

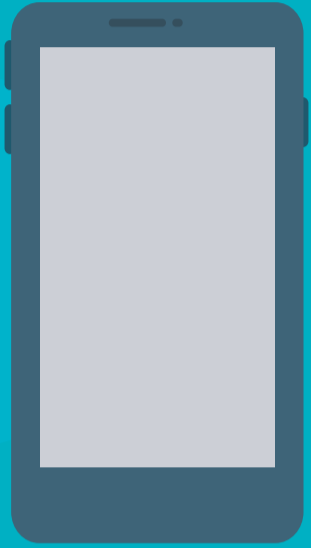
# m-Commerce TAKES OFF

The Proliferation of mobile devices has changed the way retail does business.

**TODAY**

1 in 10

ecommerce dollar is spent using a smartphone or tablet.



In The Second Quarter of 2013 Alone, that Equaled

**\$4.7 Bil.**

MCOMMERCE GROWTH IS OUTPACING TRADITIONAL ECOMMERCE GROWTH BY

**200 %**

In Fact, Latitude Found That

**63 %**



of People expect to shop more on their mobile phones in the next few years. Here, We look at the Landscape of mcommerce, where it's going and how it's benefiting retailers

## CONSUMERS LOVE THEIR DEVICES

Today's Consumers take their smartphones and tablets with them everywhere. Offering a quality mobile experience means access to your customers wherever they are.

**61 %**



of people have a better opinion of brands that offer a good mobile experience

## EMAIL MARKETING RISES AGAIN

Just a few years ago, retailers thought email marketing was dying



**NOT DEAD YET**

With 64% of decision-makers reading their email via mobile devices, when optimized for mobile users, mobile marketing can deliver shopper conversion

For Every

**\$ 1 SPENT,**



The Average return on email marketing is

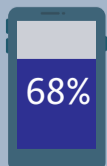
**\$ 44 .25**



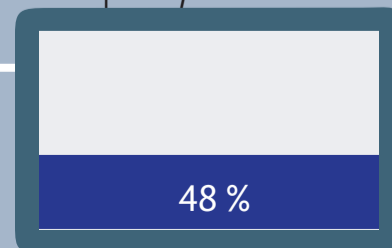
## SMARTPHONES VERSUS TABLETS

although mobile commerce continues to grow, there's still some disparity between how consumers use each device.

**50 %** of all unique opens happen on mobile devices



of unique opens happen on iPhones



of transactions are made on iPads

The number of people using smartphones is double that of those using tablets, yet tablet user spend

**20% MORE**

On average, Per Devices