MobiLens Plus

Understand mobile purchase behaviors, attitudes and intent for better decision-making

Comscore MobiLens® Plus is a market research tool that provides insights into consumers’ smartphone and tablet device preferences, demographics and key landscape trends to aid in better strategic planning, product design, and product launch. U.S. survey-based insights provide details on device ownership, device usage, purchase intent, and behaviors driving mobile engagement.

With MobiLens Plus, agencies and advertisers can build data-driven mobile plans to reach target audiences. Mobile OEMs and operators can understand emerging trends in the mobile landscape and track device satisfaction. Additionally, publishers and content owners can add insights to demonstrate the value of their mobile and tablet audiences.

Why Comscore

**UN DUPLICATED, PERSON-CENTRIC INSIGHTS**
Get unduplicated, person-level insights on device preferences and usage using Comscore survey and Comscore panel insights.

**HOLISTIC VIEW ACROSS MOBILE DEVICES**
Compare audiences across smartphones and tablets, device models, operators and operating systems.

**TRUSTED MEASUREMENT**
Rely on the industry’s first unduplicated measurement of digital audiences.
MobiLens Plus

How Comscore can help

AGENCIES & ADVERTISERS
- **Create better mobile strategy** by understanding the consumer behaviors that are driving trends in mobile engagement.
- **Refine media plans** by finding target audiences where they can best be reached on mobile, such as SMS, mobile web or downloaded application.
- **Evaluate strategic plans** by understanding emerging trends in the fast-changing mobile market.

MOBILE DEVICE OEMS AND NETWORKS
- **Monitor emerging trends** with insights on which handsets are getting the most traction based on device satisfaction attributes such as form factor, operating system, and device features.
- **Benchmark against competitors** by understanding demographics of mobile device users across OEMs and operators.
- **Build better strategic plans** by understanding the factors that drive consumer brand loyalty to mobile products.

PUBLISHERS & CONTENT OWNERS
- **Better package your inventory** by understanding your audience size, demographic composition and usage intensity.
- **Demonstrate your site’s ability to reach target audiences** that are most important to advertisers.
- **Anticipate trends** by understanding changing behaviors, attitudes and device usage across mobile and tablet.

Ready to learn more? To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.