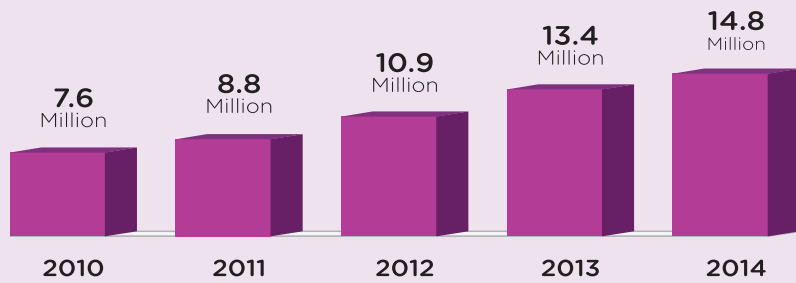


# Small Business Insider - Mobile

## Number of smartphone users in Canada



## Mobile Web Stats

- There are over 25 million mobile users in Canada
- 1 in 3 Canadians own a smartphone
- 1 in 2 Canadians aged 18 to 34 own a smartphone
- 9 out of 10 mobile searches lead to action; over HALF lead to purchase

Smartphone users will almost **DOUBLE** in Canada between 2010 and 2014

## Why Should You Care?

### Be available anytime, anywhere

YAP! developed mobile sites are accessible on all iPhone, Blackberry and Android devices so your customers can get quick access to directions, pricing and other business details anytime, anywhere.

### Your customers expect it

People are using their mobile phones to access the web more than ever before. If you don't have a mobile optimized site, your customers are probably having a negative experience and may never return.

### Don't be left out of the game

A large proportion of sales often begin with an Internet search, and that proportion is only going to increase with every smartphone purchased. If people aren't looking at your site, they are looking at your competition's.

## Your Recommended YAP! Solutions



### Customized Mobile Website

YAP! custom mobile sites are uniquely designed and developed to match your business needs and are accessible on all iPhone, Blackberry and Android devices.



### Content Development

Whether you have an existing site that needs copy editing or you're launching a new site and just don't have the time to write the right kind of content, YAP!'s Content Services can help.



To find out how to get started, visit [yap.metroland.com](http://yap.metroland.com)  
or call 1-877-646-6701 today.



More Customers. Increased Profits. Less Stress.



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