

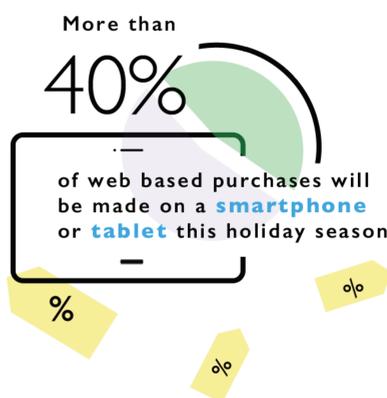
MOBILE AND SALES

PREPARE FOR THE HOLIDAY SHOPPING SEASON WITH 2016 M-COMMERCE TRENDS



Without a doubt, ecommerce is growing and frequently replacing in-store sales. As marketers, it's imperative to know the origin of website traffic in order to plan for the most successful campaigns. Recently, m-commerce has surpassed the amount of traffic coming from desktop and laptop computers.

CURRENT MOBILE TRENDS



MOBILE SHOPPERS

2/3 of the world's mobile shoppers are between the age bracket of **16 - 34**

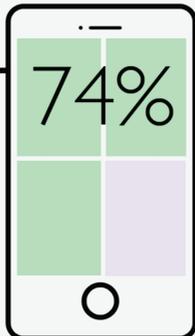


Mobile shoppers tend to leave **product reviews**



86% of them have **posted a review** in the last month

Mobile shoppers are more likely to visit **mobile retail sites** than **dedicated shopping apps**



SHOPPING APPS

Top 8 Best Apps for M-commerce Shopping



1. Shopstyle



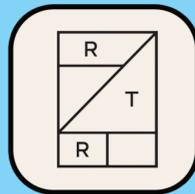
2. Poshmark



3. Zara



4. Amazon



5. Rent The Runway



6. Asos



7. Etsy

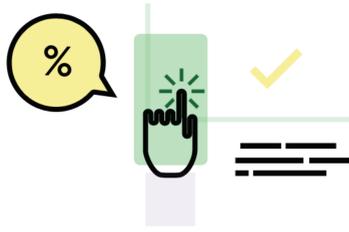
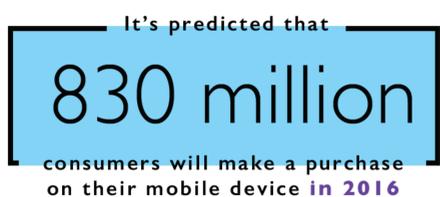


8. Gilt

MOBILE SHOPPING DRIVE PURCHASES

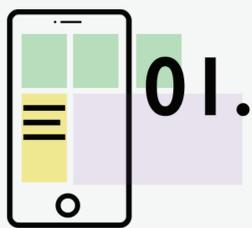


FUTURE OF M-COMMERCE



CLOSING

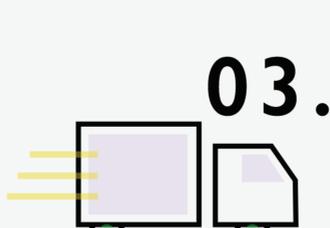
M-commerce will only **flourish** from now on. To ensure that you have the most conversions from your mobile customers, you may want to consider the following features that entice consumers to purchase from mobile websites.



01. A mobile friendly website that has product descriptions.



02. Product reviews



03. Free returns



04. In-store pickup option if you have physical locations.

SOURCES: Shopify, eMarketer, Google, Twice, Best Products, AdAge, Ninja Link Building, Entrepreneur, Forrester Research