

2019 Q1 Mobile Commerce Insights Report

Ecommerce Trends and Stats
from Q1 2019

This edition of the Mobile Commerce Insights Report is all about performance.

You'll learn:

- How shoppers think about performance
- Where to really focus optimization efforts
- How page speed affects the purchase funnel

Performance metrics must value the shopper

There's no shortage of articles about the importance of performance to a business' bottom line, yet there's still a fractured view of what performance means across a retail organization and the industry at large.

For some, performance refers to technical metrics like full page load or first paint. For others, performance refers to metrics like conversion rate, average order value, and revenue. While both are a part of performance, you leave the actual customer

out of the equation when you only account for technical or business metrics, because the shopper only notices whether your site is easy to use or not.

While these metrics are easy to measure — and are a great pulse check on the health of your site — they're only part of the picture. The most valuable way to think about performance is to consider who it has the biggest impact on — your shopper.

Performance metrics must value the shopper

If your user experience is lacking, there's a bug in your checkout, or your customer has to navigate 15 pages to find what they're looking for, even the fastest mobile site won't convert (even if your technical metrics appear spot on). This is where **time-to-task completion** comes in.

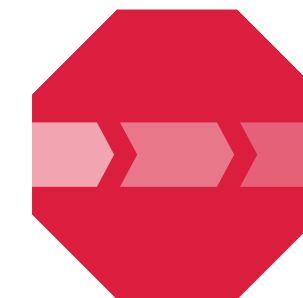
Time-to-task completion (TTC) is the sum of two parts: technical performance (the time spent waiting for the site to load), and user experience (the time a user spends performing actions). It's a holistic view of the actual shopping experience.



