

**64%**

of US mobile users consider mobile the **most important** resource in their purchase process

**1/3**

use mobile **exclusively** to make purchase decisions



Source: Nielsen

**FAST FACT:**

“Mobile is becoming the leading platform for shopping, whether for browsing, researching or purchasing. Smartphones account for 44% of retail internet minutes, and tablets account for 11%”

– COMSCORE

**FAST FACT:**

“21% of hotel bookings and 15% of revenue came from mobile devices in 2014. Tablets in particular generated 226% more revenue and 77% more room nights than other mobile devices.”

– HEBS DIGITAL

**IN THIS ISSUE:****What We're Reading****Young Consumers Demand Mobile – First Strategies in 2015**

While 70% of retailers now have mobile-specific offerings, they are not going far enough to satisfy their mobile-dependent young consumers ([Internet Retailing](#)). 67% of consumers under the age of 50 are interested in a completely mobile path to purchase. Meanwhile, more than half of all brands misunderstand mobile to be only a vehicle for in-store sales. Brands must think mobile-first in order to satisfy a demographic with increasing spending power and growing demands. More on young consumers' expectations and behavior at [BusinessWire](#).



## B2B Brands Still Behind in the Mobile Race

Despite increasing pressure, B2B brands are still lagging in the effort to leverage mobile channels. They have seen a mere 1.5 percent rise in mobile traffic over the last 18 months, compared to an 8% rise for B2C sites within the same timeframe ([B2B News Network](#)). By 2020, the B2B industry is expected to see global online sales reach \$6.7 trillion. As mobile adoption continues to soar, B2B brands must take notice and take action or risk a blow to their bottom line. Insights on B2B's projected growth and current shortcomings are available at [Internet Retailer](#).



## Usablenet Webinar: What Travelers Really Want from Mobile

While a good deal often incentivizes travelers, brands today can reap the greatest benefit from a mobile strategy driven by consumer-demand ([Tnooz](#)). Usablenet's upcoming webinar, "What Travelers Really Want from Mobile," will offer insights on how brands can enhance the whole travel experience across devices. Between 25 and 50% of travelers across demographics plan and book via mobile phone, and 70% do so via tablets ([Marketing Tech Blog](#)). For tips on how to connect with these mobile travelers, register for Usablenet's webinar [here](#).



## Team Insights and Client Achievements

[Haggar Clothing Steps Up its Digital Operation](#)

[Xoom's Julian King: 3 Lessons for Mobile Business Success](#)

[Tesco Mobile Reports 40% Increase in Customers](#)

[Dress Barn: Dress Bar Designer Collaborations](#)

Usablenet, Inc.

142 W. 57th Street, 7th Floor, New York, NY 10019

Copyright 2015. All Rights Reserved. [Contact Us.](#)

