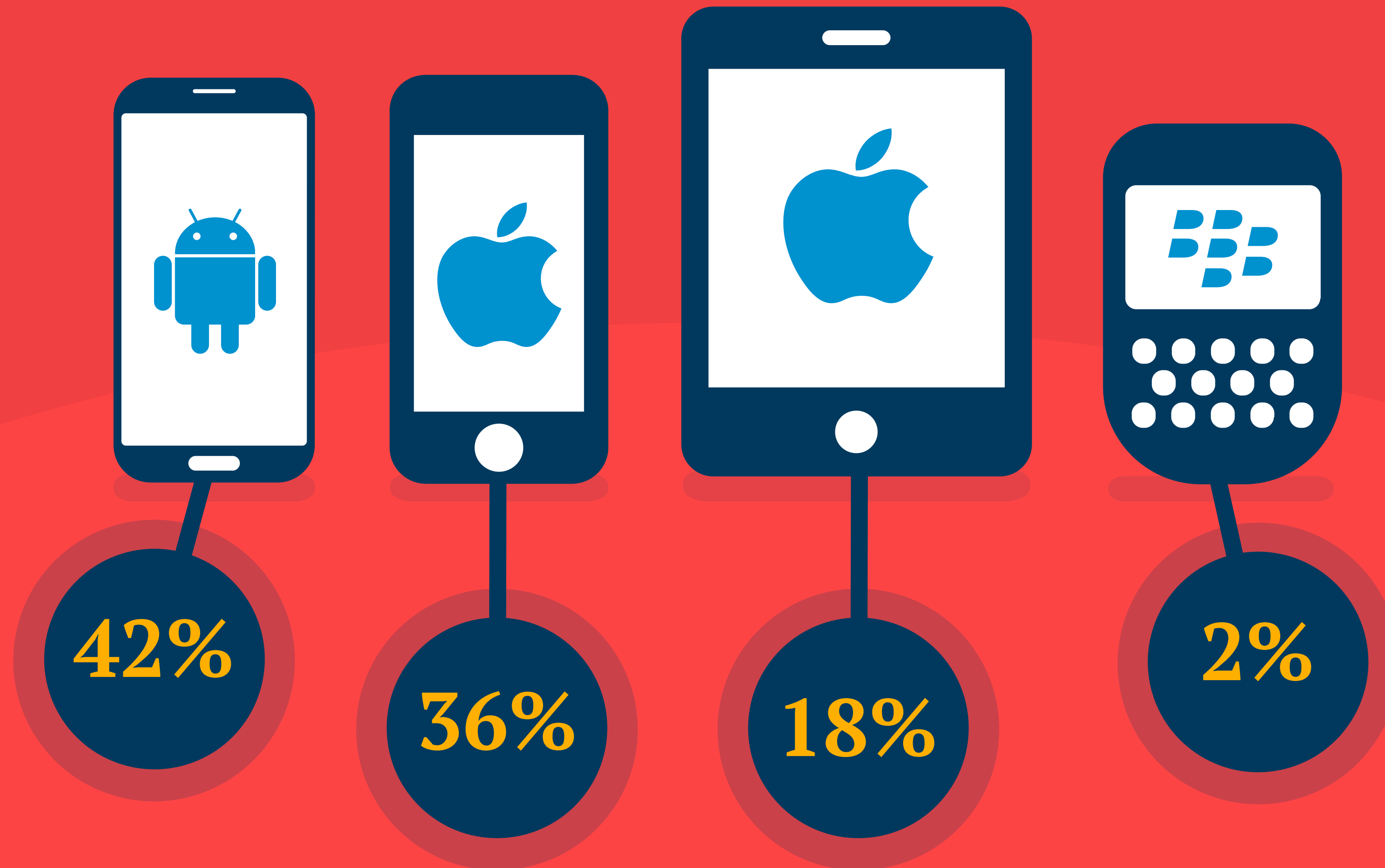
