

The number of mobile shoppers in the US is expected to reach

111 million up from **35.9 million**
by end of 2015 in 2010



Source: Mashable

Fast Fact:

In the U.S., holiday sales make up about 19% of the retail industry's annual sales of over \$3 trillion.

-NRF

Fast Fact:

By 2017, 60% of all retail sales in the U.S. will involve online transactions made through digital devices, including desktop, smartphones and tablets.

-Forrester

What We're Reading

Holiday Shopping Season: Improving on Shortcomings and Looking Ahead at 2015



Following 2014's last-ditch efforts to keep up with demands in the midst of a surge in online traffic, brands are under pressure to be prepared for the challenges this holiday season may bring. Last Black Friday, e-commerce revenues surpassed \$1.5 billion in the US, while UK shoppers inspired by the American-born shopping craze [spent over £800 million](#). However, site crashes were not uncommon and many brands suffered major losses as a result. For 2015, online sales across desktop and mobile are predicted to grow over 7%, making holiday preparedness even more crucial ([NRF](#)). See more on how brands have fallen short and why you should improve your holiday mobile strategy for the season ahead [here](#).

Why Wearables and Mobile Payments Will Rock Holiday Retail



Along with the launches of Android Wear, Apple Pay, and Apple Watch, wearables and mobile payments are now converging, with great potential to make a wave in mobile. According to Mary Meeker's [latest Internet Trends Report](#), internet-driven innovations will be huge opportunities in 2015. Further, in the U.S., mobile payments will bring in [\\$142 billion by 2019](#). Wearables have already shown potential to increase personalization and efficiency, and 76% of consumers want wearable technology to help them get more out of in-store shopping: a ripe opportunity for the upcoming holiday season ([PwC](#)). Brands must take note of how both technologies are changing customers' behavior on- and offline. More on the wearable-based future of holiday retail at [Retail Touchpoints](#).

Setback or Opportunity: How Significant is "Mobile-Friendly"?



Following Google [and Bing's](#) new mobile-friendly algorithms, when searched on mobile, mobile-optimized sites are being rewarded with a [boost in Google's search rankings](#) while others have fallen. Dubbed "mobilegedon", this means more relevant results for mobile users, but may become a nightmare for unprepared brands. Today, 23% of traffic to websites [originates from mobile search](#), and during peak shopping periods, a loss in traffic will be particularly significant. While only minor drops in ranking have been reported so far, this shift does not yet impact searches on desktop or tablet. As multiscreen behavior becomes the norm, it seems likely that more change is on the horizon. Why this mobile-friendly shift may be just the beginning of a larger movement [here](#).

Brands Spotlight

[Usablenet: Six Ways Mobile Can Ease Traveler Stress and Increase Bookings](#)

[JetBlue is High on Mobility](#)

[Intermix Makes the Shift from Bricks to Clicks](#)

[Dressbarn Opens Pop-Up Shop for Newly Launched Dressbar](#)

