

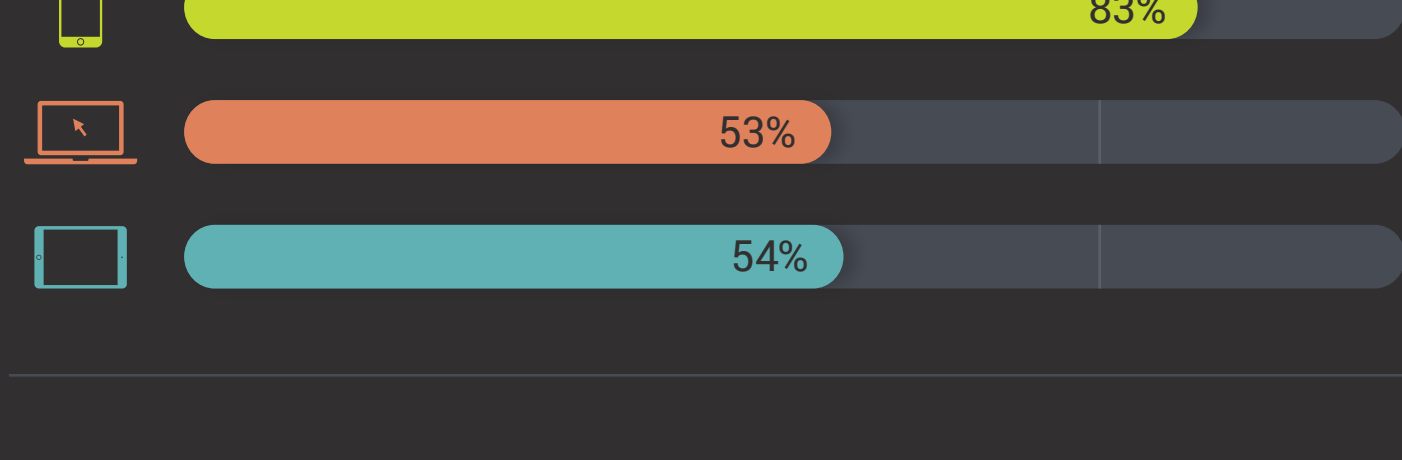
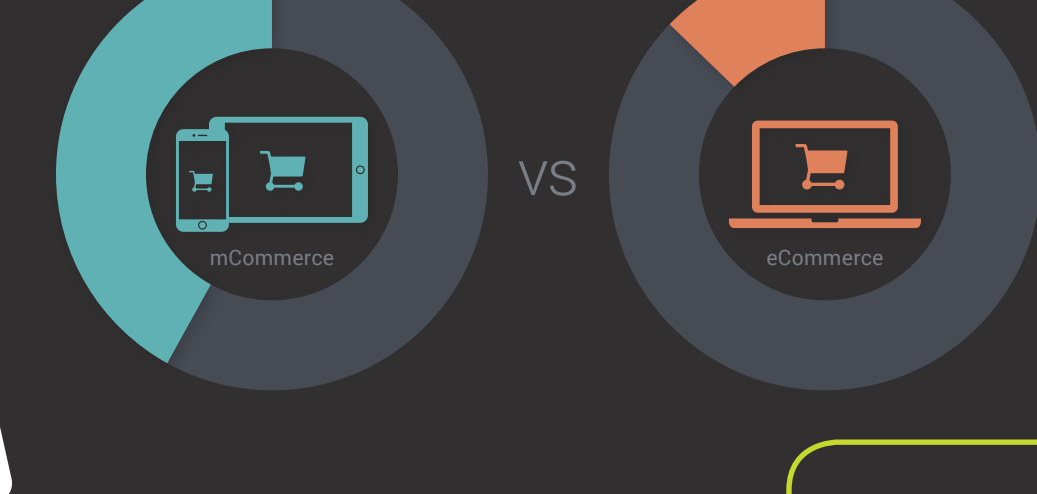
Turning 'Swipe and Search' into 'Tap and Buy.'