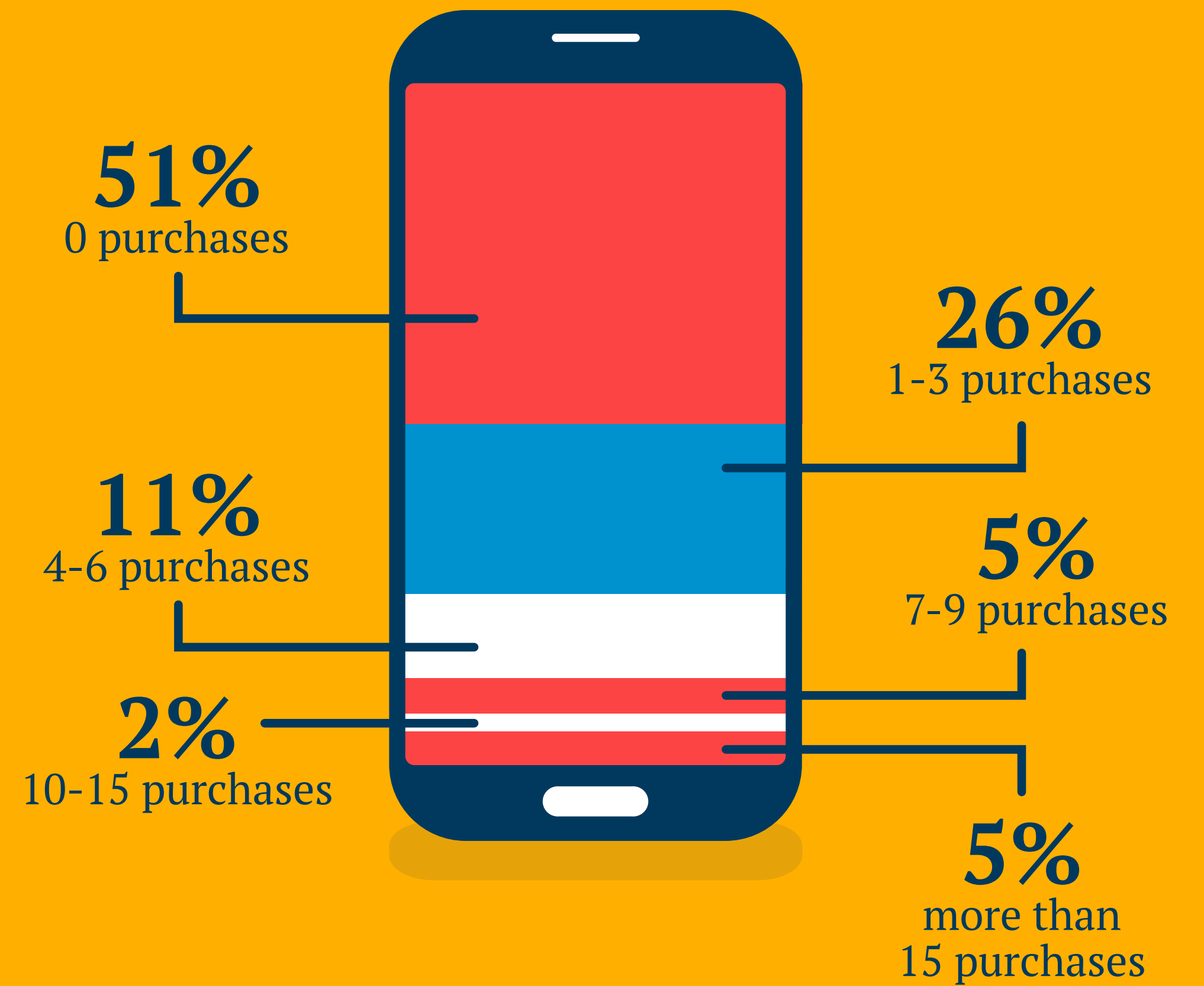


