SYNOPSIS

This 360 View Update focuses on SoLoMo (Social, Location, and Mobility) apps, including marketplace apps, messaging apps, and payment apps. This update details consumer awareness and usage of these apps, the apps’ core demographics, and their impact on consumer use of traditional services. In addition, this update also shows the differences in use of these apps among customers of mobile carriers and operating systems.

ANALYST INSIGHT

“Traditional services are threatened by the increased use of SoLoMo apps. Only one-third of SoLoMo app users across all age groups indicate that their app use has not affected use of traditional services, and SoLoMo app users are twice as likely to replace traditional services if they use such an app at least monthly. Companies working on their mobile strategy can learn from successful SoLoMo apps about how to incorporate social, location, and communications features effectively to improve their consumers’ experience and drive customer loyalty.”

— Chris Tweedt, Research Analyst, Parks Associates

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# Mobile First: SoLoMo App Usage Trends

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