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Mobile Payment Apps in Spotlight as Mobile Use Outpaces Traditional Web Consumption

By Nathan Denny on Jan 10, 2012

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There's no question about it: 2012 is set to be the Year of Mobile. Small business owners still on the fence about transforming their business plans into mobile-friendly solutions have their work cut out for them.

In his article, "Small Business Tech Predictions for 2012," [Mario Armstrong](#) explains how mobile payments are now an essential element to all business platforms.

"We're going to see the mobile payment field rapidly expand in 2012, both in terms of more consumers using their mobile devices to pay for things as well as small business owners taking more of their payments with their phones, tablets to process credit card transactions while on the go," he writes.

"Don't lose a sale because you haven't started taking credit cards — research the newest and most innovative apps, and then find a way to bring your customers what they want this year.

That mobile craze extends to apps, of course. "Every year the app market gets bigger and bigger, but in 2012 I'm expecting that we're going to see a lot more innovation," Armstrong writes. "We will start to see more niche apps, apps more focused on smaller audiences and more loyal audiences.

"If your business doesn't have an app, it's not too late. On every platform new apps continue to launch successfully despite heavier and heavier competition. You may not be the first to market, but you can be the best for your audience."

Going hand-in-hand with Armstrong's advice is a pair of reports illustrating just how many customers are now utilizing mobile tech and apps to shop and do business.

On average, people now spending 94 minutes per day using mobile apps, Flurry reports. By comparison, standard web consumption -- desktops, but also older mobile devices -- is on the decline.

"Flurry tracked anonymous sessions across more than 140,000 applications and compared that data against web data from comScore and Alexa," [explains VentureBeat](#). "Since the firm's initial report in June, mobile app usage has increased by 13 minutes a day, while web consumption dipped from 74 minutes per day in June 2011 to 72 minutes per day in December 2011."

The report also predicts that "the cumulative number of iOS and Android devices activated will surge past 1 billion."

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