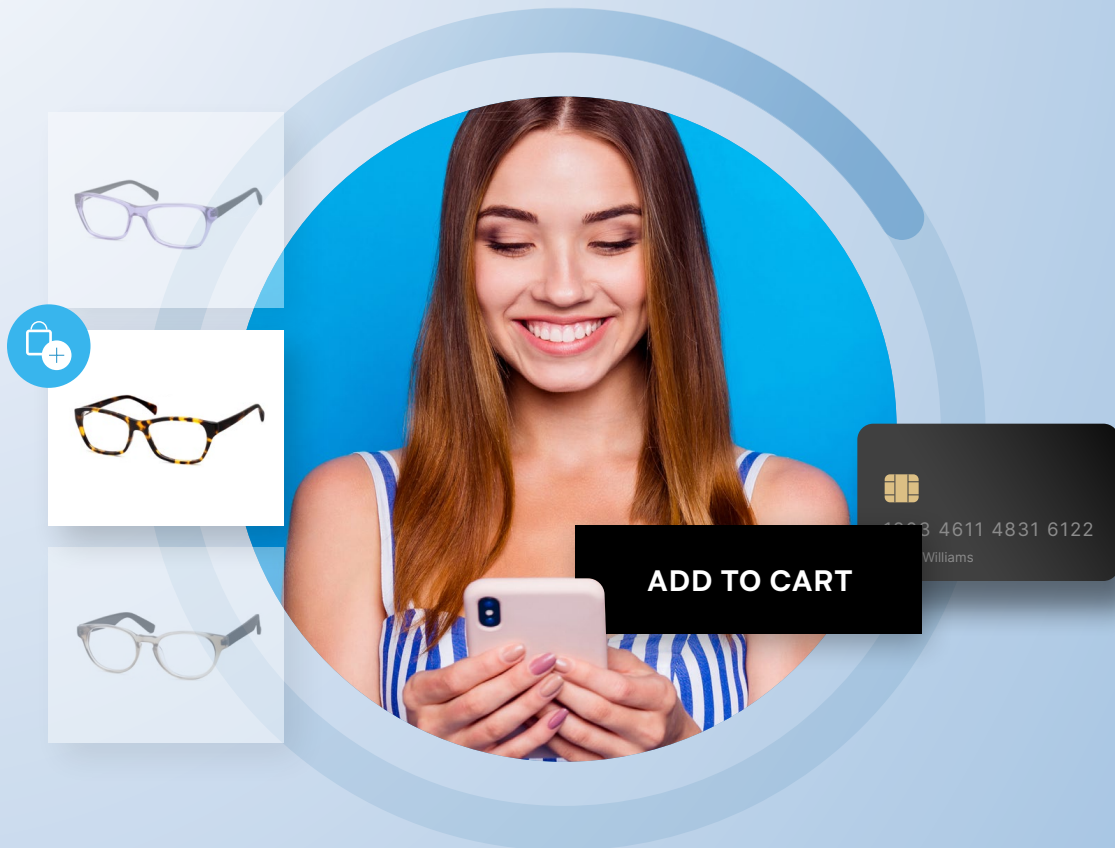# YOTTAA

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mCommerce Best Practices for 2024

Trends and Tech to Help Convert Mobile Browsers into Buyers

mCommerce in 2024: Mobile eCommerce Best Practices

Online shopping has been "mobile-first" for years, with rates that continue to grow. The Salesforce shopping index shows steadily increasing rates of mCommerce over the past three years. As of Q2 2023, 64% of orders to their commerce platform came from mobile devices. That's a 3% increase from the previous year, and a 6% increase from 2021.

70%

Market reports show mobile commerce is expected to make up 70% of retail eCommerce sales by 2024.

This mobile majority brings a different set of considerations for eCommerce teams building online shopping experiences. Let's review some mCommerce best practices, trends heading into 2024, and what technology to consider.
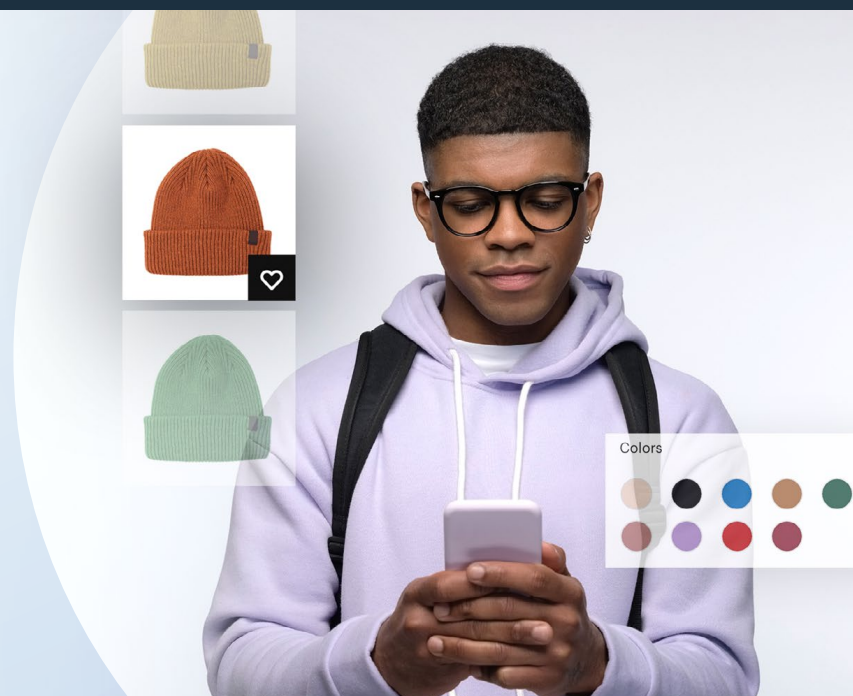
What is mCommerce