=



+



Time to task
completion

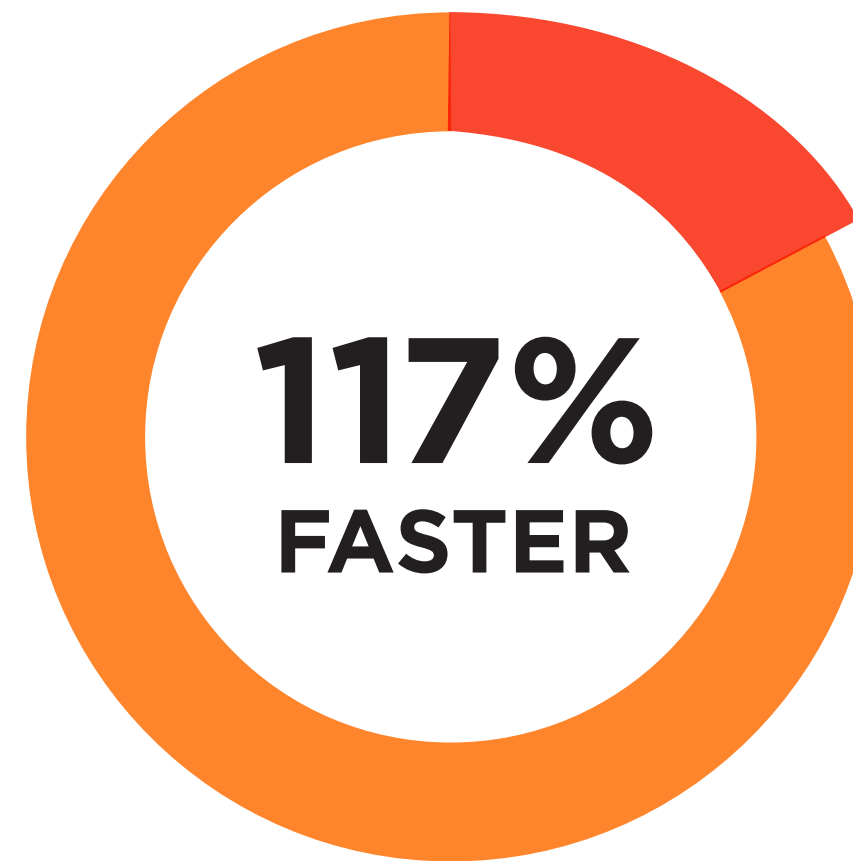
Technical
performance

User
experience

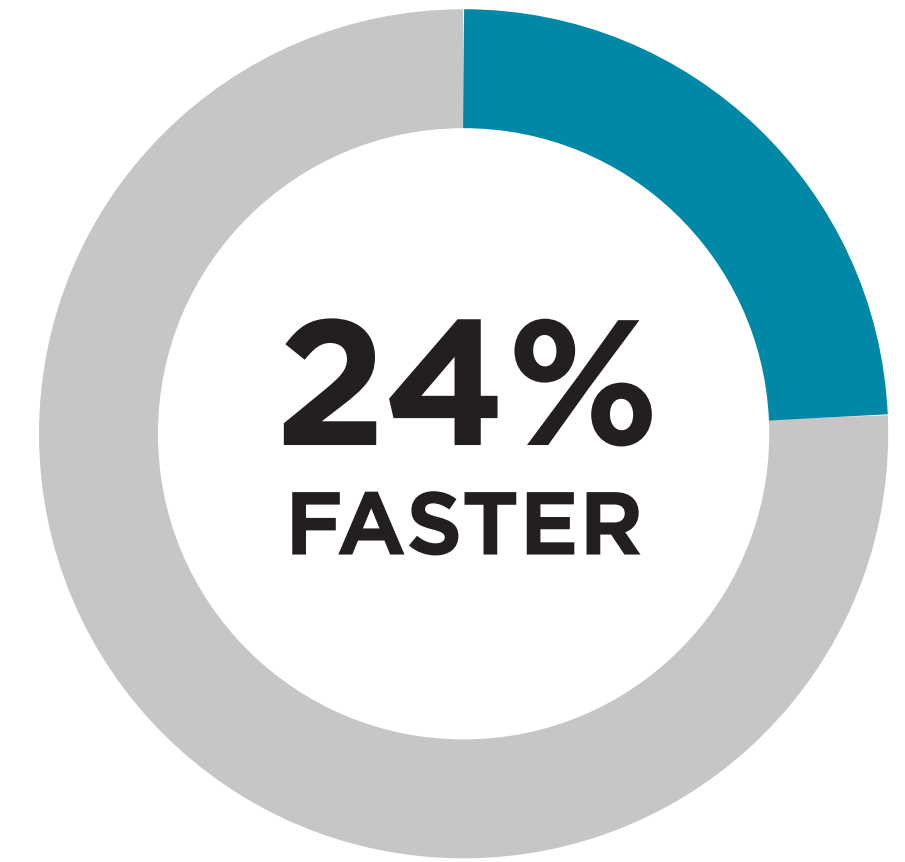
Performance metrics must value the shopper

Our research has shown that implementing a Progressive Web App (PWA) can improve a shopper's ability to find a product by close to 1 minute, and can also reduce the time to checkout by close to 1 minute. That's over 100% faster for a shopper to find a product and 25% faster for them to checkout.