Trends and tips every retailer must know about increasing mobile conversions.



Mobile moves up.

2015 has been another banner year for mobile shopping, with analysts expecting year end growth to be 42%, compared to conventional eCommerce's 13%, and mobile users will spend a total of \$600 billion by 2018, a 300% growth from 2014's \$200 billion.¹

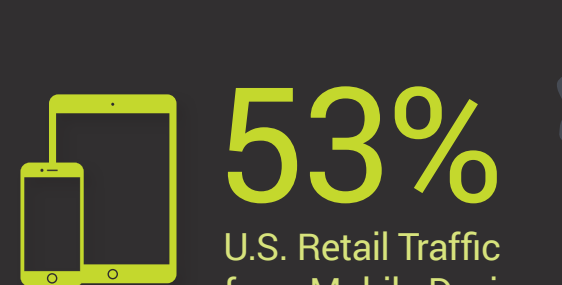


Mobile moves in.

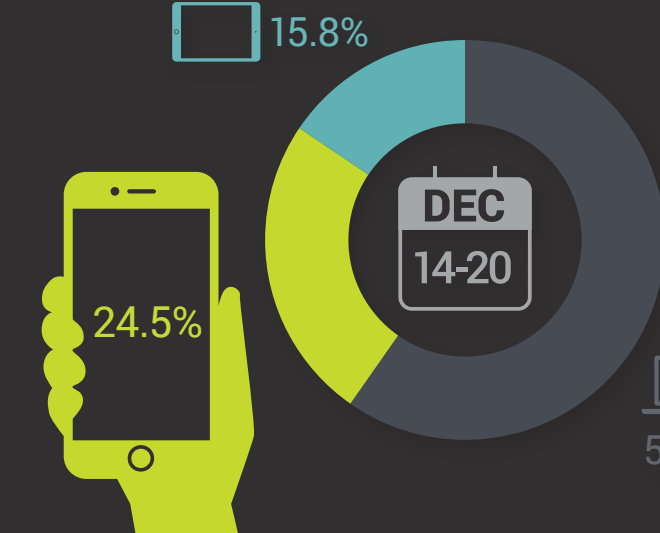
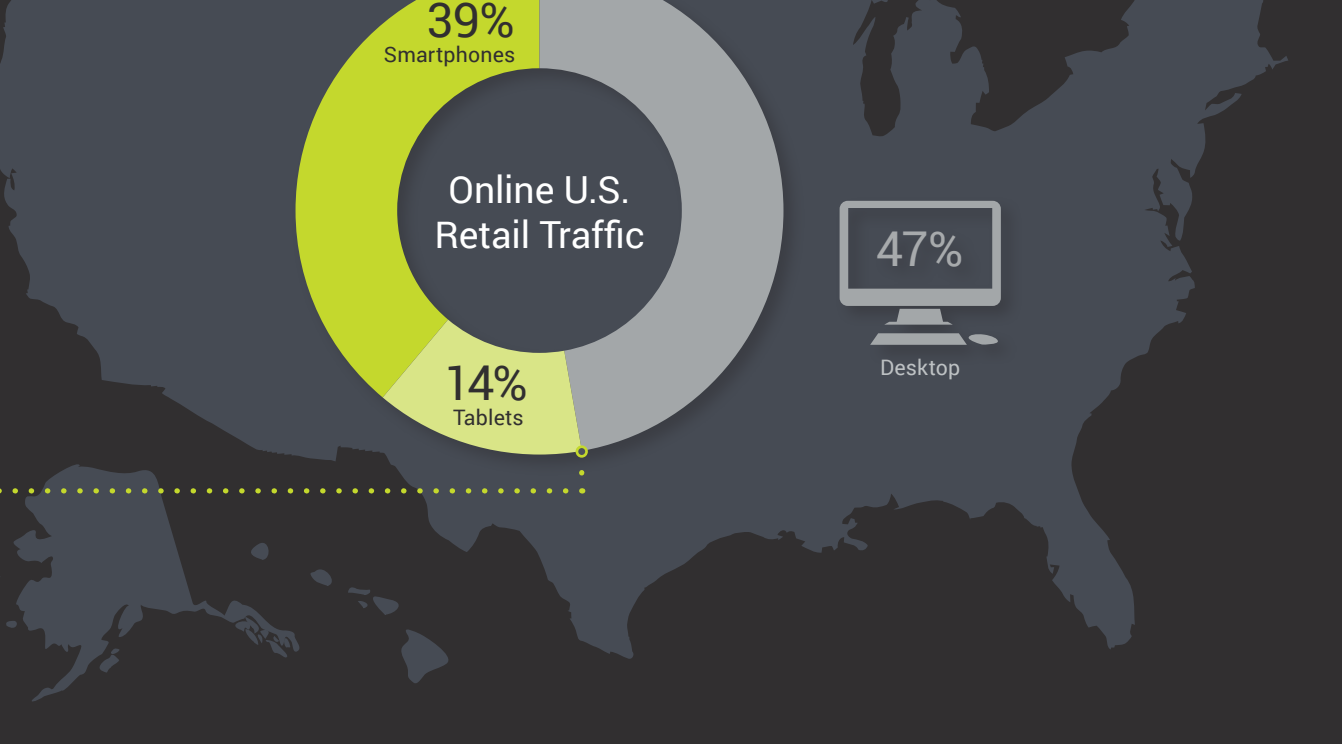
Internet usage in the living room is now predominately done utilizing a smartphone (83%), surpassing PC/laptop usage (53%) and tablet usage (54%).²

