

40%

fewer mobile transactions are made on sites not optimized for mobile compared to mobile optimized sites.

Source: Criteo



Fast Fact:

By 2020, customer experience will overtake price and product as the key brand differentiator.

-Experience Dynamics

Fast Fact:

Nearly half of retailers do not yet fully meet the needs of omnichannel shoppers, risking a loss of 7% of their total revenue every year.

-Certona

IN THIS ISSUE

What We're Reading

Shop.org Recap: The Pressure to Master Mobile Basics and Embrace Digital Disruption



NRF's 2015 Shop.org Summit highlighted the power of digital in the face of an increasingly demanding audience. Keynote speakers such as [QVC CEO Mike George](#) emphasized that digital change is constant and getting mobile right while [leveraging evolving technologies](#) can help brands navigate a maturing retail landscape. Themes included effective personalization and integrated omnichannel strategies as vital factors to [e-commerce success in 2016](#). Retailers who still fail to meet customer demands are under pressure to exceed them in dynamic ways, all while keeping up with the changes brought on by digital. More on the e-commerce challenges retailers face ahead at [RetailDive](#).

User-Centricity Can Take B2B E-Commerce to the Next Level



Today, missing the mark on user-centric e-commerce strategies has proven to be particularly costly for B2B brands. Online conversion rates this year are [more than 3x the typical B2C average](#), with mobile commanding 10% of this revenue. Still, customer expectations are high and personalization is a deciding factor for [half of consumers](#) when choosing a B2B supplier. Brands enhancing their site based on user preferences are already seeing a major payoff: a [7% increase in annual revenue](#) and 8% reduction in shopping cart abandonment. Brands must take advantage of the possibilities in personalization or miss out on growing e-commerce sales. More here on why B2B brands should step up their digital strategies.

Customer Experience is a Cross-Industry Competitive Advantage



Mobile has become the key to a strong customer experience strategy and securing a competitive edge. Still, only 1% of customers on across digital touchpoints feel that brands [consistently meet their expectations](#). European brands fall even further behind those in the U.S., missing a growth opportunity [just within their reach](#). This year, brands executing strong CX strategies are [10x more likely](#) to see double-digit growth than brands not yet taking action. On the other hand, weak mobile experiences drive [one-fifth of online shoppers](#) to a competitor. One brand getting customer experience right is U.S. retailer Dressbarn, who have embraced mobile CX as the driving force of their success. More on the influence of customer experience and first-hand insights on Dressbarn's mobile CX execution [here](#).



Brand Insights

[Surfstitch reveals new opportunities at the intersection of content and e-commerce](#)

[Hilton and Uber partner to aid the travel experience for guests](#)

[L'Oreal explores the Internet of Things](#)

[Walgreens to expand telemedicine on its mobile app](#)