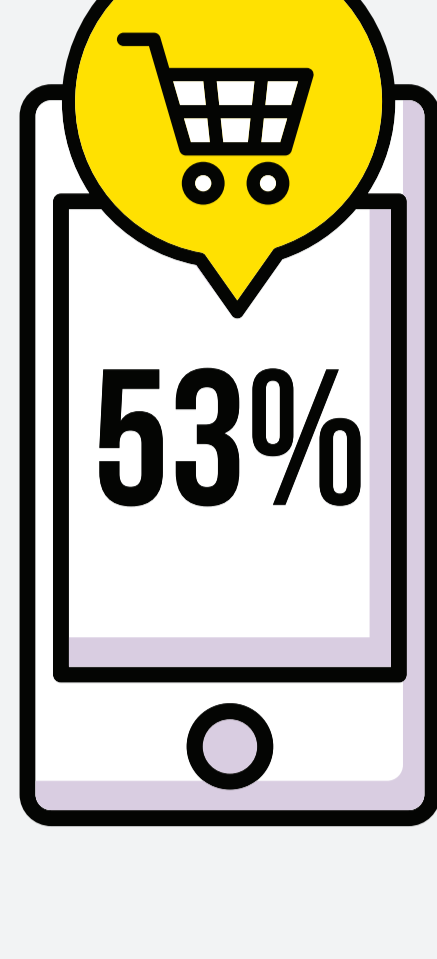


HOW CONSUMERS BUY ON MOBILE

Is digital marketing poised for an m-commerce revolution? We partnered with Leger Research to find out.

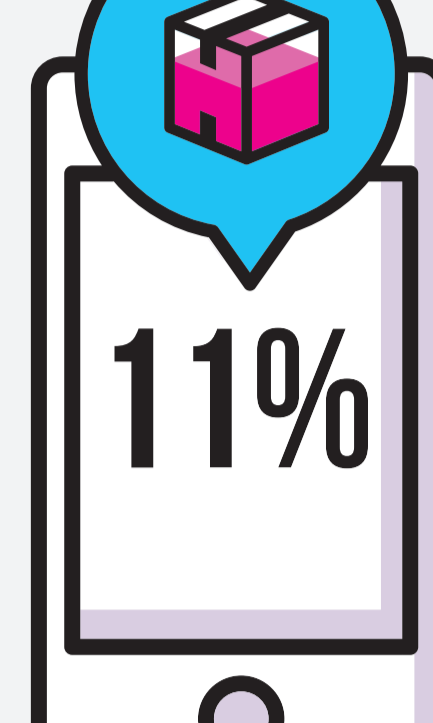
The future of e-commerce is most definitely m-commerce but a lack of innovation is hindering marketers from taking advantage of mobile's explosive growth.