Average Mobify time to task improvement



FINDABILITY
50s*



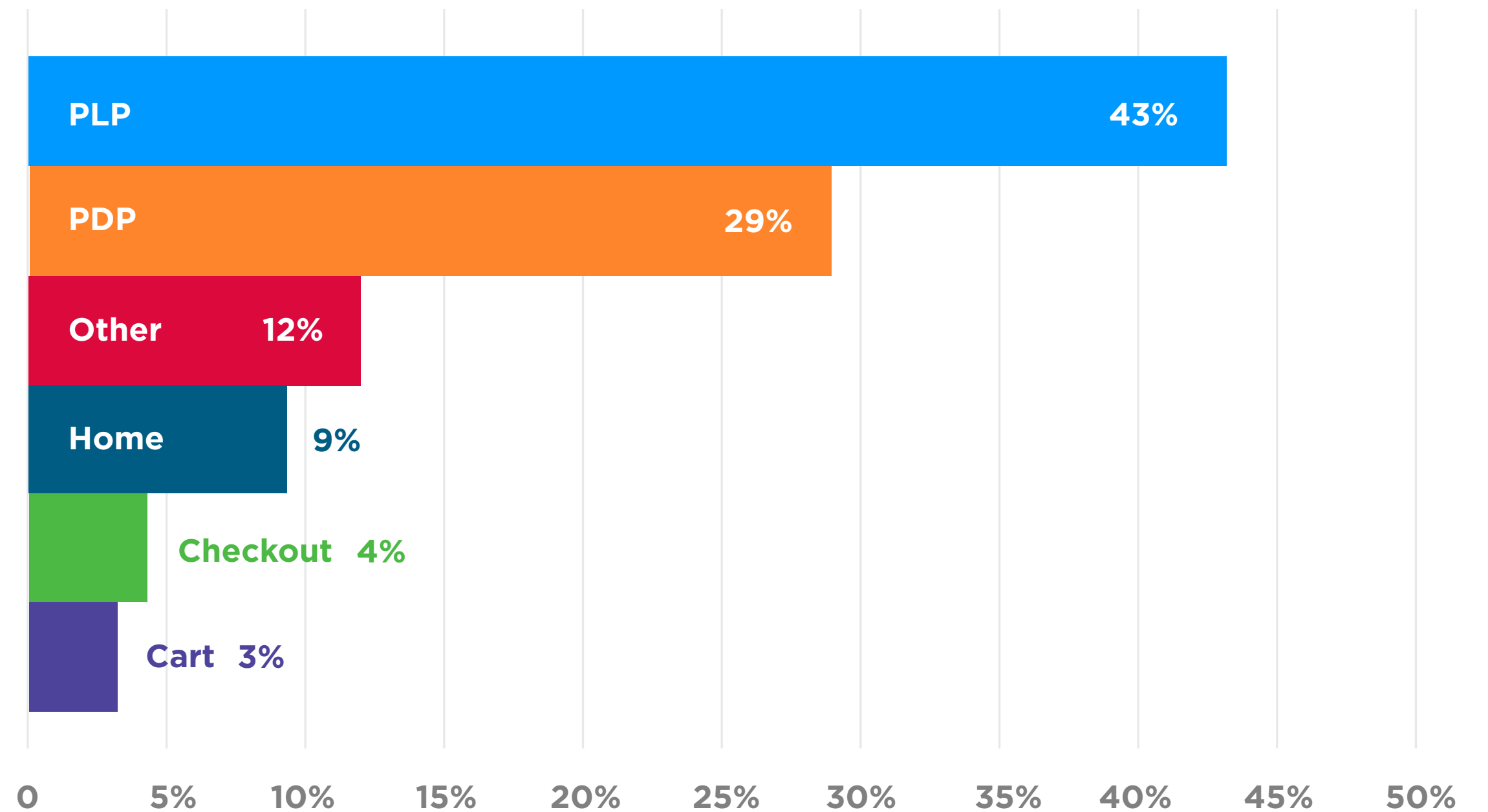
CHECKOUT
54s*

*Median Values

High-traffic pages demand better UX

The home page, product listing pages (PLPs), and product description pages (PDPs) make up the majority of shopper traffic, so focus your UX optimization efforts on these pages.

