

**Fast Fact:**

By 2020, mobile commerce will make up \$523 billion in sales: up 58% from 2015’s mobile revenue.

-Forrester

**Fast Fact:**

On average, e-commerce platforms are generating only 25% of their true revenue potential; the value of abandoned shopping carts is 4x the value of revenue generated.

-VentureBurn

IN THIS ISSUE


What We’re Reading

Omnichannel Efforts Miss the Mark on Customer-Centricity




Omnichannel is a top priority for retailers, but a [lack of awareness](#) around what drives a successful strategy has resulted in experiences that overlook consumers’ buying behavior. While [97% of brands](#) have invested in omnichannel, only half of retailers and one-quarter of customers believe retailers deliver a [strong omnichannel experience](#). The lack of effective strategies can be attributed to retailers’ prioritization of their online channels over customer needs. Looking ahead, omnichannel success will depend on retailers’ ability to anticipate trends and keep up with changing demands. Tips on winning omnichannel from [NRF](#).

An Underwhelming App May Cost Brands Their Customers




As mobile customer demands grow, brands doing the bare minimum to launch an app may be dissatisfying and driving away users. In spite of their engagement and sales-driving potential, 20% of mobile apps today are used [only once](#). One-fourth of buyers would shop elsewhere based solely on the design and functionality of a brand’s app and 60% would [delete an app](#) based on the quality of its performance. In 2015, more brands took steps to [lay down the app basics](#), but to reap the benefits of their investment, brands must engage customers beyond the initial download. For insight on how and when to launch a successful app strategy, download our [eBook](#).

Customer Engagement is the Key to Mobile Wallet Adoption



Users’ lukewarm reception of contactless payments has made clear that the opportunity in mobile wallets does not lie in payments. Currently missing a critical convenience-factor for users, mobile wallets have potential to become engagement tools or to “[morph into rich marketing platforms](#)” within five years (Forrester). 60% of mobile users want loyalty features in mobile wallets, and [30% of businesses](#) plan to use them as an engagement tool. Current and future growth will depend on the success of leveraging mobile wallets to improve the user experience. More predictions on the potential of mobile wallets [here](#).



Brand Insights

[Why Web Accessibility Should Be On Your 2016 Roadmap](#)

[Case Study: Intermix Mobile Website](#)

[Hilton Proves It Can Succeed At Mobile](#)

[Usablenet Feature: B2B Mobile Commerce Taking Off](#)