

EBOOK

Making Over Your Mobile Shopping Experience

Helpful tips to inspire customers all the way to the shopping cart



Mobile drives the marketplace

“If your plans don’t include mobile, your plans are not finished.” —Wendy Clark, CEO of DDB Worldwide and former SVP at Coca Cola¹

These are more than words to live by. They should be every merchant’s mantra. Mobile must be the constant focus of every successful retailer. A record **4.8 billion** people will shop online by 2021²—with **54 percent** of those transactions completed on mobile devices.³ A recent survey by ACI Worldwide shows that COVID-19 shutdowns have resulted in a 74 percent year-over-year rise in online shopping transaction volumes in most retail sectors. Gaming has seen the biggest increase at 97 percent.⁴ Mobile commerce websites are where **80 percent** of shoppers search for products, read product reviews, and locate businesses.⁵

The simple fact is that mobile is here to stay, and it is driving the marketplace. To stay competitive, online merchants

must keep pace with the demands of their mobile customers. Adobe Analytics found that \$142.5 billion was spent online during the 2019 holiday shopping season, marking a 13.1 percent year-over-year increase.⁶ The primary driver of this growth was smartphones. Mobile drove nearly **84 percent** of all online sales for the holiday shopping period.

Despite this phenomenal percentage, mobile shoppers on average still convert at only 2.25 percent—less than half the rate of desktop transactions.⁷ Why? Simply put, mobile shopping experiences tend to be less than compelling.

Here are some reasons:

- Responsive websites don’t always perform as well on mobile screens. Content can be hard to read or see on a mobile device. Images are slow to load.
- A lot of pinching and zooming is typically required in order to view content.
- Order-tracking dashboards are often a desktop-only feature.
- Checkout forms are long and complicated and require “thumbing in” of data on a small screen.

This eBook will focus on what to consider as you strive to create a mobile experience that keeps shoppers interested and inspired enough to click “buy.”



Start with user research

When it comes to reaching shoppers, a key directive is *never assume*. You need to get to know your customers to anticipate their likes, dislikes, and touchpoints. If something doesn't work, don't make it a guessing game—it requires thoughtful analysis. For instance, if your mobile conversions are low, don't automatically assume it is because you don't have any video content. Mobile performance or lack of videos can hurt engagement rates, but that may not be the issue for you. The real problem could be that your checkout process is cumbersome on mobile devices or feels insecure to the user. You won't know until you do your homework.

If you are not sure what your customers like and dislike about your website, ask them. This can be done a number of ways. You can hire an agency to conduct a user survey or do it yourself through your website, email, or social channels.

Possible questions include these:

- Do you access our site through our mobile app or our website? If you visit our website, which browser do you use?
- Have you ever made a purchase on our mobile website? Why or why not?
- Is it easy to find product information?
- Can you find enough product information?
- Is content hard to read?
- Does the site feel too slow?
- What was your checkout experience like?
- If you could change one thing about our mobile website, what would it be?

The responses you get can provide valuable insight—and the building blocks you need to make changes that enhance your mobile user experience.

MOBILE MATTERS FOR B2B, TOO

The numbers say it all.

- As early as 2013, **57%** of executives said they researched products on their mobile devices first.⁸
- BCG reports that **80%** of B2B buyers use mobile at work in the early stages of their buying decisions.⁹
- Millennials make **73%** of their companies' purchasing decisions.¹⁰

The bottom line? To succeed over the long haul, B2B websites must make it easy for buyers to research items and complete transactions on their tablets and phones.

The mind of the mobile shopper

Most of us are mobile shoppers at one time or another. Some of us start our buying journey on our mobile phone only to complete the purchase on a desktop. Other people may toggle between devices. Either way, we all want an experience that's seamless, engaging, and easy to use. When diagnosing your own mobile experience, there are five things about mobile shoppers that you'll want to keep in mind.

