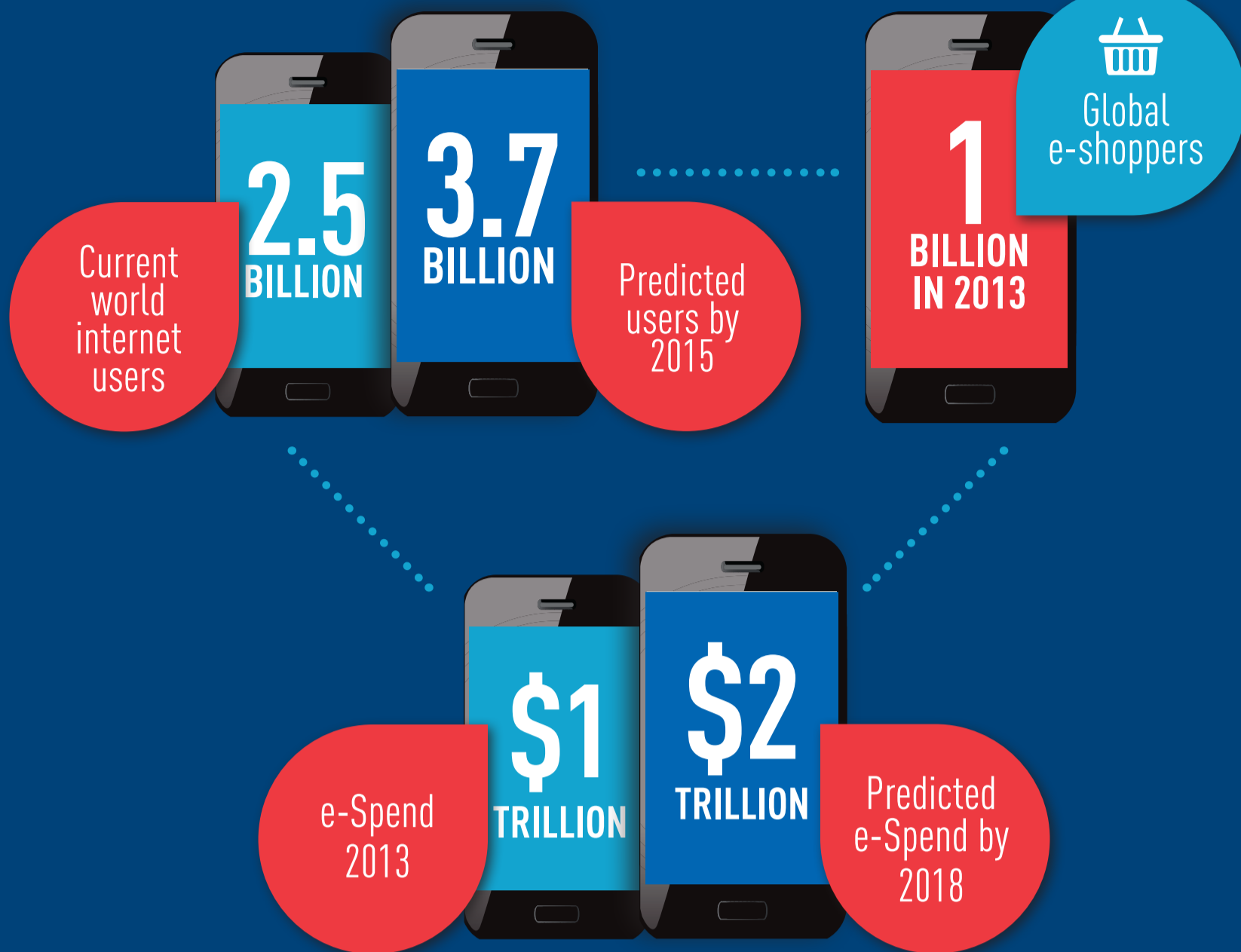


MOBILE COMMERCE IS GROWING...

Why optimising your website for mobile should be your top priority: here are the stats you can't afford to ignore

Boom Time!



SOURCE: IMRG - "How Can Retailers Succeed in the Digital Decade?"



SOURCE: eDigital Research 2013 - <https://docs.google.com/file/d/0ByK8vNddTsZBSWVUTjdSZ1dzVXM/edit>, <http://www.edigitalresearch.com/news/item/month/november/year/2012/nid/645097744>



Tablets were the most popular Christmas gift in 2012 and 71% of tablet owners purchased their Christmas gifts using their tablet device

SOURCE: <http://www.edigitalresearch.com/news/item/month/november/year/2012/nid/645097744>

According to comScore, almost one third of all UK page views come from a mobile or tablet device...



SOURCE: eDigital Research 2013 - "Effectively measuring the true reach of your online channels in an increasingly multichannel world" http://www.essentialretail.com/news/article/john-lewis-mobile-visitors-up-70&utm_source=ER-Campaign-6&utm_medium=email&utm_campaign=can-retailers-benefit-from-facebooks-news-feed-changes <http://www.edigitalresearch.com/news/item/nid/724158922>

The Problem?

Your m-commerce channel needs to display properly on an ever diverse range of devices: from laptops and smartphones to tablets; all with varying screen sizes, browsers and user interfaces.

In an ideal world, this should be achieved with apps specifically tailored for the mobile device plus responsive websites that automatically adapt the site layout according to the device on which they are being viewed.

- 22%** 22% of the top 50 online retailers do not even have a mobile-optimised website or app available for smartphone users.
- 1 in 10** Only one in ten UK retailers has a tablet-optimised site, despite the fact that one tablet generates as many website visits as four smartphones.
- 40%** Google research suggests 40% of users have turned to a competitor's site after a bad mobile experience.



SOURCE: Mastek survey, <http://www.marketingmagazine.co.uk/article/1186599/one-ten-uk-retailers-tablet-optimised-site-says-iab>

Takeaways

- 1** Consumers in the UK are using mobile technology more and more to shop online
- 2** But many e-tailers are falling short when it comes to embracing m-commerce
- 3** Forward-thinking e-commerce businesses are integrating mobile apps and responsive websites into their multi-channel strategy



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