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Are You Prepared for a Mobile-First World?

# 5 Reasons to Get Ready Now

Introduction

If you're lagging behind your competitors in optimizing your mobile-first marketing strategy, you should be shaking in your boots.

Over the last decade, people have come to use their mobile devices, especially smartphones, above all other devices to browse and shop on websites. In response, companies across all industries have adopted mobile strategies to keep pace with evolving customer purchasing behavior.

Companies don't get to choose how customers want to buy from them, and, going forward, mobile technology will only become more intuitive, more functional, and more sophisticated. As an e-commerce business, your choices are stark: are you going to be a mobile-first company, or mobile-last?

If you still need a good scare, take a look at these five colossal reasons why you simply must make the shift to mobile-first.

MOBILE FIRST
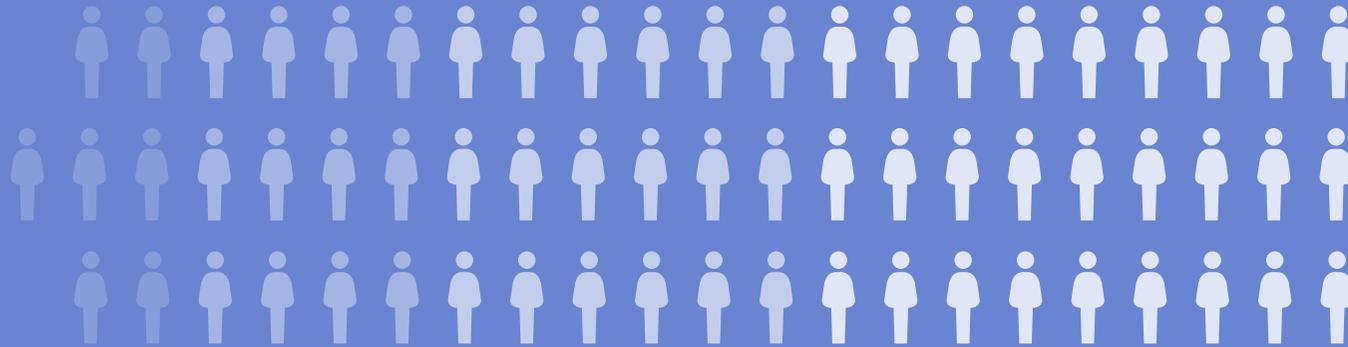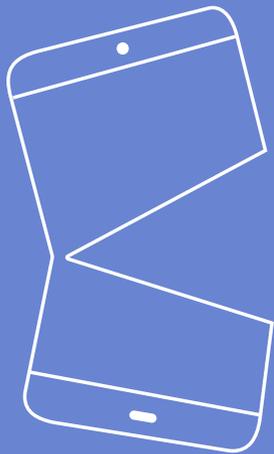
The Mobile Device That Ate
Two and a Half Billion People

In case you've been hiding under a rock for the last decade, the smartphone has become the preferred customer medium for researching, shopping, and purchasing. Over 2.6 billion people (or 30% of all humans living on Earth) use smartphones, and we check our phones 150+ times a day. In 2015, we averaged 2 hours and 8 minutes each day browsing and interacting with mobile phone apps, and that number will most likely just continue to grow.

A little over a year ago, 37% of all website visits were made with mobile devices, and 46% of U.S. retailers deployed beacons, a developing technology that alerts your mobile app when you approach or leave a certain physical place, often a store. Beacons provide marketers with another reliable tool that lets them see where their customers are, and what types of beacon messages they'll respond to. Mobile-first technological advances like this also promise to give customers a fully tailored shopping experience with responsive websites and greater degrees of engagement on mobile devices.

The Monstrous Growth of Mobile Sales

For the last three years, mobile e-commerce has continuously grown as other conduits concurrently lose ground. In 2014, mobile made up 24.6% of total U.S. e-commerce sales, and just one year later that number rose to 29.7%. In reaction to these customer purchasing trends, companies had to create and fine-tune their own mobile strategies to target segments and personalize their interactions with customers.

On the application side, mobile app sales increased 44% to $40.58 billion in 2015, and out of the companies in the 2016 Mobile 500, 180 U.S. merchants have developed and released more than one mobile app.

And there's no sign that this growth will taper off any time soon. According to a Gartner press release, "Smartphone sales represented 78% of total mobile phone sales in the first quarter of 2016."

