



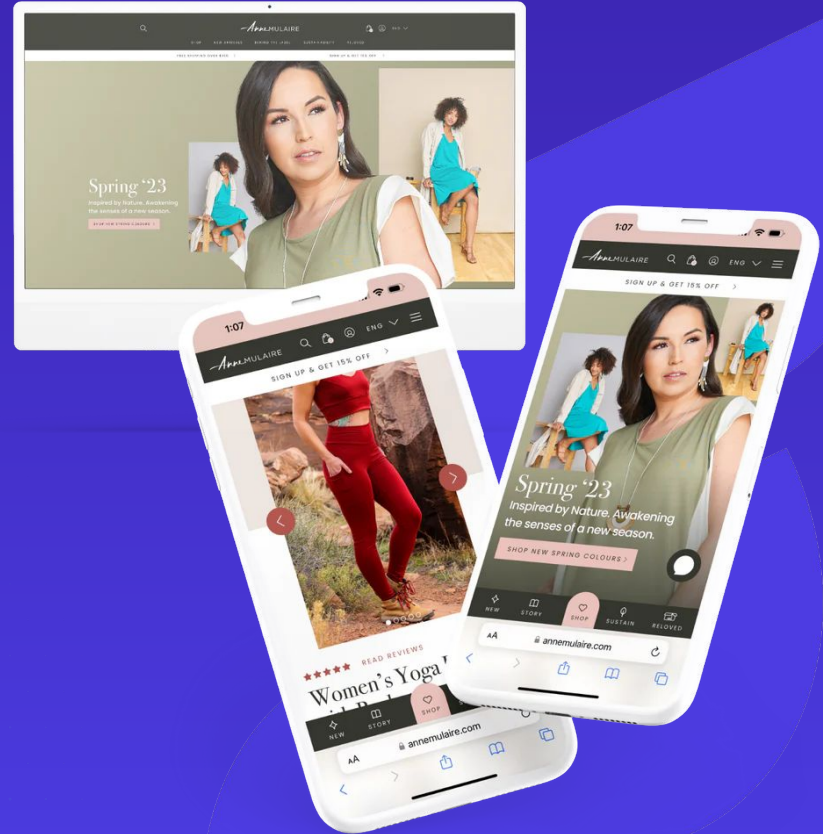
# Mastering Mobile Commerce in 2024

Proven Ways to Attract and Convert More Mobile Shoppers



# Table of Contents

- 3 Introduction
- 5 Optimizing Search for a Mobile-First Market
- 9 Adopting a Mobile App Mindset
- 13 Unleashing the Power of Customer Sentiments
- 16 Encouraging Loyalty in the Mobile Commerce Era
- 19 Captivating and Converting Your Mobile Audience
- 23 Solutions
- 28 Contact Info

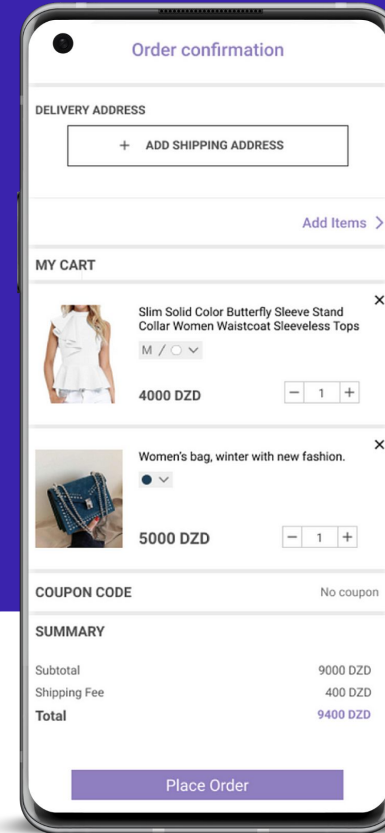


# Introduction

In today's fast-paced digital landscape, where technology evolves at breakneck speed, mobile devices are an essential part of our daily lives. From socializing to shopping, smartphones have become a sort of skeleton key—unlocking new ways to engage with the world around us.

That's especially true for today's ecommerce sites and the customers they serve. According to Statista's Market Insights, mobile ecommerce sales reached \$2.2 trillion in 2023 and now make up 60 percent of all e-commerce sales around the world<sup>1</sup>. Mobile can no longer be an afterthought when it comes to your ecommerce site—in fact, it should be a top priority.

