



Everything you were
too afraid to ask about

Mobile Optimisation



SECTION 1

Introduction

Odds are, if you attended any marketing talk, seminar, or webinar in 2018, the word ‘mobile’ was mentioned at least once.

You probably heard stats like these:

In the last 10 years, mobile penetration has more than doubled worldwide from **32% to 56%**^[1]

By 2021, mobile ecommerce sales are expected to account for **54%** of total ecommerce sales.^[2]

And yet...

MOBILE CONVERSION RATES REMAIN AT 2%^[3]

While conference speakers love to talk about the challenges and pitfalls that ‘mobile’ presents, few give practical, actionable advice, based on real data, that marketers can use to improve their mobile experience.

That’s where we come in. Using Contentsquare’s UX Analytics Platform, we analyzed...

17 million
user sessions

13
websites

4
countries

In this report, we’ll review the findings, reveal practical tips to improve your mobile experience, and discuss how a mobile-first approach can move you to a heavyweight in the mobile eCommerce game.



SECTION 2

Mobile Myths



1. Mobile users have less time

Mobile users don't just use their phone on the go. They also use it lying on the sofa, eating their breakfast, or on a long commute. Treating mobile users as a single entity can lead to an oversimplified design that doesn't give users what they need, when they need it.



2. Mobile users want less complexity

Contentsquare data shows that mobile purchasers spend an average of **21 minutes** on site, and view **26 pages**. The goal is not to remove your content, just to simplify your experience.



3. Mobile users won't convert

A survey of over **1800 smartphone users** found that over **40%** of people say they prefer to complete their entire shopping journey on mobile.[4]





SECTION 3

Mobile Conversion: RIP?

It seems not.

Contentsquare data suggests consumers were more than willing to shop on their smartphones, but the quality of their experience often caused them to exit.

		
NON BUYERS	Session Time: 3 mins Pages per Session: 5 pages	Session Time: 6 mins Pages per Session: 6 pages
BUYERS	Session Time: 21 mins Pages per Session: 26 pages	Session Time: 24 mins Pages per Session: 28 pages

While desktop and mobile consumers exhibit similar user behaviour when their journey ends in a purchase, non-buyers abandon their journey much quicker on mobile than desktop. As seen in the data above, non-purchasing sessions on mobile last half the time of those on desktop.

Capture & Retain Users Early

The chance to meet these demands starts at the top of the user journey. In a Qubit survey, **47%** of consumers ranked “a faster or easier browsing experience” as a top priority that would encourage them to make a purchase on their smartphone. **44%** said “finding exactly what I want more easily”, a clear indicator that a browsing experience can pack a punch.[5]

START A USER OFF ON THE RIGHT PAGE WITH THE RIGHT CONTENT IF YOU WANT TO ENCOURAGE CONVERSION.

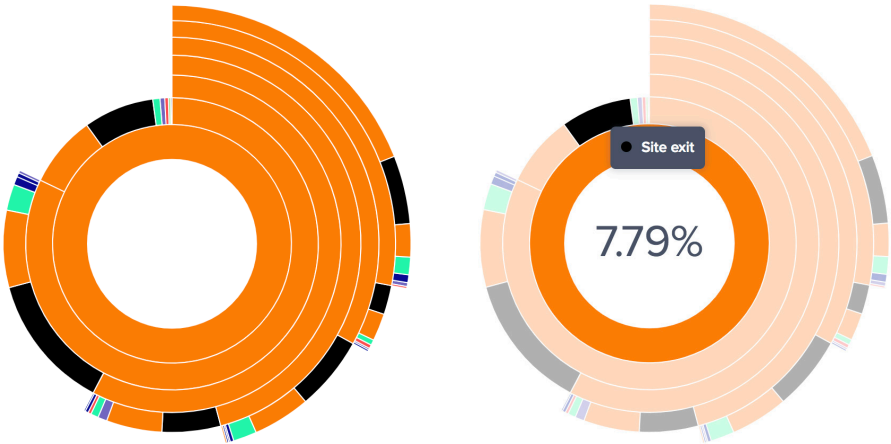
Users who start their journey on a product page spend less time on a site than those who enter through a non-product page – **3 minutes** versus **8 minutes** – and only **1 in 2 users** persevere in their journey after landing on a product.

The best landing page often depends on traffic source. For emails, typically users click through to see a particular product or offer that catches their interest. For search, they'd rather land on a category page so they can browse more efficiently.

