

Mobile Commerce Set For Rapid Growth This Holiday Season

BRIGHTEDGE

Online retailers, find out how to capitalize on this opportunity.

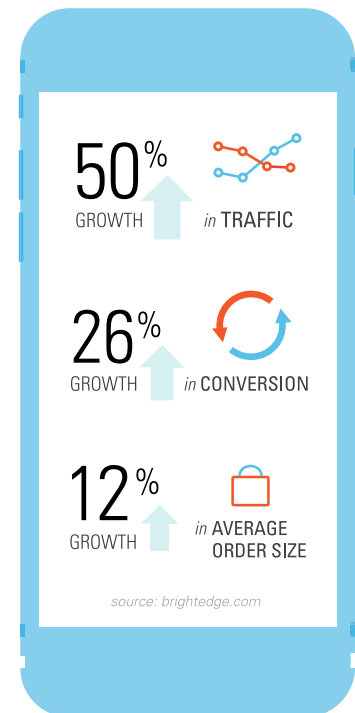
The 2014 holiday shopping season has arrived. Year-over-year, this season continues to deliver a major spike in traffic and revenue for online retailers. For mobile retailers in particular, this is prime time to grab a larger share of the market as mobile shopping confidence and transactions are on the rise.

This year mobile commerce is anticipated to nearly double in sales, which bodes well heading into the holidays. This increase can largely be attributed to the growth of the three key performance indicators in smartphone shopping:

- 50% growth in traffic
- 26% growth in conversion
- 12% growth in average order size

Online retailers that invest in mobile content are in a great position to capitalize on this growth during the holiday shopping rush, and beyond. To strike on this opportunity, marketers must understand how their content performs and optimize across devices—it could be the difference between exceptional holiday results and customer drop off.

BrightEdge tapped into its Data Cube, which analyzes billions of pieces of Web-wide data, to gain insight into mobile traffic and conversions in the first three quarters of 2014. This report delves into how devices performed for the online retail industry, provides predictive insights into Q4 and offers best practices for mobile commerce.



Smartphone Traffic Grows

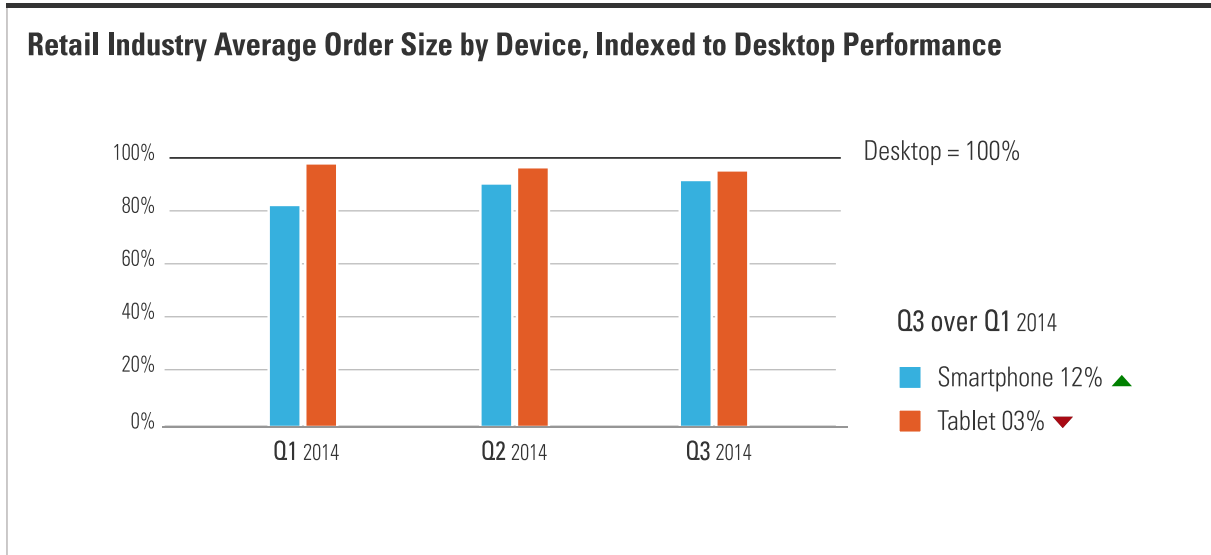
In June 2014, BrightEdge released its [2014 Mobile Share Report](#), which predicted 50 percent growth in smartphone traffic for the coming year. Smartphones and tablets together commanded one-third of website traffic in the first half of the year, and is expected to increase to one-half of website traffic in 2015.

Companies can no longer ignore mobile optimization. To remain competitive, it is now essential that companies understand how content performs on smartphones and tablets and optimize accordingly. Brands need to consider the right implementation of mobile: BrightEdge research has found a 68 percent loss in smartphone traffic, on average, with incorrectly implemented mobile sites.

Average Order Size the Same Across Devices

For online retailers, the average order size across desktop, smartphone and tablet devices has become almost equal as of Q3; average order size across devices is within a 10 percent range, no matter which device consumers shop on. The similar average order size implies that consumers are willing to buy both small and big-ticket items on their smartphone and tablet. For companies, it's clear that this coveted shopping space is no longer dominated by desktop and laptop.

