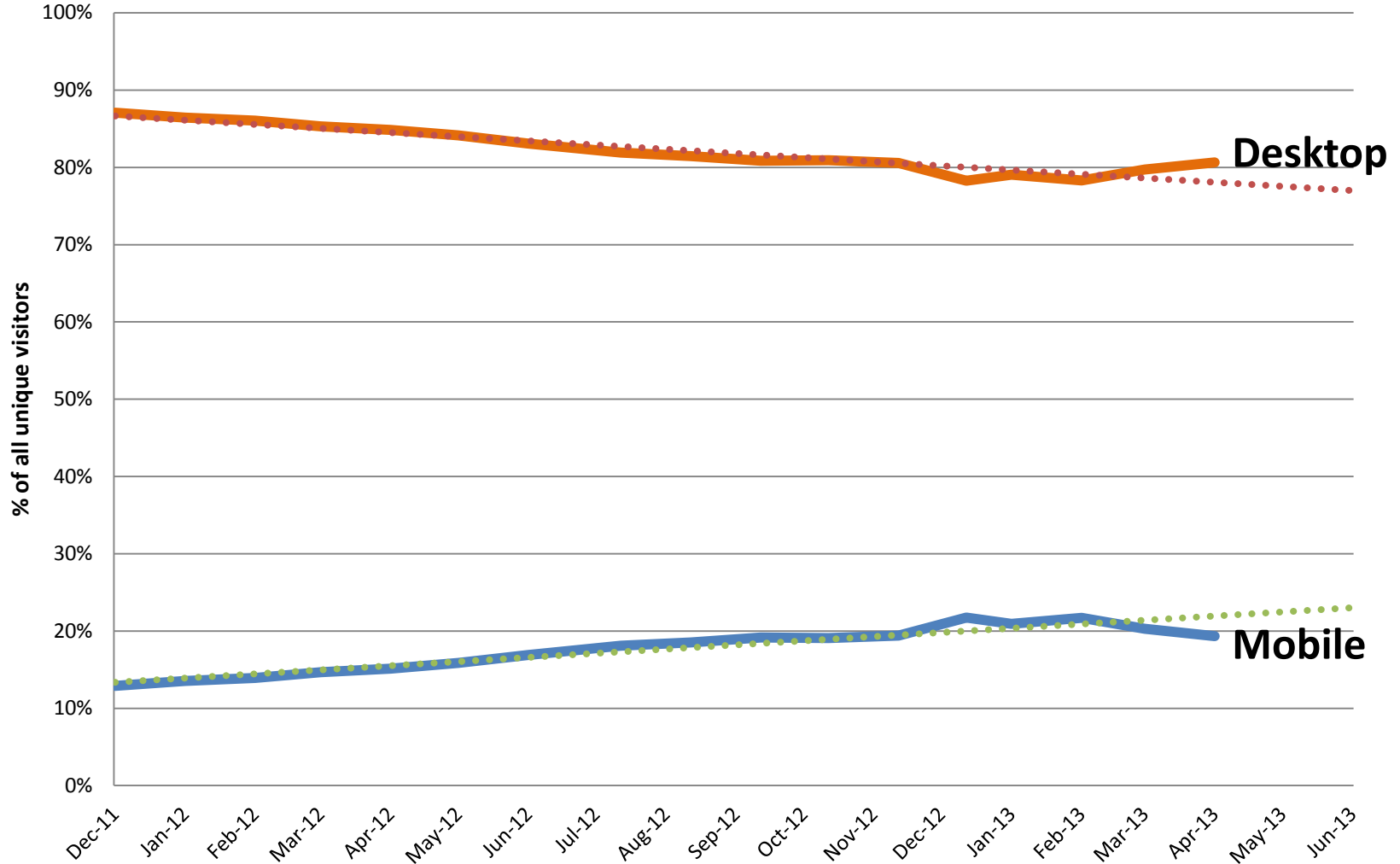


Washington State Customers





Trends: Desktop vs. mobile visitors on dol.wa.gov





Mobile

Every day...



