



EBOOK

Making over your mobile shopping experience.

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



Mobile drives the marketplace.

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. In the latest *Global Consumer Insights Survey* from PricewaterhouseCoopers, 41% of respondents report shopping daily or weekly via smartphone—compared with 39% 6 months ago and just 12% 5 years ago. Mobile shopping behaviors are now closing in on in-store shopping, with just 6% separating the two. A recent survey by ACI Worldwide shows that COVID-19 shutdowns have resulted in a 74% year-over-year rise in online shopping transaction volumes in most retail sectors. And according to a prediction by eMarketer, 70% of retail purchases will take place on mobile commerce websites by 2024.



If your plans don't include mobile, your plans are not finished.

Wendy Clark

Global CEO of Dentsu International and former SVP at Coca-Cola

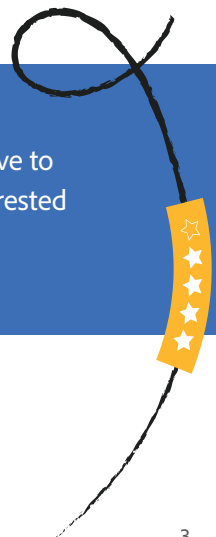
The simple fact is that mobile is here to stay, and it is driving the marketplace. To stay competitive, online merchants must keep pace with the demands of their mobile customers. The Adobe *2021 Holiday Shopping Results* report found that \$205 billion was spent online during the 2021 holiday shopping season, marking a

9% year-over-year increase. The primary driver of this growth was smartphones. Mobile drove nearly 43% of all online sales for the holiday shopping period.

Despite this phenomenal percentage, according to Oberlo, mobile shoppers on average still convert at only 2.2%—less than half the rate of desktop transactions. 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 to 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 in 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?

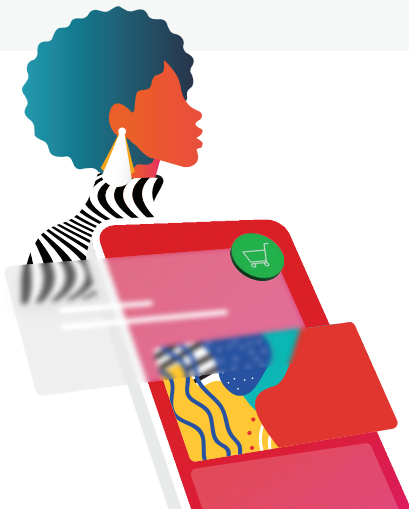
The responses you get can provide valuable insight—and the building blocks you need to make changes that enhance your mobile user experience.

Mobile matters for B2B, too.

The numbers say it all.

- According to Smart Insights, 60% of B2B buyers report that mobile played a significant role in a recent purchase.
- Mobile is responsible for 40% of revenue in leading B2B organizations, Smart Insights also reported.
- According to FreightWaves, millennials make 73% of the purchasing decisions for their respective companies.

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 phones 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:

- According to Neil Patel Digital, 25% of mobile users surveyed said they abandon a site if it takes more than 4 seconds to load.
- According to Google, the probability of bounce increases 32% as page load time goes from 1 second to 3 seconds.
- 75% of smartphone users expect to get immediate information while using their smartphone, Google also reported.

\$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, according to Neil Patel Digital.