Percentage of total pages visited by page type

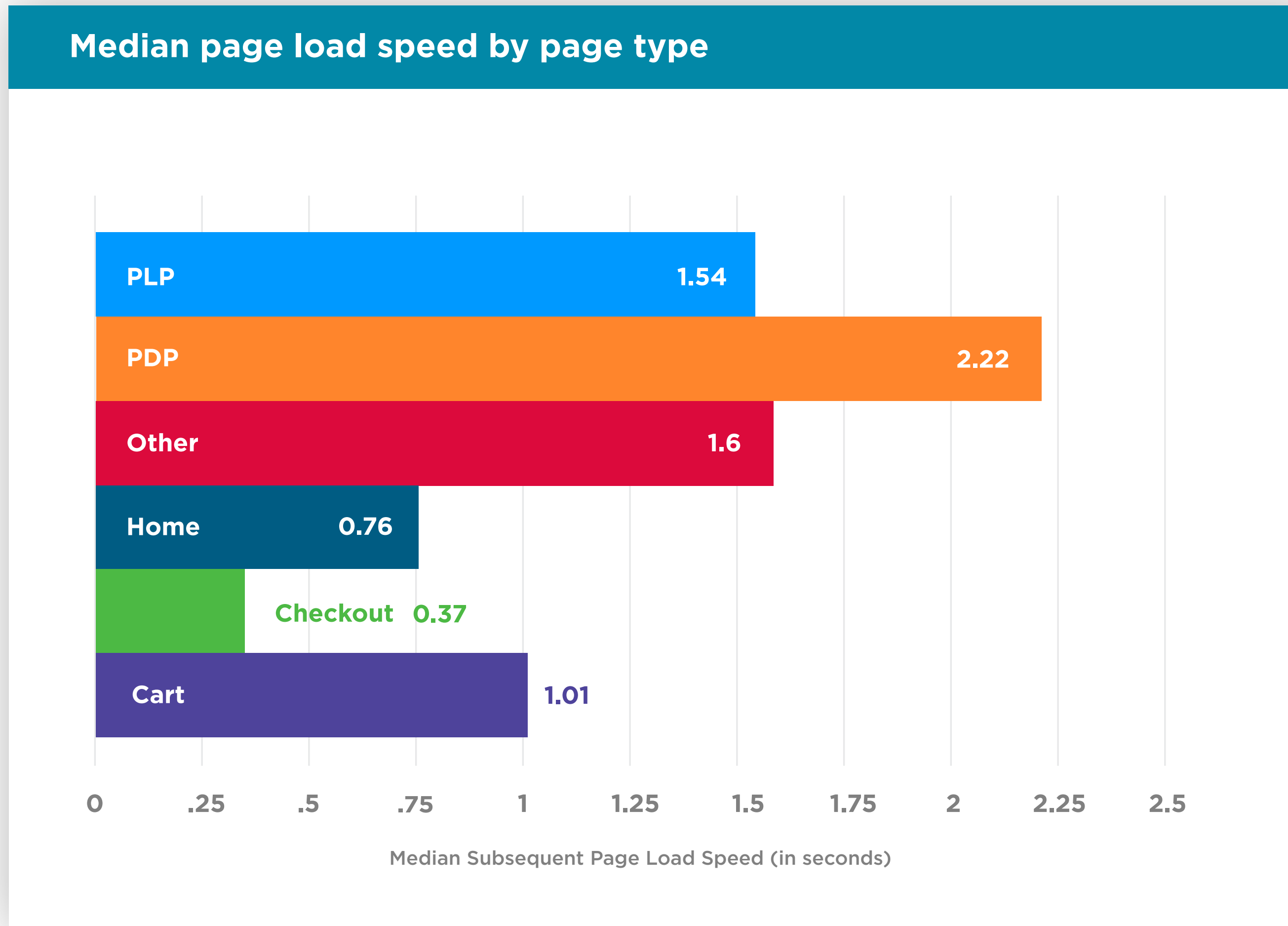


Optimizing UX requires agility

Retailers should be doing frequent experimentation and deployments to continuously optimize the user experience. To enable this, it's best to have a customer-facing experience that's decoupled from the backend – otherwise known as a **headless commerce architecture**. This ensures teams can be more agile as a simple UX change won't require a heavy redeploy of a backend system.

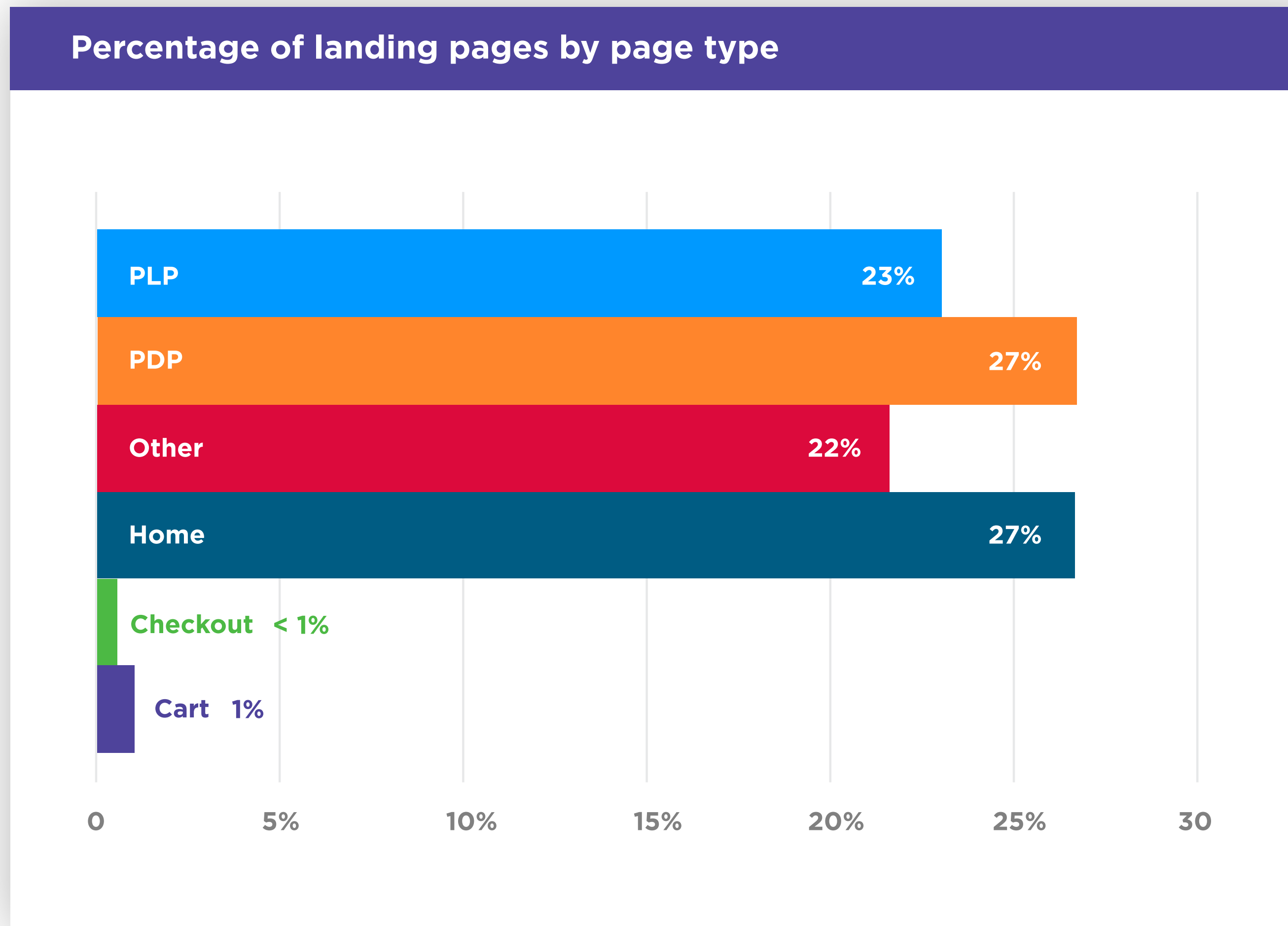
Product pages have a need for speed

PWAs are fast, especially when it comes to subsequent page loads, so they can help ensure that your UX is optimized for performance. PDPs and PLPs have the lowest load time on average because they typically have the most images, so it's important to make sure you're continuously optimizing for performance since they also have the highest traffic.