371,000
babies are born

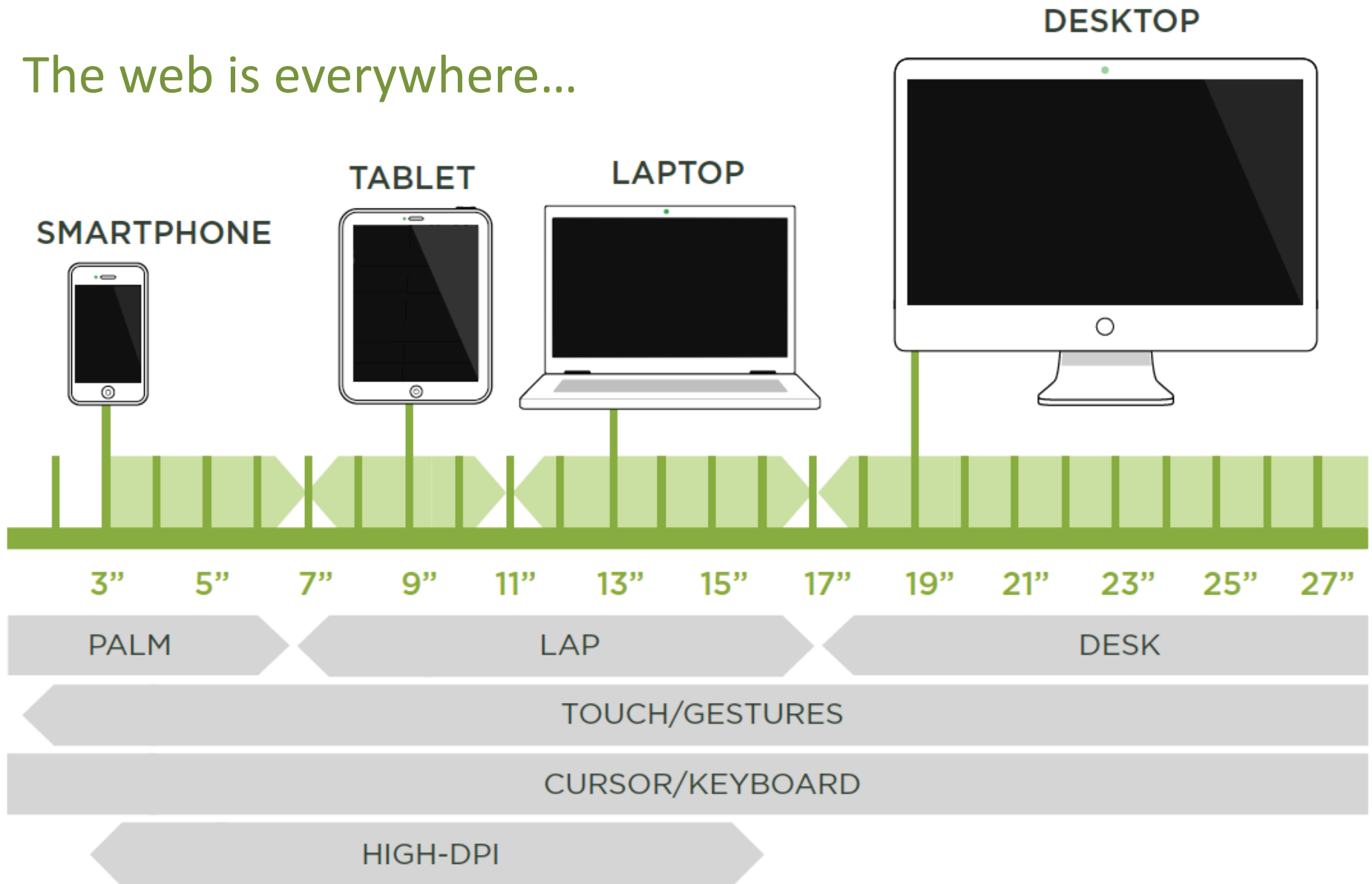


3.7 Million
devices are sold