

UK + US

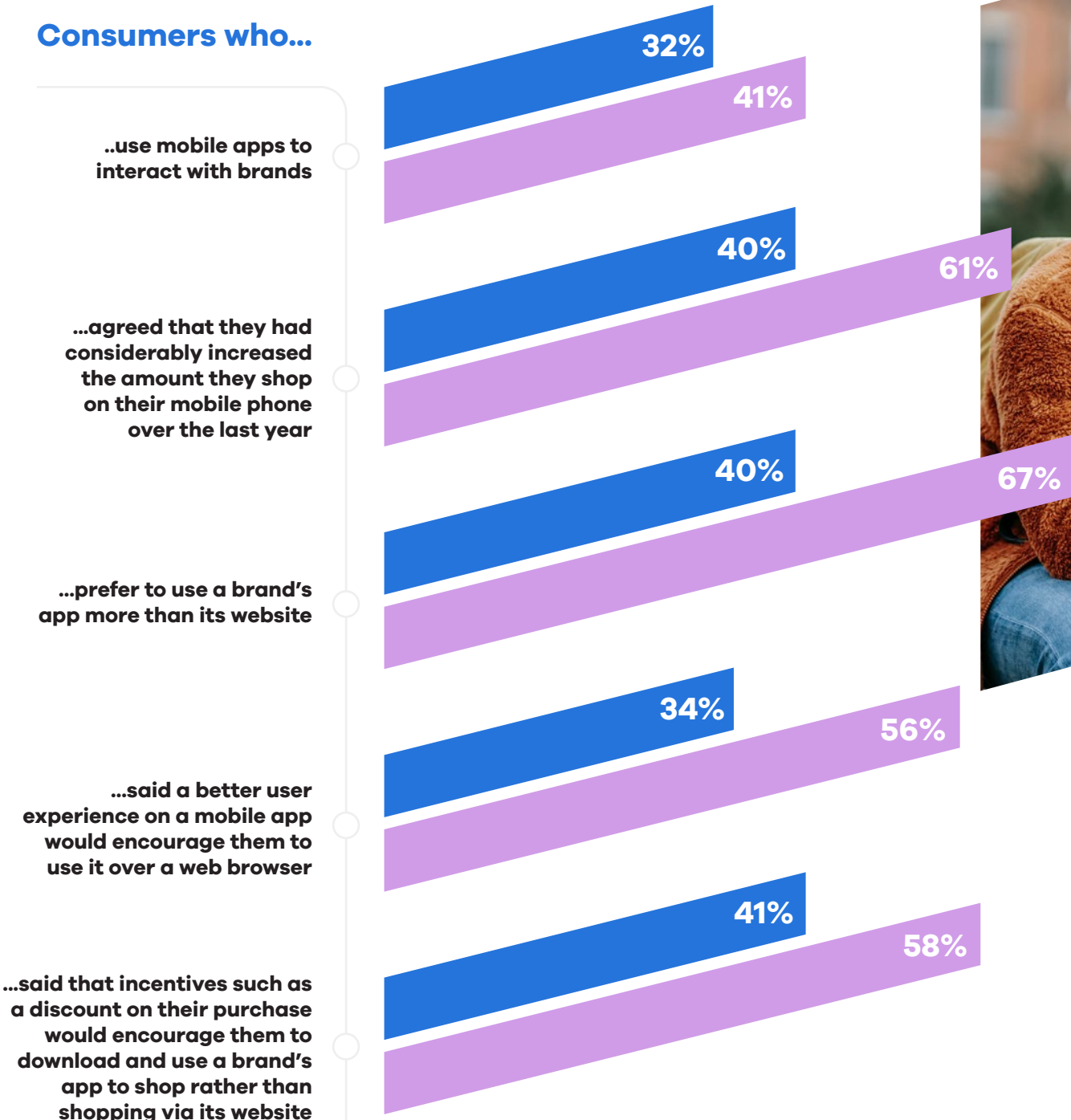
The Growing Use of Mobile

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.

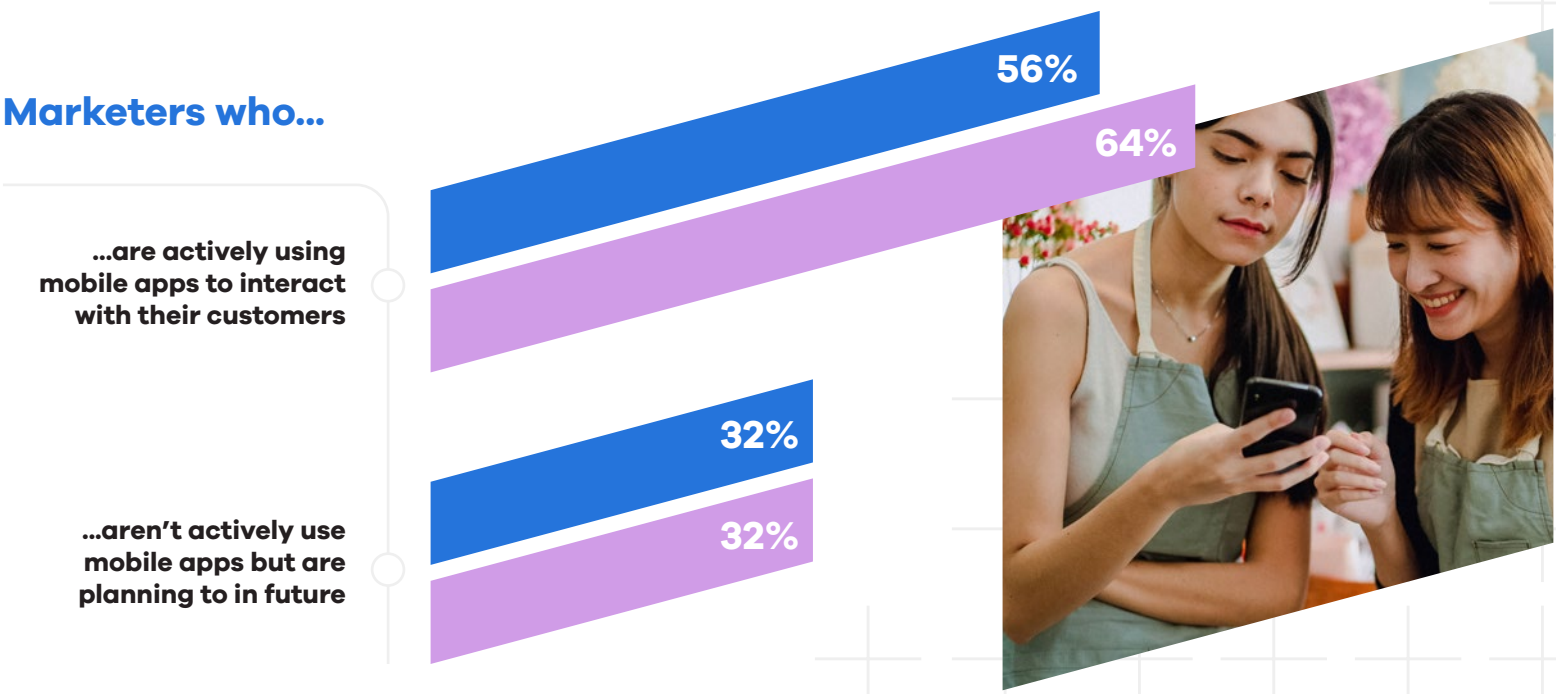
Let’s take a closer look to see how mobile marketers can tap into this growing trend.

UK US

Consumers who...



Marketers who...



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