

**Fast Fact:**

The average attention span is dropping: today at 8.25 seconds, down from 12 seconds in 2000.

-StatisticBrain.com

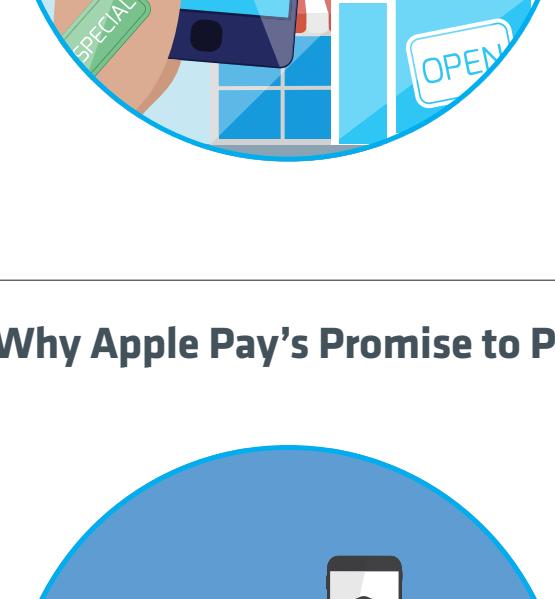
**Fast Fact:**

17% of all online page views last under 4 seconds, and mobile users in particular will abandon a page after 3 seconds.

-StatisticBrain.com

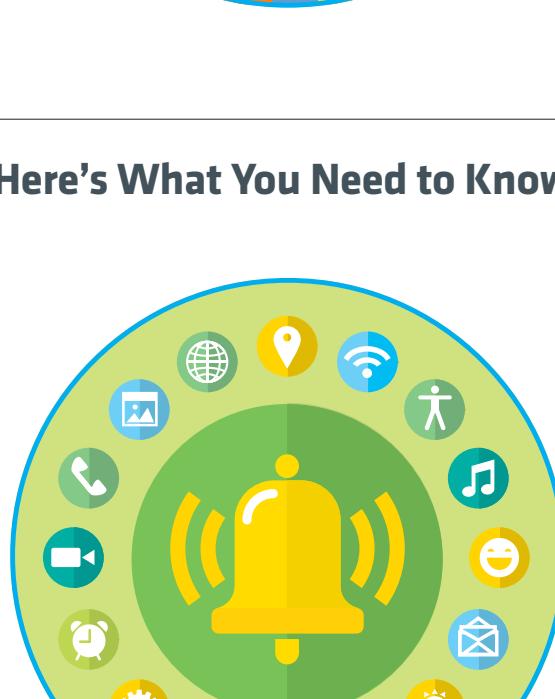
## What We're Reading

### Mobile May Be the Key to an IndustryWide Competitive Advantage by 2018



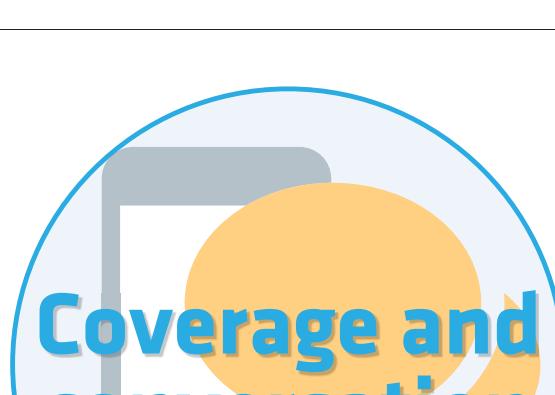
Year after year, mobile continues to play a crucial role in e-commerce. Nonetheless, many brands are still failing to invest in mobile, while others are executing [mobile strategies that underwhelm](#). Those not investing, representing half of businesses worldwide, risk losing [up to 1/3 of their mobile traffic](#). However, simply having a mobile offering will not mean digital success. By 2018, companies that go further with mobile by investing particularly in personalization will [outsell their competitors by 20%](#). It is crucial that brands step up and go beyond basic mobile expectations, or fall further behind their competitors. More on the opportunities in mobile at [Tech Republic](#).

### Why Apple Pay's Promise to Popularize Mobile Payments May Underdeliver

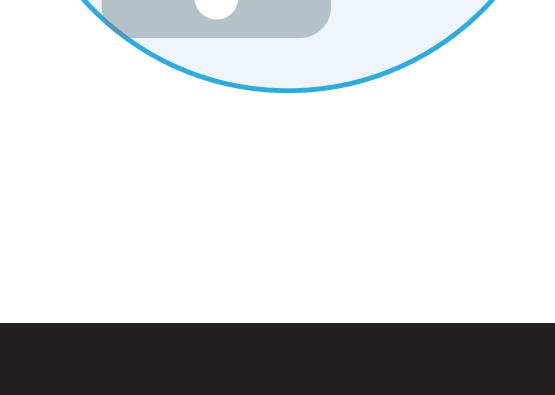


Despite the expansion of Apple Pay, the existing gap between mobile and social payment adoption may indicate a lack of interest in replacements for traditional payment methods. Today, [40% of consumers](#) have used a mobile payment app, but less than 5% have used Apple Pay. Meanwhile, peer-to-peer mobile payment adoption is skyrocketing, and mobile money transfers are [expected to increase by 150%](#) this year. Adopters may be less enamored with pure digital innovation and more interested in the convenience of a streamlined peer-to-peer payment process. More on the potential of mobile payments [here](#).

### Here's What You Need to Know About Google's Eddystone



Google's unveiling of Eddystone, a new platform for beacons, is presenting never-before-seen opportunities for cross-channel, personalized experiences. Unlike the iBeacon, Eddystone's open-source format allows beacons to function [across iOS, Android and beacon-supporting devices](#). Beacons can now communicate privately with individuals, allowing a user's device to help find their luggage or bring up an event ticket barcode at a venue ([The Next Web](#)). With new APIs and the ability to build more contextual apps, Eddystone presents a framework upon which the Internet of Things may operate. While this is [a step in the right direction](#), beacons' full potential remains untapped as brands fail to properly leverage them. More on the opportunities for beacons at [ReadWrite](#).



### Brands Spotlight

[Usablenet in Retail Touchpoints: A Guide to Mobile App Strategy Decision-Making](#)

[Xoom Launches Instant Mobile Reload](#)

[Extended Stay America Launches New Loyalty Program](#)

[Silver Airways Unveils Mobile Check-In and Boarding Pass Features](#)