

The State of Mobile in

2015

Mobile usage keeps growing relentlessly

There will be over **2 billion** smartphone users worldwide by the end of 2015



60% of global mobile consumers use their mobile devices as their primary or exclusive Internet source



In Q4 2014, web site traffic to mobile sites grew by **49%**

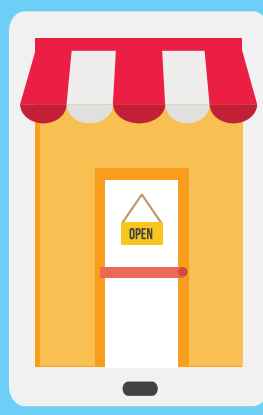


The average owner uses mobile devices for **3 hours and 16 minutes** each day (the equivalent of almost one full day a week)



73% of consumers who own a smartphone, also own a tablet

Having a mobile optimized user experience is a basic expectation



40% of users have turned to a competitor's site after a bad mobile experience

57% of users won't recommend a business with a poorly designed mobile site

30% of shoppers will abandon a purchase transaction if the shopping cart isn't optimized for mobile devices



The average user expects pages to render in **less than 3 seconds** and **85%** of mobile users expect pages to load as fast or faster than they load on desktop devices



55% of consumers would recommend a business only if they have a mobile loyalty program

Mobile Commerce



Globally, mobile accounts for **30%** of eCommerce transactions



In Q4 2014, orders from smartphones rose **87%** and conversions improved by **53%** compared to Q4 2013

1 out of 4 online purchases during the Holiday Season 2014 was done on a mobile device. Black Friday was "Mobile Friday" with nearly **1/3** of sales done on phones and tablets



53% of mobile transactions happen on smartphones, **47%** on tablet



Shoppers are purchasing on mobile across all categories:

Fashion & Luxury

33%



Travel

27%



Sporting Goods

26%



Mass Merchants

23%



Health and Beauty

20%



Home

15%



Mobile strategy is **the key** to staying competitive and having engaged customers. Get in touch to find out how Usablenet can help enhance your mobile strategy.

Usablenet helps leading companies in multiple industries to create unique experiences for their customers on smartphones, tablets, apps and kiosks.

Visit our website www.usablenet.com and follow us on Twitter [@Usablenet](https://twitter.com/Usablenet).

Sources

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