The importance of mobile website optimization

Mobile traffic segmented by device

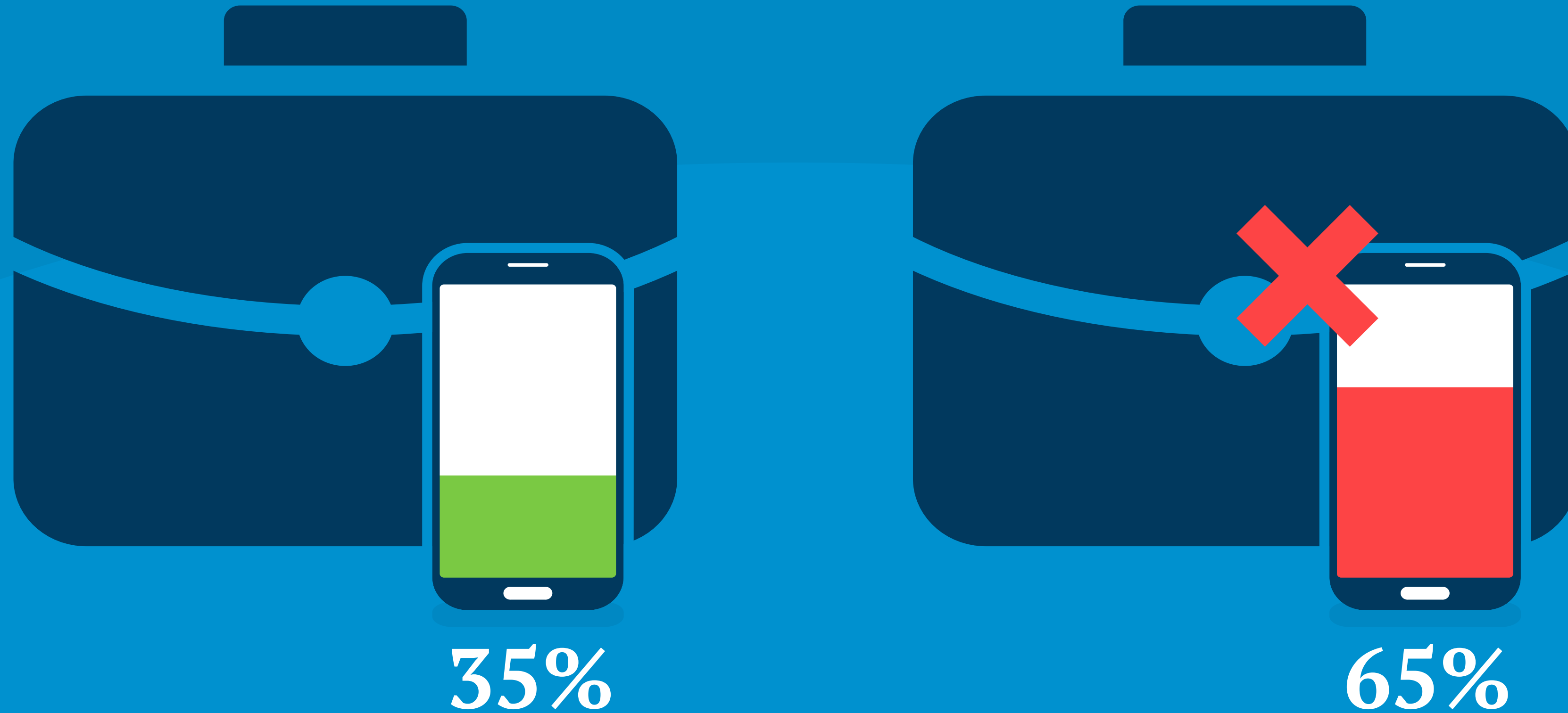


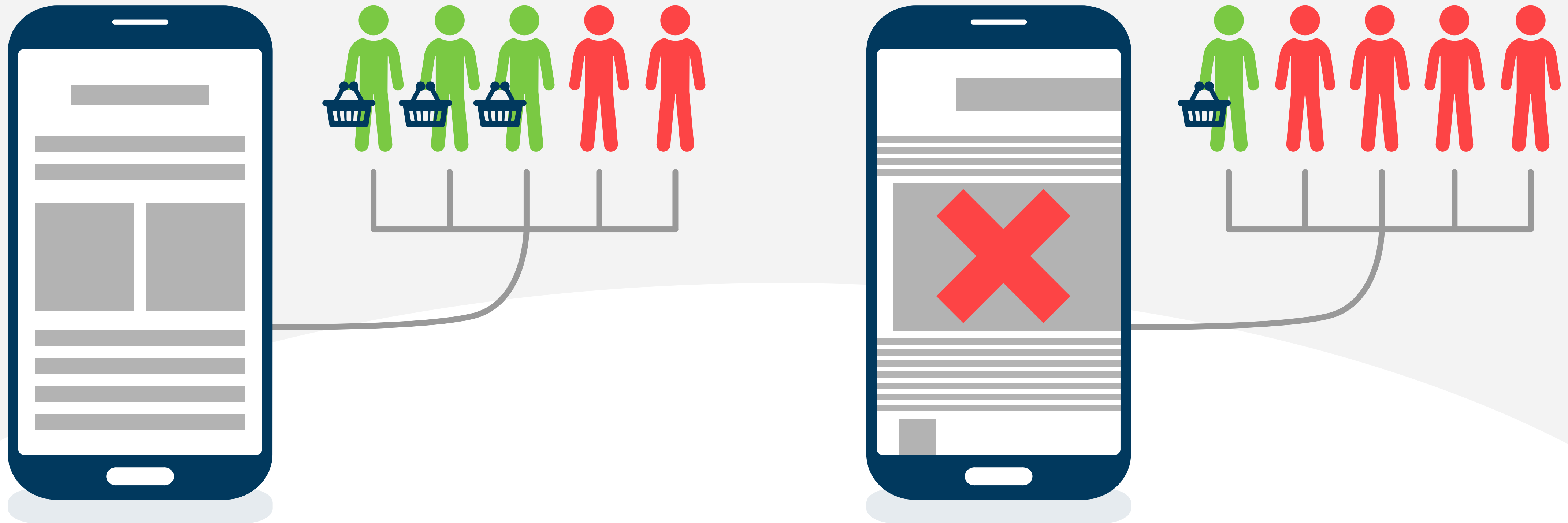
Mobile commerce now accounts for **23% of online sales**



Number of purchases
made by smartphone users
in the last six months

Only **35%** of businesses have mobile-optimized sites as of now.