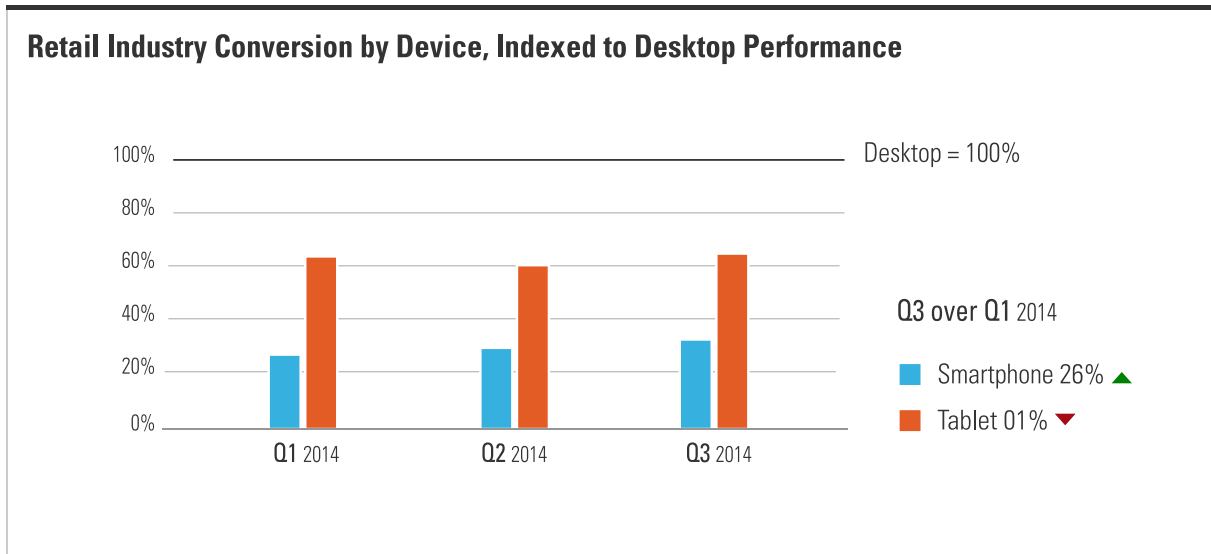
The chart below shows the average order size by device for the last three quarters. Smartphone average order sizes have grown 12 percent in Q3 over Q1, whereas tablet average order sizes have remained approximately the same.



Source: brightedge.com

Smartphone Conversions Improve by 26 Percent in Q3

Conversions represent another component of the content performance equation and the table below reflects that smartphone conversion has grown an impressive 26 percent in Q3 over Q1.



Source: brightedge.com

Smartphone Content Performance: The Next Chapter

Combining the 12 percent growth in average order size with the 26 percent growth in conversion, the assumption can be made that smartphone content performance has increased a significant 41 percent since the beginning of the year. Marketers should take note of this 41 percent gain when allocating marketing budget towards search or display advertising, as it points to an increase in smartphone cost-per-click.

The similarity in order size across devices emphasizes the value of smartphones as a legitimate e-commerce channel, and it signals a changing tide in consumer shopping behavior. Unlike average order size, conversion on smartphones is one-third that of desktop conversion, while conversion on tablets is two-thirds that of desktop conversion. Smartphone users are clearly seeking a shopping experience comparable to the desktop experience in terms of convenience and confidence.

The BrightEdge Solution for Retailers

With wins in both average order size and conversions, online retailers can justify further investments in their mobile strategies. There is a massive opportunity for marketers who do prioritize mobile to significantly increase smartphone conversion.

The BrightEdge content marketing platform is used by 10 of the 10 largest online retailers and offers the most comprehensive mobile content technology on the market. Site audit recommendations, mobile analytics and rankings reports, and mobile “share of voice” help marketing and development teams succeed by measuring and optimizing for mobile content performance.

Here are six concrete steps to capitalize on mobile:

1. Develop an end-to-end mobile commerce strategy for 2015, and consider SEO, email, display, paid search, landing pages.
2. Set up mobile analytics separately from desktop. In your analytics program, define reports that look solely at mobile performance. Benchmark to industry standards, and based on that, make plans to improve and optimize.
3. Deploy a mobile-friendly website and/or mobile app. Implement either a responsive site or a mobile site and give your visitors the option to switch experiences. Provide visitors the option to remember the selected experience for future visits. Do not force visitors into one experience or the other, and do provide navigation and call to actions (CTAs) that give visitors control.
4. Create and optimize content specifically for mobile. Make site sections that are most useful to mobile visitors truly mobile by adding images, icons, buttons, CTAs, and the ability to tap and swipe rather than relying solely on desktop content that shrinks to mobile size.
5. Work on mobile conversion. Design and run experiments that push for higher mobile conversion independent of overall conversion across devices. Doing this will make search results more relevant and product details more apparent.
6. Review and optimize your shopping cart for mobile transactions. Consider the mobile browsing and shopping experience by not overcrowding screens. Make sure fields are large enough for tapping and typing. Test and optimize for forward progress through the shopping cart with minimal missteps or step-backs.

About BrightEdge

BrightEdge is the essential content marketing platform for modern business. It transforms online content into tangible business results such as traffic, revenue and engagement. BrightEdge's S3 platform is powered by a sophisticated big data analysis engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social and mobile. BrightEdge's 8,500+ global brands include leaders like 3M, Microsoft, Netflix and Nike. The company is based in San Mateo, CA with offices in New York City, Chicago, London and Tokyo.

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