Usablenet

GROWTH IN CONVERSION RATES

2015 **since 2013**

↑ **6%** on smartphones

↑ **8.9%** on mobile year-over-year.

↓ **8.3%** drop on desktop year-over-year

Fast Fact:

Worldwide, mobile app revenues have reached $45B this year, expected to grow to $58B by 2016, and further to $77B by 2017.

-Business2Community

Fast Fact:

Today, 73% of online and mobile shoppers are using carts to store items for later, rather than to purchase, due to demand for a more seamless cross-channel shopping experience.

-Biz Report

What We're Reading

Conversion, Engagement and Sales Influence: Why Brands Must Prioritize Mobile Apps Now

In meeting mobile consumer demands, many brands' app experiences are missing the mark. This year, nearly half of shoppers worldwide will use a retailer's app in-store and one-third of shoppers will use a shopping app at least once a week (Cisco). For brands that have prioritized them, mobile apps have generated half of all mobile transactions. However, due to apps that are not compelling or purposeful enough, brands are missing the opportunity to outperform competitors and encourage frequent engagement (Fortune). For guidance on whether your brand needs a mobile app or app refresh, see Usablenet's App Strategy Decision-Making tool here, and download our full eBook for further tips, considerations and insights on strengthening your mobile app strategy.

How Unprepared B2B Brands Risk Falling Further Behind B2C

While the increasing growth in mobile adoption has seemed to have a more immediate effect on B2C, its effect on B2B brands must be both recognized and prepared for. Preceding Google's mobile-friendly algorithm, only 3 in 10 B2B sites were mobile ready, although more than half of users engage with B2B brands via mobile and 38% find information on a B2B brand via search engine. In the last year alone, B2B revenue has seen a 5% increase, surpassing $62 billion (NPD). As the industry continues to see unrelenting growth, brands will need to step up and leverage mobile or risk falling further behind its B2C competition. Read more here on the state of B2B in 2015.

A Look at Deep-Linking: Possibilities for Seamless Mobile Experiences

Following Apple's announcement of universal deep linking – a seamless cohesion of web browsers and third-party apps – a refueled emphasis on seamless experiences may be on the rise. Using new APIs, universal deep linking can streamline navigation across mobile apps and mobile websites: a crucial feature for developers and mobile users alike that extends onto search engines as well (Tech Crunch). Deep-linking can pave the way for brands to connect and drive engagement across mobile channels. This may mean that "foundational pieces are fully in place" for the prioritization of fully seamless experiences on mobile. Read more on the implications of deep linking in the mobile landscape at Medium.

Brands Spotlight

Coverage and conversation

Boots, Marks & Spencer Announce Apple Pay Integration for UK Launch

ASOS to Launch App for Apple Watch

CVS Unveils Digital Innovation Lab

Walgreens Launches New Medication Reminder App