



In the U.S. alone mobile eCommerce sales have soared by **over 1,000%** to **\$43 billion** in the past four years and there is no sign the trend is slowing.

–Accenture

FAST FACT:

**“By 2018, mobile and tablet commerce revenues across Europe will represent 49% of online retail and travel sales, compared with 20% in 2014.”**

– FORRESTER

FAST FACT:

**“For the 2014 holiday season, purchases made on smartphones and tablets will account for 13% of e-commerce sales in the U.S., up from 11.5% in 2013.”**

– BI INTELLIGENCE

**IN THIS ISSUE:**

## **What We're Reading**



### **Mobile and Millennials: Cater Today to the Power Shoppers of Tomorrow**

With \$170 billion in purchasing power, millennials make up a growing and influential demographic expected to soon outspend Baby Boomers. With an estimated spending power of \$1.4 trillion in the U.S. by 2020, mobile-dependent millennials should be a focus point for brands now, or risk them becoming a missed opportunity later. Lack of app availability and good mobile functionality, however, are key issues millennials experience on mobile: crucial points for an audience whose lives are constantly shared on and influenced by mobile. Read more on millennials' mobile demands at [eMarketer](#).



## Calling for Stronger Contenders in the Mobile Payments War

Following the launch of Apple Pay, a wave of anticipation has swelled, with users and merchants alike awaiting the rise of the mobile payment leader that will kick start its widespread adoption. However, [Forrester](#) has noted that consumers will adopt mobile payments only “when it’s clearly better than the next best alternative.” According to Gartner analyst Sandy Shen, because cash and cards are convenient and accepted everywhere, “mobile phone payment needs a better reason to persuade people to make the switch.” A deeper look into hazy predictions for mobile payment adoption is available [here](#).



## Take a B2C Approach for a Successful B2B Strategy

Like their retail shopping counterparts, today’s B2B buyers are seeking both convenience and speed from supplier’s web sites. These empowered B2B buyers have more freedom to make purchasing decisions, and meeting their needs across all channels can ensure customer satisfaction and repeat business. According to [Forrester](#), “it’s time to replicate the features, functions and visual appeal of B2C e-commerce sites” in the B2B space. With B2B mobile traffic rivaling that of B2C retailers, B2B brands should take note of what makes and breaks retailers’ success on mobile: a key touchpoint for consumers. Visit [Internet Retailer](#) for insights on B2B’s empowered buyer.



## Team Insights and Client Achievements

[The importance of user-centered design](#)

[How Aeropostale and ASOS are getting mobile right with millennials](#)

[Hyatt builds new app with hotel services, Uber ridesharing](#)

[Preserve your travel memories with the Ritz-Carlton app](#)

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