andreas Constantinides
Commercial Director Yuboto Ltd

“mCommerce – definition”

mCommerce (stands for mobile commerce) is the buying and selling goods and services through wireless handheld devices.

The background features a repeating pattern of the "TO PAME MHNAMA!" logo in a light blue color. The logo consists of the text "TO PAME MHNAMA!" with a stylized envelope icon above the word "PAME". The background is primarily white with blue and yellow accents at the top and bottom edges. A large, faint version of the "TO PAME MHNAMA!" logo is centered behind the main text, with two curved arrows forming a circle around it.

Why mCommerce is the most significant part for eCommerce success?

“Touching our Mobile Device”

We touch our mobile device...

2.617 *times per day!*

“Is messaging dead?”

No matters the big impact of GDPR in whole Europe, messaging seems that is getting bigger day by day.

Rumors???

“Evolution of Messaging 2018-2022”

A2P SMS Messages - The Big Bang of Messaging

	2018	2022
Total Traffic	1,7 trillion	2,8 trillion
Total Revenues	11,9 billion	26,6 billion
Abroad Traffic	26%	32%

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“Traffic per sector”

<i>Finance & Insurance</i>	<i>15%</i>
<i>Travel</i>	<i>10%</i>
<i>Telecoms</i>	<i>10%</i>
<i>Consumer Goods</i>	<i>9%</i>
<i>Digital Business</i>	<i>9%</i>

“Traffic per sector”

<i>Government</i>	<i>8%</i>
<i>Utilities</i>	<i>6%</i>
<i>Health</i>	<i>5%</i>
<i>Food & Drinks</i>	<i>3%</i>
<i>Consumers Survey</i>	<i>2%</i>
<i>Gambling</i>	<i>2%</i>

“How to take advantage of mCommerce”

Engage you customers and your potential customers with valuable mCommerce communication.

Prepare a solid communication strategy and make your audience engaged.

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Thank you!