<sup>1</sup> Statista



Welcome to **Mastering Mobile Commerce in 2024**. In this comprehensive ebook, we delve into the growing realm of mobile commerce, uncovering a set of strategies that go beyond mere adaptation. Whether you're a seasoned ecommerce veteran or just getting started, this guide will equip you with the knowledge and tools to not only meet the expectations of mobile shoppers, but exceed them.

Over the following chapters, we'll explore five proven strategies gathered by Searchspring and our industry partners, including how to:

- Optimize your site search across desktop and mobile
- Adopt a mobile-first mindset
- Leverage the power of customer reviews
- Encourage customer loyalty
- And convert more mobile shoppers

Ready to master mobile commerce in 2024? Let's dive in!



## Chapter 1

# Optimizing Search for a Mobile-First Market



**Tomas Cruz, Jr.**

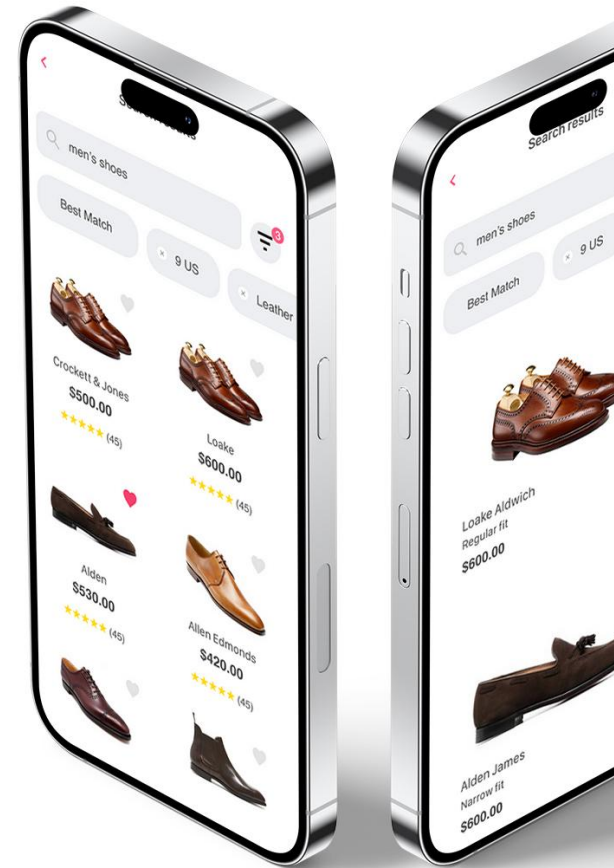
Marketing Communications Specialist  
Searchspring

# Design your site search with mobile in mind.

Site search should not only be accessible via mobile devices, but optimized for them as well. Having mobile-responsive search functionality can help your online store convert more sales and also increase your average order value.

Many retailers with excellent desktop search experiences fail to translate the same standards to the mobile version of their online store. Shoppers who search have a high intent to buy, and your site needs to perform at the same level across all devices to meet their expectations. Features such as autocomplete (fully mobile responsive out-of-the-box) and auto-suggest are particularly useful for the mobile shopper, allowing them to find relevant results after entering just a few characters of a search term, minimizing the need for cumbersome typing on a small screen.

From a design perspective, your search bar should always be easy to find while remaining unobtrusive to the shopping experience when not in use.



# Make your site easy to navigate on mobile devices.

Responsive design ensures that the mobile shopping experience is not just functional but also visually appealing on various devices. You can make the shopping experience more friendly for customers and visitors by:

- Using universally recognized icons (magnifying glass for search, bag or cart for shopping cart, etc) to replace lengthy text.
- Keeping facets and filters spaced out and thumb-friendly—shoppers shouldn't have to zoom in just to make a selection.
- Opting for customizable filters over other options. While sliders work better than a standard list view for selecting price on mobile devices, they can be more challenging to use. Utilizing multi-select filters via a grid or list display makes it easy for shoppers to select the options they're looking for.

By leveraging these features, merchants can meet the demands of convenience-minded consumers— helping them foster brand loyalty and stand out in the competitive realm of mobile commerce.



