

Mobile Twitter Users are Most Active

Sixty percent of Twitter's 200 million active users log in through a mobile device at least once every month. In fact, mobile Twitter users are 86 percent more likely to be on Twitter several times a day. These high engagement levels mean opportunities for brand interaction with mobile users abound.



All data sourced from Twitter & Compete

Compared to average users, **mobile** Twitter users are...

57%

MORE LIKELY TO
COMPOSE TWEETS

63%

MORE LIKELY TO
CLICK ON LINKS

78%

MORE LIKELY TO
RE-TWEET

85%

MORE LIKELY TO
FAVORITE A TWEET

169%

MORE LIKELY TO ENGAGE
WHILE SHOPPING

301%

MORE LIKELY TO ENGAGE
BEFORE & AFTER A MOVIE

5 Twitter Tips for Mobile

01

Schedule tweets to reach members at optimal days & times

02

Create and post tweets around promotions, ads and specials

03

Use calls-to-action and relevant copy to invite participation and re-tweets

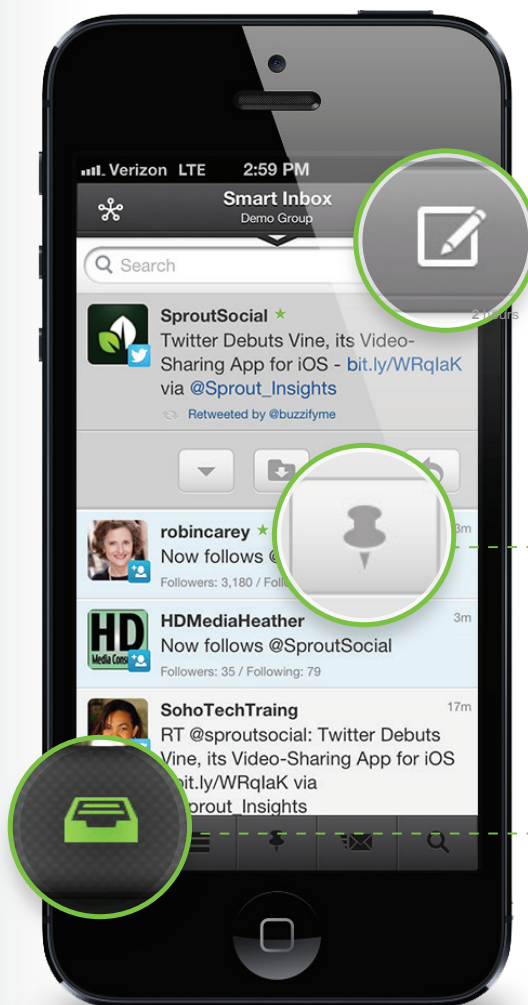
04

Prime customer care & support teams to quickly engage as needed

05

Ensure website content is readable, accessible and shareable from mobile

Sprout for Mobile



MANAGE ON THE GO

Schedule and publish messages, view and manage your feeds and more—anytime, anywhere.

TEAM COLLABORATION

Access Sprout's workflow management features and take the team with you wherever you go.

SMART INBOX ACCESS

Get the power and convenience of the single stream, Smart Inbox on your mobile device.