

# Mobile marketing to 'explode' in 2012

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Mobile marketing and mobile-related ad spending will grow significantly this year, predicted Bruce Biegel, managing director of the [Winterberry Group](#), a marketing consulting company, during a presentation to the [Direct Marketing Club of New York](#) (DMCNY) on Jan. 12.

“This is the year mobile explodes,” he said, noting that U.S. adults spent 30% more time interacting with their mobile devices at the end of 2011 than they did at the beginning of the year.

*To read the entire article, please visit [DMNews.com](#)*