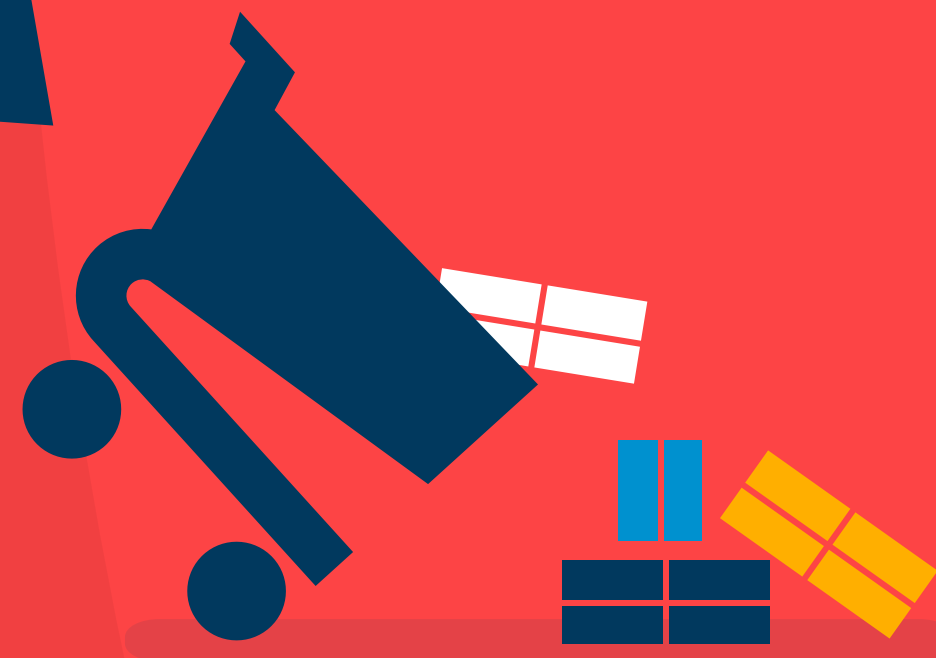
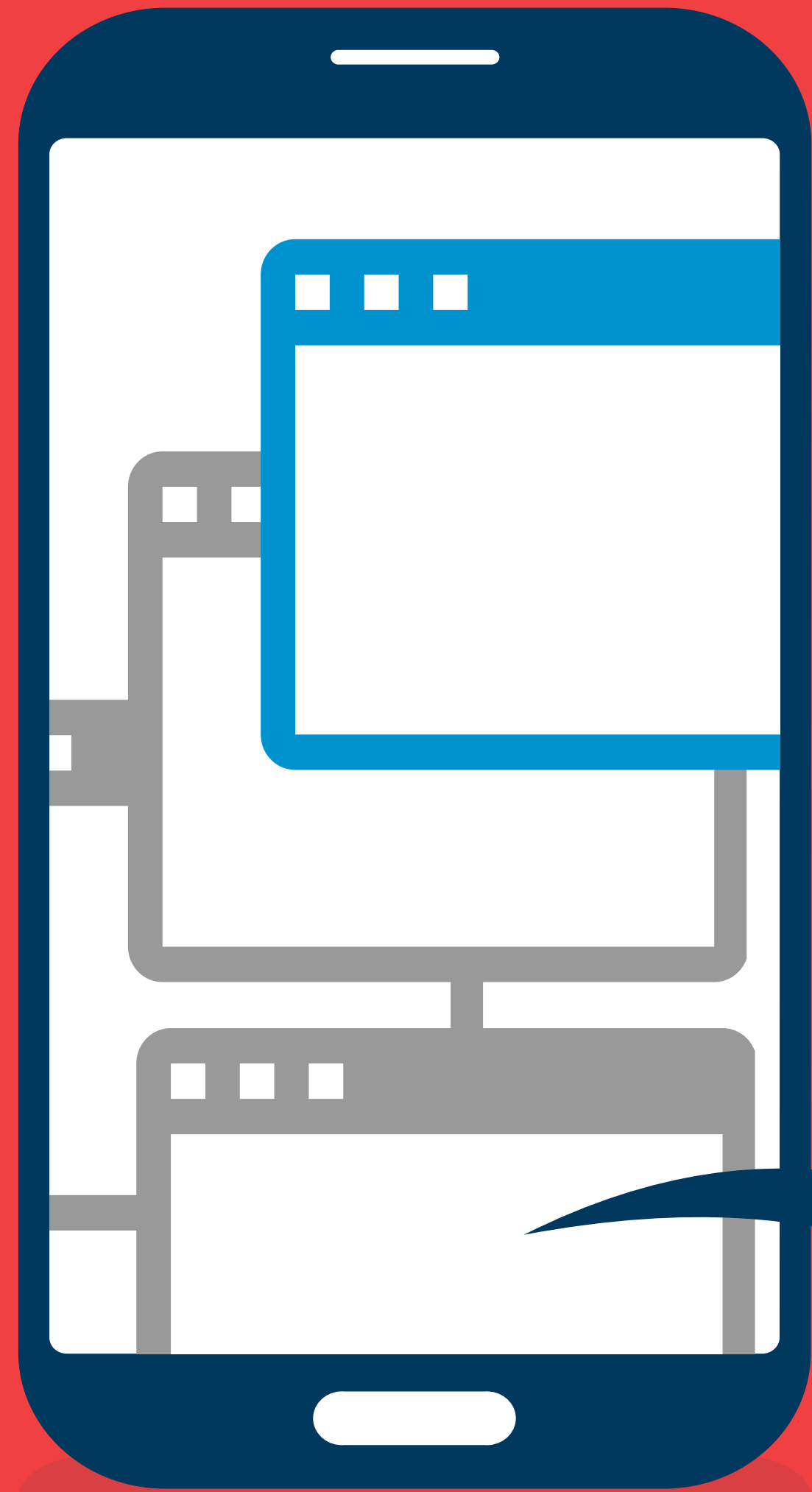




Companies with mobile-optimized sites
triple their chances of increasing
mobile conversion rate to 5% or more.

97%

of mobile carts are abandoned due to distraction from unnecessary elements and multiple screens in mobile shopping carts.