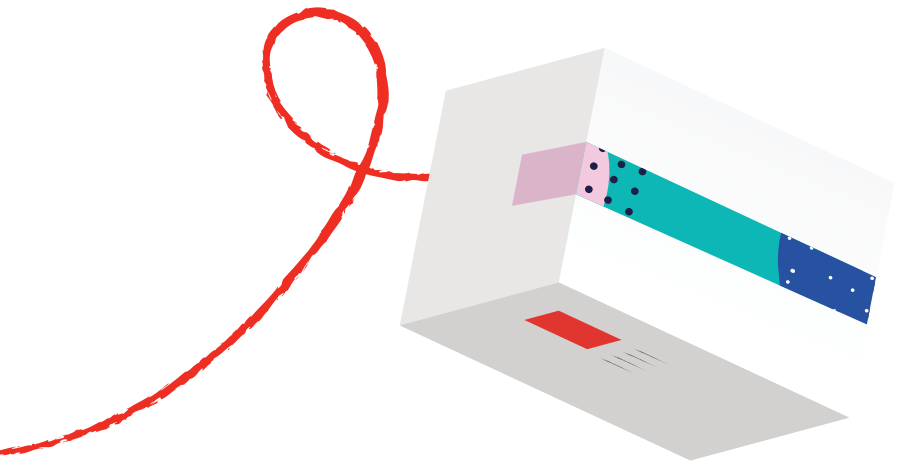
2. They are receptive to time-limited offers.

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% of millennials like surprises and are intrigued by unexpected rewards.

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% of mobile brand engagement is based on images or videos.



4. They may have imperfect vision.

Baby boomers and Generation 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. According to the Pew Research Center:

- 83% of people aged 50 to 64 own smartphones.
- 61% of people aged 65 and over own smartphones.



According to MarTech Alliance, if a website isn't mobile-friendly, 50% of customers said they would stop visiting it altogether, even if they like the business.

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.

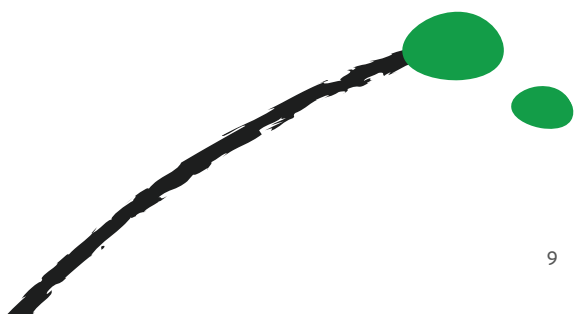
5 essential characteristics of a great mobile experience.

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 pop-up notifications—and personalize them—to notify customers of special offers.
- Offer location-based discounts to gain conversions and increase spur-of-the-moment purchasing.
- According to [web.dev](#), they will become more engaged users.



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. According to Sleeknote, nearly 4 out of 10 mobile users ditch their cart due to trouble inputting their information during checkout.
- 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.

Native app

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

Pros	Cons
<ul style="list-style-type: none">• Can be downloaded from an 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	<ul style="list-style-type: none">• Inconvenient to download• Time-consuming for impatient consumers• Must be first located in an 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.

Pros	Cons
<ul style="list-style-type: none">• A single website serves all devices• No manual user updates needed• Easy to administer and maintain• Low cost• Single URL means no redirects	<ul style="list-style-type: none">• 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.

Pros

- Convenient, lower design costs
- Acts like a native app
- Doesn't need an app store
- No manual updates needed
- Accessed through a 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

Cons

- 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 a 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 Adobe 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%
- Project conversions went up by more than 50%
- Site visits increased to more than 600,000 per month

[Read the full case study](#)

Workwear Express improves online user-journey with PWA.

UK-based Workwear Express re-architected its mobile shopping experience with PWA, allowing B2B buyers to use the Workwear portal to manage orders, see turnaround times, and handle communications on the status of their order.

- 2x increase in site speed
- 17% increase in conversions
- 23% increase in revenue

[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. As reported by Adobe to Internet Retailing, if you want to see a dramatic increase in SEO and conversion rates with a 80% uptick in website performance, then PWA Studio is for you.

[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.

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content delivery, commerce, personalization, and more, this marketing stack is created with the world's first platform designed specifically to create engaging customer experiences. Each product has built-in artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Commerce

Adobe Commerce is the world's leading digital commerce solution for merchants and brands. With Adobe Commerce, you can build engaging shopping experiences for every type of customer — from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.



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