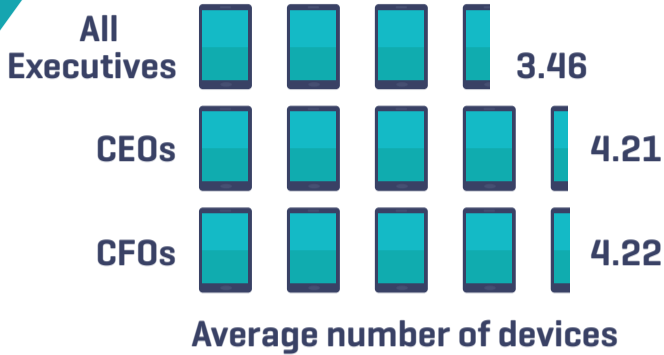


# B2B Mobile Myths

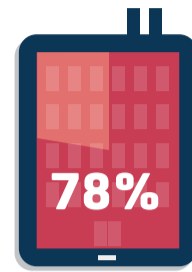
Think your B2B customers aren't using mobile devices to visit your website and read your emails? Wrong! Here are the top 5 most common misconceptions about B2B mobile users.

## Myth #1: Executives don't use mobile devices for work

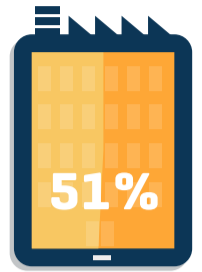
50% of B2B executives use multiple devices



90% of senior executives use smartphones every day for business tasks



78% of employees can use their own devices at work



51% of senior executives say in 3 years they will primarily use a mobile device at work

## Myth #2: Executives don't use mobile devices for business research

85%

85% of B2B customers search on a mobile device when shopping for tech products

70%

70% of senior-level executives use mobile devices to look up product or service information

33%

33% of senior-level executives reference info on mobile devices to make purchase decisions

25% of senior-level executives say that they have used mobile to research purchases exceeding \$100,000



## Myth #3: Executives don't make purchases on mobile devices

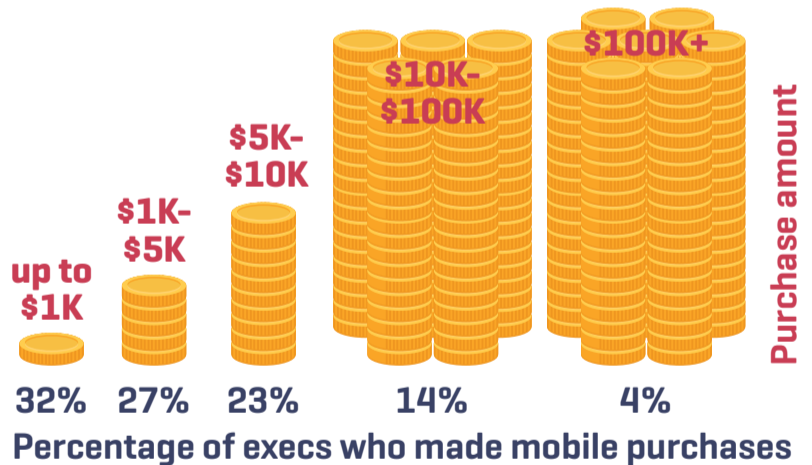
59%

59% of B2B executives say they'd rather make business purchases on mobile devices than on the phone

52%

52% of senior-level executives say they're comfortable making business purchases on mobile devices

Purchases made by executives on mobile devices in the second half of 2013:

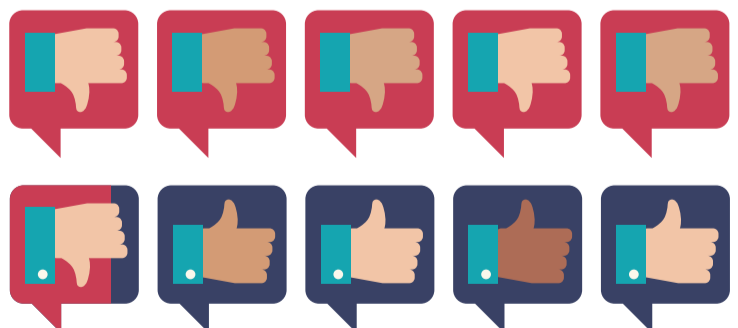


## Myth #4: Executives don't read business email on mobile devices

More than half of all emails are opened on mobile devices

90% of smartphone owners access the same email account on mobile and desktop

## Myth #5: Executives don't care about mobile-friendly sites



57% of mobile users won't recommend a business with a poorly designed mobile site

For sources and more information, visit [www.hotdesign.com/b2b-mobile-myths](http://www.hotdesign.com/b2b-mobile-myths)