or activated



Mobile

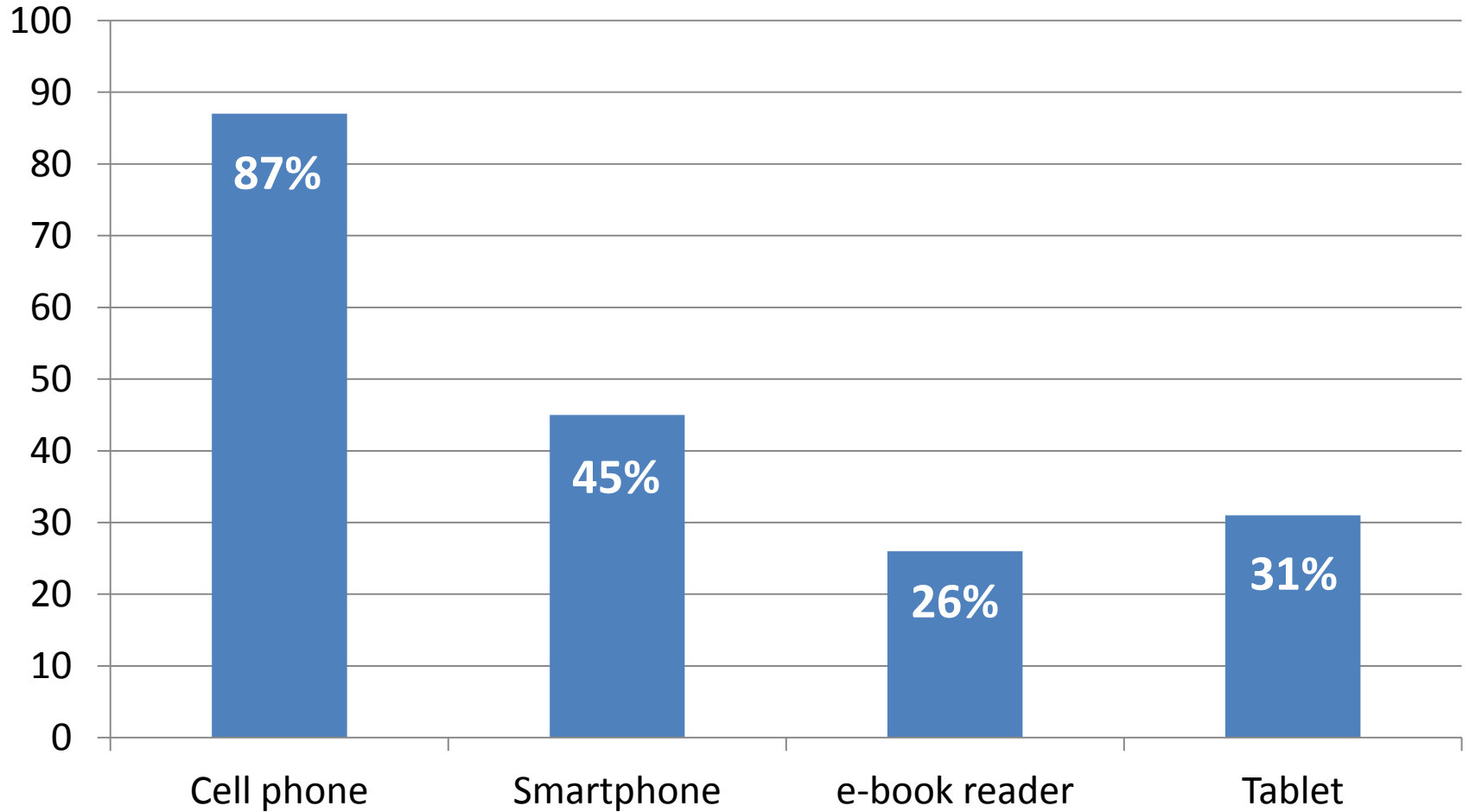
The web is everywhere...