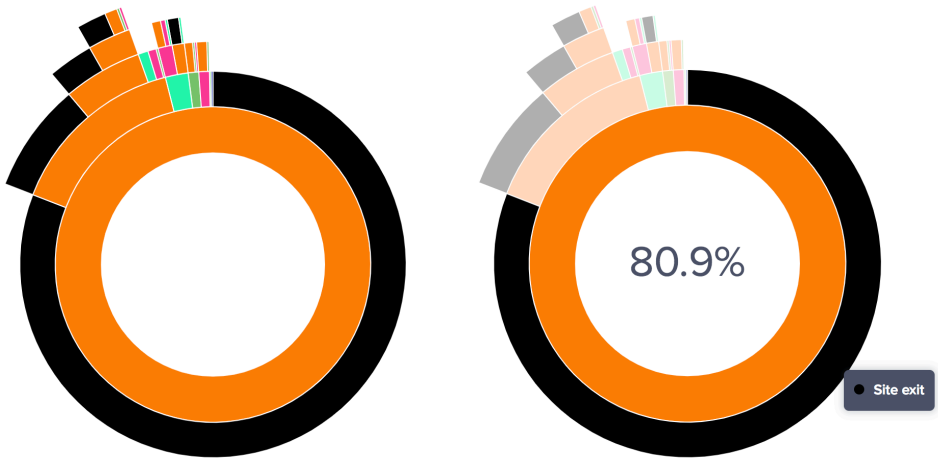
Let's compare how email traffic might look landing on a product page versus a non-product page.

Example: Email Traffic

Contentsqaure's journey analysis shows visitors that come from a mobile email and land on a product page are far more likely to continue browsing (only **8% exit**).



But over **80%** of visitors that come from a mobile email and land on the homepage, exit immediately.



Contentsquare's customer journey mapping tool shows how customers navigate the site from entry to exit.

The Value of Browsing

Most brands should look to encourage browsing behaviour, as the user might not want to convert immediately. Perhaps they'll go in-store, or purchase at the end of the month when they get paid. But if you can keep them on-site, you'll get big benefits in terms of brand and product awareness.



“There’s been a behaviour shift. Even two to three years ago, you tended to set aside time to surf and purchase online. Today, people just pop on their phone and have a search, and pop it away 10 mins later. At Funky Pigeon, our average user journey to purchase is somewhere between 20 and 30 minutes. So if someone has 10 minutes while waiting on the bus they might find a card they like, and on the bus they might find the images they like, and by the time they get home, they’re ready to find the product and make the purchase. That’s three sessions for one sale.”

Philip Emerson

Business Analyst, Funky Pigeon

Commitment Issues from Mobile Users

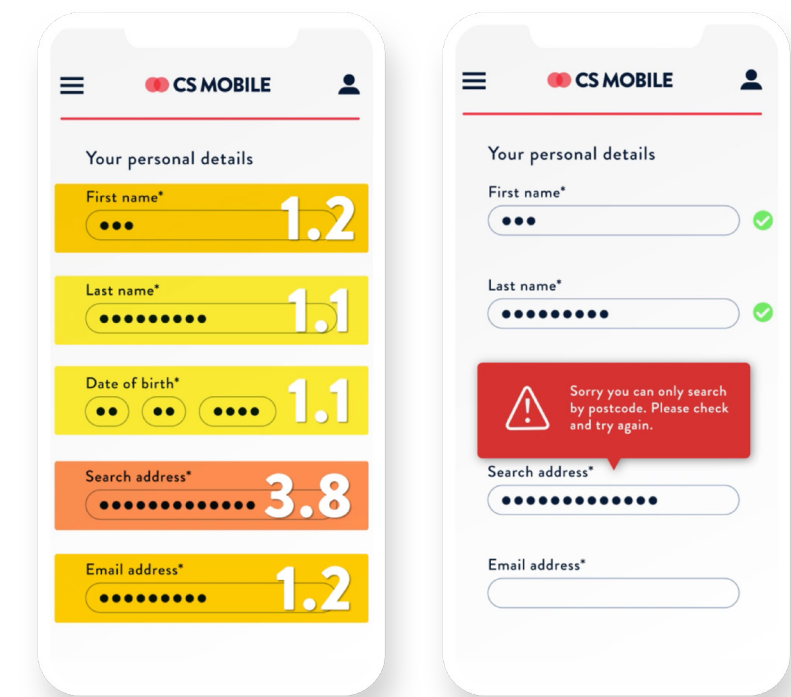
And yet, getting customers to take that final step continues to be an issue on mobile. Mobile users who reach the shopping cart have a **16.8%** conversion rate – almost half the conversion rate of those on desktop (**32.2%**). In other words, over **80%** of mobile users who reach the cart don’t complete their purchase.

Moreover, data shows that mobile users who reached the checkout page but didn’t commit to a purchase spent more time on the page and interacted with it more than those who did purchase. Non-buyers had a **33%** higher activity rate than those who made a purchase.

What's Happening on Mobile?

The question for brands is: what happens on that page between entry and exit? Traditional tools like Google and Adobe Analytics can show you which pages users struggle on, but they can't tell you which elements on the page are causing frustration, or why they leave.