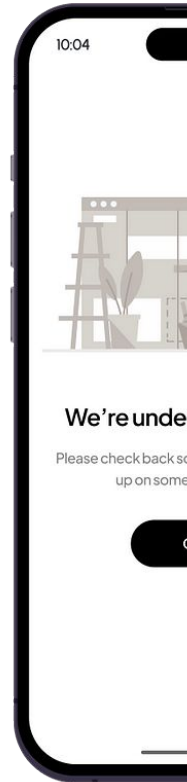
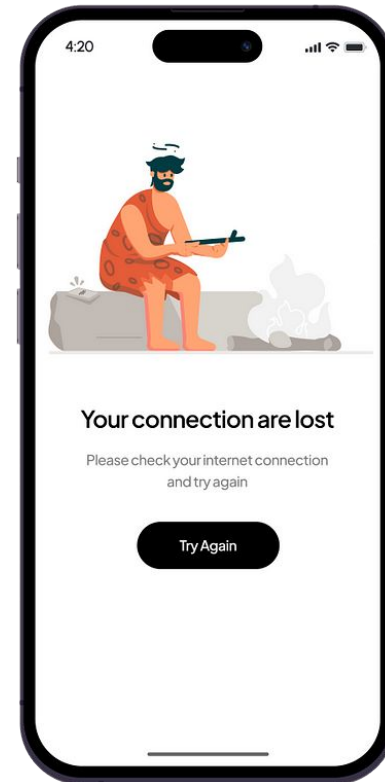
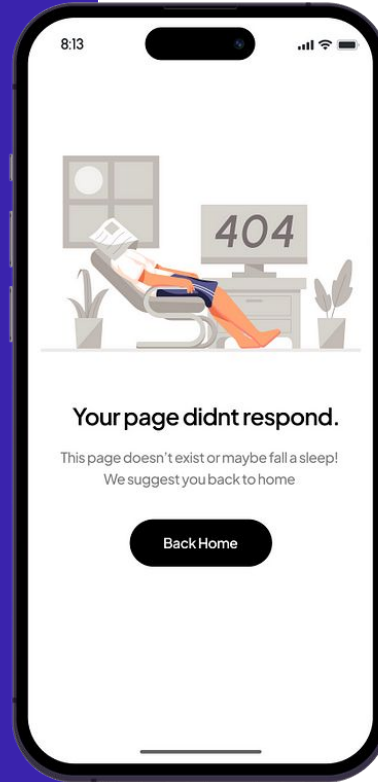
# Test, Test, Test

Go through the shopping experience on a mobile device yourself, and see what pain points you encounter as a shopper. This is also an important part of any [site audit](#).

Make sure you are using high-resolution images; people zoom in all the time on mobile.

Additionally, try to keep file sizes as small as possible to avoid delays in loading since many mobile shoppers are on the move while they browse, sometimes relying on unstable WiFi.

*Want to ensure your site is performing at its peak? Request a free site audit from Searchspring and [uncover hidden opportunities](#) that can lead to higher conversion rates and happier customers.*