Mobile

% of American adults



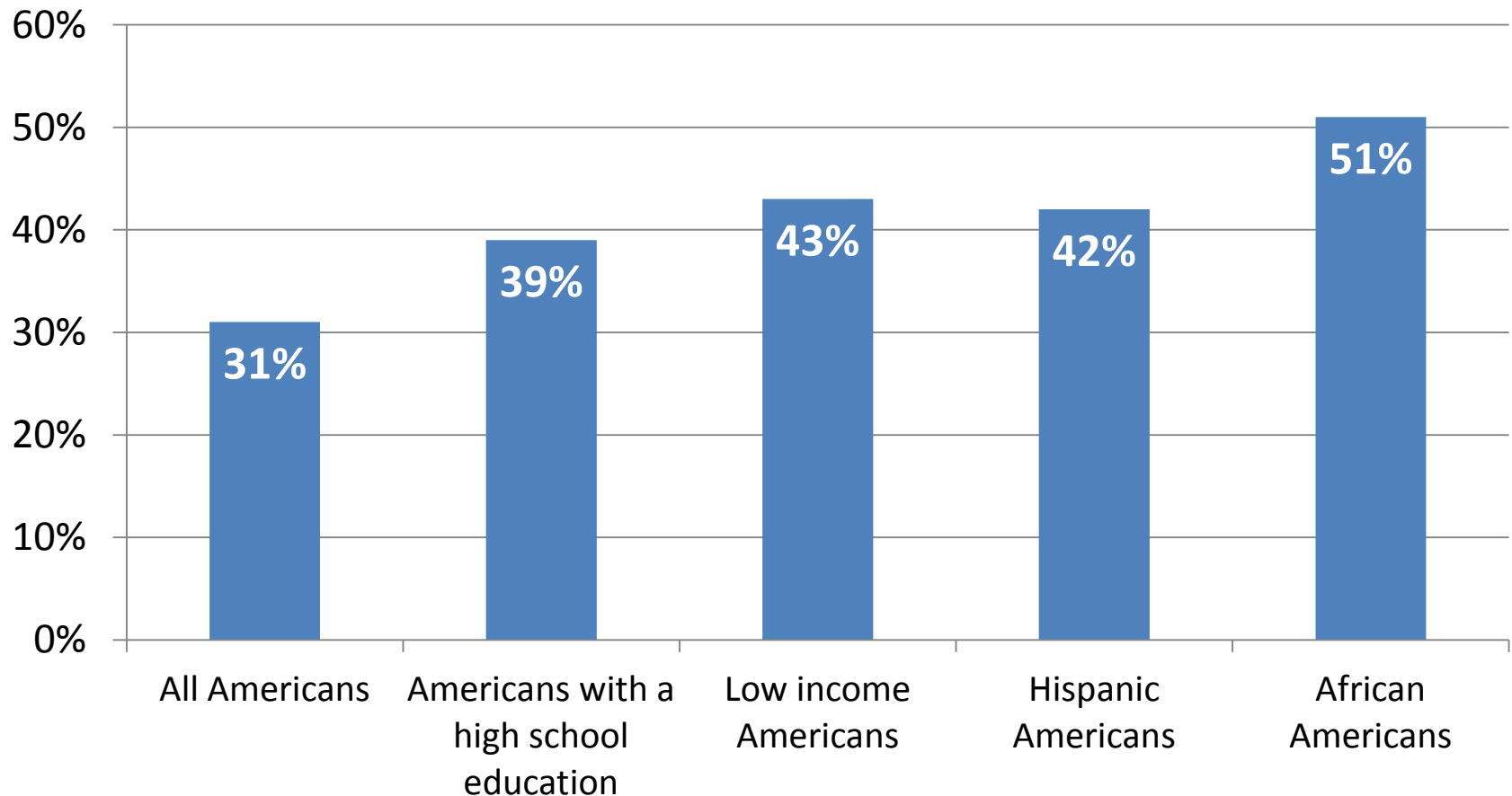
Source: Pew Internet and American Life Project, December 2012



