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## Greystripe to App Developers: Concentrate on The 29.5% of iPhone Users who are "iPhone Moms" - According To New iPhone Advertising Insights Report

Greystripe reveals new information on the community and shopping behavior of the "iPhone mom", a term that Greystripe coined to describe this unique audience segment.

San Francisco, CA (PRWEB) August 21, 2009 -- Greystripe, the leading mobile brand advertising network, released their quarterly Advertising Insights Report, detailing statics on the demographics and preferences of moms in their ad network. Among the recent findings, Greystripe reveals new information on the community and shopping behavior of the "iPhone mom", a term that Greystripe coined to describe this unique audience segment. Greystripe's mobile brand network is attracting marquee advertisers who value the demographic targeting capabilities that it offers.

On average, 96.2% of moms who own iPhones are involved in household purchase decisions, and the less children women have, the more likely they are to be the primary purchase decision maker. Forty-five percent of iPhone moms with one child are the primary decision makers in the household compared to 30.8% with four or more children.

When making household purchase decisions, iPhone moms with four or more children are 21.2 % more likely than iPhone moms with one child to base their purchase decisions on ads. Of iPhone moms with four or more children, 92.3% own a gaming console compared to 50% of iPhone moms with one child, with a whopping 69.9% owning a Nintendo Wii.

Greystripe's Advertising Insights Report showed the average iPhone mom with children is 43.5 years old, and the more children iPhone mom have, the younger they skew. iPhone moms with one child range in age from 45 to 54; women with two or three children range from 35 to 44 years old; and women with four or more children range from 25 to 34 years old.

iPhone moms with one child are more likely to be employed and hold a master's degree compared to iPhone moms with two or more children. Compared to the iPhone community as a whole, iPhone moms with one child are more likely to be employed with a master's degree or higher by over 15 percent.

"Our brand advertisers are very sophisticated in the quest to understand their customers. Greystripe goes far beyond just offering banners for media buys. We are strategically helping brands move their customers into and further down the purchasing consideration funnel," said Michael Chang, CEO of Greystripe. "Our insights report shows the iPhone mom is becoming the most significant purchase influencer and decision maker in the iPhone community. As the iPhone becomes a central tool to manage finances, family budgets and vacations, it's proving to be an essential tool and communication lifeline for moms."

To view the full Advertising Insights Report from Greystripe, visit <https://www.greystripe.com/reports/GreystripeAdvertisingInsightsReportQ209.pdf>

### About Greystripe

Greystripe is the rich media mobile advertising network. Greystripe's product suite enables brand advertisers to communicate their brand message with a unique mobile audience, publishers to gain advertising revenue by serving ads through their games, and consumers to play high-quality games for free.

Greystripe's in-game advertising system is protected by a broad array of patents pending and currently serves ads into more than 100 game titles from over 400 publishers supporting over 1,400 handset models. Greystripe reaches millions of mobile game players by powering over 140 Catalog distribution partners, through its online portal GameJump.com, on the mobile Web at [www.gamejump.com](http://www.gamejump.com), and through the iPhone App Store. Greystripe was named an AlwaysOn OnMedia 100 winner in 2009, AlwaysOn Global 100 winner in 2008, Red Herring Global 100 winner in 2007 and the Under the Radar Best in Show: Mobility winner in 2006.

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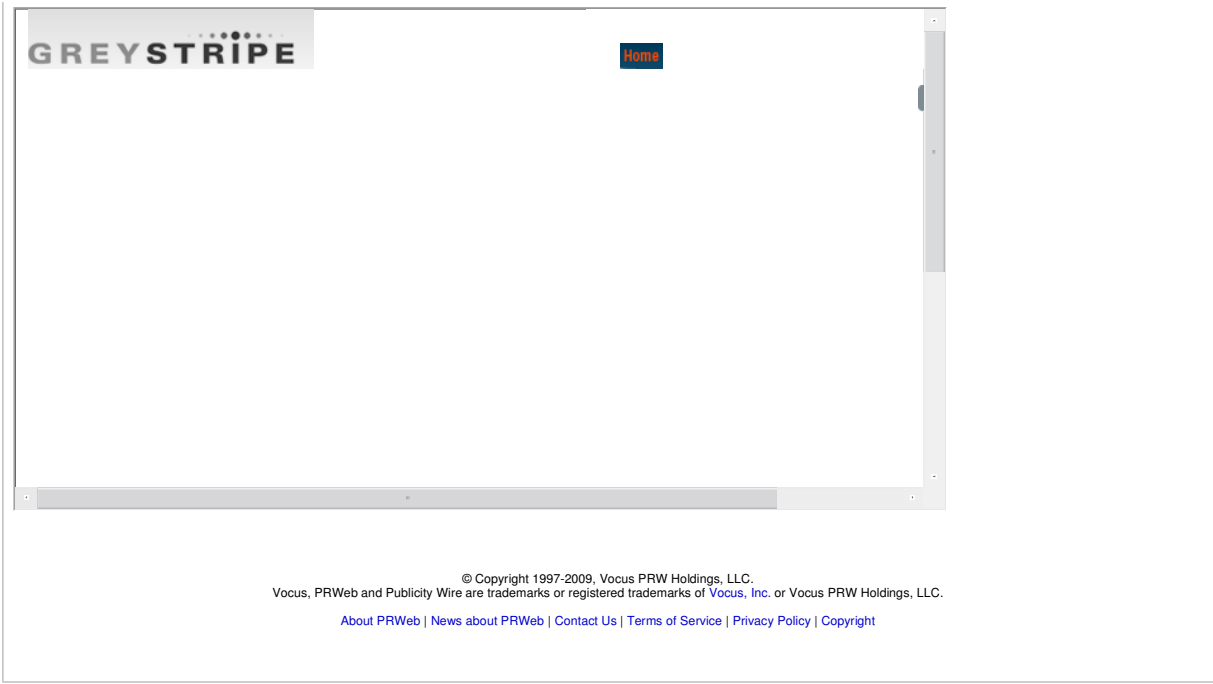
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