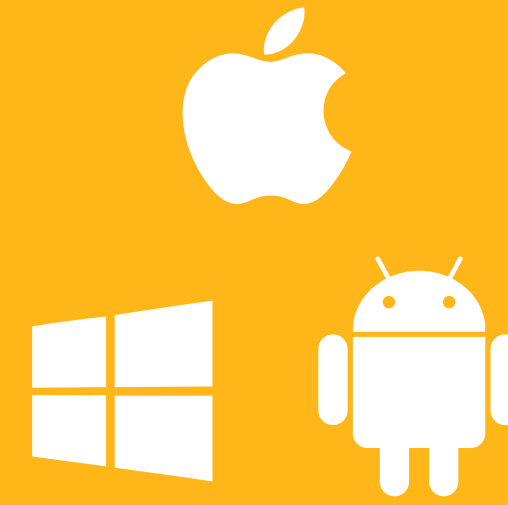


How businesses optimize website for mobile devices

46%
Responsive design
(client-side)



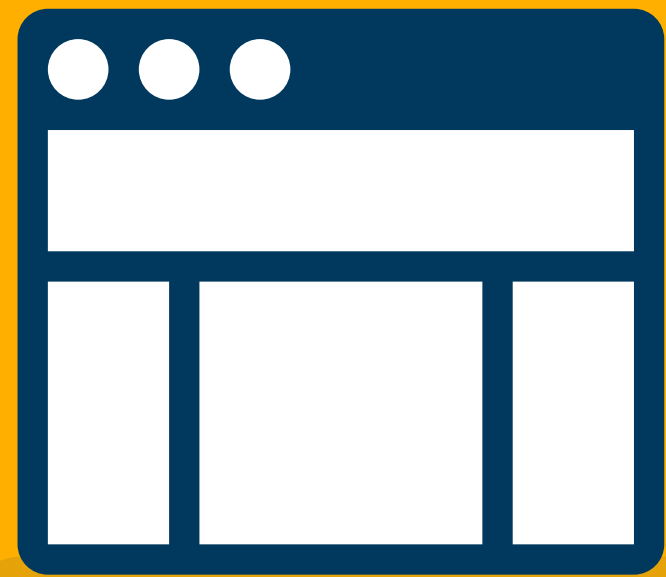
41%
Mobile-specific
development platform



33%
Building in Html 5



22%
Adaptive design
(server-side)



