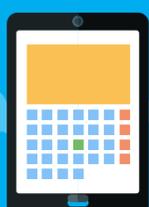
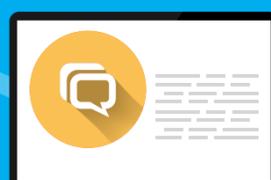


**Growth of Digital Content Consumption Online in the U.S.**

(2011-2015)


**394%**

**1,721%**

**37%**

Source: ComScore

**Fast Fact:**

Mobile commerce will account for 24.4% of overall e-commerce revenues by the end of 2017.

-ABI Research

**Fast Fact:**

37% of consumers are more likely to purchase on a mobile-optimized site, and 27% will leave a site if it is not mobile-optimized.

-ExactTarget,  
2014 Mobile Behavior Report

## What We're Reading

### Why Multichannel Performance is Still a Priority in 2015



With mobile on the rise, the urgency around successful multichannel efforts is clear. This year, multichannel performance is the top priority for 71% of brands ([PwC](#)). The median load time for a mobile site on a smartphone is 4.8 seconds: still [nearly 2 seconds longer](#) than users want to wait. Further, many cluttered mobile sites leave shoppers overwhelmed, leading to difficulty making a purchase decision. For small businesses, [25% of which still do not have a website at all](#), the challenge only grows. Brands must take steps to meet users' multichannel needs, or risk losing customers and revenue. Tips on tailoring engagement efforts to multichannel consumers [here](#).

### Using B2C Best Practices to Seize B2B Revenue Growth Opportunities



While the buzz surrounding e- and m-commerce is often attributed to retailers, 2015's biggest sales, growth and arguably, opportunity, can be found in B2B. According to [Forrester](#), B2B e-commerce revenue is expected to hit \$1.1 trillion by 2020. However, the growth rate of B2B revenue stands at 7.7% year-over-year, stifled in part by the [need to reduce costs](#). Implementing mobile self-service options, B2B brands can shorten the buyer journey and slash the costs of serving customers by as much as 90% ([Internet Retailer](#)). Nonetheless, these brands can learn to seize their revenue growth opportunities from their B2C counterparts. More on how B2B can adopt B2C best practices [here](#).

### How to Unlock the Near-Term Benefits of Wearables



Currently a future-facing novelty, wearables may tip the scale in favor of widespread adoption if brands can leverage existing opportunities. Today, 72% of consumers want wearable technology [to improve customer service](#). In the travel industry, the launch of the Apple Watch may make this a reality. Upcoming Apple Watch travel apps will use location services to offer last-minute deals and allow for keyless room entry ([Travel Weekly](#)). Wearables are "closely tied to the user experience, reflecting real time movements and actions by the user himself:" which can inform further personalized marketing and mobile features for brands across industries. More on how wearables may lead to opportunities across industries [here](#).


**Coverage and conversation**
**Brands Insights and Achievements**

[ADI Global: New mobile app sparks online customer engagement](#)

[Xoom expands international money transfer, launches cross-border bill pay](#)

[The Ritz-Carlton: On Customer Service Secrets](#)

[Selfridges announces timely retail partnership with Apple Watch](#)