



The Reality of mCommerce Today

Mobile accounts for 50% of eCommerce traffic today. By 2017 mobile orders will increase 70% and by 2018 50% of online transactions will come from mobile devices. While retailers are moving to a "mobile first" or "mobile only" approach, many are finding that mobile commerce still has some challenges to overcome. Here are some things to consider:

Theory

- Deploy Responsive Web Design (RWD) for consistent experience across devices
- All website content is "device agnostic"

Reality

- RWD significantly impacts performance on mobile devices causing shoppers to bounce
- All content and displays per device is sent based on breakpoints, not specific device.

Yottaa Mobile Commerce Acceleration Platform

Yottaa's Acceleration Platform was built specifically to address the performance challenges of today's mobile retailers. Companies that see significant percentages of their traffic from mobile devices, such as Fathead, Moosejaw, and Billabong, rely on Yottaa to help improve mobile performance and mobile conversion rates. On average, Yottaa customers are seeing:

- Mobile page load time reduced by 30-40%
- Mobile page weight reduced by 50%
- 10-20% increase in revenue per mobile visitor
- 10-20% increase in mobile conversion rate