

Fiksu has more data than...

Fiksu is the largest independent source of mobile audience data. Over the last several years, we've accumulated so much data it's sometimes hard to put it all into perspective. To help you out, we've come up with some comparisons to give it some context.



2.6B
Mobile Device Profiles

The number of times the average heart beats in a lifetime



14.8T
Marketing Events

150x the number of stars in our galaxy



5.1B
Downloads

10,200x the number of fast food restaurants in the world



1.2T
Monthly Marketing Events

12X the number of Google searches per month



60B
Daily Impressions

645x the number of selfies taken every day