



2011 Mobile Mom Report

A **21STCENTURYMOM**® Insights Series

Marketer's Handbook | Published March 2011

For more information e-mail
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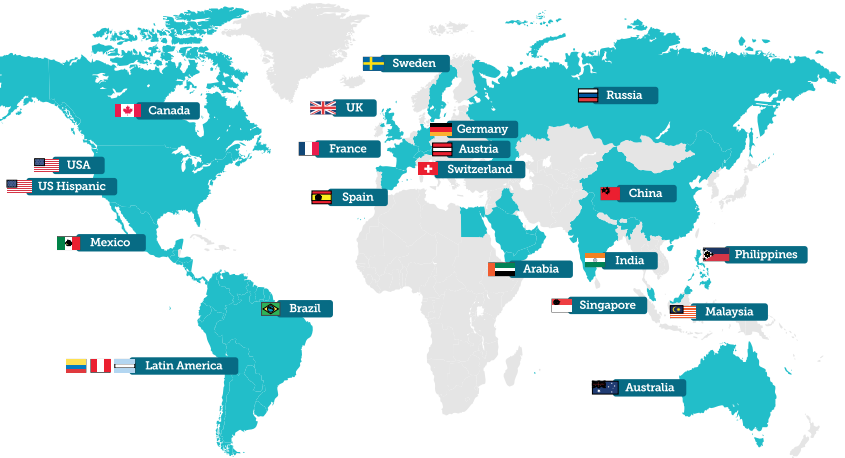


BabyCenter

#1 pregnancy and parenting site worldwide

Industry Leadership

Reaching over **25 million** expecting, new and experienced moms monthly in 22 markets – **10 million** in the U.S. alone.



Trusted

Nearly **3x** more trusted and **2x** more recommended than any other pregnancy and parenting site.

Influential

Most popular social site for product recommendations among new and expectant moms. In fact, **more than 3 out of 4** moms share the information they find on BabyCenter with other moms.

Celebrated

2010 People's Voice Webby Award in the Family/Parenting category.

Sources: Parenting Media Landscape Study, May 2010. Research conducted by Decipher and commissioned by BabyCenter, among U.S. pregnant women and moms with children 0 to 2 years old, age 18+. Internal logs, March 2011 CDC, 2008. AOL Webby Awards, 2010. 2011 Consumer Reports.

Building an emotional connection with the 21st Century Mom[®]

The BabyCenter experience extends across the open web to platforms, services & applications that engage the 21st Century Mom[®].



Email

Life-stage targeted and remarkably right, week after week



Social Media

Millions of moms seek out mom-to-mom wisdom and friendship on our social platform



Knowledge Base

Providing moms with trusted advice from more than 100 experts around the globe



Mom Blogs

BabyCenter's Momformation named among top 10 most influential mom blogging networks on the web



Mom Answers

Moms crowd-sourced parenting solutions



Mobile Web & Applications

First ever global pregnancy app for iPhone and Android.



Video & Photos

Engaging moms with our expanding global video and photo library



Multicultural

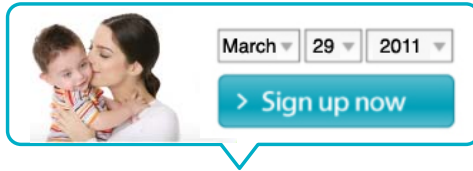
Reaching 25 million moms across 22 markets around the globe



Beyond BabyCenter.com

Offering a social experience that extends beyond the BabyCenter URL

Reaching her at the right time with stage-based solutions



Pregnancy

Baby

Toddler

Preschool

Big Kid



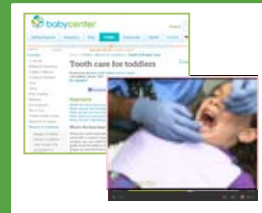
Email



16MM emails sent weekly to 10MM moms



Content Video



10,000+ original articles plus industry leading video



Social



60% of moms seek product recommendations



Mobile



First ever global pregnancy apps – for iPhone & Android

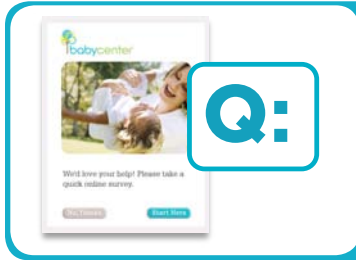
Source: BabyCenter U.S. Moms age 18+, January 2011.