mCommerce, or mobile commerce, is online shopping that's done on a mobile device. This includes browsing and purchasing items from a phone or a tablet. This shopping is done through a mobile shopping application (like Amazon or any retail brand app), or through a web browser accessed from a mobile device.

mCommerce offers:

- Convenience
- Speed
- Flexibility

> mCommerce sales are expected to <u>reach $4.5 trillion</u> and make up close to 70% of retail e-commerce sales by 2024.
>
> **Forbes**

What is the difference between mCommerce and eCommerce?

mCommerce is simply a subset of eCommerce. eCommerce means online shopping – purchasing goods or services on the internet rather than through a physical experience like going to a store. mCommerce is eCommerce that's done from a mobile device.

eCommerce

mCommerce

Mobile Devices Orders on eCommerce Platforms are Increasing

ORDER SHARE

■ eCommerce   ■ mCommerce

	2021 Q2	2022 Q2	2023 Q2
eCommerce	39%	36%	34%
mCommerce	58%	61%	64%
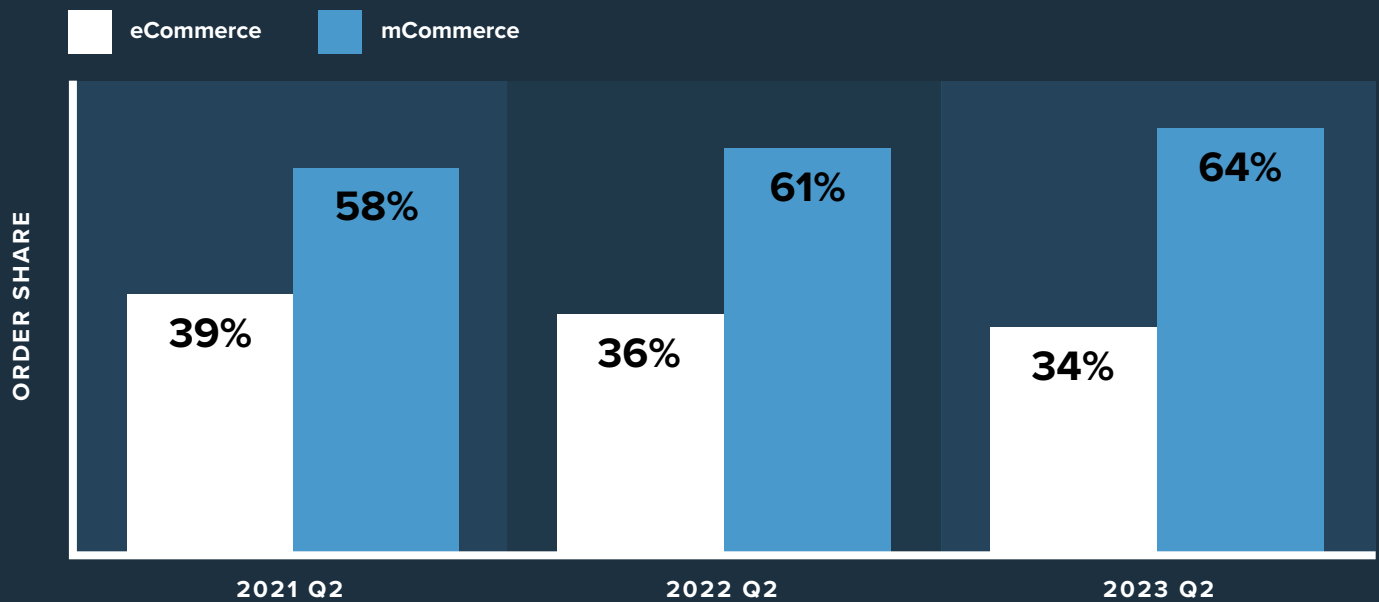
According to the Salesforce shopping index, the percentage of orders completed from a mobile device has been steadily increasing. When looking at Q2 of the past 3 years, mobile orders have increased 3% each year.
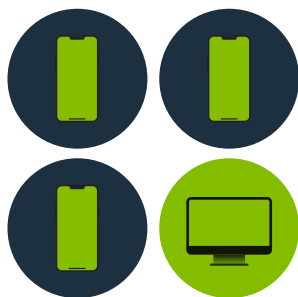
9+ years