1. They don't want to wait for content

When shoppers are on a mobile device, they tend to be more impatient. This means web content needs to load quickly. A lot of data bears this out:

- **40 percent** of mobile users surveyed said they abandon a site if it takes more than four seconds to load.¹¹
- According to Google, bounce rates rise by **123 percent** as page load times go from one to 10 seconds.¹²
- **75 percent** of smartphone users expect to get immediate information while using their smartphone.¹³

2. They are receptive to time-limited offers

Mobile shoppers are more spontaneous. They use their phones to kill time while they are waiting. Their random browsing means they are more likely to see a good deal and grab it.

For example, mobile users are more willing to take advantage of time-limited offers and spur-of-the-moment discounts. HelloWorld found that **55 percent** of millennials like surprises and are intrigued by unexpected rewards.¹⁵

\$2.5M

Slow web pages will cost you money

eCommerce sites earning \$100,000 a day can lose \$2.5 million annually in potential sales revenues due to long page loads.¹⁴

3. They just want to have fun

Mobile shoppers want to be entertained. Engaging and dynamic content is key to keeping their attention. Video content helps customers engage with your brand and product. According to Google, more than **54 percent** of mobile brand engagement is image- or video-based.¹⁶

4. They may have imperfect vision

Baby Boomers and Gen Xers shop online too. They want bigger images and print because their eyesight may not be as good as it used to be. If people can't read your product descriptions, they will leave. Remember these demographics:

- **79 percent** of people aged 50 to 64 own smartphones.¹⁷
- **53 percent** of people aged 65 and over own smartphones.¹⁷

5. They want an easy checkout experience

Mobile shoppers despise a complicated checkout process, especially if it means fumbling with a credit card and their phone. And, if they have to turn their phone to see form fields or default to your desktop experience, they are likely to abandon your site.



54%

According to Google, more than 54% of mobile brand engagement is image- or video-based.¹⁶

5 essential characteristics of a great mobile experience

To maximize user engagement and conversion rates for mobile shoppers, your site needs these five elements:

1. Mobile-optimized content

Everything on your site should be designed with the mobile shopper and a smaller screen in mind.

- Content should be divided into mobile screen-sized chunks.
- Lists of product specs should not break across screens.
- Text and product descriptions should be clear and readable in a small format.
- Images should be fully visible onscreen without pinching or zooming.
- Videos should load promptly and fit the screen. This means choosing the correct aspect ratio for video formats.
- Offline browsing should be enabled so users can continue shopping even in regions or situations where internet connectivity is sparse or unreliable.

2. Attractive, fast-loading imagery

Imagery drives user experience and conversions, and it can make or break a brand. Stick with clean, compelling images.

- Images should look great and load quickly. Long page load times compromise conversions and search rankings.
- Images must be sized correctly and display across a wide range of devices without being pixelated or distorted.

3. Integration with native smartphone capabilities

Your mobile store should take advantage of native smartphone functions, like push notifications and device cameras, to increase user satisfaction.

- Use instant popup notifications—and personalize them—to notify customers of special offers.
- Offer location-based discounts to gain conversions and increase spur-of-the-moment purchasing.
- Take advantage of high-engagement mobile homescreen real estate by allowing users to add your site to their homescreen as if it were a native app. They will become more engaged users.¹⁸

4. Easy order tracking

Shoppers want to be able to view their order status without hunting for it. Many online stores offer order tracking as a desktop-only option. That is a mistake.

- Provide a mobile-friendly dashboard where customers can see their order status in real time.
- Offer tracking updates via email or text.
- Be sure customer service is readily available and easy to contact by chat, email, or phone to answer questions on delays or order updates.

5. Streamlined checkout

A complicated checkout leads to cart abandonment. Keep it simple. Complexity costs merchants big money—as much as \$236 billion in lost sales, according to the PYMTS Checkout Conversion Index.¹⁹

- Limit the amount of typing needed.
- Offer one-click features, automatic cart updates, and payment gateway integration with stored payment and address options that are automatically generated at checkout.
- Link loyalty rewards to checkout, so shoppers automatically get their discounts.

Mobile technologies at a glance

Pros

Cons

Native app

Native apps are downloaded onto mobile devices and provide an experience tailored for a specific mobile operating system.