2%
Other



9%
None of the above

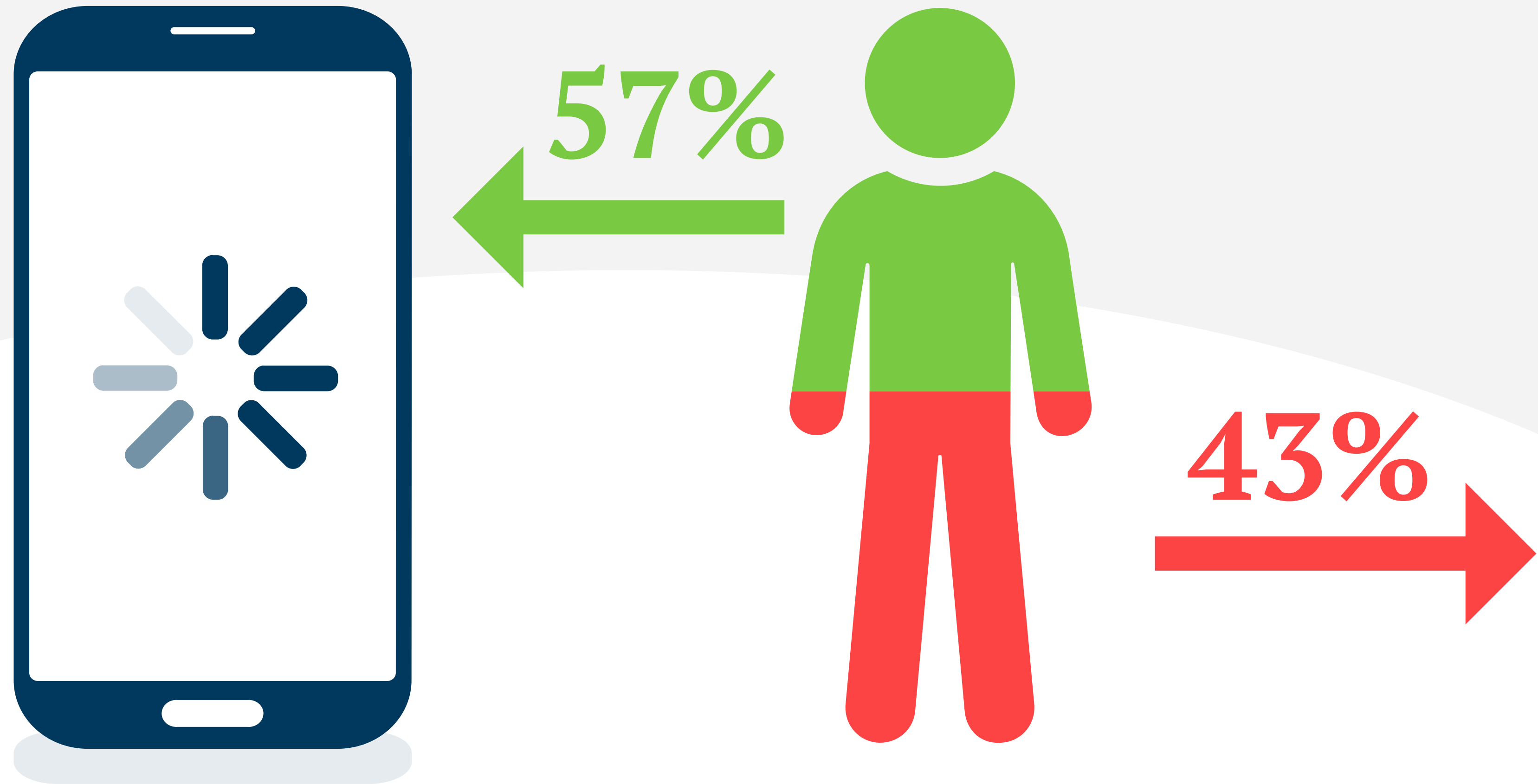


55%

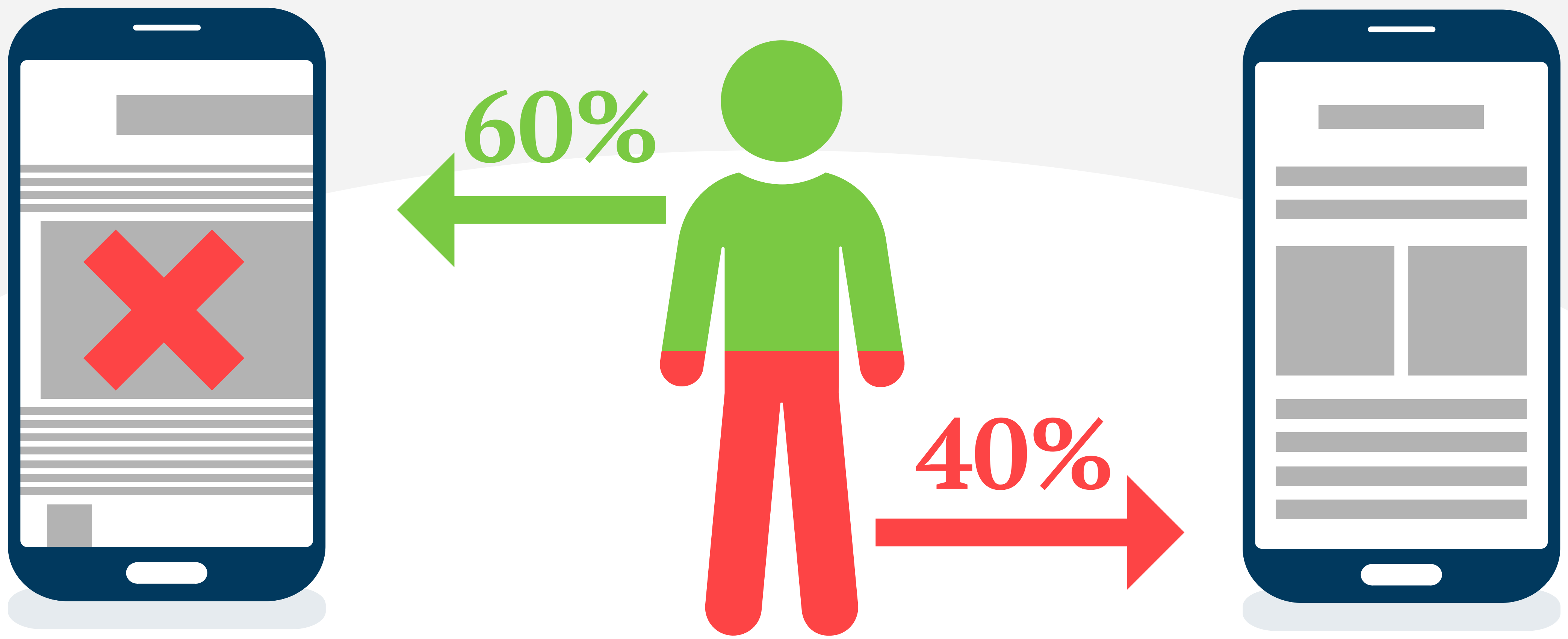
of purchase related conversions occur within 1 hour of initial mobile search.



43% of customers are unlikely to return to a slow-loading mobile site.