Shopify traffic became "mobile-first" in 2014 - and has been growing steadily ever since.

shopify

Research Shows Most mCommerce Shoppers are New

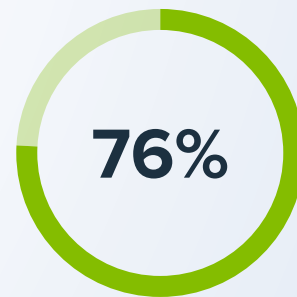Industry benchmarking firm Leading Lights works with leading SaaS companies to analyze their mobile eCommerce and traffic data. The firm recently shared the following "fast facts" about mobile website traffic:

Mobile drives nearly 3 out of 4 website visits

55%

New visitors account for 55% of mobile traffic

76%

Mobile accounts for 76% of new visitors across retail sites

Source: Leading Lights Report

This data reveals an important takeaway for brands to consider as they prepare their mobile eCommerce site — more mobile shoppers are **new** to your site, and they're coming from paid sources like digital advertisements.

> "The face of the mobile shopper is different than that of desktop — they are new, and more likely to be paid. Brands and retailers need to anticipate the differences, segment the mobile experience to make the most of every visit, and avoid runaway acquisition costs."

RICK KENNEY, MANAGING DIRECTOR OF LEADING LIGHTS

LEADING LIGHTS

Top mCommerce Tech Trends

Several mCommerce trends emerged in the last year driven by innovations in AR, VR, and AI technology.

Augmented Reality (AR) and Virtual Reality (VR)

AR and VR are transforming the eCommerce experience by bridging the gap between physical and virtual shopping. Customers can virtually try before they buy through immersive, 360-degree online shopping experiences.

Artificial Intelligence and Machine Learning

AI and machine learning technologies have enabled companies to provide hyper-personalized online shopping based on a trove of customer data. This could include recommending a product the customer might like or offering personalized discounts.

New Payment Methods

The payment space has seen some amazing innovations in recent years. Mobile digital wallets have empowered consumers to leave their credit cards at home and make purchases with their mobile phone only. Emerging biometric technology is enabling payments to be made through a fingerprint or scan of an eye.

> " The mobile online shopping experience is becoming more and more advanced through integrated AI technologies and a blending of physical and digital shopping experiences. Brands need to prepare their sites for a bevy of new and innovative third parties that will deliver these advanced experiences. Optimizing how these third parties work on their websites will be paramount to good user experience on mobile. "

RICHARD STENDARDO, CEO OF YOTTAA

Optimizing the eCommerce Experience

YOTTAA helps thousands of eCommerce teams and marketers optimize their websites to meet the needs of today's online shoppers. Gathering perspectives from experts on our product team and other mCommerce leaders, here are the "must-haves" for a standout mCommerce experience.

Application Sequencing	Third-party applications can have a significant impact on website performance. Being able to identify them and control their loading can provide a big improvement to mobile customer experience. YOTTAA's Application Sequencing ruleset provides control to schedule and prioritize when and how third parties load.

- Mobile users may have different screen resolutions or network capabilities. Profiles can be built to load applications differently according to the context.
- Sequence Resource Rules enable source injection to support different resource types including HTML, XHR, images, JS scripts.
- Dynamic Sequencing allows tags to be assigned for different priority groups to accommodate key vendor solutions such as analytics beacons or personalization tags.

Image Optimization

Image optimization for mobile can include both image resizing and image compression.
- Image Resizing – A smaller mobile device screen can load a smaller image faster - without any noticeable sacrifice in image quality.
- Image Compression – Smaller mobile screens allow for a higher compression ratio, and a compressed image will transmit faster over a mobile network.

Lazy Loading

With lazy loading – or responsive imaging – the viewable area of the mobile eCommerce site loads faster than the non-viewable area. Subsequent, lower-page content will not affect the initial performance as it loads in the background. This can be applied to images but also with text, and more.

Mobile Reporting

It's important to be able to get a detailed understanding of how your eCommerce website is performing for different devices. Key metrics like volume and percentage of visitors, core web vitals, page load times, errors and more should be viewable by different device. YOTTAA' s Real User Monitoring (RUM) shows users' site visit experience as they interact with the website or application. RUM complements Google Analytics and can be filtered for mobile and tablet users.

Mobile-First UX Design

A mobile-first shopping experience includes several specific UX design considerations. UX expert Miklos Philips posted a [deep-dive](#) that covers design elements like mobile iconography, interaction principles, and notifications. In addition to these design elements, Miklos has seen more and more companies bring AI, VR, and AR technology into the mobile UX – including visual search and visual recommendations.

Prepare your website for today's mobile-first shoppers.

YOTTAA's leading website optimization technology can improve the shopper experience across all devices - improving your site speed and performance and converting more mobile browsers into buyers.

LEARN MORE

YOTTAA