Mobile moves past the desktop.

Traffic from mobile devices is now more than 50 percent of overall online U.S. retail traffic.³



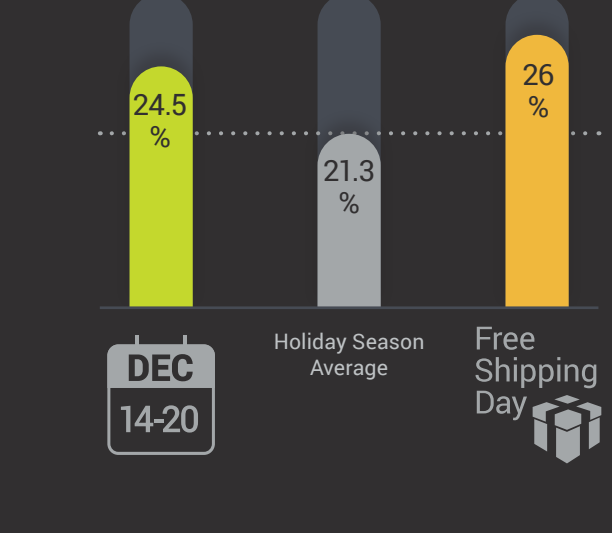
Thanks to smartphones, which expanded their lead over tablets to a whopping 25 percentage points.



Browsing by smartphone was 24.5% Dec 14-20 and 26% on Free Shipping Day, both slightly above the average of 21.3% for the entire holiday season.⁴

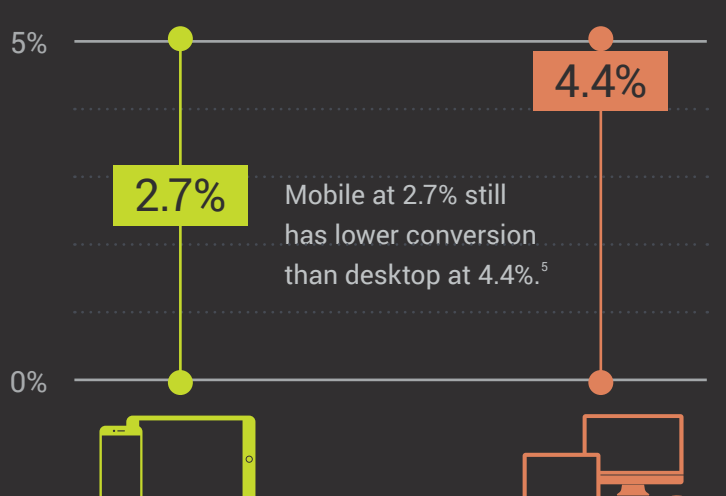
Smartphone traffic (like automobile traffic) ramps up over the holidays.

