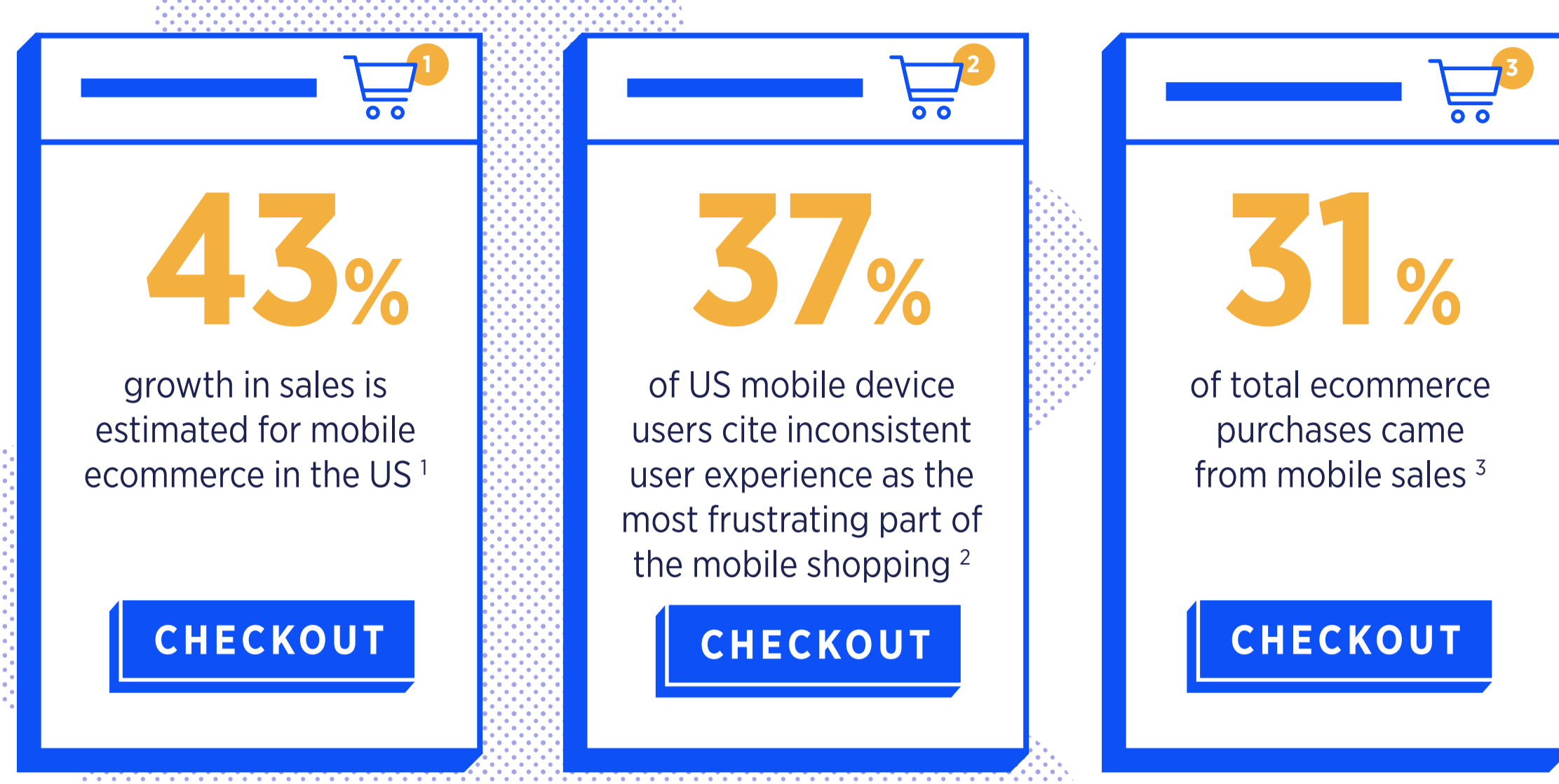


# THE RISE OF MOBILE

## MOBILE TIPS & TRICKS

BIGCOMMERCE & VISA Checkout

Seamless mobile shopping experiences are more important than ever.



