



# Making money with mobile.

OPTIMIZING YOUR SITE FOR MOBILE COMMERCE.



# A guide to mobile commerce.

For retailers, a mobile-ready website is no longer a nice-to-have. It's a necessity.

Mobile in general and mobile commerce in particular (customers using smartphones and tablet devices to shop online) are growing remarkably fast. Google's report "Micro-moments" provided us with many interesting facts about the way people use their mobile devices:<sup>1</sup>

- ❖ 87% of people always have their smartphone at their side, day and night.
- ❖ 30% admit that they get anxious when they don't have their phones on them.
- ❖ 68% say they check their phones within 15 minutes of waking up in the morning.
- ❖ On average, people check their phones 150 times per day and spend 177 minutes using them.
- ❖ 91% turn to their phones for ideas in the middle of a task.



<sup>1</sup> Google, "Micro-Moments: Your Guide to Winning the Shift to Mobile.," September 2015.





## IT'S NOT JUST THE PREVALENCE OF MOBILE DEVICES THAT'S IMPORTANT, BUT PREFERENCE TOO:

- ❖ In many countries, including the U.S., more searches take place on mobile devices than on computers.<sup>2</sup>
- ❖ 82% of smartphone users say they consult their phones on purchases they're about to make in a store.<sup>3</sup>
- ❖ 65% of smartphone users agree that when conducting a search on their smartphones, they look for the most relevant information regardless of the company providing the information.<sup>3</sup>
- ❖ In fact, 90% of smartphone users are not absolutely certain of the specific brand they want to buy when they begin looking for information online.<sup>3</sup>
- ❖ 51% have discovered a new company or product when conducting a search on their smartphones.<sup>3</sup>

U.S. online retail sales were worth \$341.7 billion in 2015,<sup>4</sup> and consumers spent \$1.74 trillion globally in 2015.<sup>5</sup> Of that, a new report from Forrester projects that mobile devices influenced more than \$1 trillion in total purchases in 2015 between online and offline transactions.<sup>6</sup>

Mobile commerce is growing so rapidly that many retailers—small businesses as well as international enterprises—now think “mobile first” for all of their online activity.

<sup>2</sup> Google, “Micro-Moments: Your Guide to Winning the Shift to Mobile,” September 2015.

<sup>3</sup> Internet Retailer, “U.S. e-commerce grows 14.6% in 2015,” by Stefany Zaroban. February 17, 2016.

<sup>4</sup> Internet Retailer, “The Global 1000: The reinvention of global e-retail,” by Stefany Zaroban, August 2, 2016.

<sup>5</sup> Internet Retailer, “Online sales will reach \$523 billion by 2020 in the U.S.,” by Matt Lindner, January 29, 2016.



# Are you mobile-ready?

The first step is to check whether you already have a mobile-optimized site.

**45%** of smartphone owners use their phones to make purchases online<sup>6</sup>

Don't assume that because your website looks great on a desktop, it will have the same impact on a mobile device; pick up your phone and check.

Check your site on a range of different devices: tablets and smartphones, Android and Apple.

Consider how easy it is to find something. Be your own mystery shopper, or watch someone else navigate your site, and pay close attention to any frictions and irritations that would drive a paying customer somewhere else.

Ask a few friends to try to find and purchase various items. Then, watch them as they try to navigate your website. Where are they getting hung up? What did they expect in a purchase path—and what did they experience instead? Just 2 or 3 testers can help you uncover some of the bigger issues with shopping and checkout on your website.



<sup>6</sup>Source: eMarketer, February 2016. <http://www.emarketer.com/Article/Most-Digital-Buyers-Will-Make-Purchases-via-Smartphone-by-2017/1013590>



# Design best practices.

If you realize your site needs a refresh, follow these best practice tips:

1

**Think mobile first**

Treat your mobile site as a project in itself. Don't try to simply translate your old desktop site.

2

**Simplify navigation**

Minimize data entry, clicking or zooming. Use big buttons, larger fonts, and a fixed navigation bar.

3

**Support a wide range of devices**

Check your mobile site on a range of devices, browsers and screen sizes; from a 4" smartphone screen to the largest tablet.

4

**Have sticky *Add to Cart* and *Checkout* buttons**

Make sure they are always on screen to make it easy for customers to purchase.

5

**Include your phone number**

Include your phone number frequently, especially where users might experience problems, on information pages and throughout the checkout process.

6

**A picture is worth a thousand words**

Pictures are powerful. Use simple, uncluttered and professional product images to sell your goods.

7

**Perfect your mobile payment process**

Streamline your payment process to reduce cart abandonment. Allow guest checkout, minimize text entry and use a payment solution that's mobile-optimized.

8

**Consider a mobile app for your loyal, repeat customers**

Apps can be particularly effective when used for building and rewarding customer loyalty. When well-designed, they provide a platform to establish and deepen customer connection.





## How PayPal helps with mobile commerce.

PayPal's solutions are designed for mobile payments. They simplify the payment process, helping to reduce errors and increase conversion rates.

For example, in a recent study commissioned by PayPal, checkout conversion is up to 44% higher for PayPal versus non-PayPal (debit or credit card) transactions.<sup>7</sup>

Simple and secure, PayPal saves your customers from the awkwardness (and possible danger) of entering credit and debit card information, and billing and shipping information—sometimes in a public place—on small screens. Checking out with PayPal is as easy on mobile devices as it is on a desktop. Customers can check out in just a few clicks.

To learn more about recent developments in mobile commerce and how PayPal can help you take advantage of mobile optimization, visit [paypal.com/business](https://www.paypal.com/business).


“Nearly 40% of our online sales are from [buyers on] mobile devices. PayPal is helping us move that needle forward every day.”

Eric Michael Elliott, Cofounder, Ambush Board Co.

<sup>7</sup> As reported in Nielsen's Online Panel research for activity occurring from July–November 2015, which compared PayPal transactions to non-PayPal transactions on sites that offer PayPal as a payment option. Nielsen measured 125,000 households' online behavior across 10 SMB merchants. Copyright 2016 Nielsen.



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