

# 2018 Q4 Mobile Commerce Insights Report

Ecommerce Trends and Stats  
from Holiday 2018





This edition of Mobify's quarterly Mobile Commerce Insights Report examines the 2018 holiday shopping period to identify trends, benchmarks, and opportunities in 2019.

## Let's dive into:

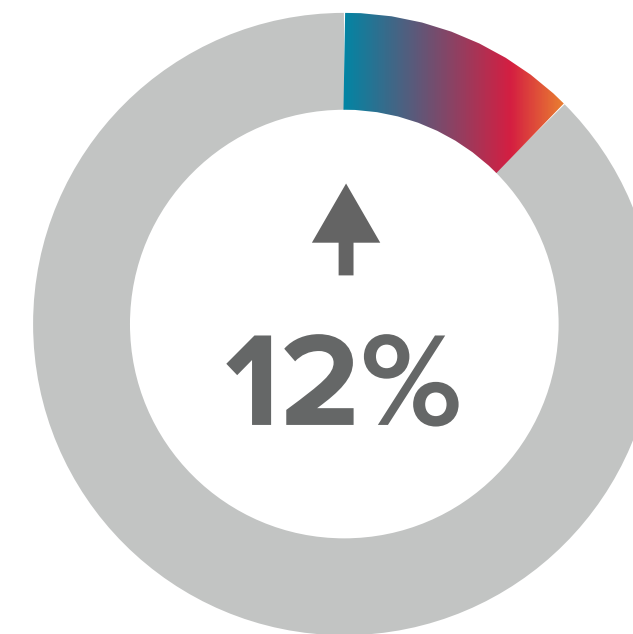
- How 2018 online holiday shopping compared to 2017
- Top traffic sources for holiday 2018
- Why mobile continues to dominate
- Closing the mobile conversion gap
- 3 holiday marketing tactics for 2019

# Holiday 2018 Versus Holiday 2017

There's no question that holiday 2018 ecommerce sales well eclipsed 2017. Whether it was Black Friday, Cyber Monday, or pre-Christmas, shoppers were spending more than last year, and they were on mobile more often.

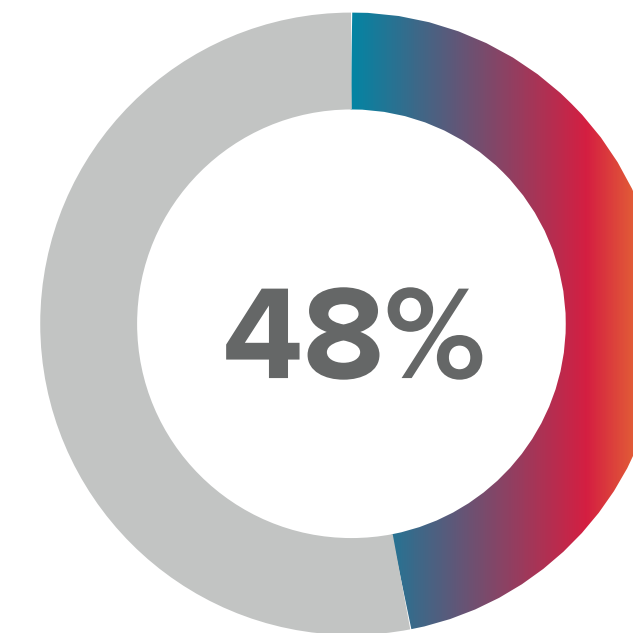
According to Salesforce's [holiday shopping report](#), ecommerce brands saw 12% growth in online revenue during the 2018 holiday season. Mobile was definitely the winner though, taking 48% of order share, which is a 19% increase from holiday 2017.