2014
25%
of all U.S. e-commerce sales came from mobile

2015
29%
just one year later
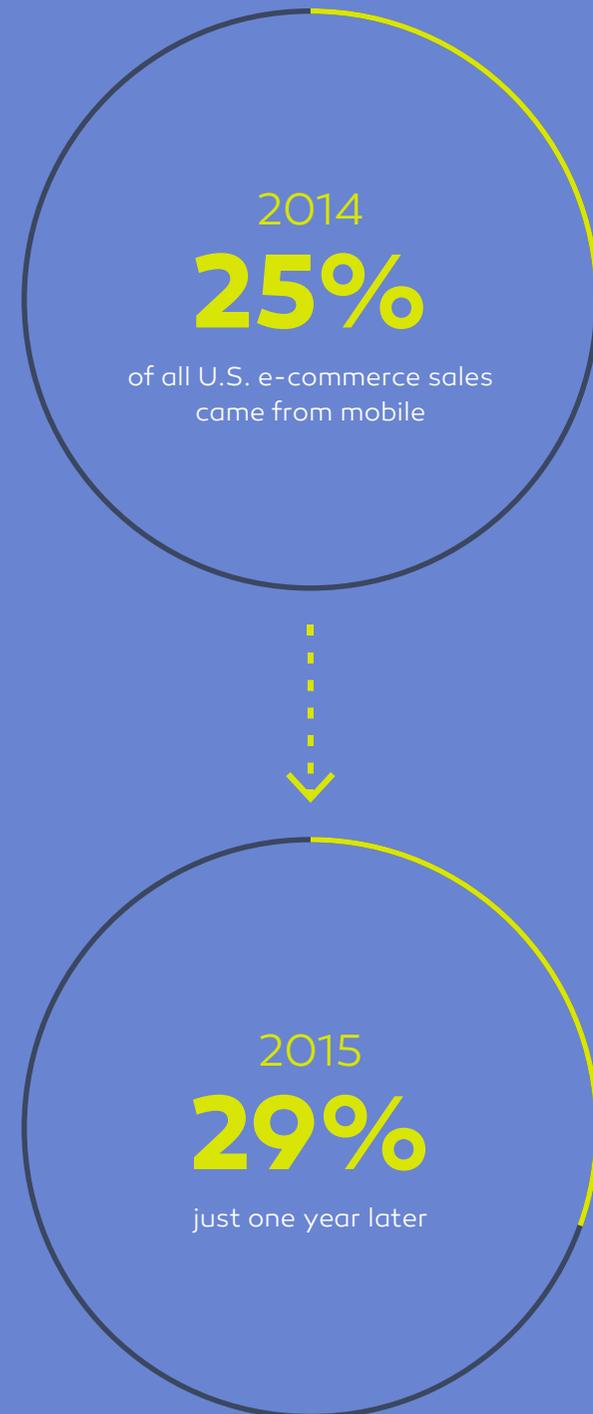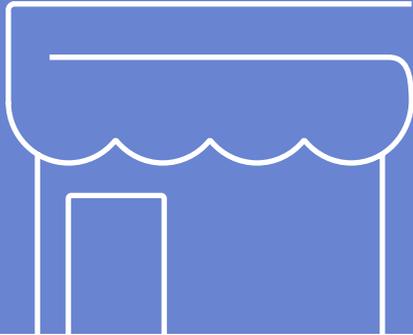
102M

shopped in-store

103M

purchased online

Mobile Sets a Record for Black Friday 2016

As a kickoff to the Christmas shopping season, Black Friday takes place the day after Thanksgiving in the U.S., and is one of the biggest shopping days in the country, when companies slash prices to get shoppers in stores or browsing their websites. With 57% of smartphone owners using their phones to research, check products' in-store availability, and make purchases, the 2016 data for Black Friday tells a clear story.

Online sales exceeded predictions with a resounding $3.34B, up 21.6% over the previous year, but mobile sales exploded on Black Friday, making history as the first time more than $1B US was generated in a single day through purchases made on mobile devices ($1.2B total).

Savvy customers continued to hunt down the best online deals all day, and conversion rates reached new heights by the close of Black Friday. Desktop led with 5.5% of these online conversions, with tablets averaging 4.6%, and smartphones 2.4%.