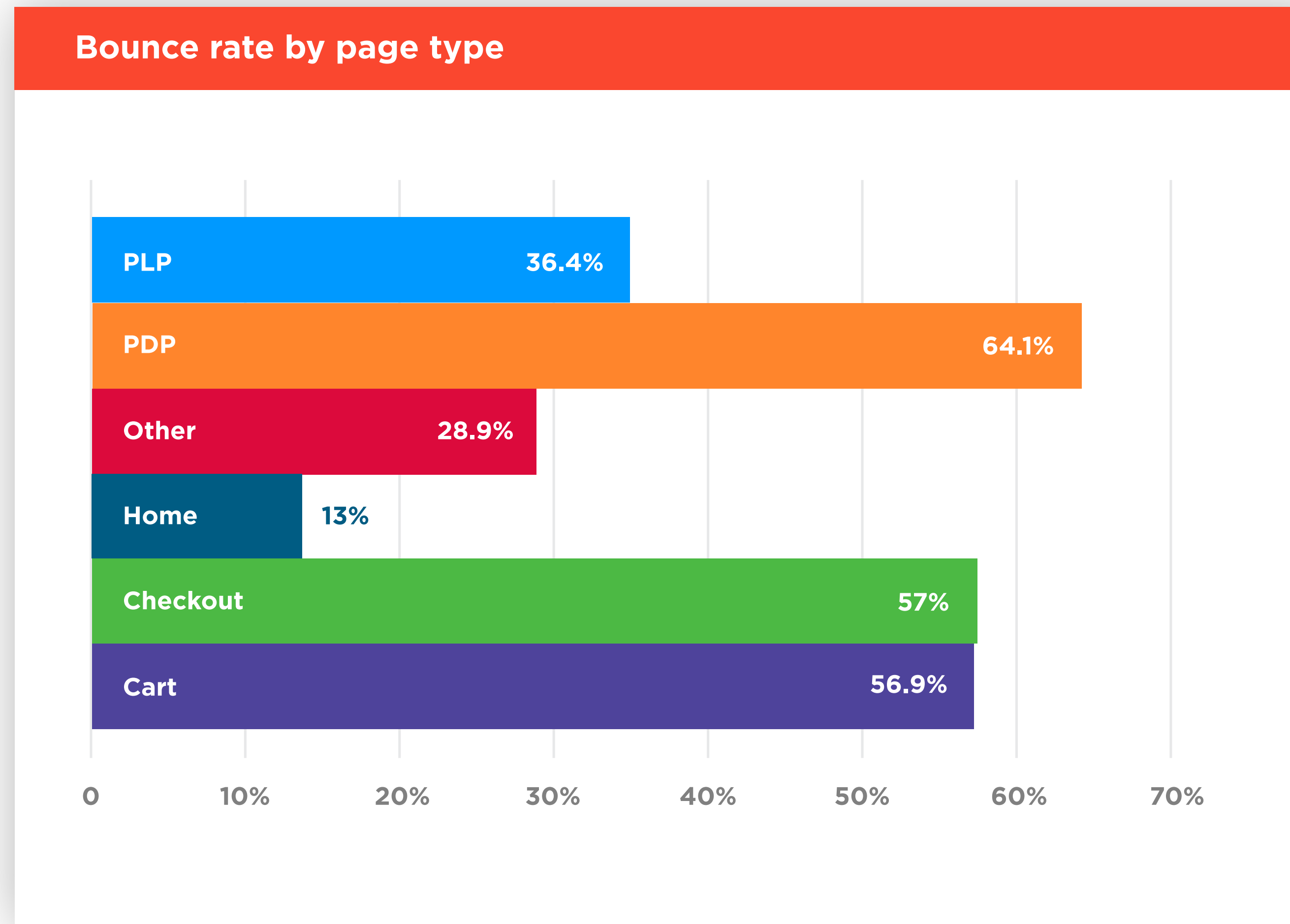
Popular landing pages need to be fast

The home page and product pages are great targets for content and speed optimization, considering they are the pages that customers are landing on first. **Accelerated Mobile Pages (AMP)** are the best way to ensure the first page that a shopper lands on from search results is lightning fast.