## Chapter 2

# Adopting a Mobile App Mindset

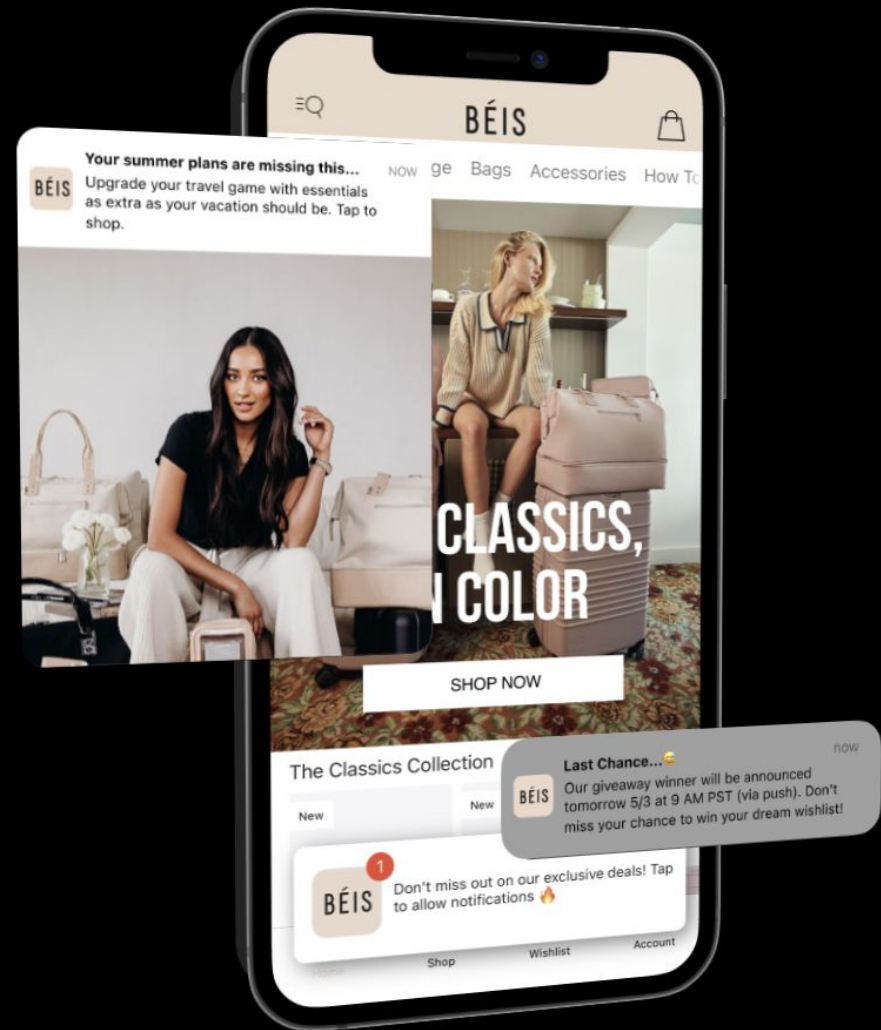


**Alex Rosas**

Content Marketing Manager  
Tapcart

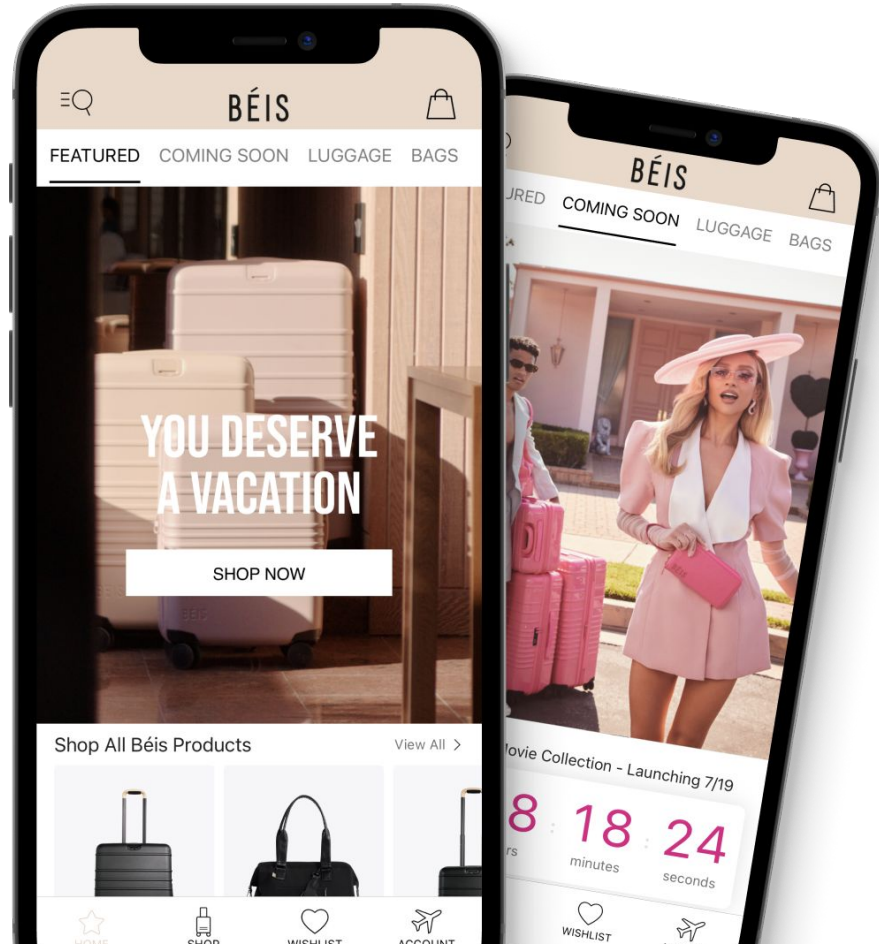
In the ever-evolving landscape of ecommerce, staying ahead requires a strategic approach with a mobile-first mindset. As we dive into 2024, the focus for brands is clear: enhancing the mobile customer experience can drive serious retention. One powerful lever to achieve this is the integration of a [mobile app](#) into your marketing mix.

