



Mobile Insight Specialists

About Us

We provide intelligence and insight on the mobile sector, but the real value we deliver lies in how we transform this into high-performing content that puts our clients ahead of their competition. Our content has a clear impact on our clients' business results, because we design each brief around their business objectives.

The way we think sets us apart. We've been analysing the mobile space for two decades, so our expertise has been earned, not learned. Our instinctive ability to ask the right questions uncovers invaluable nuggets of insight, which we interpret to help shape truly effective strategy for our clients. Our experience is recognised by the industry - we sit on judging panels for the prestigious GSMA Awards, EMMA awards, and the MEFFYs.

And because we've been immersed in mobile since its inception, we've developed an outstanding network of personal contacts, which means we have access to the game-changers at the very highest levels across diverse industries.

We are a small team with a big reach and a powerful punch. We're flexible, independent, and very competitively priced.

"I have known Nick and mobilesquared for years having worked with them on a number of projects at Blyk. When I joined Tesco I needed specific industry data for an international project I was working on very quickly. Mobilesquared not only uncovered the data we needed, the level of insight provided was exceptional which meant I was able to kick start multiple projects quickly and with the surety that I had robust data to work with."

Tesco Mobile



Services

Content

Mobilesquared maximises the potential of every piece of content we produce – whether reports, white papers, customer magazines, industry books or presentations – by creating concise, industry-specific content, designed to enhance online brand discoverability, be thought-provoking and long-lived, and to drive leads, raise awareness, and directly contribute to your business objectives. We will always find a new angle, and work with your teams to achieve the best results.

Strategic Market Reports and Market Watch

Our Strategic Market Insight Reports contain bespoke market research, intelligence and insight. They deliver an in-depth view of the market including competitor strategy, commentator views, and micro-market stats and forecasts.

Our Market Watch service is an ongoing bespoke research and analysis service tailored to your individual needs, utilising mobilesquared's market knowledge, insight and reach, on a monthly basis to provide regular fresh content, or support for marketing and sales teams.

Data

Our analysts have been tracking and forecasting global mobile markets for over 14 years, delivering accurate projections using our methodology of ongoing quantitative and qualitative research to build a top-down view of the entire mobile value chain.

“Mobilesquared’s insight has been invaluable in helping us to define our approach to the market, and influence our commercial strategy, whilst also providing an awareness of how consumer habits will shape the mobile marketing over the coming years. mobilesquared is a reliable and trusted partner to work with.”

MIG

“We have seen a step change in leads by using mobilesquared’s research and intelligence tools”

Textlocal



Research

We specialise in researching all things mobile, ranging from industry research to consumer research, on a global, regional or local, horizontal or vertical basis.

We carry out the following:

- **Market Research** a deep dive competitor analysis, or assessment of a market opportunity
- **Sponsored Research** an opportunity to raise your industry profile by bringing new data to market, and aligning your brand with original research which supports your business case
- **Mobile Operator Research** an opportunity to access our database of over 2,000 in-demand mobile operator names.
- **Consumer Research** scalable consumer online and panel research across multiple markets
- **Street Research** we hit the streets to talk to your real customers, business or consumer, yielding valuable customer feedback, plus a highly targeted database for ongoing lead generation

Share your research brief or target requirements, and let mobilesquared provide a proposal tailored to your needs. You can find examples of our market reports, white papers, books and magazines [here](#)

“It was fantastic working with mobilesquared on a research project on behalf of our client who were launching a mobile payment solution. They provided some hugely beneficial insight into the market, undertaking both online research and street research with the client’s target audience. They produced some extensive reports which really unlocked the audiences thinking and mindset.”

OgilvyOne dnx



Clients

We work with leading mobile brands, operators, agencies, and industry bodies including:



Contact Us

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“Mobilesquared’s ability to grasp market developments and turn these into crisp, insightful and concise copy for Qualcomm, has resulted in some exceptional industry magazines and corporate brochures. These have helped position Qualcomm positively in a very competitive marketplace”

Qualcomm Europe

“Mobilesquared’s research unearthed significant areas of the mobile operator and OTT space that were yet to be tackled by the media and analysts alike. The White Papers they produced have generated incredible buzz for tyntec”

tyntec