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 babycenter

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BabyCenter is an insights engine



Primary Research

- 21st Century Mom[®] Panel - 85,000+ moms voice their opinion via the largest U.S. panel of moms
- Global footprint
- Reaching moms -9 to 12+ years



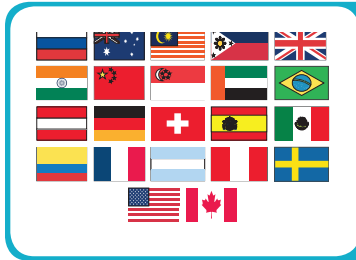
Active Listening

- BabyCenter Talk Tracker[™]
- Posting questions to moms in the BabyCenter Community
- Tracking trends by monitoring community conversations



Behavioral Analytics

- Search behaviors
- Mobile usage
- Tracking 78% of new and expectant moms on BabyCenter through site analytics



Editors & Experts

- Culturally embedded editors in every market
- Medical Advisory Boards in every country

2011 Mobile Mom Report

Methodology



Two Part Ethnography

- Vital Findings
- Extensive ethnography: 23 moms, 1,000 text logs, 200 video entries
- 32 hours of in-home interviews
- Executive immersion



5000+
Respondents

Surveys of Mom & the General Population

- Socratic Mobile Landscape Survey
- 21st Century Mom[®] Survey Series
- Surveys fielded on the BabyCenter 21st Century Mom[®] Panel and website

 eMarketer[™]

 Dynamic Logic

 Gartner  Google



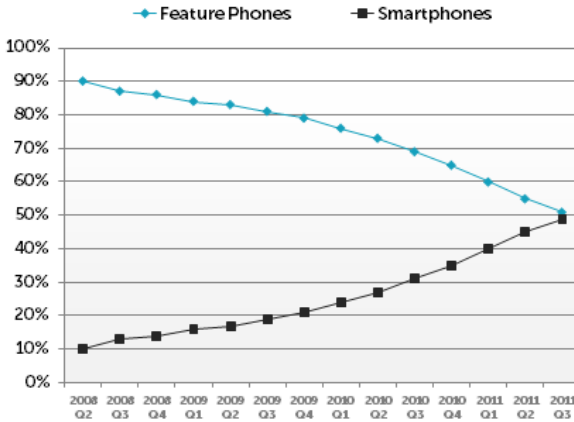
3rd Party Sources

- Market statistics
- Advertising effectiveness
- Manufacturer's outlook

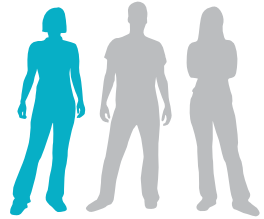
Today is the mobile inflection point

The tipping point for smartphones is now...

from **10%** to **50%** in 3 years



Source: the Nielsen company



The Facts:

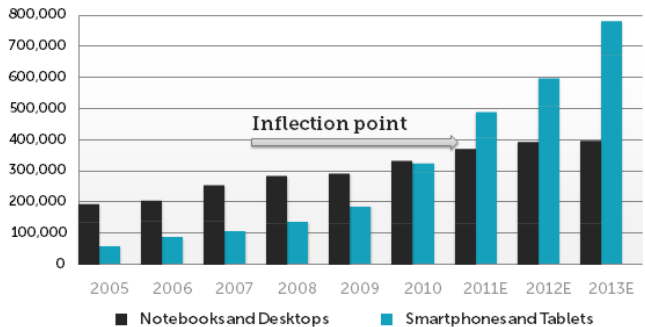
1 in 3 people in the U.S. have a smartphone.

Expanded functionality leads to faster adoption

Smartphone's native functionality:

- Apps
- Camera
- GPS
- Mobile web
- MP3 player
- Text
- Touch screen interface
- Voice

Global Unit Shipments (MM)



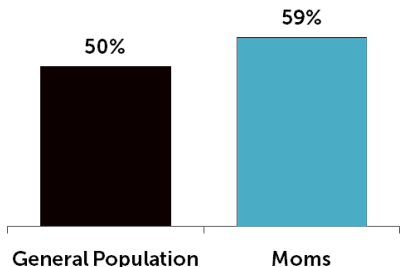
Source: Morgan Stanley Research, February 2011.