Forms are a common source of frustration for mobile users, who are often forced to tap on a field repeatedly to get the desired result. Traditional analytics would be unable to track this interaction, simply registering whether they completed the form or not. With a UX Analytics Platform like Contentsquare, you can see in-page metrics, such as click recurrence, which reveals how many times users tap each form field, revealing which are they're struggling with.



Contentsquare's in-page analytics reveals an error with the address field which is causing users to become frustrated and exit.



SECTION 4

Designing for Mobile

Below is a hot list of areas to focus on, what problems they solve, and what elements you can add to make them as effective as possible.

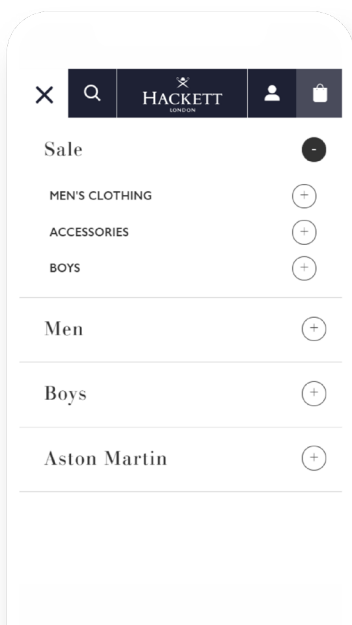
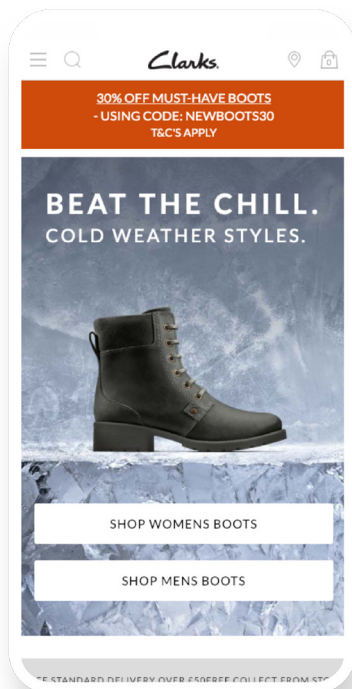
1. Homepage

The problem to solve:

Can users find what they need?

Solutions:

- Clear, easy to find CTAs
- Clear value props
- Top categories listed
- No revolving carousels
- No pop-ups



2. Navigation

The problem to solve:

Can users browse their interests quickly?

Solutions:

- Consolidated menus and cart
- Post-sales CTAs above the fold
- Menu options on single page using dynamic menu or expanders

3. Conversion

The problem to solve:
Is the checkout process as easy as possible?

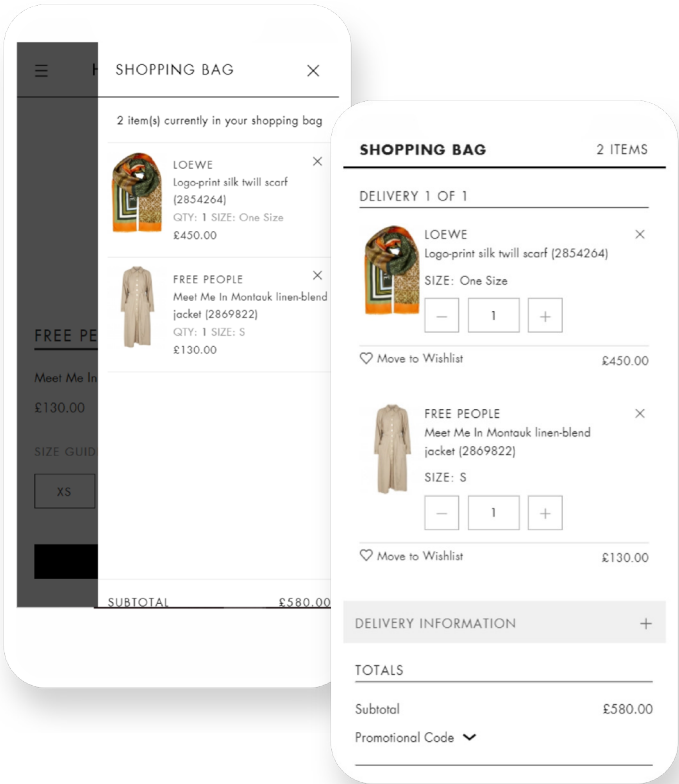
Solutions:

CART

- Editable quantities
- Easily to delete items
- Suggestions after adding items to cart

CHECK OUT

- Secure checkout
- Pagination for multi-step process
- Descriptive CTAs
- Ability to add items to “wish list”, “pick up instead”, etc.





SECTION 5

Building a Mobile-First Methodology

Resizing the content of your website to adjust for screen size isn't a mobile-first methodology.