High bounce rates signal a problem

There are many reasons for a shopper to bounce, from slow loading pages to a disconnect between expectation and actual page content. Spend time optimizing your navigation and site search so shoppers can find what they're looking for and explore new products quickly. It might be worth investing in **Real User Monitoring** tests to see how actual shoppers behave on your site.

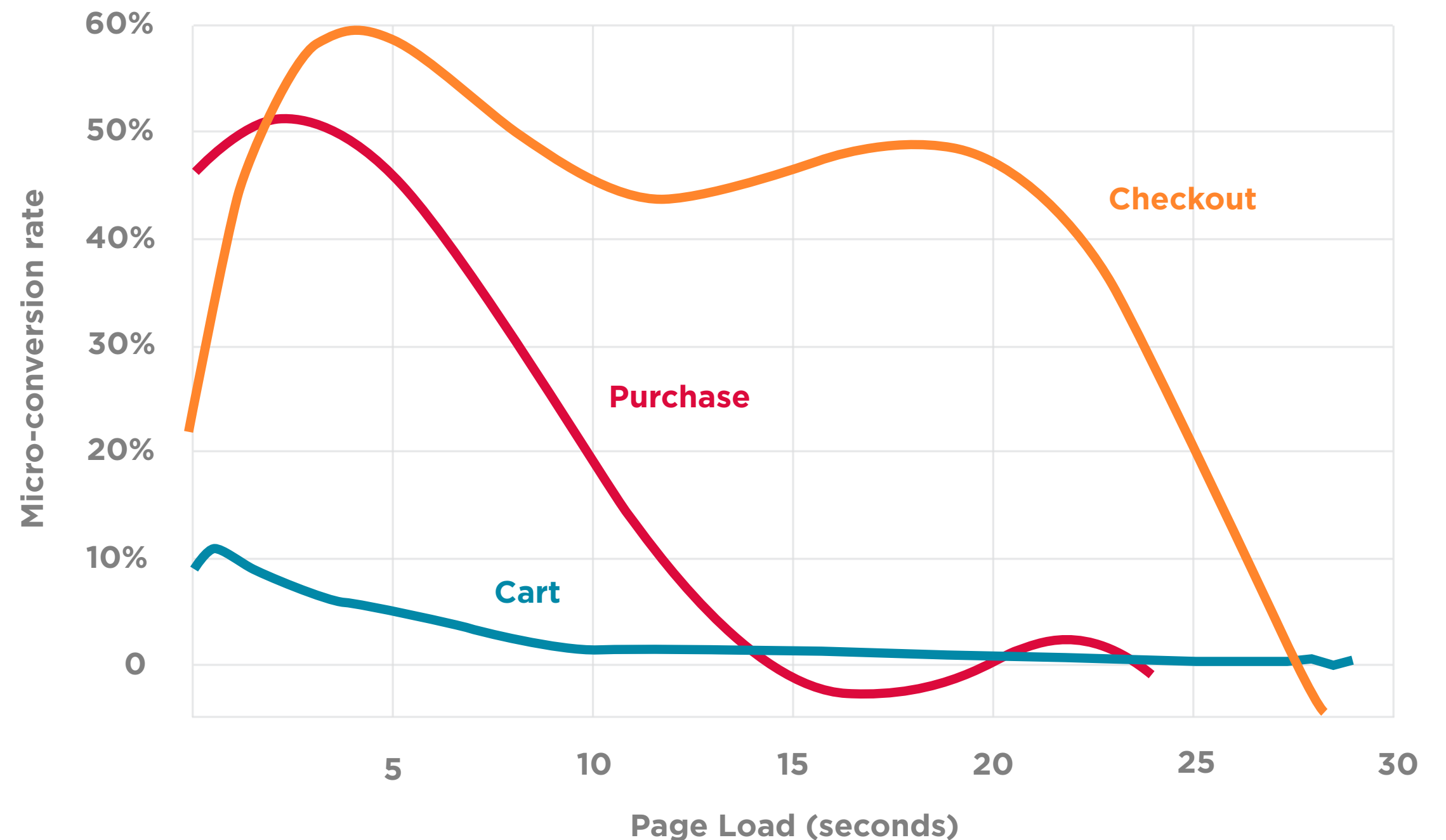


How page load speed affects the purchase funnel

Now we look into how page load speeds could be affecting the way customers move through your funnel.

Since the shopper journey can be quite nonlinear, we looked at micro-conversion rates for the cart (converting from initial browsing pages to cart page), the checkout (converting from cart pages to checkout) and the purchase page (checkout pages to purchase).

