

Mobile is set to drive **record** e-commerce traffic and sales.

Mobile commerce will contribute nearly



of all digital commerce sales by 2018.

Source: Goldman Sachs

Fast Fact:

Today, 87% of consumers use smartphones or tablets for shopping activities and nearly 70% conduct pre-purchase research on their smartphones.

-Nielsen

Fast Fact:

Over half of all online traffic and one-quarter of online sales are expected to come from mobile by December 2015.

-IBM

IN THIS ISSUE

What We're Reading

2015 Holiday Shoppers Demand More on Mobile



Each year, retailers looking to get a head start on holiday season preparations are further challenged by shoppers who want better, faster mobile experiences. Two-thirds of shoppers are [looking to purchase more on mobile](#) this year, and over 50% expect tailored, engaging experiences across channels. However, the average online session length dropped to a record low in 2015, page views have dropped 10% since 2013 and cart abandonment rates continue to increase ([IBM](#)). Meanwhile, 1 in 5 mobile users will not wait to engage with a brand if their webpage [does not load instantly](#). More on the holiday shopping forecast for 2015 at [Digiday](#).

Why Responsive Design May Cost You Customers



The recent popularity of Responsive Web Design has skyrocketed, and 2015 is being called [The Year of Responsive Design](#) despite mobile users' increasing demand for better performance. Usablenet's recent white paper highlights the trouble with Responsive Design, as well as key considerations for additional web solutions and tips on how to overcome RWD's challenges. In 2015, 20% of the top 500 mobile retailers [have adopted RWD](#). Nonetheless, subpar performance continues to plague brands who invest in RWD, and 79% of shoppers are [less likely to make a repeat purchase](#) from a poorly performing site. For an informative guide on The Trouble with Responsive Design, download the white paper [here](#).

Personalization Efforts in Travel Continue to Miss the Mark



Mobile booking has [reached over 30%](#), but many travel brands are attempting more than they can successfully execute, leaving travelers frustrated by the booking process or overwhelmed by irrelevant offers. Travel customers want offers targeted to their location and their needs. Nonetheless, half of travelers feel that [most offers are irrelevant to their preferences](#), which makes 40% less likely to buy moving forward. This disappointment with personalization efforts leads 60% of frustrated travel customers to [abandon a site and book elsewhere](#), making it crucial for travel brands to focus on offering customers what they want, or risk driving them toward their competitors. More on the importance of the travel customer experience [here](#).


Brands Spotlight

[Leading Utility Brand ComEd Talks Apps](#)

[Website Magazine Feature: Mobile's Influence on Business Purchases](#)

[Eurooffice Goes Mobile to Cater to Booming M-Traffic](#)

[Usablenet in eConsultancy: Considerations for a Mobile App Strategy](#)