Key Concept: Progressive Enhancement

Progressive enhancement is a strategy for web design that emphasizes core webpage content first. This strategy then progressively adds more nuanced and technically rigorous layers of presentation and features. This allows everyone to access the basic content and functionality of a web page, using any browser or Internet connection, while also providing an enhanced version of the page to those with more advanced browser software or greater bandwidth.

A Practical Guide to Progressive Enhancement

Let's take an example. Imagine you are a travel brand that sells flights. Customers typically arrive looking to:

- Compare available flights
- View an existing booking
- Purchase a flight

Given these assumptions, we can rank the homepage content from most to least important:

1. YOUR BRAND NAME

2. DEPARTURE AIRPORT

3. DESTINATION AIRPORT

4. DATE

5. MY ACCOUNT

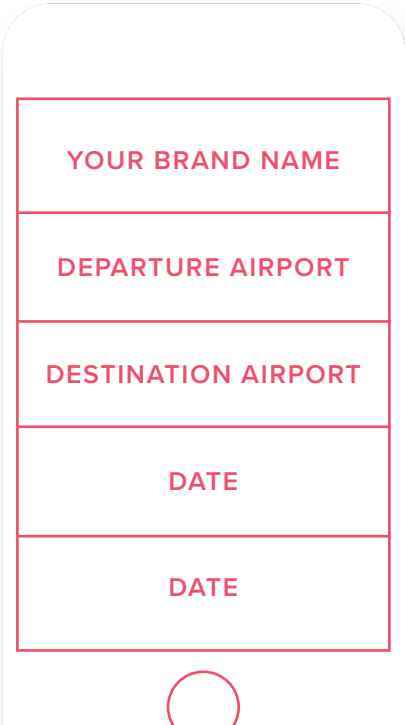
6. CONTACT US

7. DEALS & OFFERS



This gives us a good brief to begin designing a mobile website.

Critical features like your brand name and a booking mechanism should feature prominently. Secondary features, like account login and contact details, are important, but should appear lower down to the page.





From there, we can expand our website to include other features, such as more space for advertisements and promotions.

In this way, we can ensure the content of the mobile site contains key information, with added levels of complexity as the device size increases.

YOUR BRAND NAME	NAV	MY ACCOUNT
DEPARTURE AIPORT	DESINTATION AIPORT	ADVERTISING
DATE	DATE	
PROMOTION		

Test Less, Test Effectively

Implementing mobile and customer-first changes to your site or app shouldn't be a singular action. Design should be always evolving and innovation, and react in real-time based on actual customer behaviour.

Using a UX analytics tool, like Contentsquare, which connects with larger platforms like Google Analytics, can give you a full 360° view of who your customers are, where they are in their decision journey, and what friction points they're running into.

By taking into account these data, teams can test, revise, and implement new changes that better suit the users needs, ensuring their tests are based on solving real user frustration.



SECTION 6

Key Takeaways



Users want to buy on mobile



Start users on the right page



Mobile users browse just as much as desktop



Web content is like water; it fits the container it sits in



Design your mobile experience first, scale up afterwards



Mobile users browse just as much as desktop

[1] <https://www.zenithmedia.com/mobile-forecasts-75-internet-use-will-mobile-2017/>

[2] <https://retail.emarketer.com/article/global-e-commerce-topped-23-trillion-2017-emarketer-estimates/5a6f89f5ebd40008bc791221?ECID=SOC1001>

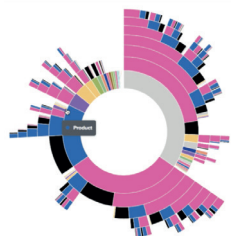
[3] <https://www.smartinsights.com/e-commerce/e-commerce-analytics/e-commerce-conversion-rates/>

[4] <https://www.thinkwithgoogle.com/marketing-resources/experience-design/mobile-shopping-ecosystem/>

[5] Qubit. The Growing Influence of Mobile Discovery on eCommerce Revenue, 2018.

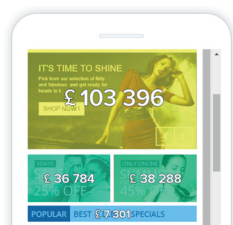
INTRODUCING

Contentsquare



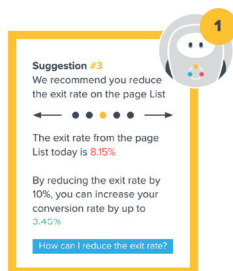
Understand golden & broken user journeys

See how customers flow through your entire site.
Identify the biggest opportunities and issues in minutes.



See how your content is performing instantly

Attribute revenue and conversion metrics to any page element to measure its effectiveness.



Access AI-powered insights

Get proactive optimisation suggestions, and alerts based on triggers you set.

Book a demo

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SPACE NK



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