- Can be downloaded from app store
- Performs better than responsive website
- Appears on user's homescreen
- Designed for each device OS
- User-friendly
- Offers offline user access
- Requires no manual user updates
- Offers push notifications
- Allows multifactor authentication
- Syncs with device apps and features

- Inconvenient to download
- Time-consuming for impatient consumers
- Must be first located in app store, then downloaded
- Browsing is cumbersome
- Takes a large amount of bandwidth
- Consumes battery life and storage
- Requires app store optimization for users to find app
- Expensive and costly to maintain
- Requires a separate app for each device OS
- Takes longer to develop
- Certain features are unavailable offline

Responsive website

Responsive websites are designed to look good on a variety of devices when viewed through a web browser.

- A single website serves all devices
- No manual user updates needed
- Easy to administer and maintain
- Low cost
- Single URL means no redirects

- Incompatible with outdated devices and old browsers
- Technical expertise needed to administer
- Slow load times for incompatible devices
- May not interact well with all mobile devices
- Content and navigation not adapted to every device

Progressive Web App (PWA)

PWAs provide a rich mobile experience with access to native smartphone capabilities when viewed through a browser on any mobile operating system.

- Convenient, lower design costs
- Acts like a native app
- Doesn't need an app store
- No manual updates needed
- Accessed through mobile browser
- Feels like a natural device app
- Loads instantly on device
- Can be used instantly
- Reliable, fast, and engaging
- Inviting interface
- Offers app-like browsing with omnichannel experience
- Delivers only essential content to user
- Uses less mobile data than native apps
- Engaging, immersive

- Not all PWA features are supported by all devices and browsers
- Not all features are fully available offline
- Access may be limited to mobile device hardware such as camera

WHY GOING "HEADLESS" IS GOOD FOR MOBILE DEVELOPMENT

Headless Commerce decouples front-end logic from back-end business processes. This approach allows developers to create a custom front-end experience and easily connect it to a proven commerce engine. In part because PWAs are headless storefronts, they can combine the familiarity of web browsing with the performance and functionality of native mobile apps.

Real-world mobile makeovers

These Magento Commerce customers are getting great results by delivering an excellent mobile experience.

Selco Builders Warehouse grows big with a mobile app

UK-based Selco Builders Warehouse built a B2B sales app to streamline project management for tradespeople out in the field. Selco's React native app leveraged Magento APIs to help users manage their daily trade projects all in one place on their mobile phones. They could request quotes and offer customer pricing within minutes of a site inspection. Launching the app brought about big changes:

- Year-on-year **revenues** increased by **139 percent**
- Project **conversions** went up by more than **50 percent**
- **Site visits** increased to more than **600,000** per month

[Read the full case study >](#)

Eleganza dazzles customers and boosts conversions with a PWA

Netherlands-based high-end fashion retailer Eleganza re-architected its mobile shopping experience to sync online and offline pricing and inventory. It also redesigned its checkout with a PWA. Within three months of implementation, the firm lowered its operating costs while improving its buying experience:

- **Page visits** per session increased by **76 percent**
- Page **load time** decreased by an average of **23 percent**
- Average server **reaction time** was **372 percent** faster

[Read the full case study >](#)

PWA STUDIO TRANSFORMS THE MOBILE EXPERIENCE

PWA Studio is an easy-to-use development environment that can help you quickly build high-converting experiences for all devices—mobile and desktop. If you want to see a dramatic increase in SEO and conversion rates with a 50% uptick in website performance, then PWA Studio is for you.²⁰