Moms are ahead of the curve

Moms are **18%** more likely to have a smartphone than average



Do you have a smartphone?



67%

67% agree that smartphones are perfect for moms because they are more efficient and fun.

53%

53% say that now that they have one, they have no idea how they got by without one before.

Why moms are addicted to mobile



The Facts:

51% are "addicted" to their smartphone. Why?

- They are **attached at the hip**, so it supports her throughout her day.
- It's her helping hand. **3 out of 4** let their child play with their smartphone.
- It's evolved to be more about fun. There's been a **53%** increase in moms calling it BOTH fun & efficient.
- It helps her relax. **45%** say it decreases stress and **27%** say it gives them a sense of calm.

Insight: Mom is a mobile power user. Mobile helps her do more and feel better. She's empowered, connected, more confident and in control

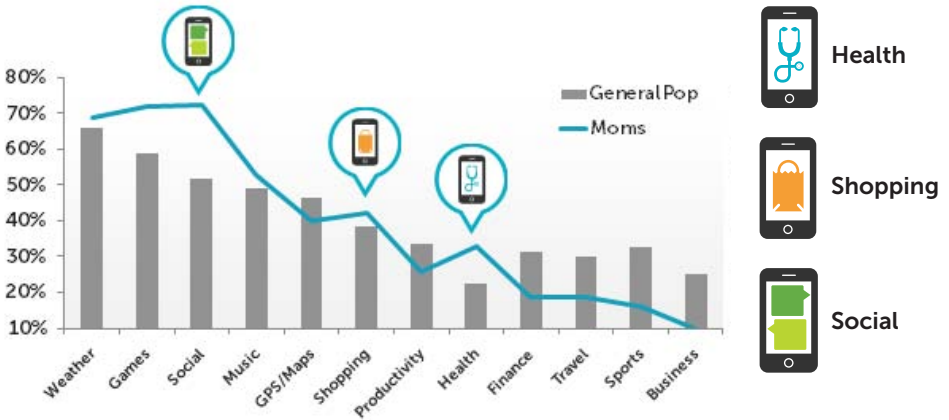
Action: She's there, so be there. Give her the tools, content and resources she needs to get her many jobs done. She'll thank you.

Moms' unique mobile usage throws the purchase funnel for a loop

She over-indexes on activities that support her role as mom



In the past month, which of the following activities have you done on your smartphone?



Health



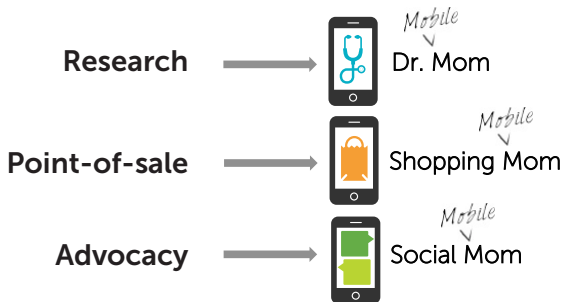
Shopping



Social

Moms represent a \$1.7 trillion dollar consumer market, annually*

Mobile is already impacting the traditional purchase funnel:



Source for \$1.7 trillion: Marketing to Moms: Getting Your Share of the Trillion-Dollar Market," Maria Bailey.

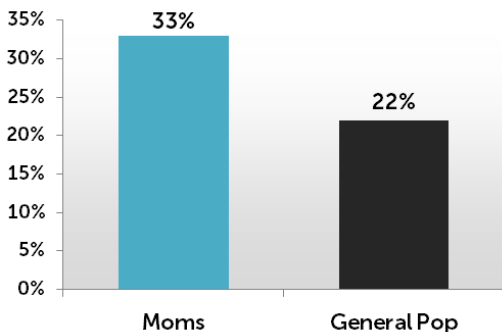


Mobile
Dr. Mom

Dr. Mom relies on mobile even more than the rest of us



In the past month, have you used your smartphone for health & fitness?



Tracking is part of it...

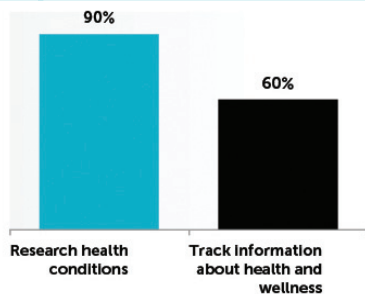
38% have apps on their smartphone for tracking health and fitness, and

87% say these apps are a convenient way to keep track of their family's health and wellness.