Page load speeds on cart, checkout, and purchase pages



How page load speed affects the purchase funnel

Load times have a varying impact on movement down the last few funnel stages. The largest dropoff is in shoppers going from browsing pages to cart, and anything more than a second of wait time will highly impact the number of shoppers who proceed to the cart stage.

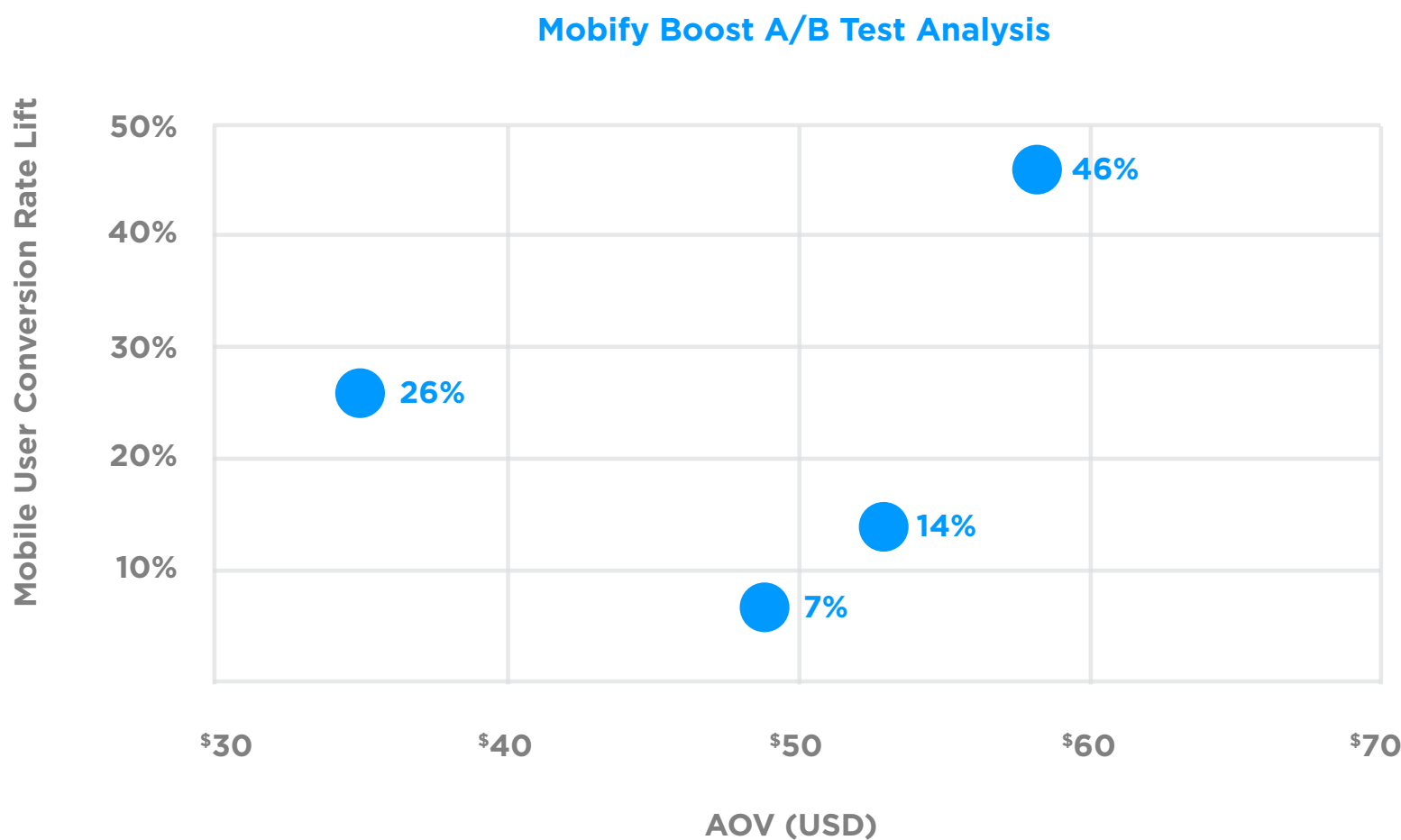
There is a higher tolerance for page load times for shoppers who have made the

commitment to go to the checkout and then make the purchase, but the checkout is not a place to ignore when it comes to the shopper journey, as we have seen with our PWA A/B tests. We A/B tested PWAs against responsive sites, and saw different results if the PWA was implemented across the entire site (home to checkout) versus just part of the site (home to cart, with checkout still being responsive).