## Holiday Revenue



### Revenue Growth

Overall holiday revenue increased 12% from 2017 to 2018



### Average Share of Orders Processed by Mobile

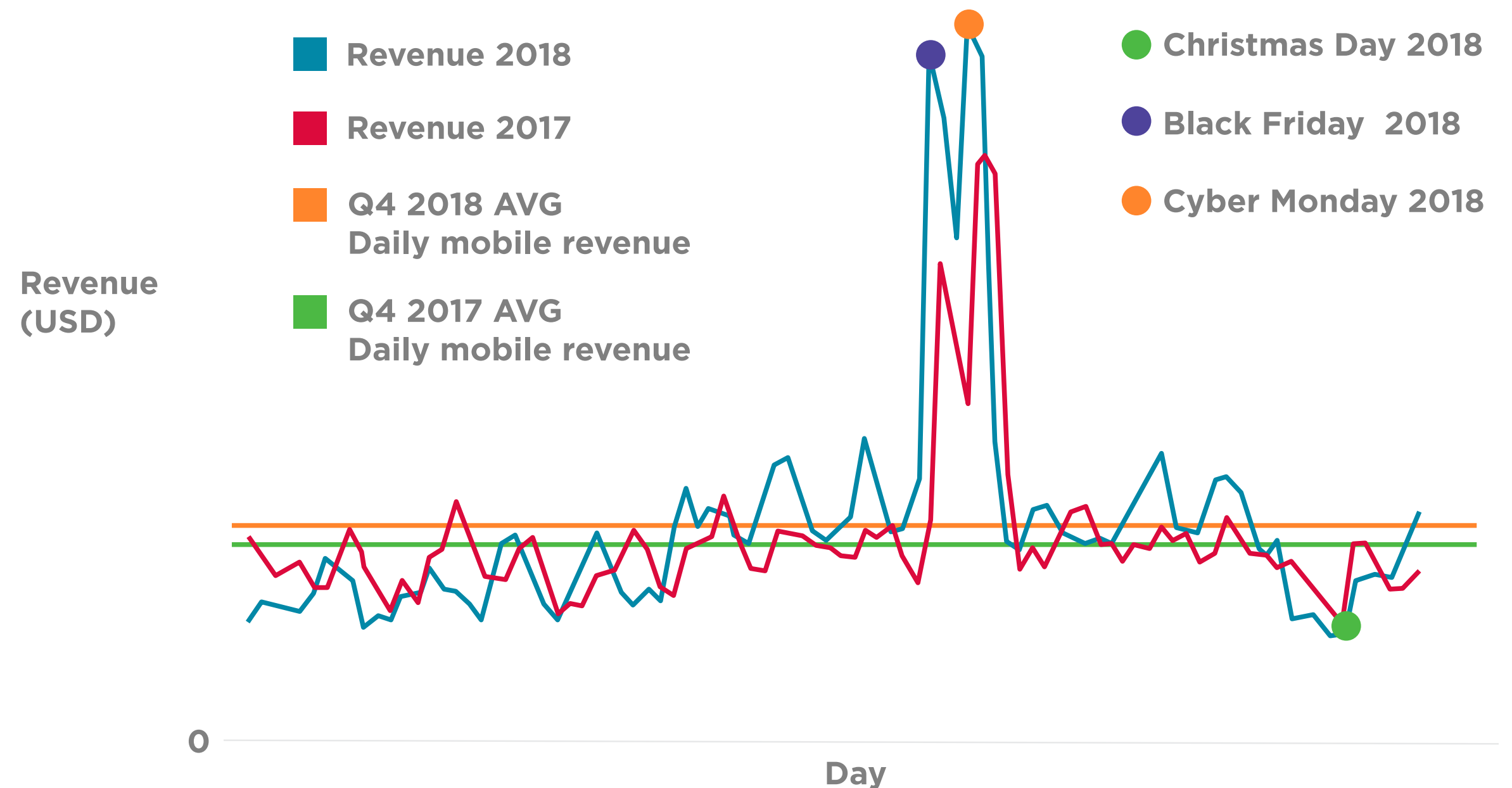
Mobile orders made up 48% overall, up 19% over 2017

Source: 2018 Holiday Shopping Report, Salesforce

# Holiday 2018 Versus Holiday 2017

What's extra exciting for retailers is that 2018 saw sustained and increasing mobile purchases between Black Friday and Christmas, with higher peaks of purchasing translating to higher mobile revenue compared to 2017, especially for Black Friday week and the weeks leading up to Christmas.