1 IN 3 shoppers have shopped or browsed on a smartphone



1 IN 4 shoppers have shopped or browsed on a tablet<sup>4</sup>

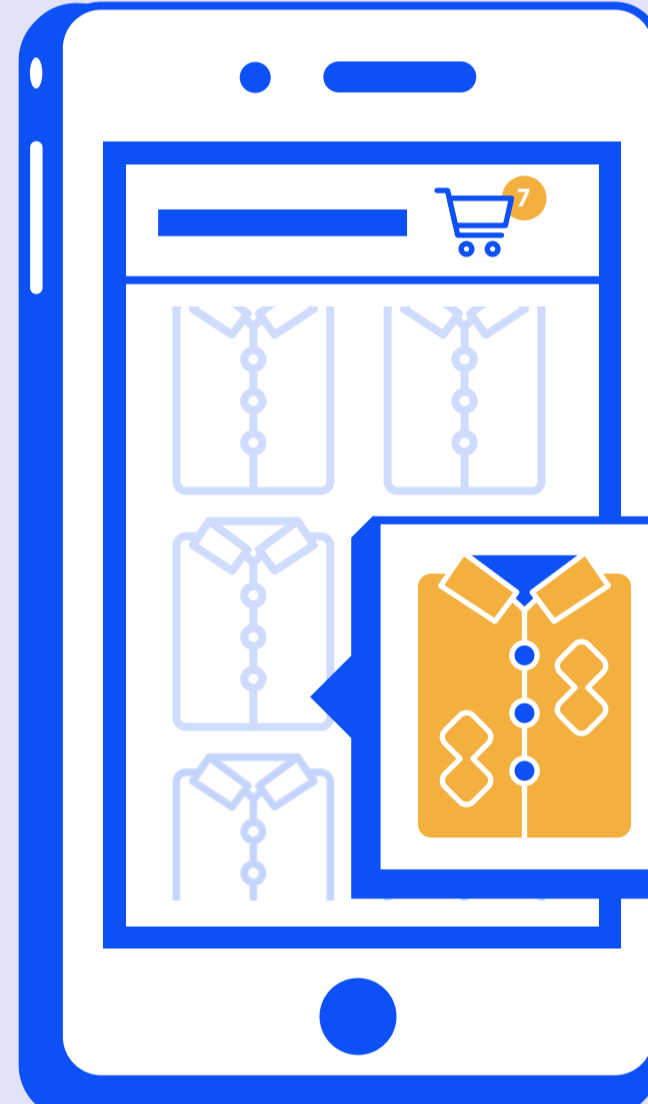
Visa Checkout brings a trusted, consistent payment experience across devices.