% of online purchases using mobile

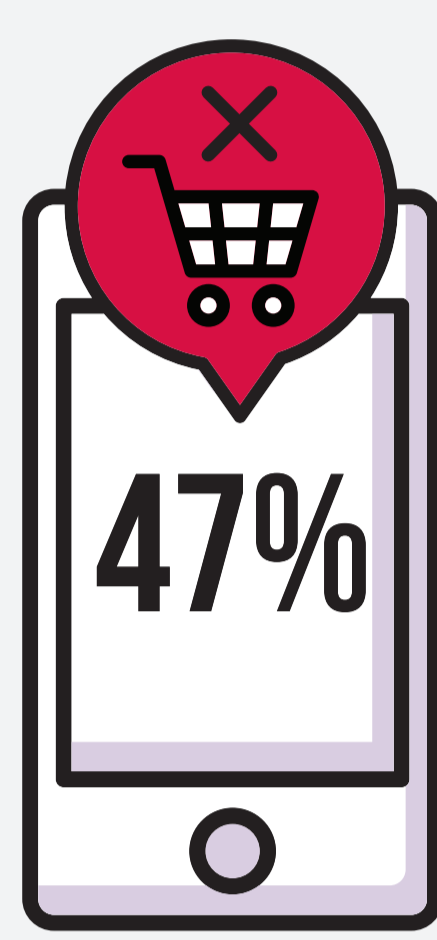


53% of consumers use their smartphones to make online purchases

11% of consumers make more than half of their online purchases using mobile

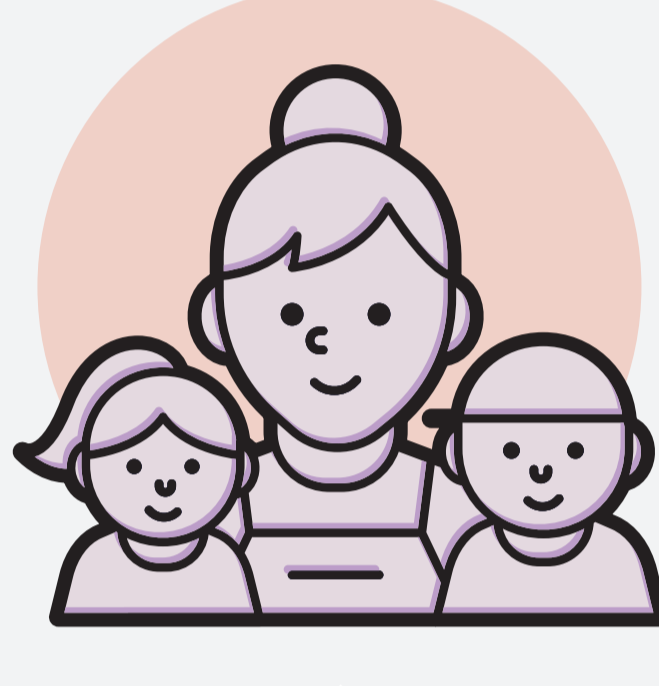


The majority of this group are university educated, Generation X and Millennials (between 18-44) with high annual earnings (<\$80K CDN)



47% of consumers make no purchases using their mobile device

Categories / Products purchased using mobile



Female consumers in households with children under the age of 18 are more likely to make online purchases on their mobile device than men



Younger consumers who use their mobile device to make online purchases are most likely to buy entertainment, digital products, clothes, services, and financial products

4 out of 10 consumers use mobile to purchase



Barriers to making online purchases using mobile

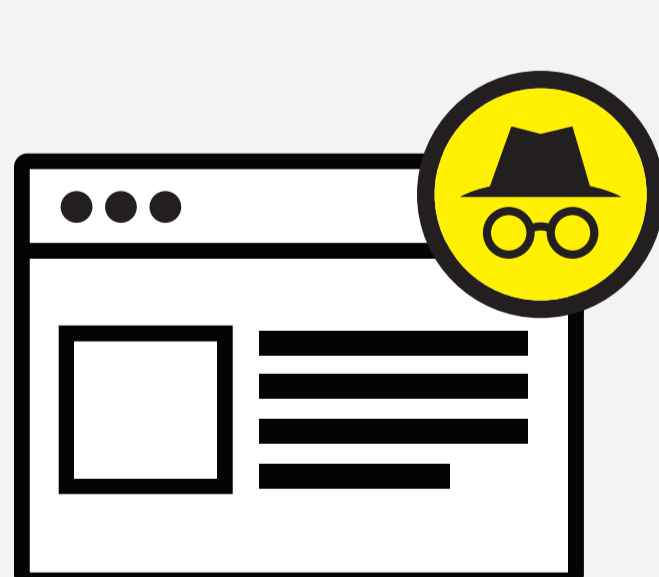


More than 82% of consumers using mobile to make online purchases say at least one thing prevents them from making an actual purchase