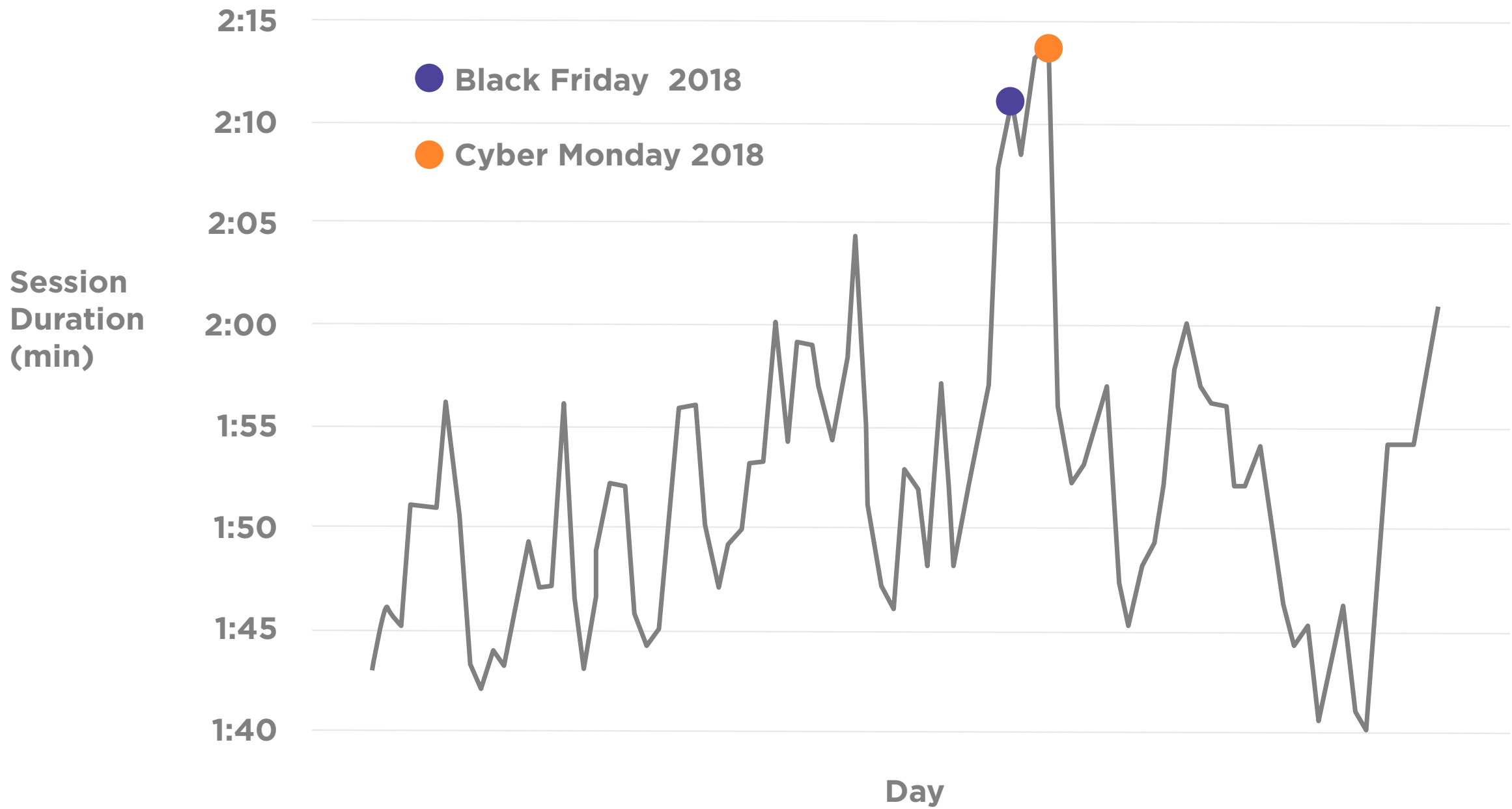
## 2018 vs. 2017: Daily Mobile Revenue in Q4



# Holiday 2018 Versus Holiday 2017

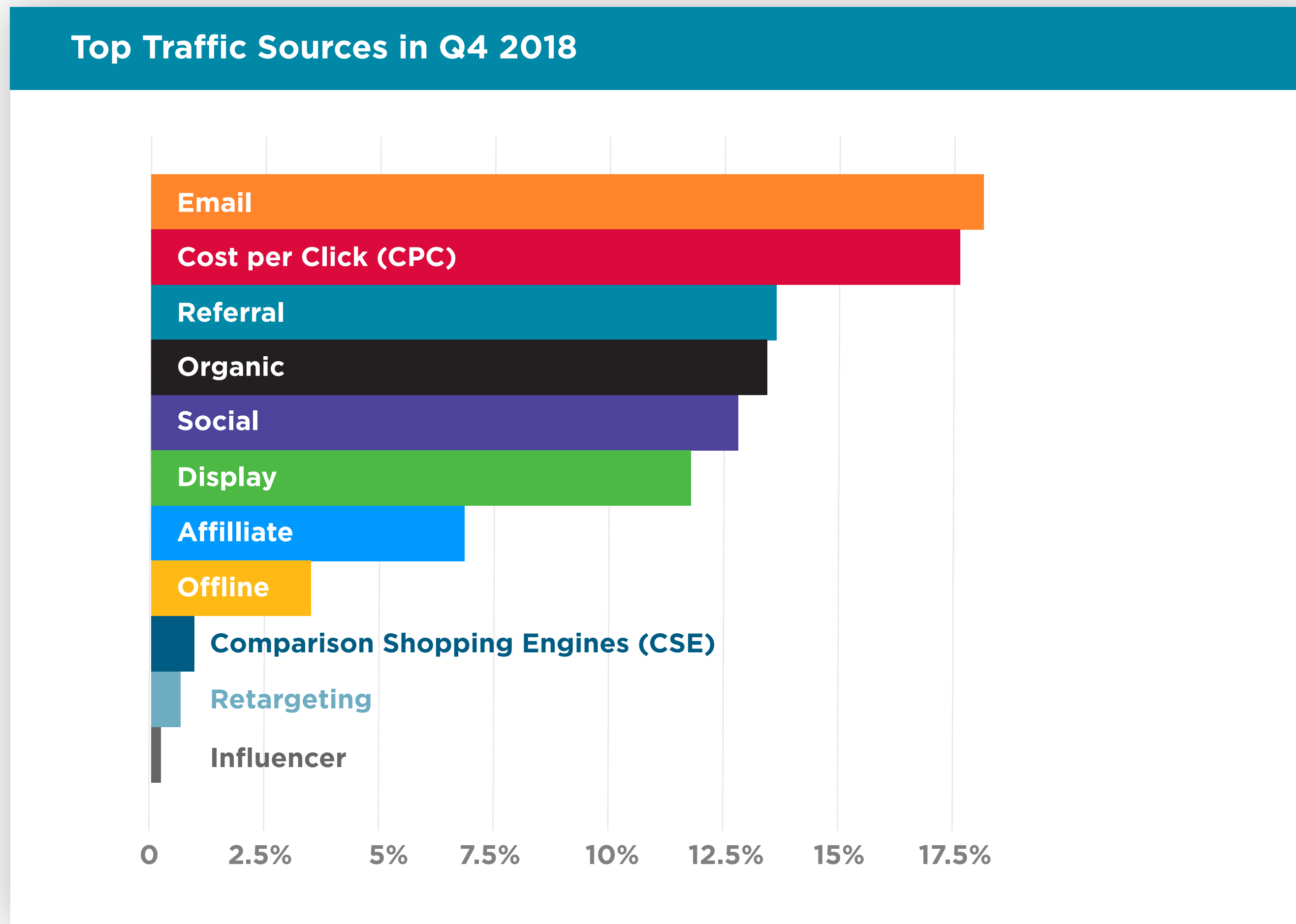
Session duration is another measure of engagement that was also up, with shopping session duration peaking at times of peak purchasing. It seems that shoppers are content spending more time on their mobile purchases than before, perhaps while they're relaxing at home or spending time with family and friends.

