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Mobile E-commerce

Best Practice Guide

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Mobile E-commerce



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1. About Econsultancy

Econsultancy is a [digital publishing and training group](#) that is used by more than 200,000 internet professionals every month.

The company publishes [practical and timesaving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy has offices in New York and London, and hosts more than [100 events](#) every year in the US and UK. Many of the world's most famous brands use Econsultancy to [educate and train](#) their staff.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, Deloitte, T-Mobile and Estée Lauder.

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2. Introduction

With the growth in usage of internet-enabled mobile phones, especially handsets such as iPhones and Blackberries - as well as all-you-can-eat data packages - the foundations for mobile commerce are now in place. This will provide opportunities for retailers to drive sales through mobile websites and applications.

Retailers in the UK have been relatively slow to launch mobile sites and apps, but the mobile commerce market is fairly advanced in the US, and is very well established in Japan. We know that mobile will play an increasingly significant role in customer acquisition and retention across all channels in the years to come.

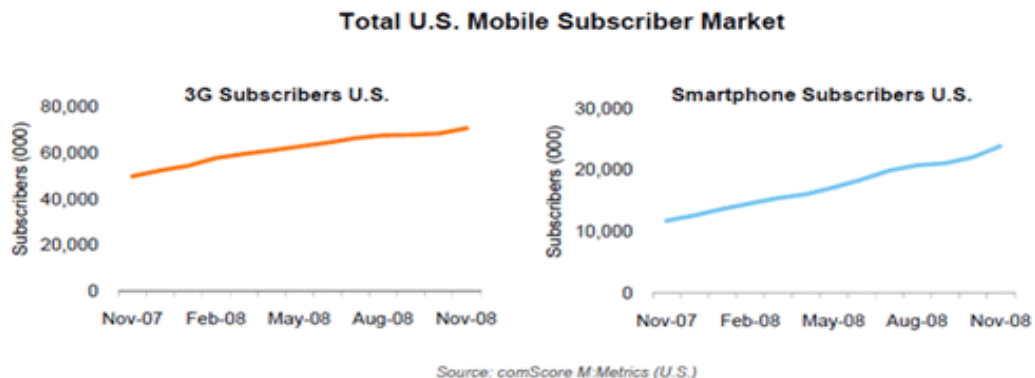
Surveys suggest that consumers are now willing to make purchases through their mobile phones, so the opportunity now exists for retailers that can offer a usable and compelling retail experience for mobile users.

This guide will outline some of the best practices currently used on mobile commerce websites and apps. There are **dozens of recommendations to help you make the user experience and purchase journey as smooth as possible**, and to overcome the various limitations of mobile handsets.

3. Market trends

2.1. Popularity of 3G mobile devices

- Total US 3G and Mobile subscribers. [Source: comScore, January 2009]



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2.3 Mobile commerce

- 37% of US Smartphone users have made a (non-mobile) purchase on their handsets in the last six months. [Source: Compete, Jan 2010]
- 19% have purchased music on their phones, 14% have bought books, DVDs or games, while 12% have purchased movie tickets. [Source: Compete, Jan 2010]

4. Multichannel functions

As well as selling direct through a mobile site or app, multichannel retailers also have the option of providing features that can drive sales to high street stores.

The Barnes & Noble iPhone app provides an excellent example of how this can be done effectively.

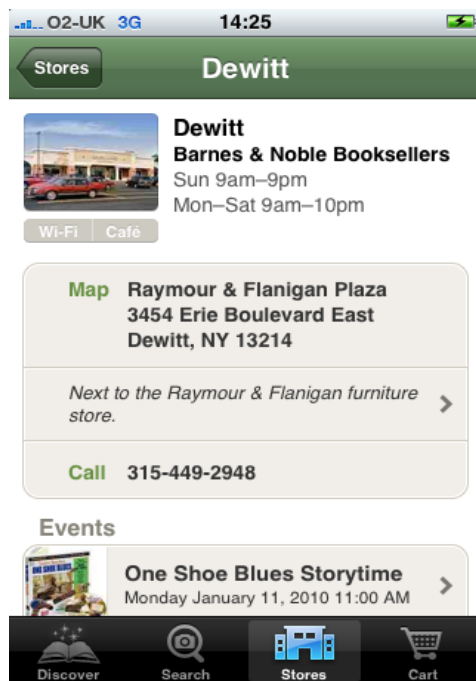


Figure 1

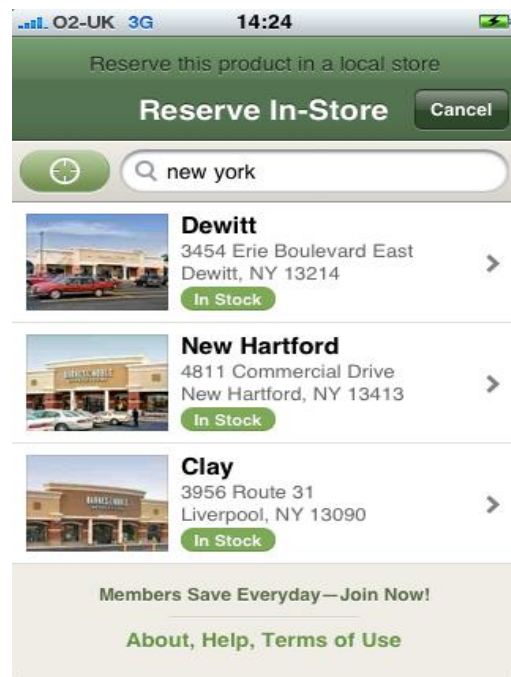


Figure 2

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3. Site Search

Since comprehensive link navigation is difficult to implement on a mobile site, the search box becomes more important, as it will be the first port of call for many users.

Allowing users to search for a keyword within a selected category makes things easier. It reduces the chance that the search will produce irrelevant results and begins to narrow the choice for customers (Fig.12).

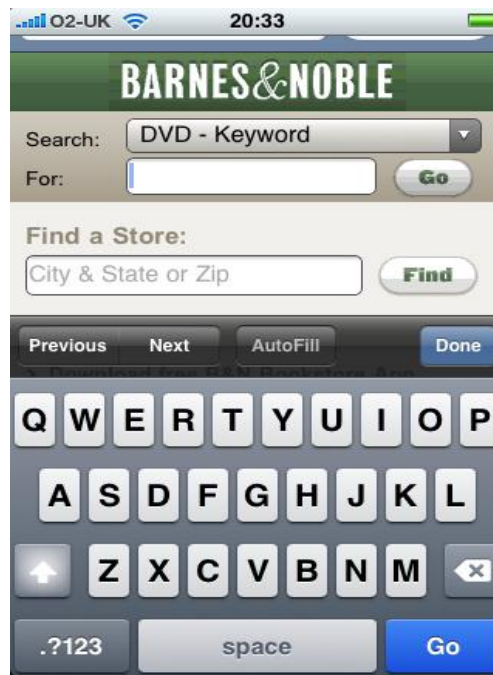


Figure 3

3.1. Search results

Presentation and manipulation of search results is also important. Options should be provided to **allow customers to sort and filter results** and reduce the number of products to scroll through.

3.2. Site search: recommendations

- **Avoid returning no results.** Learn from user search behaviour and anticipate common misspellings.
- **Show prices in search results.** This assists users looking to compare prices, or those

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