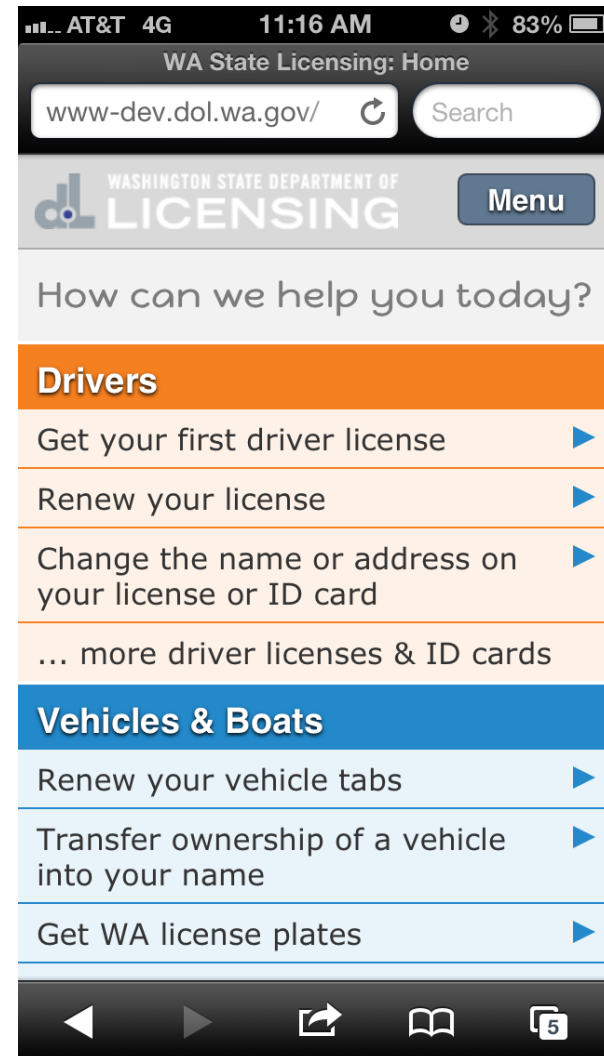
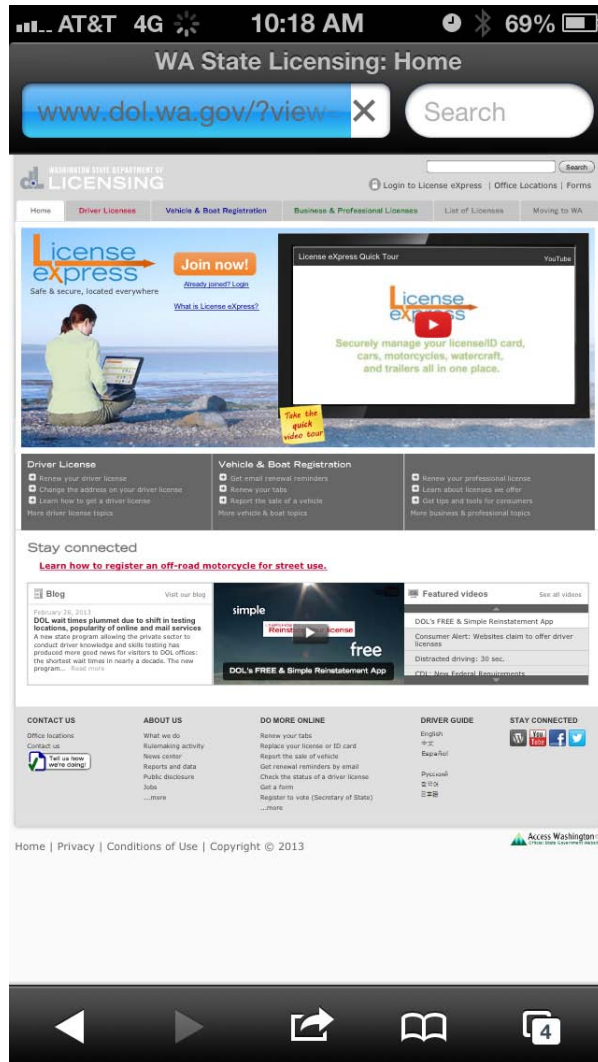
Mobile

