

Mobify, SAP Hybris, Salmon Preset Webinar, Driving Mobile Commerce Success for Peak Trading with Progressive Web Apps

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Mobify, SAP Hybris, and Salmon have joined forces to present retailers and brands with the latest industry insights on how to eliminate mobile conversion barriers and capture the revenue opportunities presented by Progressive Web Apps (PWAs).

Attendees can register here for the free webinar, to be held Wed., July 12, at 4pm BST / 11am EDT / 8am PDT.

Mobify is a provider of Progressive Web Apps (PWAs) for commerce; SAP Hybris Commerce is a enterprise B2C and B2B ecommerce platform; Salmon is a ecommerce consultancy specialising in enterprise-level retail and B2B clients.

According to a media release, in this one-hour webinar, retailers and brand owners will learn:

- How mobile will impact peak trading season this year
- How to tackle the conversion problem on mobile
- How to deliver app-like, contextual experiences on mobile web

Patrick Munden, global head of retail & marketing, Salmon, says, "We're projecting that online sales during November 2017 will surpass December, with UK shoppers spending GBP20bn online with GBP12bn spent via mobile devices. Preparing for a mobile peak means developing your progressive web strategy now, and this webinar is the best place to get the inside knowledge of three conversion-focused mobile commerce leaders simultaneously."

According to Drew Lau, director of product management, Mobify, "We'll be covering how any retailer with the right progressive web strategy can see impressive increases in conversion rates with landing pages that are up to 4x faster thanks to Accelerated Mobile Pages, along with radical mobile engagement results from scheduled and triggered web push notifications."

More information:

www.salmon.com

www.mobify.com

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