Q4 2018: Average Mobile Session Duration by Day



# Top Traffic Sources for Holiday Shopping

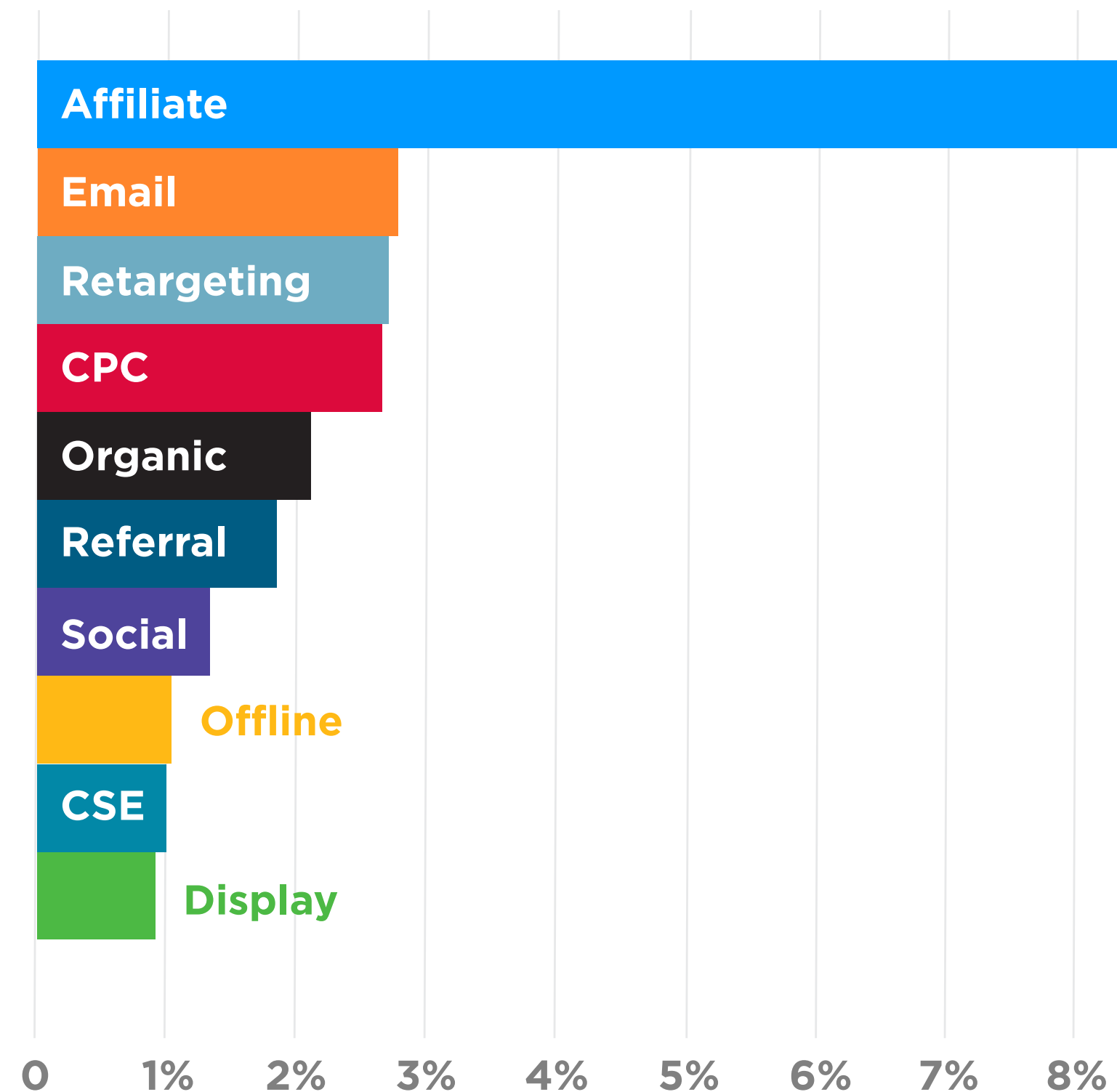
In Q4 2018, the most frequent traffic source for mobile was email (yes, email!). According to [Forbes](#), “retailers sent 3.5 billion emails on Black Friday, and another 4.1 billion on Cyber Monday – significant increases over the 3 billion and 3.3 billion, respectively, sent in 2017.” Be sure to follow up with loyalty emails to improve the lifetime value of your BFCM shoppers.