Research is her bigger need, & that's solved on the mobile web



Which of the following do you do on your smartphone?



The Facts:

80% love looking up health and wellness information on their smartphone.

Insight:

Mobile is an essential tool to manage family health. From tracking milestones to research and advice, she's now always-on with mobile.

Action:

Provide information and solutions that empower. Dr. Mom is using mobile to make decisions about her family's health. The right Rx is to understand her motivation.



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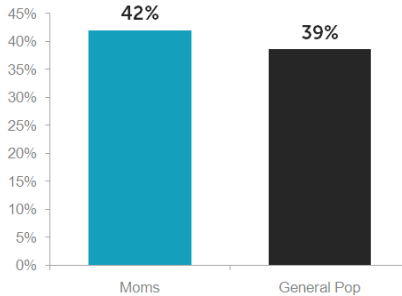


Mobile Shopping Mom

Mobile shopping is mainstream, and moms are no exception



In the past month, have you used your smartphone for shopping?



Enables point-of-sale research

46% agree the most convenient time to get information about a product is when they are right there shopping for it.

Makes her a smarter shopper

Of those that shop with their smartphones, **62%** are using shopping apps.

The Quotes:

"With the ShopSavvy Barcode app, you can be at the store, scan a barcode, and see if an item there is cheaper at another store. If it is, you buy it right there from your phone."

- Shelley, BabyCenter Mom



The Quotes:

"I check the Groupon app daily. I don't always find things that I want, but it's always fun to check."

- Latrice, BabyCenter Mom



Insight:

Mom is a more empowered shopper than ever.

Mobile technologies give her tools to research, decide and buy – seamlessly. She's saving time, money and stress.

Action:

Streamline her path to purchase via mobile.

Leverage platform capabilities to create immediate connections between information and action.



Mobile

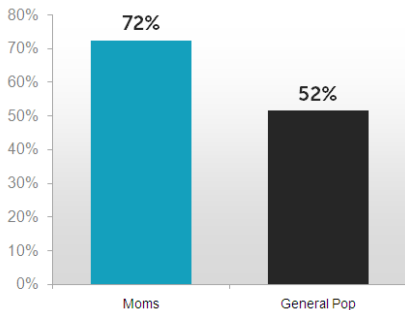
Social Mom

Mobile amplifies her social activity

Moms are 40% more likely than average to use her phone for social



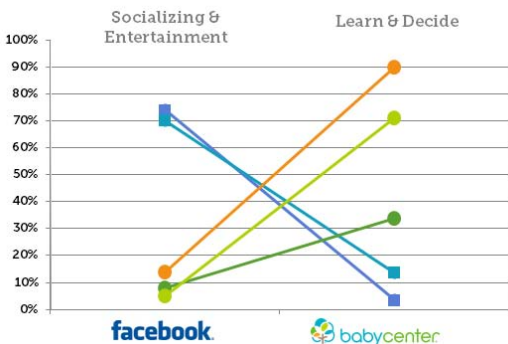
In the past month, have you used your smartphone for social networking?



She shares the moments that matter...



She listens & learns



The Facts:

Mom-to-mom wisdom is key.

73% talk to other moms when deciding what to buy.

- Share photos or videos
- Socialize with friends
- Product recommendations
- Answers to questions
- Tips and advice

Insight:

Social is essential for Moms on-the-go.

She's leading the charge, using social via mobile to achieve different goals throughout her day.

Action:

Align marketing with mindset.

She uses social to learn and decide, for fun and entertainment – understand that not all social is created equal.



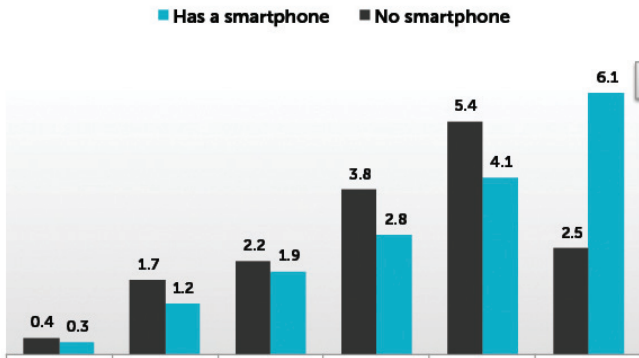
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Mobile in the media mix

Media consumption has evolved, along with her smartphone adoption



On average, how many hours per day do you spend with each medium?