Browsing by smartphone was 24.5% Dec 14-20 and 26% on Free Shipping Day, both slightly above the average of 21.3% for the entire holiday season.⁴



But wait a minute. It's all about conversions, not just traffic, right?

When U.S. internet users were asked about activities conducted via mobile device during the path to purchase, 61% said they compared prices, and 50% said they researched different products—with some of that activity likely taking place in-store. When it came time to buy, just 13% said they used mobile.⁵

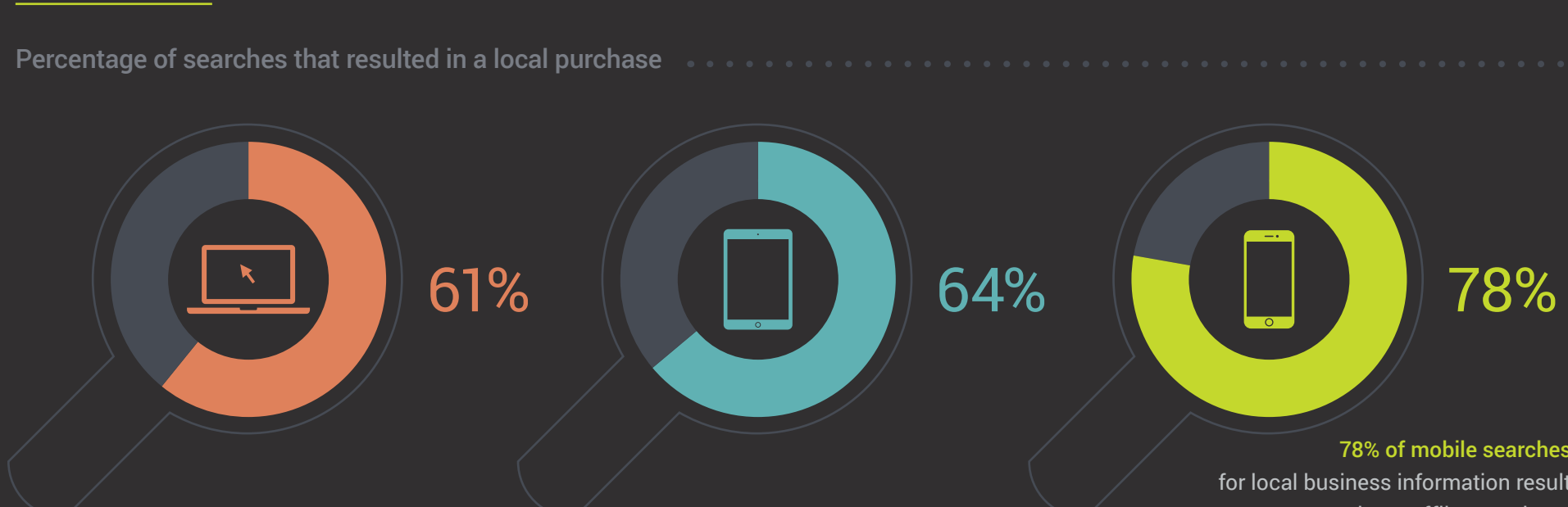


More than 1/3 of online consumers have showroomed.⁷

So mobile is a key sales influencer, just not as the last touch. How do mobile consumers really shop?

"Find me the closest shoe store."