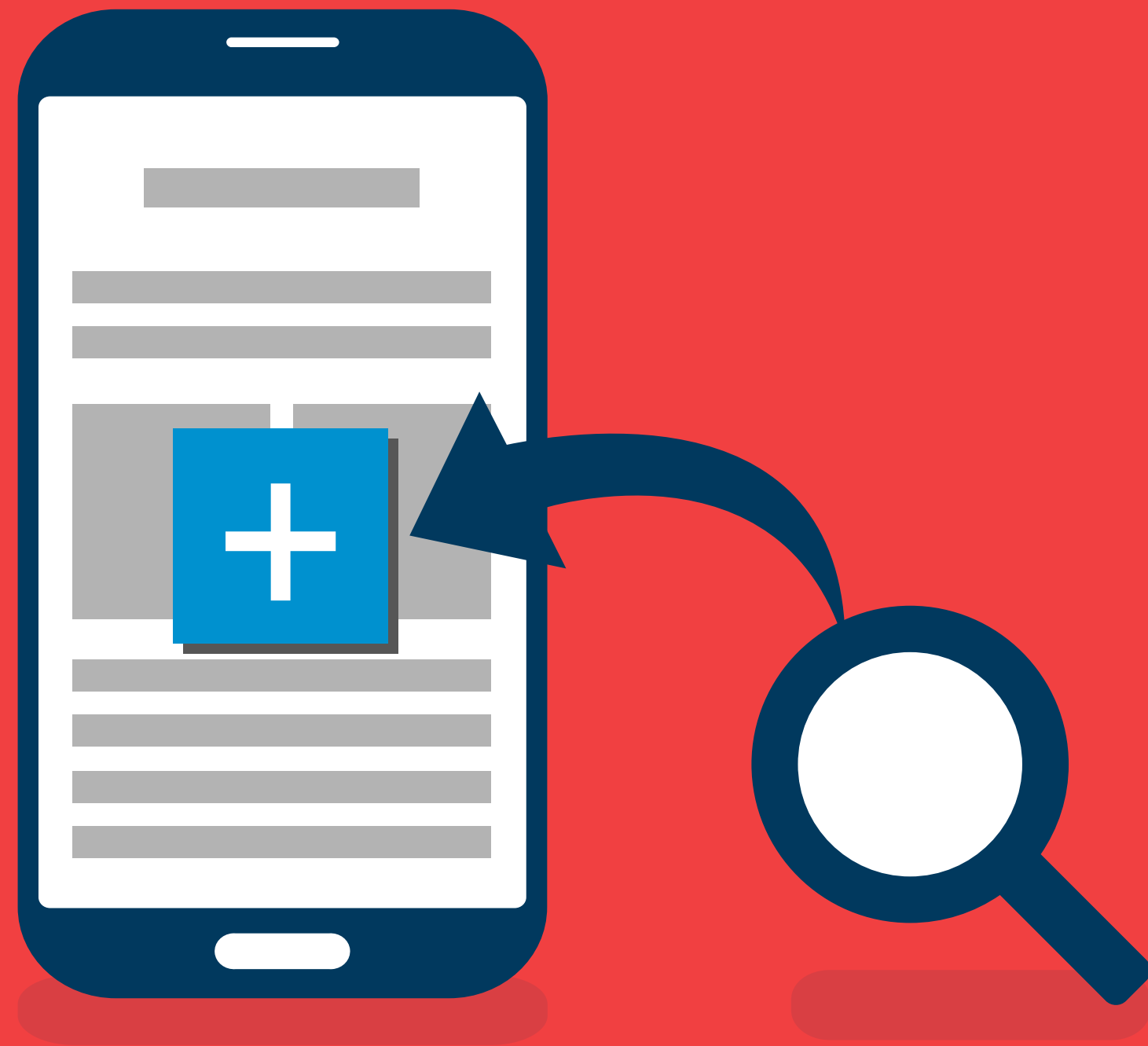


40% of customers are going to turn to a competitor's site after a bad mobile experience.



73%

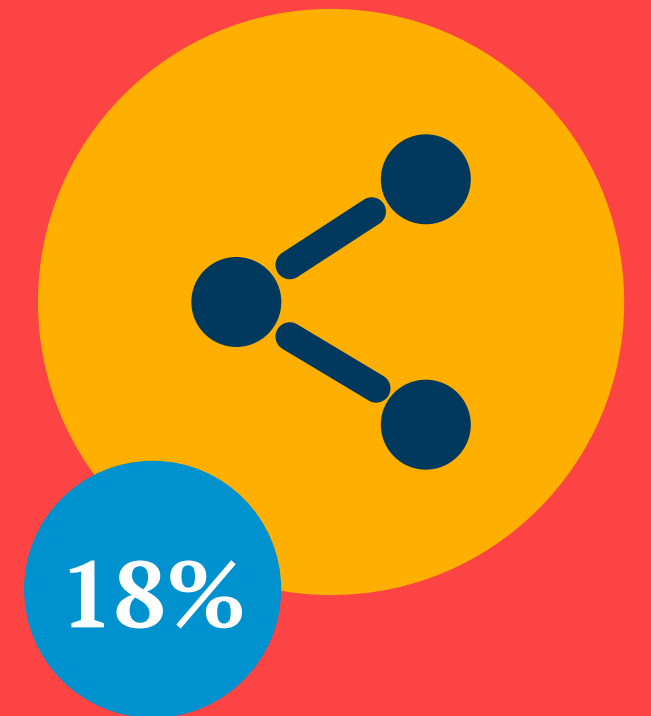
of mobile devices trigger additional action and conversion.