# Top Traffic Sources for Holiday Shopping

Another way to look at traffic sources is by user conversion rate. You can see even though the paid affiliate channel wasn't a top referral medium, it tops the list for conversion rate.

Top Traffic Sources by Conversion Rate

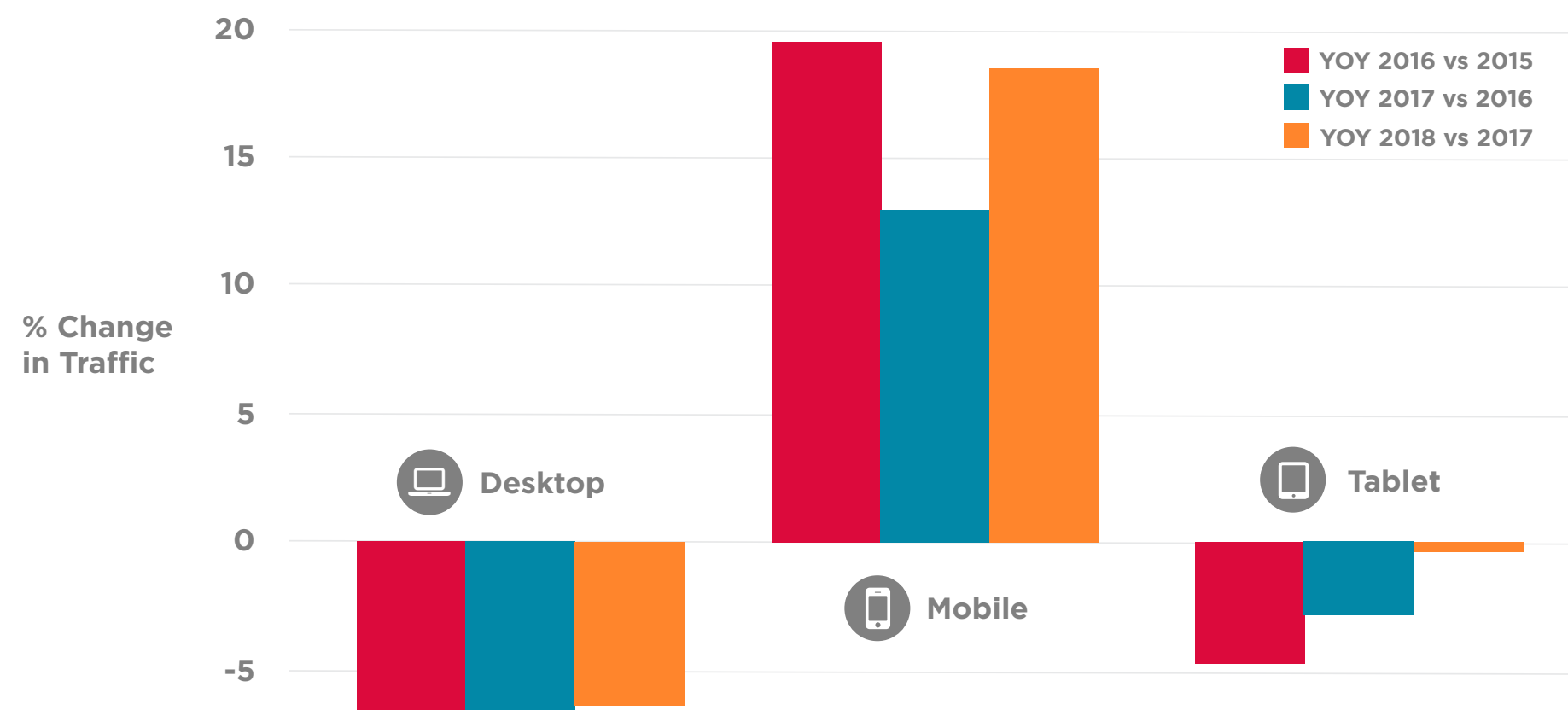


# Mobile Continues to Dominate

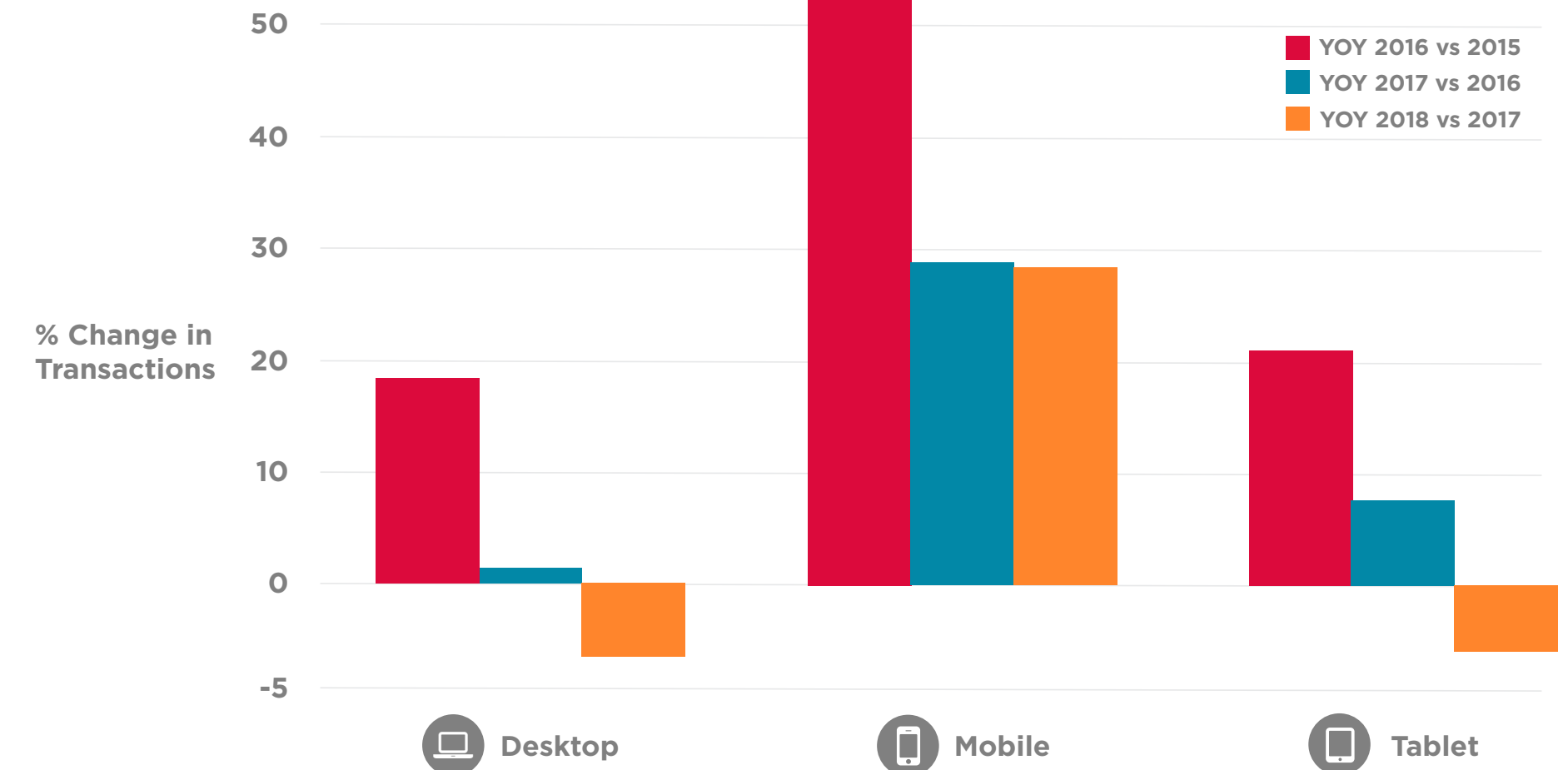
Like 2017, traffic and transactions were down in 2018 for both desktop and tablet.

Based on year-over-year trends, the device with the best outlook for future traffic and purchasing is without a doubt mobile.