When you look at the totals for the entire Black Friday weekend, it's even more staggering: of more than 151 million people shopping, 102 million did so in-store, and 103 million online, which shows that approximately 50 million people did both.

Some companies experienced huge leaps in mobile sales: U.S.-based retailer Target reported that over 60% of its online sales came from mobile customers. Overall, smartphone visits equaled those from desktop and laptop, and obliterated email and in-store displays.

Black Friday 2016 Shopping Performance

Desktop Share of Visits	**45%**
Mobile Share of Visits	**55%**
Smartphone Share of Visits	**45%**
Tablet Share of Visits	**10%**
iOS AOV	**$142**
Android AOV	**$130**
Email Sales Share	**17.8%**
Desktop Sales Share	**64%**
Mobile Sales Share	**36%**
Smartphone Sales Share	**25%**
Tablet Sales Share	**11%**
In-Store Display Sales Share	**1.2%**
iOS Conversion Rate	**2.5%**
Android Conversion Rate	**2.2%**

The mobile-first trend continued into the 2016 Christmas holiday season, with a total of $91.7B in online sales, an 11% growth over the previous year. Smartphones still performed strongly, with a 41% share of site visits and 21% of sales.

The Rise of Mobile Apps

180
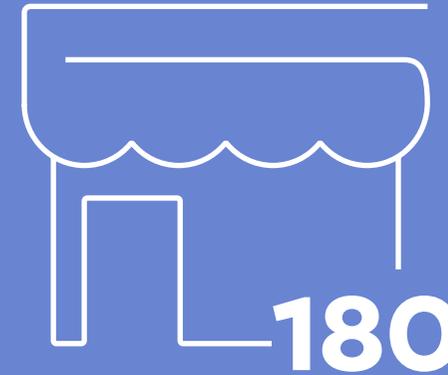
U.S. Merchants have more than one app

mobile apps sales increased

44%

to **$40.58B** in 2015
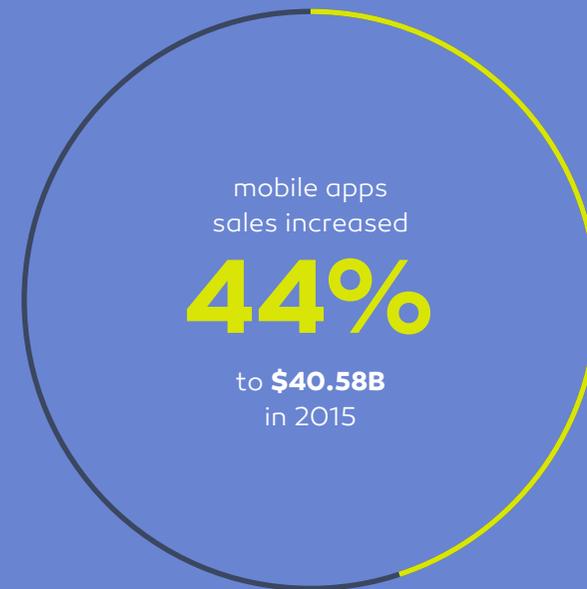
# Enticing Back the Vanishing Customer, with In-App Messages

One of the most challenging questions facing modern marketers is: what happened to those customers who seemingly disappeared? Why did they leave? And more importantly, how can you bring them back?

A mobile-dedicated app is one of the most effective ways to get your customers to reappear, by sending targeted messages to customers who are defecting or at risk of doing so.

With the average online cart abandonment rate currently at 78%, one efficient way to mitigate this problem is to use automated triggers to deploy real-time messaging, such as sending a discount code or a humorous reminder through your mobile app to nudge abandoners back to your site. Besides

reminding people to complete a task, in-app messaging is also perfect for new feature updates, obtaining user feedback, and other service-related benefits.

If you're not already using in-app messaging, you're missing out on a powerful marketing tool. The retention rate for apps that don't use in-app messages is 13%, compared to 46% for apps that do. There's also a big difference between event-triggered in-app messages and those sent each time the app opens. Event-triggered messages have twice the click-through rate of their launch-triggered counterparts, and event-triggered messages also enjoy four times the conversion rate.

