



Actionable Research
and Insights to Drive
Revenue Growth
from Mobile Banking,
Mobile Payments and
Mobile Commerce

MOBILE MONEY STRATEGIES

Yankee Group forecasts unprecedented growth in mobile transactions worldwide, with the total value increasing from \$162 billion in 2010 to \$984 billion in 2014. Coupled with a \$4 trillion consumer goods market and an ever more connected population, there is an enormous opportunity to capture hearts, minds and wallets.

This represents a challenge for businesses that today remain behind the curve in adoption of mobile technologies. Many are unsure about what implementation, marketing and monetization strategies are best. As the market continues to grow, those that fail to develop mobile strategies will soon find themselves irrelevant.

YG Influence

Yankee Group's Mobile Money Strategies analysts are quoted in the press 50+ times per month

On mobile payments...

American Banker

"There is a fine line between educating the consumer and scaring the pants off them."

On Google Wallet...

Huffington Post

"In one fell swoop [Google has] trumped anything from Foursquare or Groupon. Now Google owns location-based advertising in the physical world."

On mobile user experience...

Bloomberg

"Whoever telegraphs to consumers that they have the most robust experience wins."

Yankee Group's **Mobile Money Strategies** is designed to help retail banks, payment networks, mobile operators, Trusted Service Managers (TSMs) and mobile device manufacturers drive revenue growth by capitalizing on this rapidly evolving opportunity. **Mobile Money Strategies** provides a powerful combination of actionable written research, survey data showcasing consumer attitudes and behaviors, market forecast data and analyst insights to help executives and mobile money strategists implement, market and monetize successful mobile money strategies.

What makes Yankee Group's **Mobile Money Strategies** unique?

- Deep background using real-world data to analyze mobile consumer behavior, resulting in a unique perspective that can better inform strategic decision-making
- 40+ year history in market research
- Quarterly five-year forecasts for mobile banking, mobile payments and mobile commerce across 20 countries
- Semi-annual surveys of 4,500 consumers focused specifically on their attitude and behavior toward mobile banking, mobile payments and mobile commerce

MOBILE MONEY RESEARCH

Mobile Money Strategies delivers highly targeted written research devoted to helping executives and strategists address the pressing revenue, technology and business decisions around mobile banking, mobile payments and mobile commerce. Our research reports feature analyst insights grounded by our exclusive fact base of consumer survey data, company monitors of key vendors and market forecasts projecting five years ahead across key mobile money segments.

MOBILE MONEY FORECASTS

Mobile Money Strategies' forecasts arm clients with actionable information for targeted business decision-making. Data is delivered via our innovative online portal, providing a highly intuitive way to search for key statistics, share with colleagues, create compelling charts and graphs, and export visuals into presentation-ready formats—all within minutes. Forecast data includes projections of transaction and revenue details for mobile banking, mobile payments and mobile commerce. Data is updated quarterly and offered at a global, regional or country-level view (20 key countries).

MOBILE MONEY SURVEYS

Mobile Money Strategies' consumer surveys provide invaluable insight into the current attitudes, behaviors and spending of consumers relating to mobile money solutions, with specific focus on mobile banking, mobile payments and mobile commerce. Using a continuous methodology, Yankee Group surveys provide an ongoing pulse of current attitudes, while also revealing insights that predict future motivations and behaviors. Delivered semi-annually, surveys probe more than 4,500 U.S. consumers each year.

MOBILE MONEY ANALYST INTERACTION

Mobile Money Strategies provides a variety of ways to interact with Yankee Group's thought leaders. Our team features deep expertise in mobile revenue strategies, consumer and enterprise adoption trends, mobile banking, mobile payments, mobile transactions, mobile devices, machine-to-machine (M2M) and more. Services include analyst inquiry, two exclusive hour-long webinars and a one-hour Web-based market perspective presentation on a topic from our **Mobile Money Strategies** library of content.

MOBILE MONEY CLIENT COUNCIL PARTICIPATION

By invitation-only, **Mobile Money Strategies** offers one client company executive the opportunity to engage with peers and Yankee Group experts through quarterly roundtables. Each council participant receives exclusive 30-day access to research generated by the roundtable events (prior to their publishing on the **Mobile Money Strategies** portal) as well as full conference passes to attend 4G World, featuring our new NFC Summit.

Mobile Money Strategies answers key questions including:

How fast will the mobile money ecosystem grow in the next five years?

What do consumers really think about mobile money?

What are the key companies that enable mobile money?

How can companies determine the best path to revenue success in mobile money?

What are the potential threats to core banking and payment services coming from mobile operators, alternative payment providers and others?

How can companies mitigate security risks of sensitive transaction data on mobile devices?