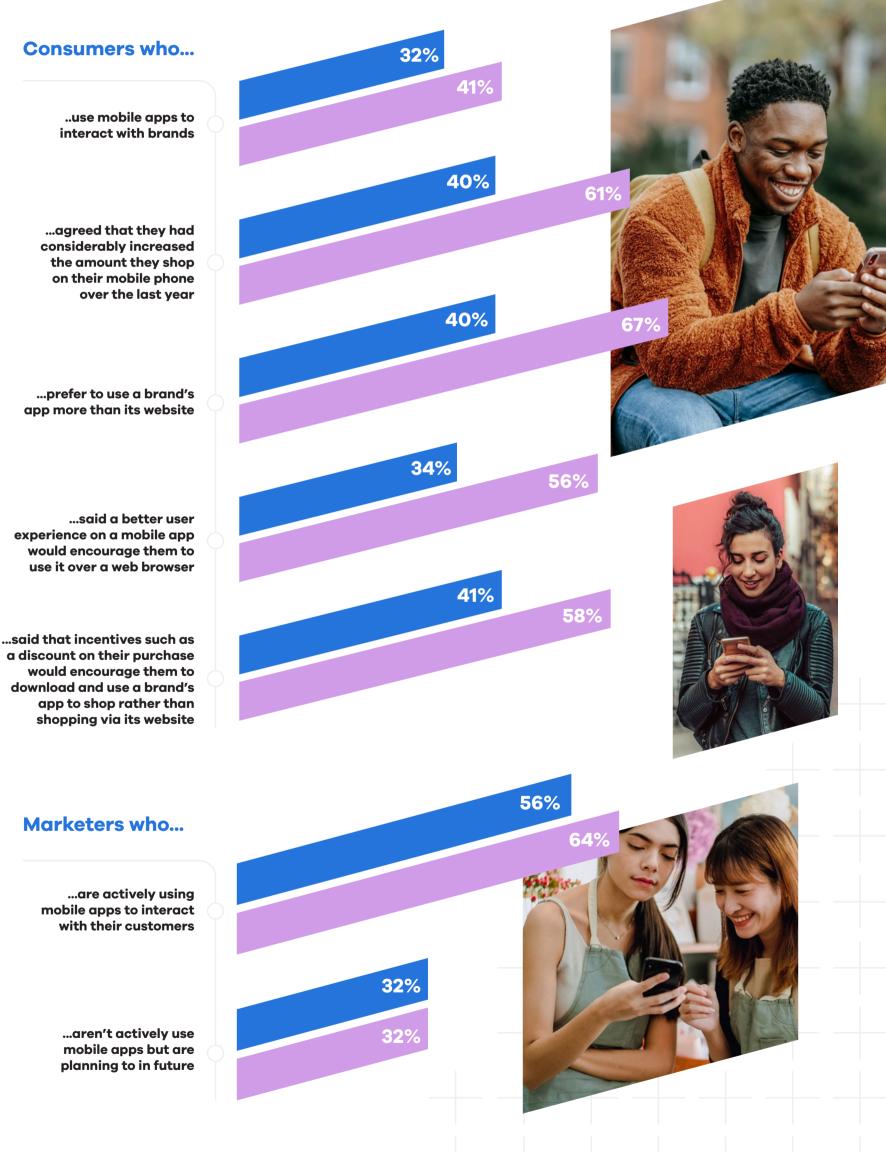


UK + US The Growing Use of Mobile

Consumers are now spoilt for choice when it comes to the number of channels available for them to interact with brands. Upland's recent Digital Divide whitepaper* uncovered the rising popularity of mobile commerce as we witness a growing number of UK and US consumers turning to their mobiles to browse/ shop their desired products and services.

Let's take a closer look to see how mobile marketers can tap into this growing trend.







Get the comprehensive report now.

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Upland Software (Nasdaq: UPLD) is a leader in cloud-based tools for digital transformation. The Upland Cloud enables thousands of organizations to engage with customers on key digital channels, optimize sales team performance, manage project and IT costs, and automate critical document workflows.

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* In February 2021, Upland BlueVenn commissioned OnePoll to determine how and where consumers interact with brands, and if marketers are meeting their customers' expectations. We polled 4,000 consumers from 02.18.21 to 02.23.21 and 500 marketers from 02.18.21 to 02.25.21, all based in the US or the UK