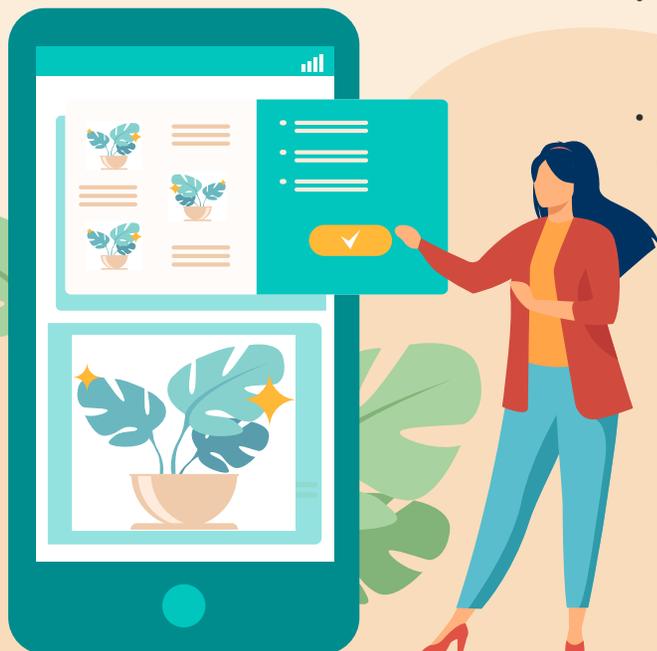
[Learn more >](#)

Key takeaways

Online merchants have the highest conversion rates when they design for mobile shoppers. Mobile-forward design means delivering optimized content and functionality that work seamlessly on all mobile devices.

Here is what you need to remember:

- Successful merchants increase conversions and revenues when they design an outstanding experience specifically for mobile shoppers.
- If you're not sure what customers want, ask them.
- Mobile shoppers are impatient. Grab their attention early.
- Mobile-optimized design and content keep customers engaged, motivated, and ready to buy through every stage of their buying journey.
- Choose your technologies wisely. PWAs offer a better mobile experience than responsive websites without the development overhead of mobile apps.



- ¹ <https://econsultancy.com/28-inspiring-mobile-marketing-quotes/>
- ² <https://www.statista.com/statistics/251666/number-of-digital-buyers-worldwide/>
- ³ <https://www.bigcommerce.com/blog/mobile-commerce/>
- ⁴ <https://apnews.com/Business%20Wire/b6847791fbed49af98a47d1dcd6293a7>
- ⁵ <https://www.outerboxdesign.com/web-design-articles/mobile-ecommerce-statistics>
- ⁶ <https://cmo.adobe.com/articles/2020/1/adobe--2019-online-holiday-shopping-growth-driven-primarily-by-s.html#gs.4zuu7e>
- ⁷ <https://www.thedrum.com/opinion/2019/11/01/why-are-mobile-conversion-rates-lower-desktop>
- ⁸ <https://www.forbes.com/sites/joemckendrick/2013/07/02/executives-now-use-mobile-devices-for-large-business-purchases-survey-finds/#5de09d461ad7>
- ⁹ <https://99firms.com/blog/mobile-marketing-statistics/>
- ¹⁰ https://madewithmerit.com/wp-content/uploads/Millennial_Report_MASTER-24pgsc-070617_Rebranded.pdf
- ¹¹ <https://www.narrativeindustries.com/2013/07/a-large-percentage-abandon-proper-analysis-when-presented-with-statistics/>
- ¹² <https://www.thinkwithgoogle.com/data/mobile-page-speed-new-industry-benchmarks-load-time-vs-bounce/>
- ¹³ <https://www.thinkwithgoogle.com/data/smartphone-users-expectation-statistics/>
- ¹⁴ <https://neilpatel.com/blog/loading-time/?wide=1>
- ¹⁵ <https://helloworld.com/article/2019-merkle-helloworld-loyalty-report-reveals-54-consumers-want-swifter-reward-redemption>
- ¹⁶ <https://www.thinkwithgoogle.com/data-collections/consumer-mobile-brand-experiences/>
- ¹⁷ <https://www.pewresearch.org/internet/fact-sheet/mobile/>
- ¹⁸ <https://web.dev/customize-install/>
- ¹⁹ <https://www.pymnts.com/news/payments-innovation/2018/paypal-checkout-with-smart-payment-buttons/>
- ²⁰ <https://www.brihaspatitech.com/blog/magento-2-progressive-web-apps/>

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

magento.com