## Year-over-Year % Change in Q4 Traffic



## Year-over-Year % Change in Q4 Transactions





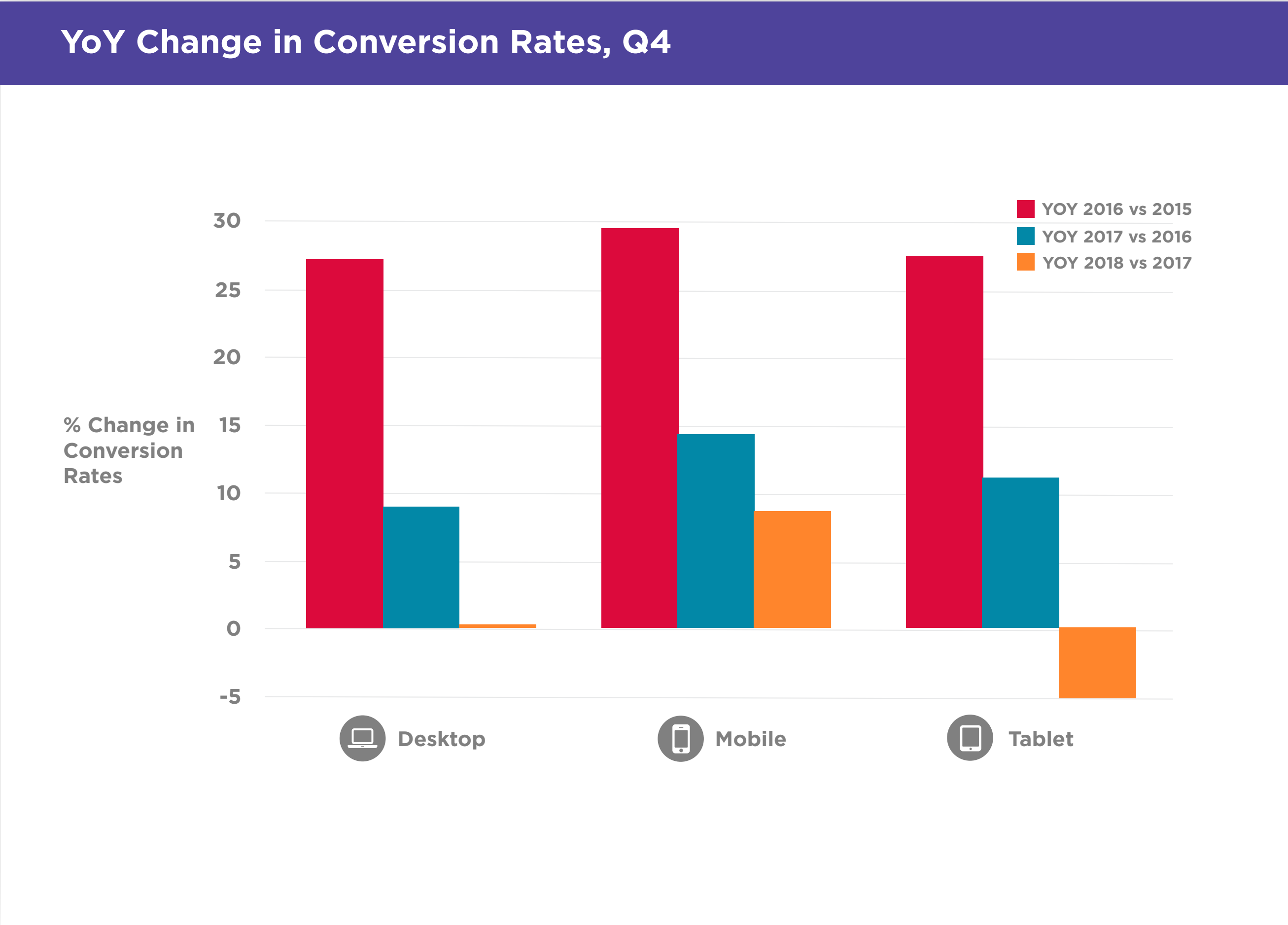
# Closing the Mobile Conversion Gap

Since mobile traffic overtook desktop, the thorn in every retailer's side has been closing the gap between mobile and desktop sales. But before you can close the conversion rate gap, you need to investigate this compound metric further by looking at traffic and transactions.

When transactions are increasing, but just not as quickly as traffic, your conversion rate will go down – which is a bit misleading as an overall health check. For this reason, the conversion rate on its own is not a good metric to evaluate your overall performance. Because it's a compound metric, interpreting conversion rate requires taking the extra step of understanding the movement of the variables (traffic and transactions) that comprise it.

# Closing the Mobile Conversion Gap

In this case, mobile traffic went up by about 18% from 2017 to 2018, and transactions went up almost 30%. But because traffic and transactions both went up 13% from 2016 to 2017, the increase in conversions from 2016 to 2017 appears to be much healthier.

