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Key stats you need to know about today

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eMarketer Editors

Play That Funky Music, Siri: Apple is working on a new version of its wireless headphones—which are expected to come out some time next year—that will not only be water-resistant, but will also let users voice-activate Siri, Bloomberg reports.

Mobile Travelers: Data from Think with Google finds that smartphones are essential for many US travelers. In fact, roughly seven in 10 agree they "always" use their devices when traveling. Many mainly use their smartphones to research activities, locate shopping areas and look up restaurants.

Shopping Apps: Retailers in North America that have a shopping app "generate 67% of all ecommerce sales on mobile," research from Criteo uncovers. Interestingly, the conversion rate on shopping apps was more than three times higher (21%) than on the mobile web (6%).

