

2012**Median Leading Ecommerce Site Load Time****2015****5.3 seconds** to fully loadLeading E-commerce site load times have seen a **26% slow down** since 2012.**8.6 seconds** to fully load

Source: Radware

FAST FACT:

“During peak usage times, iOS apps perform 40 percent faster than Android apps, which corresponds to an 18.5 percent higher average order for iOS customers than Android users.”

– KEYNOTE

FAST FACT:

“A one-second delay in mobile load times can hurt conversions and cart size by up to 3.5%.”

– WEB PERFORMANCE TODAY

IN THIS ISSUE:**What We're Reading****The Mobile Disconnect: Users More Keen as Brand Experiences Fall Short**

Although more brands are attempting to implement a user-centric mobile strategy, the mobile experiences they currently offer still underwhelm consumers. This disconnect may be contributing to the gap between user expectations and actual behavior. Recent studies show a growing disconnect between [brands' perceptions](#) of user satisfaction on mobile, versus what users think. According to [IBM](#), this gap may suggest that consumers' enthusiasm for e- and m-commerce is outpacing the reality of successful mobile shopping experiences. Read more about user must-haves and brand shortcomings [here](#).



The Hidden Opportunity in Cart Abandonment

Efforts to improve mobile conversions continue to fall flat, and almost 70% of users today abandon their mobile shopping cart without completing a purchase ([Entrepreneur](#)). The issue with cart abandonment may lay, quite simply, in the lack of an easy and seamless buyer journey. The process of buying takes as long, if not longer, than the shopping itself. Brands must secure a better understanding of shoppers' path to purchase to inform improvements to the m-commerce experience. For tips on how to leverage cart abandonment, read more at [eMarketer](#).



Retailers Lag in Mobile Performance

High-performing mobile sites are becoming increasingly critical as consumer demands for speed, usability and functionality grow. Nonetheless, mobile sites, on average, vastly underperform. Among the top 100 retail sites, the average page load time ranges between 4.8 and 7 seconds on an iPhone over a 3G or 4G network ([Radware](#)). This subpar performance both underwhelms and drives away approximately 40% of mobile users ([KISSmetrics](#)). More on mobile performance's room for improvement [here](#).



Team Insights and Client Achievements

[How John Lewis is Setting an Omnichannel Example](#)

[Real Mobile Marketing Agility Requires Relevance](#)

[How to Ask for Performance as a Requirement](#)

[Hilton Sees More Than One-Third of Guests Use Digital Check-In](#)

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