Usablenet

Strategies to achieve mobile-driven digital transformation.

Join a webinar with Forrester's Jennifer Wise.

Date: April 28, 2016 REGISTER NOW Time: 11 AM EST

Fast Fact: Over 62% of mobile customers expect brands to have a mobile-friendly website; 42% expect a mobile app and 23% expect their experience to be relevant to context (e.g. location).

– Forrester

Fast Fact: Last year, mobile sales transactions grew 79%. In the UK, mobile accounted for 41% of sales, while 25% of US-sales were mobile-driven.

– MediaPost

IN THIS ISSUE

What We're Reading

User Preferences Blur the Mobile App vs. Mobile Web Divide

Mobile users' preference for superior experiences, regardless of platform, is rendering the mobile app vs. mobile web debate obsolete. Brands have long treated apps and mobile websites as mutually exclusive platforms. However, according to Forrester, "consumers rely on both nearly equally," albeit in different contexts. Apps command more usage, yet 19% of mobile users prefer mobile web and nearly 33% prefer to use both at different times. Mobile web succeeds in offering consistency, while apps offer contextualized experiences. Today, too few brands leverage these platforms as complementary in order to address the challenges unique to mobile use cases. Insight on users' mobile web and app preferences at Digiday.

The Web Accessibility Imperative: A Pending Legal Tsunami

Web accessibility mandates across industries have been delayed until 2018, but the sense of urgency around accessibility is growing. Inaccessible mobile websites led to over 40 web accessibility lawsuits against leading brands in 2015, and 2016 has begun to see an "explosion of activity" in legal action as disabled users' demands grow. Accessible websites are already a priority, but with many mobile apps today drawing content directly from websites, accessibility threatens to become an even bigger challenge across touchpoints. Brands not complying with accessibility guidelines risk even more damage than legal penalties, facing the lasting effects of a negatively impacted brand reputation. Why the dialogue and action surrounding web accessibility will flourish in 2016.

B2B Brands Must Keep Up with Digital Growth

Buyers' digital-centric mindset has challenged struggling B2B brands to keep up as the digital landscape changes. According to Hybris, "the pace of change in customer expectations [and] in technology advances means companies need to jump in quickly," or risk losing market share, customers, and a competitive advantage. The demand for B2B mobile is stemming from the convenience and success of B2C experiences. B2B buyers are equally demanding, yet only 12% of B2B brands feel equipped to meet their digital expectations. B2B companies need to deliver strong experiences and be ready to adapt to changes in preferences and demands. Read our fact sheet for tips on how to succeed in B2B as mobile commerce soars.

Webinar Invite: Strategies to Achieve Mobile-Driven Digital Transformation

According to eMarketer, the amount of time people spend on mobile devices is growing 11 times faster than time spent on desktops. It indicates a complete shift in how customers behave and think.

Many businesses are embracing mobile, but are slow to recognize that winning on mobile requires a new customer engagement strategy.

Join the webinar with Forrester's Jennifer Wise on"Using Mobile to Speed Up your Company's Digital Transformation", hosted by Usablenet.

Register here.