Mobile Metrix

Understand total mobile audience behavior across browsers and apps

Comscore Mobile Metrix® captures total mobile audience behavior on browsers and apps across smartphones and tablets. Comprehensive reporting provides metrics such as reach, unique users, page views, browsing duration, demographics and average daily visitors.

With Mobile Metrix, publishers and content owners can demonstrate the value of their mobile app and mobile website audiences. Agencies and advertisers can strategically plan and buy advertising on mobile platforms to reach their target audiences.

Why Comscore

UN_DUPLICATED, PERSON-CENTRIC INSIGHTS
Get unduplicated, person-level insights through a combination of data from Comscore panels and the Comscore Census Network.

HOLISTIC VIEW ACROSS MOBILE DEVICES
Compare audiences between smartphones and tablets, browser and apps, and Android and iOS.

DISTRIBUTED CONTENT MEASUREMENT
Measure distributed platforms along with publishers’ sites and apps, and attribute these audiences to the original content owners.
Mobile Metrix

How Comscore can help

**AGENCIES & ADVERTISERS**

- **Hone planning and buying strategies** with access to reach, frequency and audience duplication insights for apps and mobile web properties.

- **Use cross-visiting and engagement measures** to find synergies for campaign and content strategies.

- **Find your target audience where they consume media** across smartphone and tablet, mobile web and mobile app, and iOS and Android.

**PUBLISHERS & CONTENT OWNERS**

- **Measure your total mobile audience** to help package your mobile inventory amongst other platforms and competitors.

- **Benchmark against competitors** or identify a niche for content development. Determine which apps/sites are most effective.

- **Examine trends** to understand growth and seasonality of mobile entities and categories over time.

"It’s critical for us to benchmark and validate our performance with industry-trusted, third-party metrics. Mobile Metrix provides granular insights into the composition and behaviors of our mobile audiences... bringing consistency across platforms and markets."

- Paul Hardcastle, Research Director, EMEA, Yahoo

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**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.