NEW ITEM FOR YOU

CLICK ME
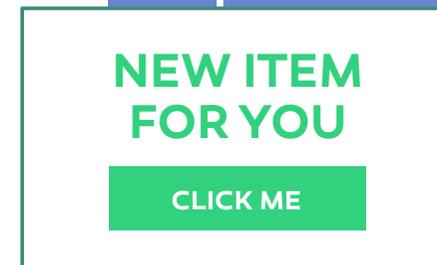
Frighteningly Low Response Rates?
Try Push and SMS Messaging

When you call a customer, you're far more likely to get voicemail than a live customer on the line, and with only 22% of marketing emails on average actually opened by recipients, what else can you do to ensure you're reaching and engaging your customers? Push and SMS messages are two proven options evolving alongside customer preferences for brand interactions.
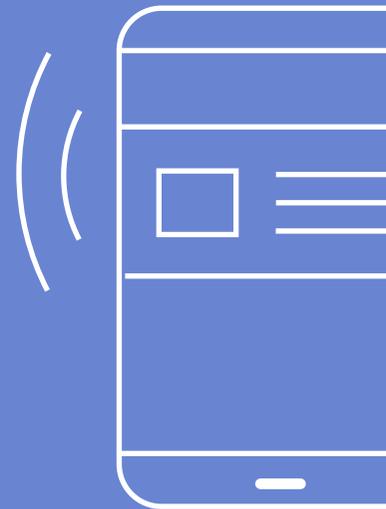
Push Messaging

Push notifications allow you to more effectively reach out to your customers who may have abandoned a shopping cart, or bought from you once and never returned. An essential part of a mobile-first strategy, push messages allow you to analyze and optimize your user data and deliver price drops, restocked item alerts, and time-sensitive discounts. Perhaps most importantly, push messages provide the opportunity to personalize your messages and offer recommendations to suit the individual customer.

These efforts reap rewards. 50% of customers opt-in for push notifications and find them useful. Moreover, 65% of customers come back to the app within 30 days when push messaging is enabled, and push notifications boost app engagement by 88%. In some cases, push messages have achieved a fivefold revenue increase during promotions.

Push

- **26%** higher mobile app open rates
- **88%** app engagement boost
- **65%** of consumers come back to the app within 30 days
- **50%** of consumers find them useful

SMS Messaging

As communication platforms go, people prefer texting over phone calls, voicemail, Facebook, and email. Compared to phone calls, 90% of leads prefer to be texted. Response rates from SMS are 209% higher, and verification rates (positive or "yes" responses) are 295% higher. From a purely financial perspective, a customer service call center costs several dollars per conversation, whereas a single text conversation costs a few cents.

SMS messages are less intrusive than phone calls, because they can be replied to whenever is convenient, yet most people read text messages within the first 3 seconds of receiving them. What's more, unlike email campaigns, SMS marketing messages have a staggering 98% open rate. While not every one of those opened texts results in a sale, 29% of targeted customers will respond to text messages, and 47% of those responders go on to make a purchase.

SMS

- **98%** open rate
- **90%** are read within the first 3 seconds
- **29%** of targeted consumers respond to SMS messages
- **47%** of those targeted consumers go on to make a purchase

Final Thoughts

The dawn of a mobile-first reality is upon us, but is your brand prepared for the new world? If you're an e-commerce business, this might be the most important question you must answer in the next five years, because every day you don't compete in the mobile circle, you become a little less relevant. If your company isn't ready for this new world, you're going to get hurt out there.

But action beats fear. It's not too late to take the necessary steps to be a thriving part of the mobile-first world.

Scared yet? Don't panic.

Talk to Emarsys and start making the shift to a mobile-first world today.

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About Emarsys

Emarsys is revolutionizing the marketer's role, by delivering innovative and intuitive technology that empowers brands around the world to deliver truly personal interactions with their customers. Each month, the Emarsys B2C Marketing Cloud delivers over 10 billion omnichannel messages across email, social, web, mobile, and ads, as well as 1.5 billion personalized product recommendations.

Progressive marketers in e-commerce, retail, hospitality, travel, and many other B2C industries continue to partner with Emarsys to leverage their most valuable asset – data. Through the application of innovative technologies, including artificial intelligence (AI) and machine learning, Emarsys powers personalized marketing across all digital channels to drive more revenue.

Globally, Emarsys serves more than 1,500 clients in 140 countries through its B2C Marketing Cloud, including eBay, Toys'R'Us, Nike, Canon, American Express, and L'Oréal. Based in 17 global office locations, Emarsys employs over 700 people, 23% of whom focus on R&D to continuously advance and improve our technology.

Resources

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