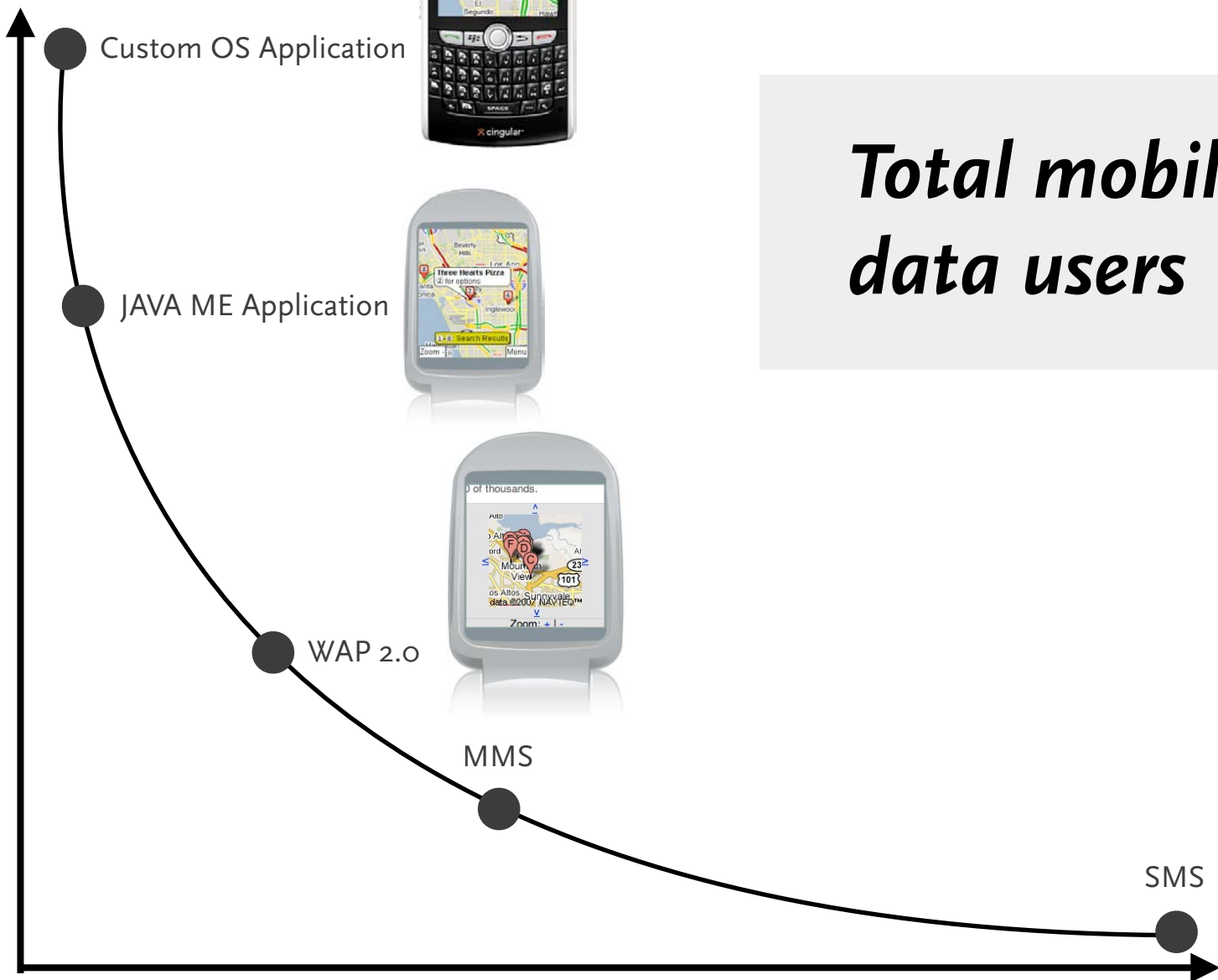
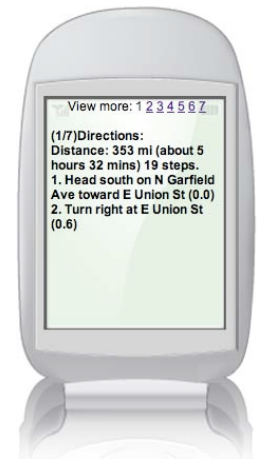


↑
Cost

High Interaction



Total mobile data users



Low Interaction
Low Adoption

High Adoption

(Google hits everything but MMS, they even do voice, which has 100% adoption)