

UTILITY



5,528,775
TOTAL OPT-INS

1.8M OPT-INS IN THE UK WANT TO HEAR FROM UTILITY COMPANIES MORE THAN ONCE A MONTH



Opportunity: There are 5.53 million people that would like to receive communications from utility companies in 2013, increasing to a little over 6 million people in 2015. Smartphone users account for 3.13 million users in 2013 and 4.7 million users in 2015.

CRM key stats: Males will represent 3 million of the opt-ins and 2.53 million female opt-ins. 23% of males and 14% of females would like to receive communications from utility companies more than once a month. It is the 35-44 year olds that are most likely to opt-in, followed by the 45-55 year olds and then the 25-34 year olds.

Around the UK: Across the UK, the majority of opt-ins would like to receive a communication on a monthly or quarterly basis.



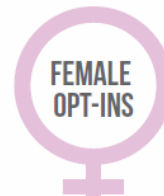
FEATUREPHONE
OPT-INS
2,158,597



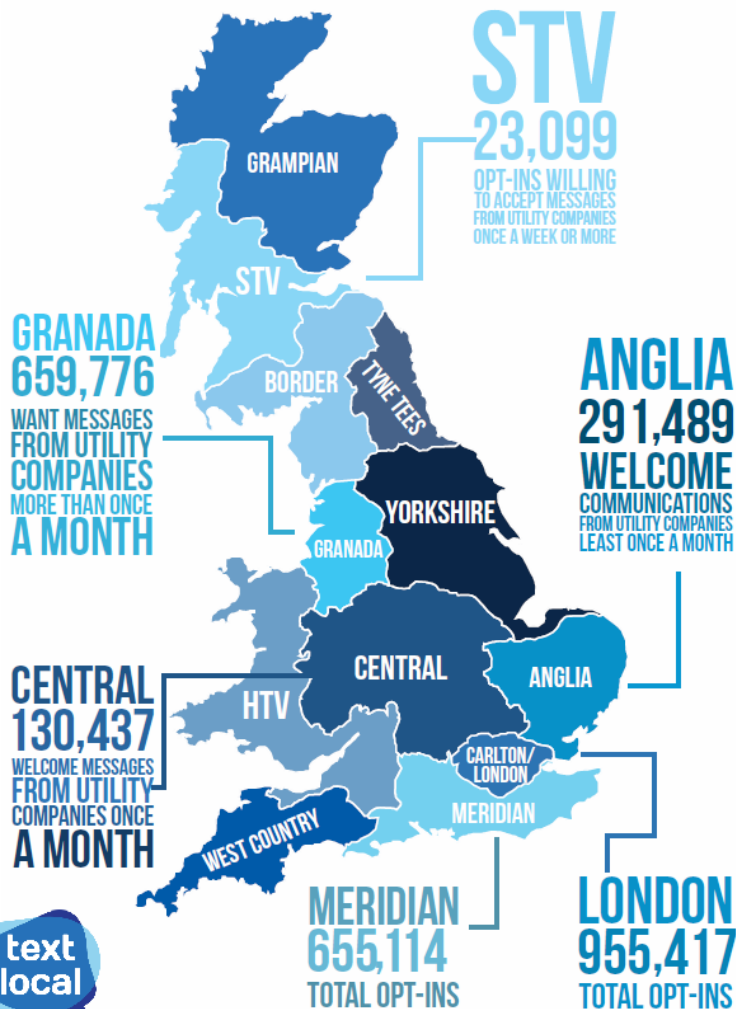
SMARTPHONE
OPT-INS
3,127,815



MALE
OPT-INS
1,649,749



FEMALE
OPT-INS
2,464,955



Business Mobile Messaging