Mobile is:

- Email
- Mobile Web
- Apps
- SMS
- Voice

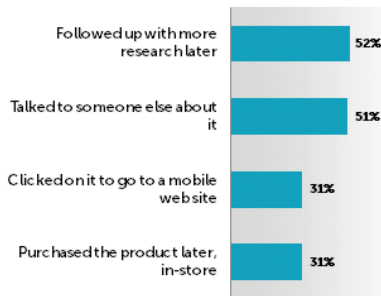
Moms respond to mobile advertising



Of those who took an action:
Which action did you take?

The Facts:

46% have taken an action after seeing an ad on their smartphone.



Insight:

If you want to reach mom, you need to be mobile.

She uses all media, but mobile is often the best way to reach her throughout the day. Utility is key.

Action:

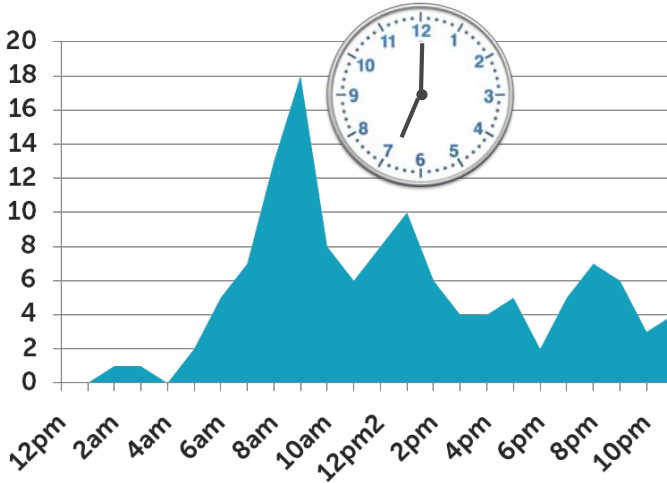
Mobilize the message.

Use mobile capabilities in concert with other media to complement seamlessly inform, educate, and enable action – mobile ads can be a complete marketing solution.

Inbox becomes the new portal



When do you check email on your smartphone?
(Based on text logs)



...And a tool to manage her day

The Facts:

78% use email on their smartphone to filter incoming communications.



Get mobile into your media mix

BabyCenter solutions connect marketers with Mobile Mom

The Solutions:

BabyCenter's new suite of mobile ad solutions – innovative, impactful, measurable and turnkey.

Email This to Me

Go to Web Page

Locate Nearest Store

Send Text Reminder

Tap to Call

Get Promo Code

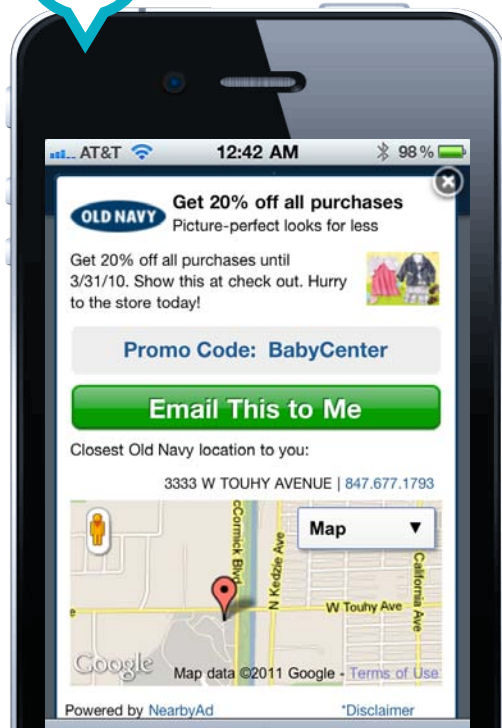
Reaching Mom when you want, wherever she is.

Learn more by emailing:
mobilemom@babycenter.com

 babycenter.
solutions@babycenter.com

When asked what appealed to them in a mobile ad:

- ✓ 55% of moms wanted mobile coupons
- ✓ 34% wanted to hear about a deal nearby
- ✓ 29% wanted barcodes they could scan for more information



sample mobile ad execution



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