



Fast Fact:

In 2016, mobile and tablet commerce will reach \$142 billion in the US and €86 billion in the UK, representing 38% and 32% of online transactions, respectively.

-Forrester

Fast Fact:

The end of the 2015 will see a 6% increase in sales, reaching \$885 billion, with the influence of mobile on sales growing 30%.

-eMarketer

IN THIS ISSUE

What We’re Reading

Lessons Learned from Black Friday Weekend 2015



Despite online shopping hitting record-breaking highs worldwide, the 2015 holiday shopping weekend highlighted critical [areas of improvement](#) for retailers. The online shopping frenzy [started even sooner](#) and Black Friday sales underperformed, generating slightly less revenue than originally forecasted ([Adobe](#)). Meanwhile, site outages [wreaked havoc](#) on major brands, and online traffic outpaced sales by a wide margin. Only 2 of every 100 mobile visitors completed a purchase over the weekend. More key takeaways from the Black Friday weekend [here](#).

Trend to Watch in 2016: Social Commerce



While attempts to integrate social media and e-commerce have been met with mixed responses, the opportunity in social media cannot be ignored. By 2016, online sales driven by social media are predicted to grow [93% year-over-year](#), but only 12% of brands today feel that they are using social media effectively. Social is [driving 200% more retail traffic](#) in 2015 over last year, and directly influencing the purchasing decisions of 40% of shoppers. Today, [92% of consumers](#) prefer to purchase from a company with active social customer engagement. Insights on the state of social commerce [here](#).

Web Accessibility: Regulations Will Tighten as Deadlines Loom



Airlines are feeling the pressure to meet DOT accessibility deadlines this month. [By April 2016](#), the DoT will make more robust compliance mandatory: requiring all web content from airlines to be [easily operable](#) by the disabled population. Brands across industries must prepare to meet stricter accessibility obligations. In the [next three years](#), regulations around web accessibility will likely require healthcare providers, entertainment venues, retailers and travel brands alike to ensure enhanced accessibility. Businesses like Target, Reebok and the NBA have already been hit with legal repercussions, and brands who do not act will be vulnerable. Visit our [website](#) for more information on web accessibility.



Brand Insights

- [John Lewis Named Top Mobile Retailer in 2015](#)
- [Case Study: Charming Charlie Mobile Website Launch](#)
- [Mobile Drives 17% of Sales Growth for ASOS](#)
- [CVS Health Mobile App Integrates with Apple Watch](#)