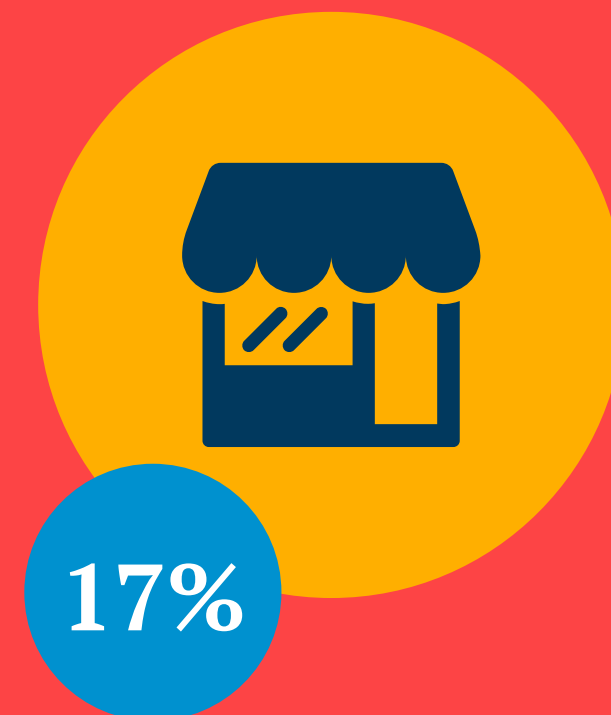
Research



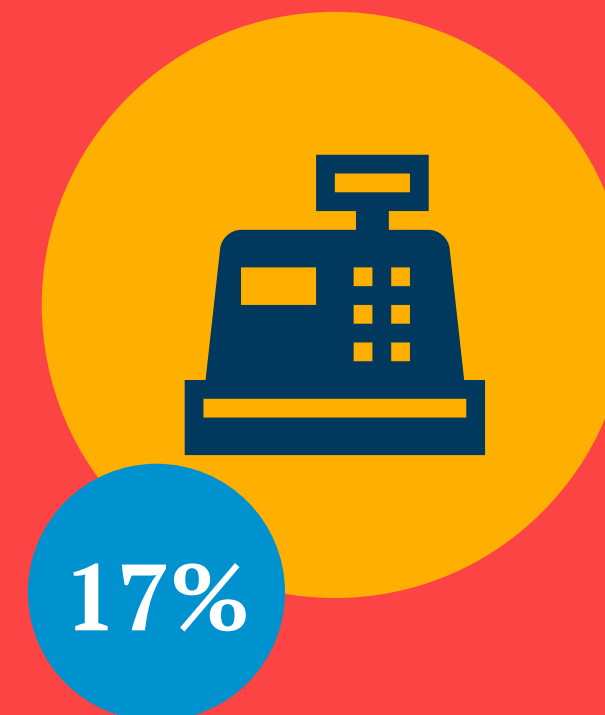
Visit to
retail site



Sharing
information



Visit
a store



Make a
purchase

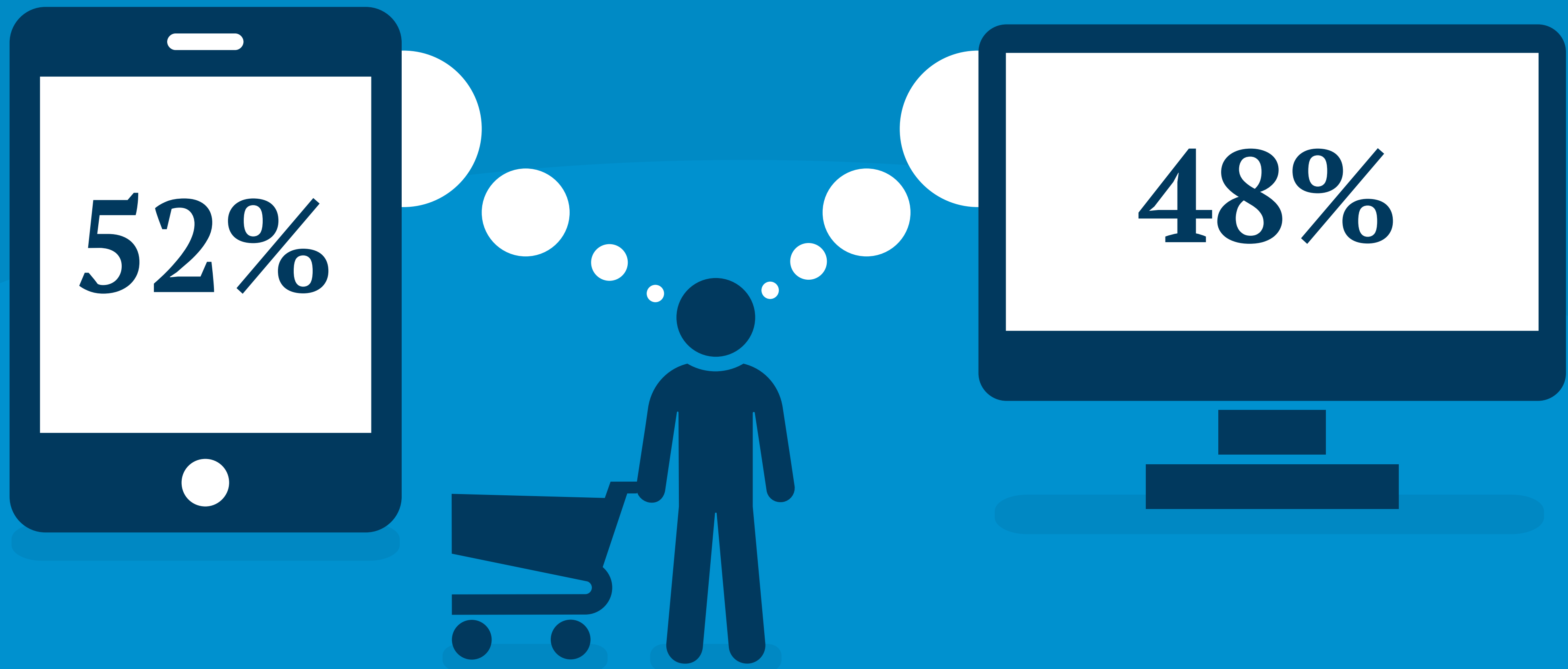


Call a
business

Tablet visitors are nearly three times more likely to purchase than smartphone visitors.



52% of tablet users say they prefer to shop using their tablet rather than their PC



72%

of tablet owners
make purchases
from their devices
on a weekly bases.

