

Mobile eCommerce

Shopping at Your Fingertips

Statistics have shown that having a responsive mobile eCommerce website increases sales and website traffic. Web traffic in 2013 through a mobile phone has increased by 17%, where as in 2012, the web traffic was only 11%. Therefore, the usage of smartphones to access the web for online shopping will increase each year. It is now more crucial than ever to have a responsive design and mobile friendly eCommerce website.

38

percent of smartphone owners have used a mobile device to make a purchase at least once.

6.4

billion dollars spent on online purchases through mobile devices in the first quarter of 2013.

11

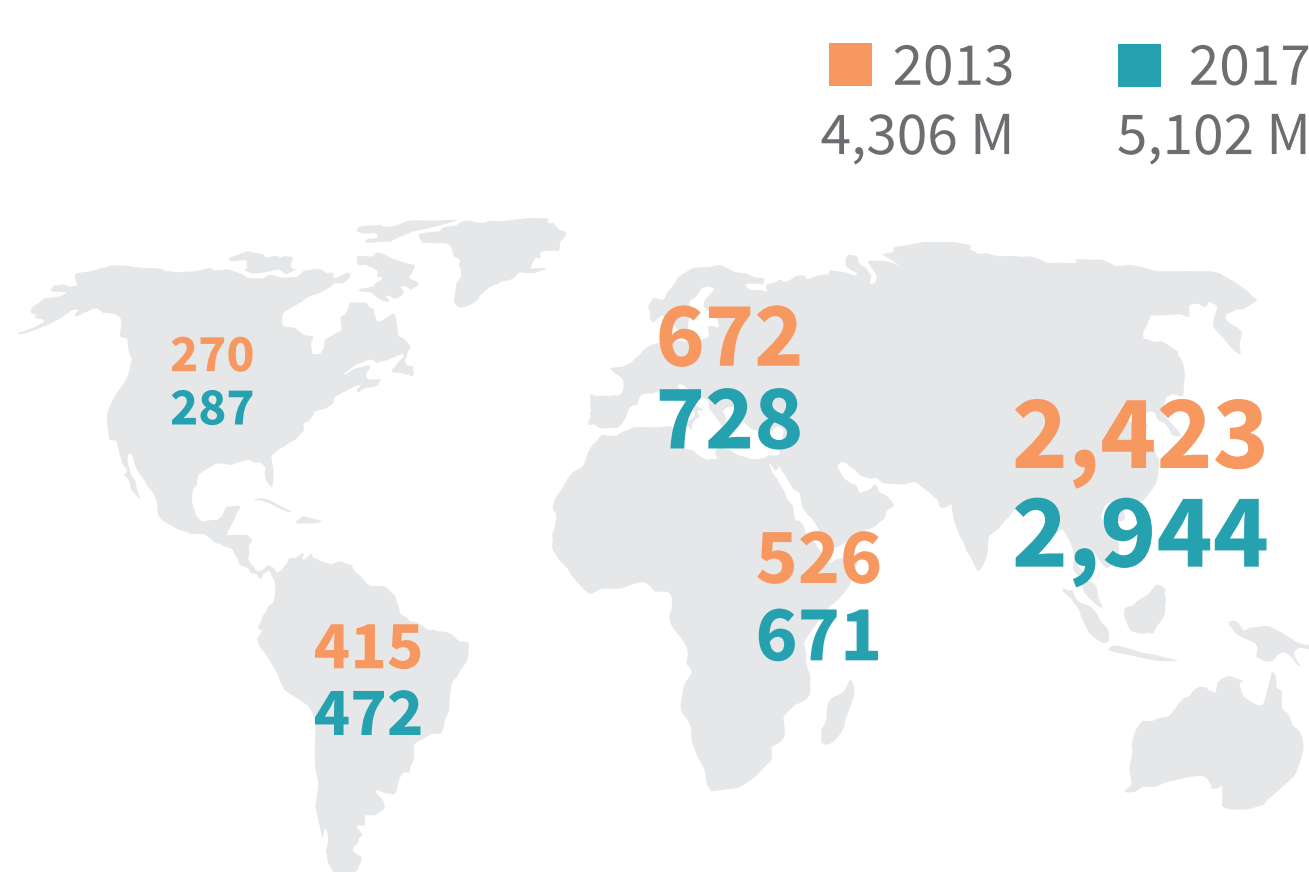
percent of purchases made via mobile devices during the first quarter of 2013.

59

percent increase from the first quarter of 2012.

