In 2015, approximately
$4 trillion
worth of merchandise will be abandoned globally, by would-be customers who do not purchase

Source: Business Insider

Fast Fact:

A seamless experience across devices and in-store is crucial to preventing lost sales. Three-fourths of shoppers who have abandoned shopping carts say they plan to return to the retailer's website or store to make a purchase.

–SeeWhy

Fast Fact:

Although 37% of all e-commerce traffic in 2014 came from mobile devices, mobile orders and mobile revenue accounted for a mere 23% and 18% of total e-commerce activity, respectively.

–CMO

What We're Reading

The State of M-Commerce Conversion in 2015

Year after year, low conversion rates cripple brands' monetization efforts on mobile. Across devices, only 2.8% of site visitors today complete a purchase (Smart Insights). For mobile, rates drop even further. For the top quartile of retailers, those with the largest share of mobile transactions, smartphone conversion rates average 2.5%. For the remaining percentage of retailers, rates on smartphone fall below 1% (Mediapost). As conversion rates on mobile continue to drop, down from 1.4% on smartphones in 2013, it is crucial for brands to take steps to incentivize shoppers and boost purchase completion. More on the reality behind falling conversion rates here.

Cart Abandonment Continues to Stifle Potential Revenue Growth

Despite brands' continued investment in mobile, cart abandonment continues to plague brands' mobile efforts. According to IBM, cart abandonment rates across industries surpassed 72% this year, up from 68% in 2014. In travel, where the inspiration and browsing phase is typically longer, 2015 has seen a staggering booking abandonment rate of 81 percent. This may suggest an opportunity for improvement in brands' mobile experience: a shorter buyer journey. Today, it takes about 150 taps to complete a purchase on mobile (Forbes). Shortening the path from browse to purchase may encourage more shoppers to buy. Further insight on cart abandonment drivers and ramifications here.

Why Getting UX Right is the Secret to Conversion Optimization

Today, retailers who are putting their customers first are reaping the benefits of their mobile efforts. In fact, on mobile-optimized sites, conversion rates on smartphone are 160% higher than rates on non-optimized sites. Nonetheless, consumers continue to abandon purchases, sites, and brands. Improving the user experience is critical, and optimizing the checkout process in particular can boost conversions anywhere between 2 and 5%. As consumers continue to demand faster and more intuitive experiences on mobile, brands will need to further simplify the purchase journey. UX tips to optimize mobile for improved conversions are available here.

Team Insights and Client Achievements

Marks & Spencer sees online and offline growth in 2015

Hilton begins launch of mobile room selection feature

Chain Store Age: Poor mobile performance can mean missing out

Inside L'Oreal's Digital Transformation

Coverage and conversation