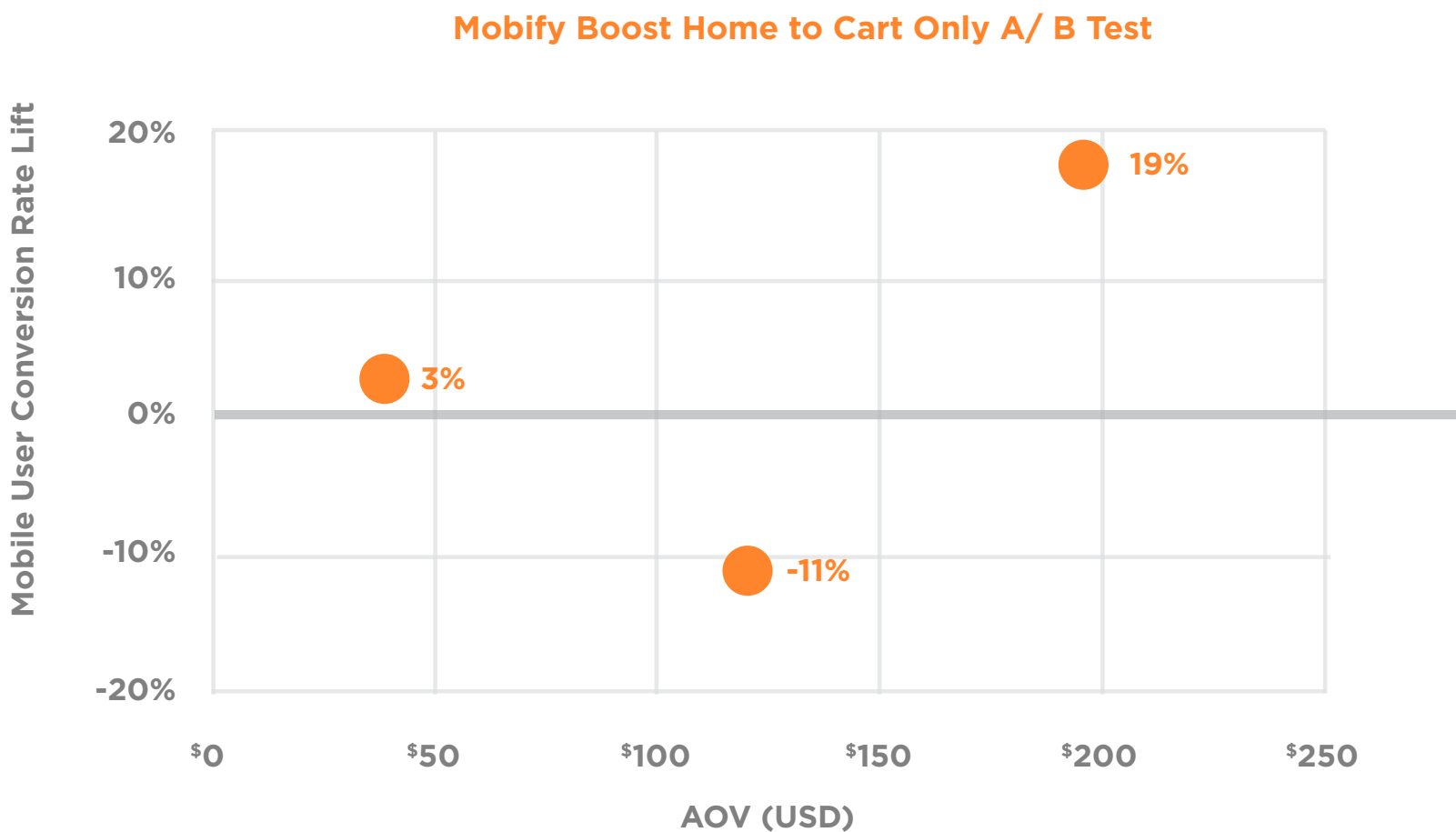
How page load speed affects the purchase funnel

The conversion rates increased across the board when the full journey PWA was compared to the responsive site. However, when retailers only implemented a PWA experience from home to cart, the results weren't as consistently positive.

Responsive vs. PWA: % Change in Mobile Conversion Rate



Responsive vs. Home-to-Cart PWA: % Change in Mobile Conversion Rate



How page load speed affects the purchase funnel

Shoppers expect a unified customer experience. If they get a fast, app-like experience up until the cart, then the slower responsive checkout experience, the slow performance can be even more apparent (and unpleasant).

A great way to think about this is to visualize shopping in a physical store. Retailers need to strategically merchandise

the products, optimize the sales team and fitting room experience, and make sure the journey to pay is efficient.

It's the whole shopping experience that matters, not just one part of it — and it's the same thing online. You can't optimize only one part of the site and expect it to have an impact on the whole experience.

Questions? Get in touch.

Mobify is an enterprise Front-end as a Service that provides a headless commerce architecture and customer-first experiences with Progressive Web Apps, Accelerated Mobile Pages, and native apps.

Get in Touch to Learn More

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

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

Copyright © 2019. All rights reserved.



www.mobify.com