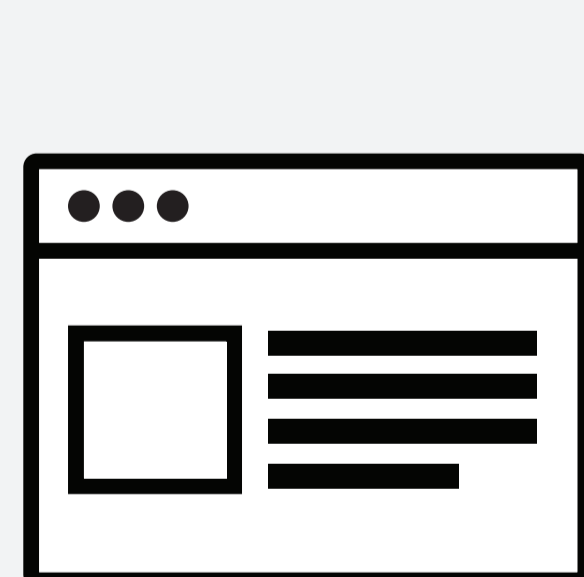
COMMON REASON



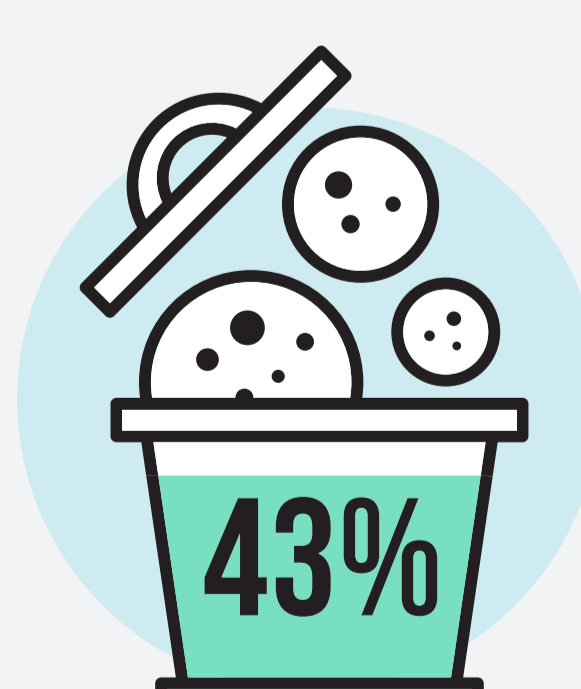
Mobile attribution



35% of consumers browse the web on their mobile in incognito mode

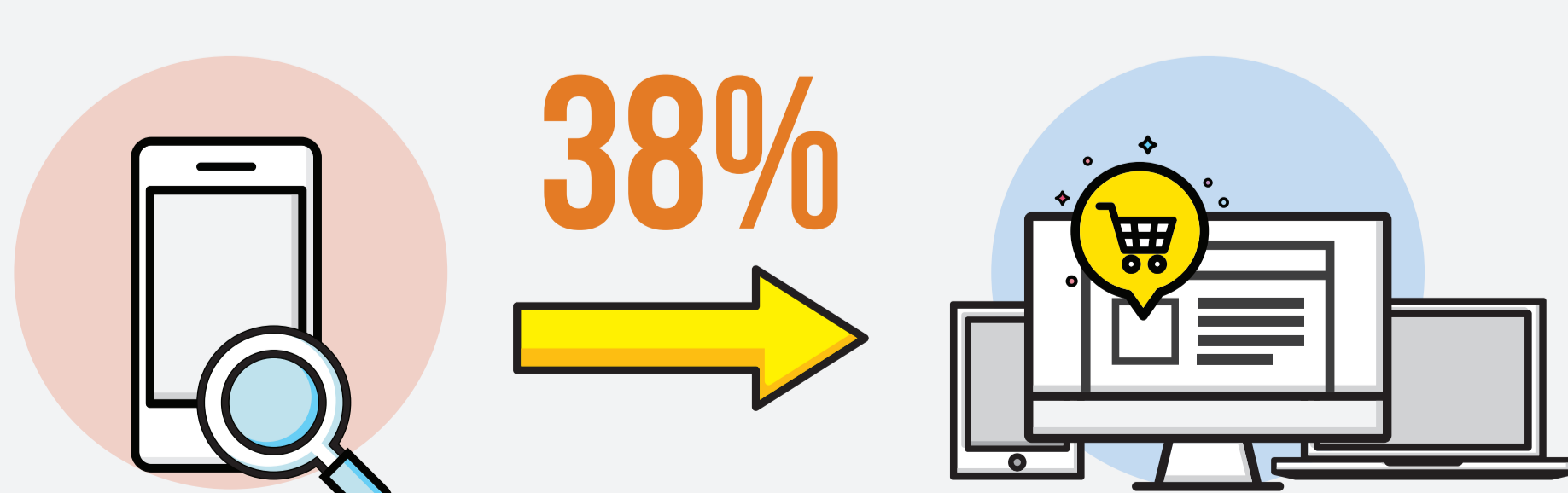


34% of consumers say that they never browse in incognito



43% of consumers using mobile for making online purchases delete cookies once a month

Cross - Device attribution



More than 38% say that they always/most of the time discover a product on mobile but make the actual purchase on a bigger device (desktop/tablet/laptop)