Think holiday shopping is all brick and mortar? *Think again.*



Cyber sales outpaced brick and mortar holiday spending at **\$1 BILLION+**

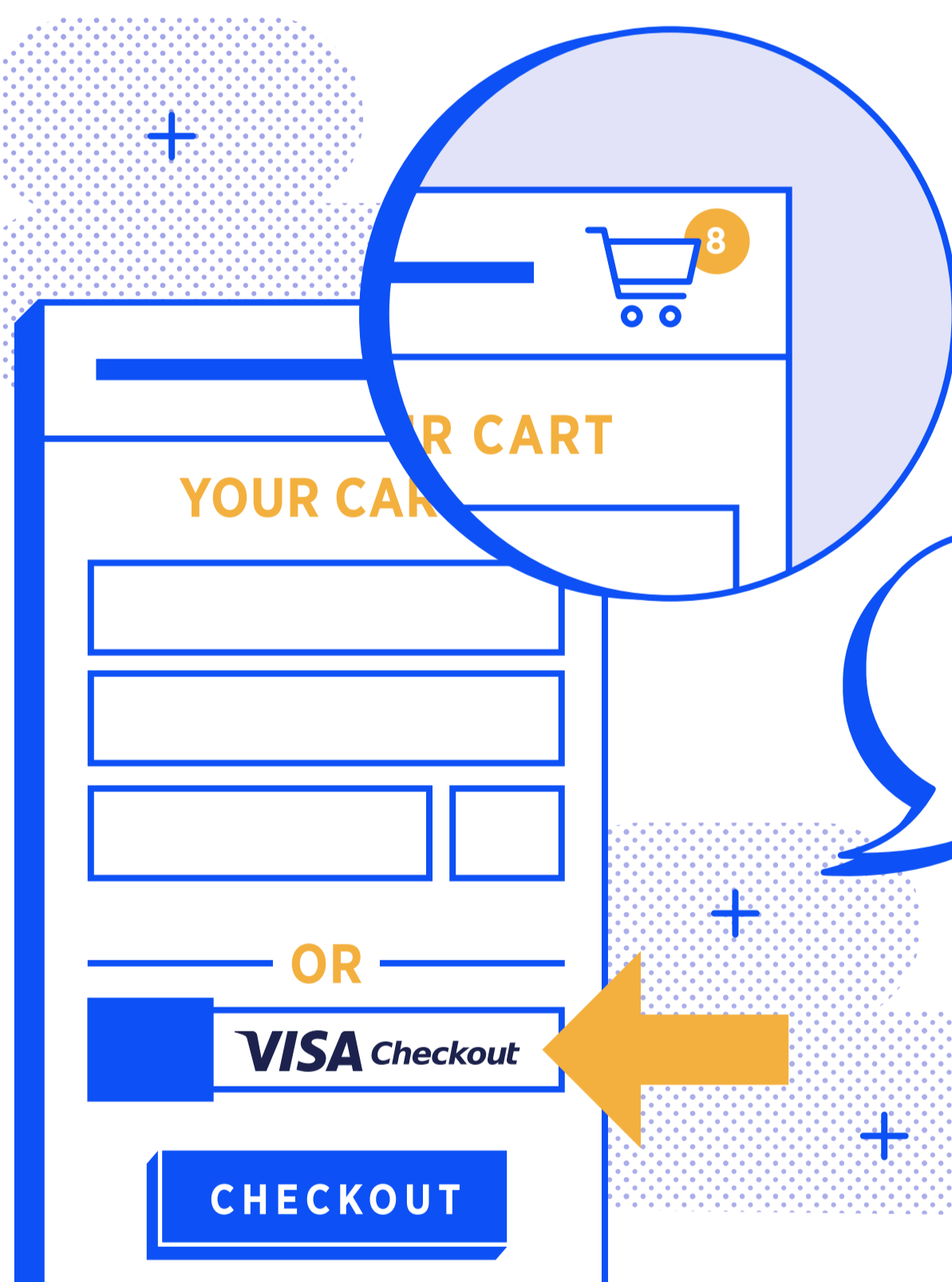
47% of orders came from desktop devices



53% of orders came from mobile devices<sup>6</sup>

BLACK FRIDAY 2016 was the first to see more than **\$1 BILLION** in online sales from mobile devices.<sup>5</sup>

Tips for mobile shopping experiences that sell:



REDUCE CHECKOUT FORM FIELDS to avoid cart abandonment

VISA CHECKOUT can reduce friction that causes shoppers to drop off, especially on mobile devices.

27% of shoppers feel the mobile checkout process is too long and complicated<sup>7</sup>

To increase conversions, improve mobile page speed.



ENABLE VISA Checkout

### SOURCES

<sup>1</sup> worldwide retail ecommerce sales: the marketer forecast for 2016.

<sup>2</sup> eMarketer, Better Site Optimization Lifts Mobile Conversion Rates, May 2015.

<sup>3</sup> <https://www.bigcommerce.com/blog/mobile-conversion/>

<sup>4</sup> 7GK FutureBuy study, November 2016, commissioned by Visa. Results based on data from an online survey of 1,000 US Consumers.

<sup>5</sup> <http://news.adobe.com/press-release/marketing-cloud/media-alert-adobe-data-shows-black-friday-breaks-online-sales-record-3>

<sup>6</sup> <https://www.bigcommerce.com/blog/cyber-week-2017/>

<sup>7</sup> Baynard Institute, E-Commerce Usability: Checkout, Sept. 2016.

<sup>8</sup> <https://www.bigcommerce.com/blog/mobile-commerce/>