

M-Commerce (Merchandise Tab)

WHY MOBILE MATTERS

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shoppers use at least one device to research and purchase while shopping

46% 

of consumers look up prices on a store's mobile site, and 42% check inventory prior to shopping in the store

62% 

of shoppers search for deals digitally for at least half of their shopping trips

54.9%
U.S. cellphone users have smartphones



52%
of adult cell phone owners use their devices while in a store to get help with purchasing decisions



78%
of retailers plan to invest in mobile this year

In 2012,
m-commerce sales reached \$11.6 billion



9% of consumers use their phone to perform mobile shopping activities from home while 28% use their phone in the retail store to perform mobile shopping activities



62% of smartphone users said they have purchased physical goods from their mobile devices in the last six months

74% of online retailers have already, or are currently, developing a mobile strategy



80% of mobile users prefer locally relevant advertising and 75% are more likely to take an action after seeing a location-specific message

People are reliant on their mobile devices for information about purchases. They are becoming increasingly more comfortable purchasing merchandise from their mobile phones and this will only continue to grow.

If your business isn't selling online, or doesn't have a mobile website or mobile ad campaigns running, you're **missing out on sales**. Mobile traffic takes up an ever-increasing share of all online activity. Those who ignore mobile are simply missing out on extraordinarily cost-effective opportunities to boost sales.