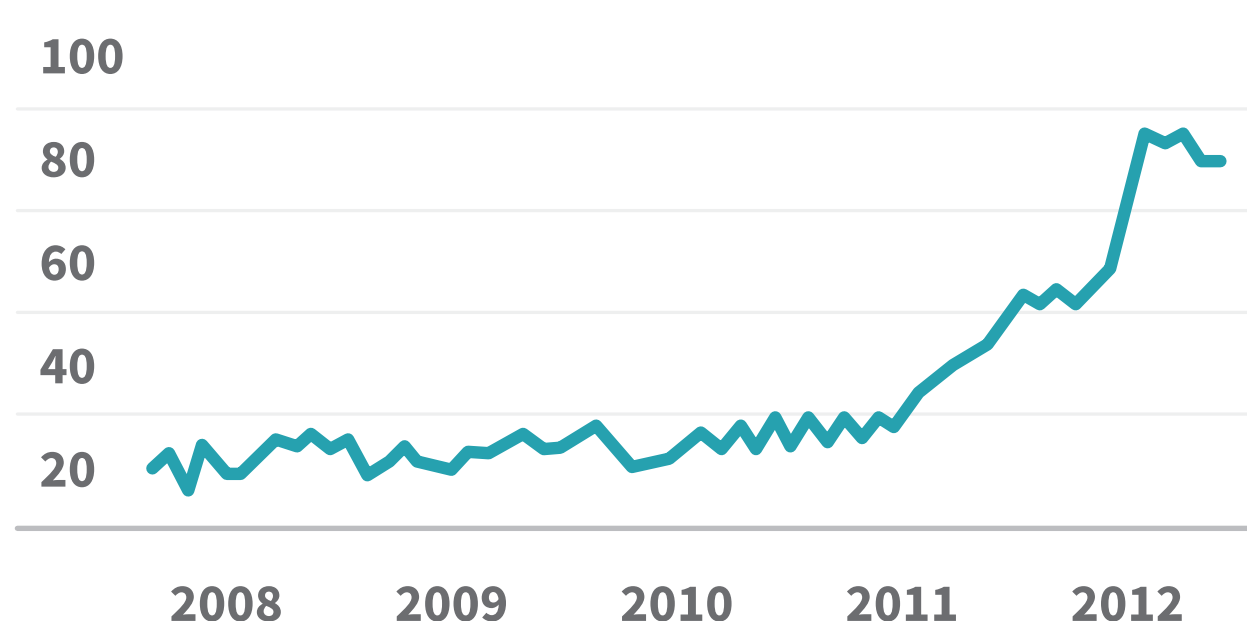
5 Billion People will Use Mobile Phones By 2017

Estimated number of users worldwide

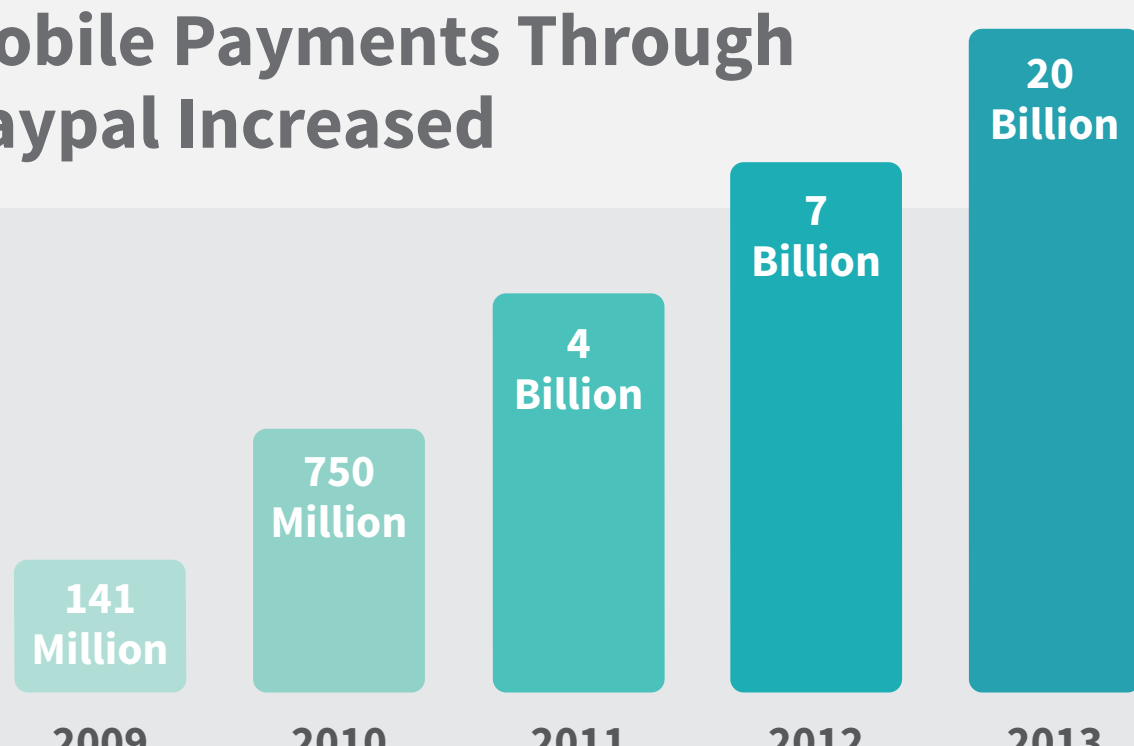


Mobile Transactions Throughout the Years

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Mobile Payments Through Paypal Increased



30

percent of mobile shoppers abandon a transaction if the experience is not optimized for mobile.

Ways to Optimize your Website for a Better User Experience:



Large Navigation and Add-to-cart Buttons



Finger-friendly Swiping



Responsive Web Design

The number of eCommerce transactions through a mobile device is increasing each year and by 2017, 5 billion people will use a smartphone for their shopping needs. Already 38% of smartphone owners use their phone to make purchases.

Sources:

www.nymag.com
www.prweb.com
www.mashable.com
www.qrcodepress.com
www.optism.com
www.monetate.com



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