

Brands struggle to provide consistent, connected omnichannel experiences

56%

Consider a consistent omnichannel experience a top priority

22%

Currently have a unified cross-channel commerce experience

73%

Plan to unify cross-channel experiences by 2019.

Source: Retail TouchPoints, 2016

IN THIS ISSUE

What We're Reading

Record-Breaking Holiday Shopping Growth Continues



The holiday shopping season has evolved from a day-long American shopping frenzy to a global phenomenon, and 2016 has proven to be no exception. Between November and December this year, online revenue [surpassed \\$1B](#) nearly every day. Mobile played a major role, making up a sizeable portion of the [\\$12.8 billion](#) spent between Thanksgiving and Cyber Monday: up \$2B over 2015. In the UK, [75% of retail traffic](#) came from mobile in the first few hours of Black Friday alone. This growth momentum for cross-channel holiday shopping is set to continue. [Read our blog](#) for lessons learned from this holiday season's record-breaking performance.

Approaching 2017: A Look at Web Accessibility Today



Unclear guidelines around web accessibility continue to exclude users with disabilities from [meaningfully participating](#) in a digital world. It is a public policy issue that is gaining traction as lawsuits and demand letters swirl. The web accessibility imperative for businesses truly began to take hold following a [2006 accessibility lawsuit](#) that cost Target nearly \$10M in damages and legal fees. Today, the importance of accessibility is being more widely recognized worldwide. However, with [1 in 5 Americans](#) and a [projected 120M](#) EU citizens by 2020 living with a disability, it is critical to not only recognize the problem, but to implement a solution immediately. For tips on getting started, read our [white paper](#).

Seamless Experiences Are Key to AR/VR Success



Many experts are betting on augmented and virtual reality to take over in 2017. However, others find that gaps in the technology and the experiences have led to [less willingness](#) from customers to buy. With the rise of [Microsoft HoloLens](#) and Oculus, AR/VR technologies are everywhere, and piquing the interest of both consumers and brands. The predicted revenue for the AR/VR market is \$160 billion by 2020: [over 30x](#) what it is now. Still, the success of these technologies will rely as much on market availability as it will on popularity and usage. Their future will depend on a seamless, unified experience, which very well may start with mobile. More from [VentureBeat](#) on why mobile may catapult VR/AR to widespread adoption.



Resources

[Mobile Marketing Magazine Feature: Usablenet Urges Accessibility Now](#)

[Meet Usablenet's Newest Accessibility Partner: My Blind Spot](#)

[Advanced Auto Parts Sees Skyrocketing Mobile Performance](#)

[In Case You Missed It: Read our November Edition of Industry Bites](#)