Percentage of searches that resulted in a local purchase



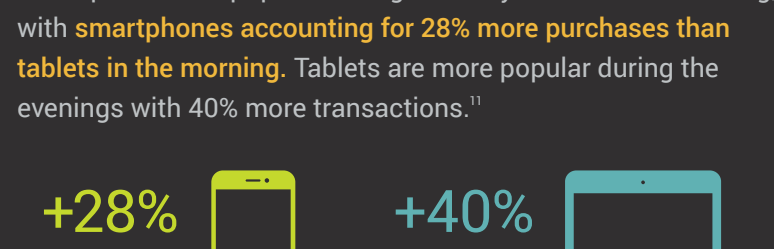
78% of mobile searches for local business information result in an offline purchase.⁸

Conversational search is on the rise and, very similar to Apple's 'Siri,' Hummingbird is a clear step toward improving the intelligence of Google with regard to more complex, conversational search queries, such as 'find me the closest shoe store.'⁹

- Joel Popoff, Digital Marketing Manager, Powered by Search

More often consumers use mobile to purchase at work, and make purchases at the office.

Smartphones are popular during the early hours of the morning, with smartphones accounting for 28% more purchases than tablets in the morning. Tablets are more popular during the evenings with 40% more transactions.¹⁰



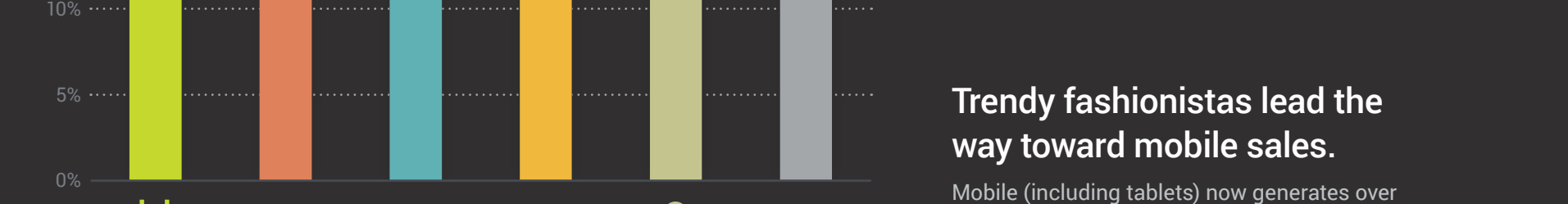
Expect conversion rates to rise as consumers adopt mobile consumers.

Adults who redeem coupons via mobile devices for either online or offline shopping will rise from 78.69 million to 104.11 million between 2014 and 2016, or from 70.0% to 82.0% of all digital couponers.¹¹

80.4 percent of shoppers said their perception of a retailer would improve if the retailer offered mobile deals and coupons.¹²



Trendy fashionistas lead the way toward mobile sales. Mobile (including tablets) now generates over 20% of sales in all eCommerce retail verticals.¹³ At over 30%, Fashion and Luxury retailers have the highest share of mobile transactions.¹³



If you are not yet mobilized, the time to act is now!

Google is already penalizing sites not optimized for smartphones.



Mobile friendly sites now get improved search rankings because Google wants everyone who searches for anything on Google to have a "positive user experience."¹⁴



How to Get More "Tap and Buys."

You want to get the most out of your mobile traffic, and this means getting more conversions. Here are five suggestions on how to take advantage of these mobile shopping behaviors:

- Less is More**
 One of the reasons mobile conversions are lower is screen size. Too much content distracts from the main message. Don't distract shoppers or make them swipe forever to find what they want.
- Offers**
 Mobile users are often window shopping. Offering them a coupon is a great incentive to get them to tap the buy button.
- Change Devices**
 Some people are mobile browsers and desktop shoppers. Ask them if they would like to get the shopping cart or website in an email so they can shop from home.
- Think Local**
 Add store and product locators, text messages and push notifications from your mobile app.
- Optimize Filters**
 Mobile shoppers should be able to narrow down the list of products in four clicks for less.

Sponsored by:



Aptos partners with leading retailers to help bring their digital strategy to life in every channel and in every device. To learn more about how we can help you engage customer differently and convert more mobile shoppers to mobile buyers, contact us at info@aptos.com, and check us out at www.aptos.com.

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