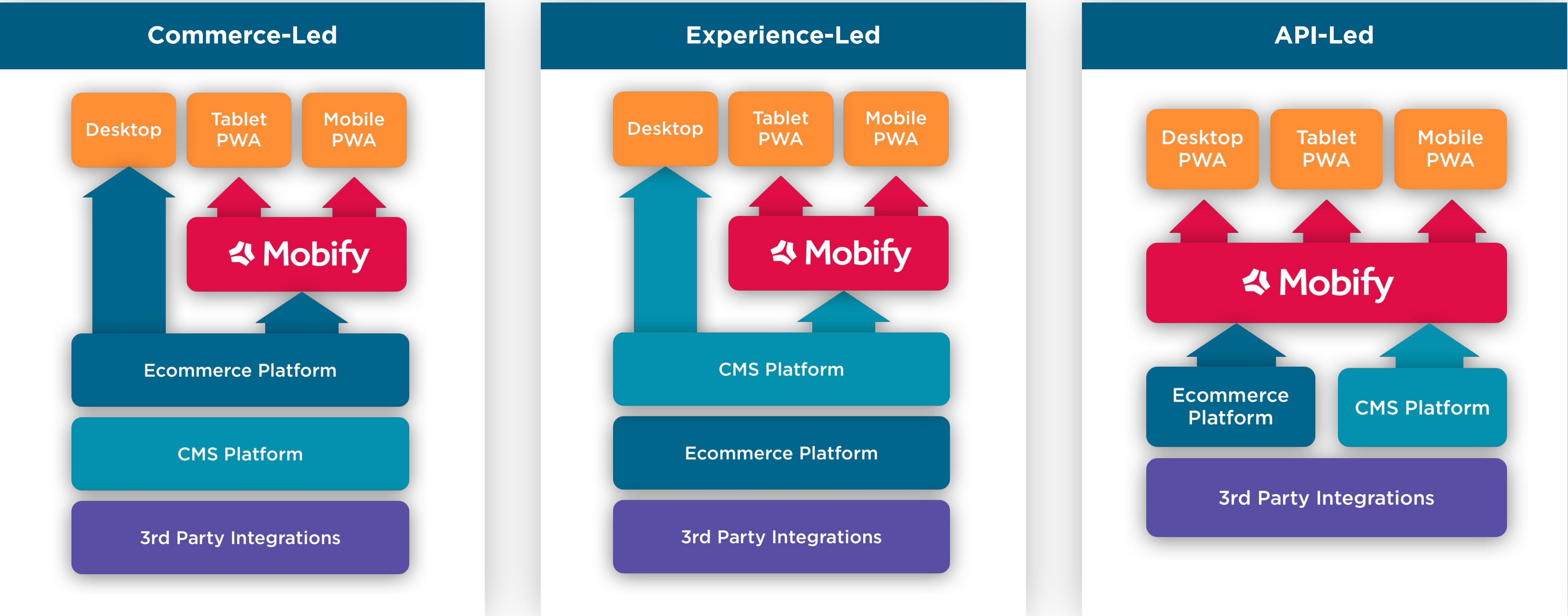


# Closing the Mobile Conversion Gap

The customer-facing experience is where the potential to generate more revenue lies, so your priority should be investing in your front-end to close the conversion rate gap.

Based on rapidly increasing mobile traffic and high customer expectations, a **Progressive Web App** (PWA) offers the best way to deliver a better, faster customer experience.

How exactly you set your PWA up should depend on your current ecommerce architecture and strategic business goals. The good news is we've laid it all out in our [how-to guide to delivering PWAs for enterprise commerce](#).



Which set-up is best for you? [Read our guide to find out.](#)



# 3 Holiday Marketing Tactics for 2019

Based on the 2018 holiday data, here are 3 marketing tactics you can leverage for a profitable holiday 2019.

## 1. Try shipping promotions

In holiday 2018, shoppers were turning to mobile for last-minute searches and purchases more than ever before.

We saw a final spike in mobile purchasing and revenue on Dec. 15, the weekend before the start of the Christmas holiday. Why not offer last-minute shipping promotions to entice these customers to purchase?

## 2. Strategize your special offers

To coincide with the December 20th spike in above-average session traffic, mobile ads with in-store offers could drive more brick and mortar purchases after the online shipping cut-off.

Shoppers turn back to their mobile devices on the day after Christmas, but not with the same purchasing enthusiasm. But since they're on the site, how about a post-holiday offer to entice the purchase?

## 3. Offer bundled deals

We know that shopping sessions peaked during the holidays. Since shoppers are already on site with the intent to buy, why not offer bundled deals for recently viewed products to keep shoppers on site longer and increase average order value?

# Questions? Get in touch.

Mobify is a Front-end as a Service for building customer-first digital experiences through Progressive Web Apps, Accelerated Mobile Pages, and native apps.

**Get in Touch to Learn More**

NA: [hello@mobify.com](mailto:hello@mobify.com) 1 (866) 502 5880

UK: [emea@mobify.com](mailto:emea@mobify.com) +44 (0) 1189 000715

Copyright © 2019. All rights reserved.



[www.mobify.com](http://www.mobify.com)

