



Fast Fact:
By 2017, 20% of market leaders across industries will lose their number one position because of a lack of digital business advantage.

-Gartner


Fast Fact:
Mobile commerce rates in 2018 will match today’s total e-commerce revenue, growing at a rate of \$30 billion every year.

-Goldmann Sachs

IN THIS ISSUE


What We’re Reading

Digital Discrimination: Brands Need to Act



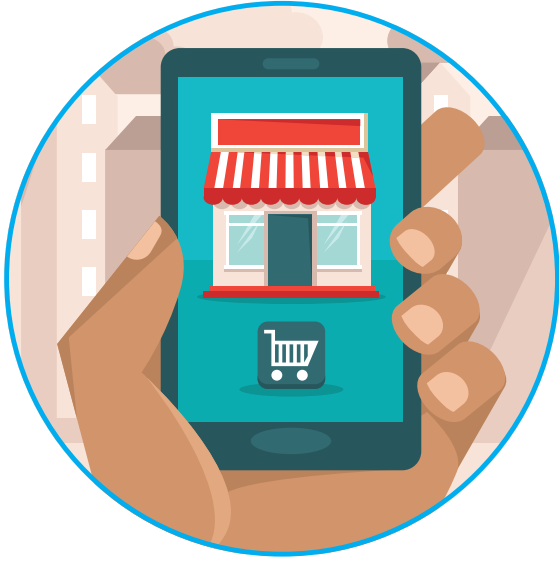
Compliance with web accessibility regulations is now mandated worldwide, and the pressure to ensure digital access is growing. According to the [DoJ](#), 1 in 6 potential business customers has a disability and 92% own at least [one mobile device](#). The obligation to eliminate barriers for the disabled population is especially critical in an increasingly digital world. The disabled population has an annual spending power of over £80B in the UK and \$220 billion in the US, yet [83% of disabled people](#) abandon a purchase because they are unable to easily do so online. Brands must step up ahead of stricter guidelines and cross-industry mandates or face an inevitable wave of legal repercussions. More on how the web accessibility movement is likely to mature at [Website Magazine](#).

B2B Brands Remain Far Behind Digital Consumer Expectations



Users on B2B mobile sites are expecting more from brands still not embracing digital and struggling to deliver successful experiences. Today, 38% of B2B buyers are [exclusively using digital](#) channels and 32% are mixing online and offline channels to shop. Brands not tuning into best practices are missing out on possible revenue from underwhelmed yet willing B2B buyers. Brands will face more difficulty as demands go beyond basic expectations and focus on connected experiences [online and offline](#). With 95% of B2B shoppers [regularly engaging](#) with brands online, a continued failure to meet the standard on mobile will keep brands behind stronger digital competitors. For more on who is missing the mark and tips on how to improve B2B mobile, read [Usablenet’s research report](#).

Poor Mobile UX Costs Brands Billions in Lost Revenue



Across industries, brands continue to deliver poor user experiences on mobile, squandering billions in recoverable revenue. Subpar UX costs UK retailers as much as £6 billion [in abandoned revenue](#), yet it is only a third of what is lost by their American counterparts. More than half of retail shoppers and [2 in 5 travelers](#) have abandoned a mobile transaction due to usability issues, outweighing price and payment security as a deciding factor in purchase completion. Brands who prioritize usability on mobile, however, stand to reap major returns. [23% of mobile buyers](#) have abandoned a cart valued at \$100 or more: revenue up for grabs for brands offering strong experiences. More [here](#) on why brands must understand and address users’ frustrations on mobile.



Brand Insights

[Usablenet Feature in Internet Retailer: Making B2B Mobile Easier to Shop](#)

[Dell and Usablenet Announce Partnership to Deliver End-to-End Solutions on Mobile](#)

[ADI Global Continues North American Mobile Expansion](#)

[PSEG Long Island Launches Mobile Website](#)