The mobile-only user

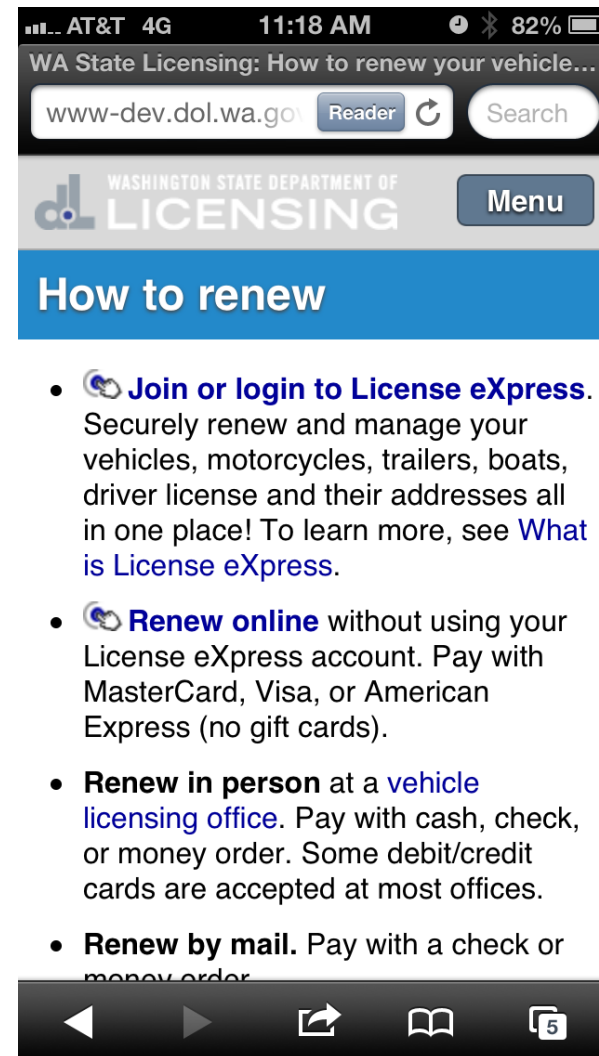
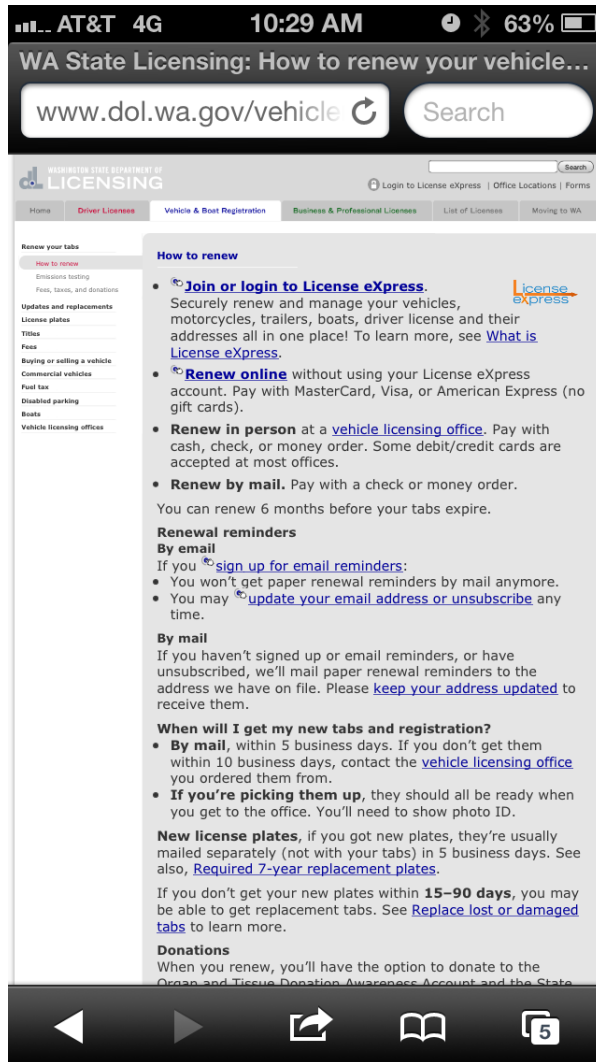
Americans who **only** or **mostly** use the internet on their phones



