

# November 2014 Mobile Snapshot

*A Peek into the Smartphone Market*

# Executive Summary

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Huawei saw a large boost in delight in both the US and Chinese smartphone markets this month, which catapulted the brand into a favorable position. Apple and Samsung continue to dominate global review mindshare, but other brands like LG, Huawei, and Xiaomi are gradually grabbing attention. Best Buy is the most delightful smartphone retailer of the month, as their points rewards system is working to encourage users to review products they purchase. But, Verizon and Sprint saw increased delight from Black Friday promotions to see the most growth of all retailers this month. The attribute deep dive into phone calling proved that while users are experiencing frustration when attempting to make phone calls, this is not a strong deterrent of use.

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## Want More?

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We will continue to track consumer relationships with various retailers, brands, and products of the smartphone market next month. With re-evaluated regional overviews, plus new topic and product deep dives, you will not want to miss out on the Argus Insights November Smartphone Report.

Our smartphone report provides a quick glance at the surface of the multifaceted smartphone market. If you are interested in obtaining a monthly report about Wearables or Home Automation, or for detailed information about specific brands, products, retailers, or international insights, please contact Argus Insights! We will answer the questions you do not know to ask, to deliver results you never imagined.

Argus Insights is a new type of market intelligence company, founded by tech industry veterans looking for better ways to connect the dots between technology innovation and consumer adoption. Argus Insights sits between traditional firms like NPD and Gartner, and Social Analytics companies like Radian 6, to provide focused and actionable analysis on where consumers are taking the market, who is winning, and why. More than just a buzz meter, our metrics have beaten Wall Street estimates on iPhone unit sales 10 of the last 12 quarters. Our global coverage of Smartphones, Wearables, Tablets, Home Automation, Internet of Things, and more lets Argus Insights bridge intelligence gap between the quarterly forecasts. Our real-time analytics cut through the branding buzz to expose how technology and innovation are driving consumer adoption.

Argus Insights offers timely consumer intelligence through off the shelf reports across markets, access and support for organic teams to wield the full strength of our SaaS platform, and support for custom engagements where clients lack time or team to drill to the core of the opportunity. We help clients uncover answers to their toughest consumer behavior questions and discover previously unknown needs and opportunities. Argus Insights provides better evidence that supports better decisions that lead you to better revenues.



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