

Rise in Mobile Tech

Your Mobile Tech Partner

Today there are more than 264 million smartphone users in the United States. All of those smartphone users collectively look at their phones 12 billion times a day. Each individual will tap, swipe and click their smartphone an average of 2,617 times a day. Whether communicating with family and friends, responding to an urgent matter over email, or navigating to the nearest gas station, it's clear smartphones are an integral part of daily life. As more and more features are available on the smartphone inevitably our reliance increases. The proliferation of smartphones brings with it an explosion of smartphone accessories. Whether it's with phone grips, cases, power banks, or wireless chargers, it's evident that promotional mobile tech accessories have the potential to be an essential daily carry for any smartphone user.

Phone Grips

Phone grips that double as stands are making it easier for smartphone users to binge watch a series without holding their phones for hours, video chat the family hands-free, play the newest game one-handed, and get that perfect selfie without accidentally dropping their phones. Americans check their smartphones once every 12 minutes, often in public (as you may know), and with a promotional phone grip on their smartphone, that's more impressions in a lifetime than a mobile display ad could ever deliver.

Power Banks

Most smartphone batteries barely last a day, which can create a minor inconvenience at the least and a serious problem at the worst. When your smartphone screen stops responding to your swipe, anxiety builds, while FOMO (fear of missing out) kicks in. Today, 60 percent of Americans experience stress when their phone is off or out of reach. Mobile power banks have become the key to ensuring a smartphone battery will last and you'll have a functioning smartphone when it matters most. A whopping 87 percent of consumers say they would keep a promotional power bank because it's so useful. On average, a promotional power bank is kept for a year, and over that year it can generate well over 1,000 impressions.



Wireless Chargers

More and more devices are going cordless, ditching the headphone cables in favor of Bluetooth (RIP headphone jack), and the latest smartphones are Qi-enabled, meaning they're equipped to charge wirelessly. Every smartphone user needs an extra charger, and many of them have the capabilities to use a more convenient wireless charger, even though one wasn't included when they purchased their device. Promotional Qi chargers can easily replace the everyday wall charger and become a permanent fixture of anyone's home or office. Plus, it adds the value of enabling users to keep their smartphone battery from dipping below 50 percent, which has been proven to increase the lifespan of the battery.

Quality smartphone accessories have the potential to become an integral part of the smartphone user's everyday life for a year or more, generating thousands of impressions for your client. The key word here is quality. Only purchase mobile accessories from trusted suppliers that exclusively provide products which have undergone proper testing to ensure your clients will only display their valuable logo on products that are certified to be both safe and compliant. Whether it's with phone grips attached to the back of their smartphone, wireless Qi chargers living on their desk or mobile power banks in their backpack, all of these accessories are highly functional and have broad appeal at retail and in the promo industry.