Mobile



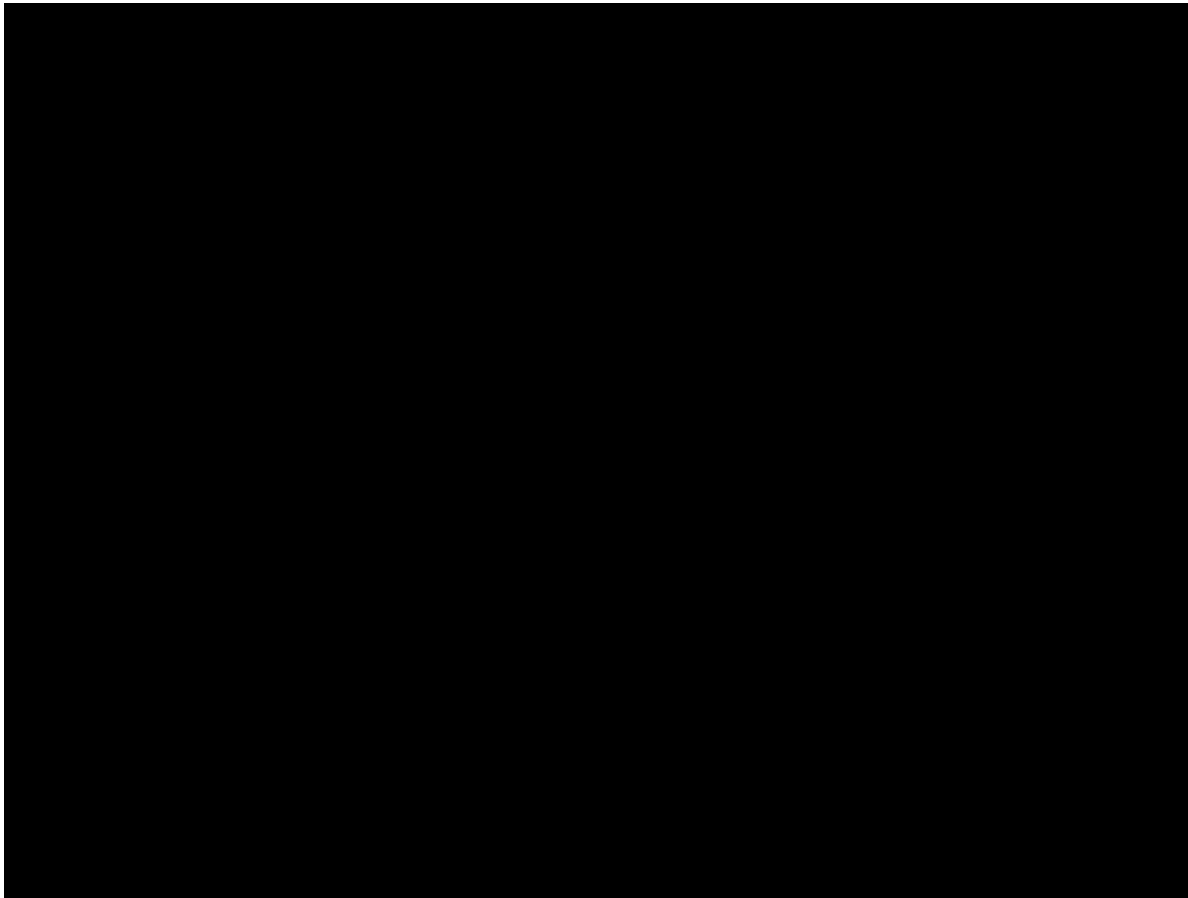
Mobile





... And technology is changing rapidly





Minority Report in real life



Our Millennial's mind set

What our analytics tell us

Questions?



Contact

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