A mobile app offers a seamless shopping experience, making it the optimal way to engage with customers on their preferred devices. Beyond just convenience, it adds a layer of legitimacy to your brand presence. Features like unlimited push notifications, instant page loading, one-click checkout, intuitive navigation, and prime real estate on your consumer's phone contribute to increased engagement, revenue, and diversified acquisition strategies.



Statistics show that app users are not just casual shoppers; they are brand advocates. They exhibit higher conversion rates, revenue per session, and lifetime value compared to users on mobile web and desktop platforms. Capitalizing on this trend, savvy brands designate their mobile apps as exclusive hubs for VIP customers, offering unique content and app-only deals. This strategy instills a sense of exclusivity, fostering customer loyalty and ensuring they stay engaged with your brand.

[BÉIS](#), for instance, recognized the potential of a mobile app to diversify, scale, and enhance customer loyalty. By focusing on app-exclusive perks and content, they achieved a 19% increase in average order value (AOV) and a remarkable 67% higher app conversion rate compared to their mobile website.



According to Julie Chalker, the VP of Digital & eCommerce of BÉIS, she believes “push notifications are free dollars”. With push notifications, you can engage your app customers directly to notify users about exclusive deals, new product launches, and personalized promotions.

The mobile app trend is not just a fleeting moment; it's a strategic move that aligns with the evolving preferences of today's consumers. As we step into 2024, merchants who adopt a mobile-first mindset, leveraging the power of mobile apps to enhance CX, drive retention, and tap into the potential of a diverse customer base, will be poised for success in the dynamic world of ecommerce.

BÉIS + tapcart

**+67%**  
INCREASE IN CONVERSION  
VS MOBILE WEB

*“Push notifications  
— those are **free**  
**dollars.**”*

**JULIE CHALKER**  
VP of Digital & eCommerce, BÉIS

## Chapter 3

# Unleashing the Power of Customer Sentiments



**Neime McKeefery**

Digital Marketing Specialist  
REVIEWS.io

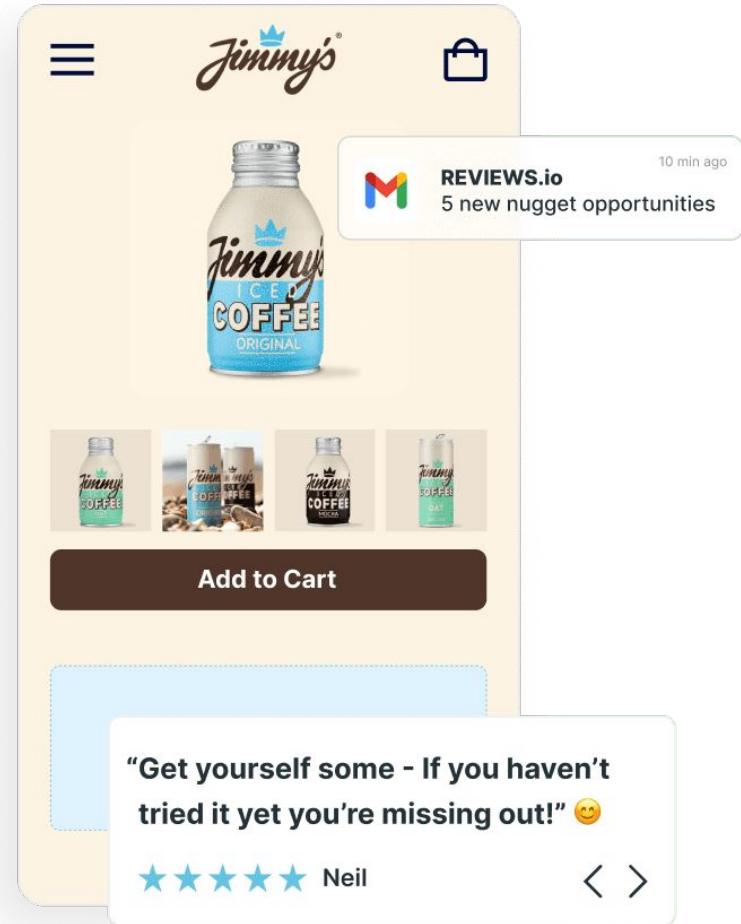
Optimizing the mobile experience is a crucial element in achieving increased conversions and cultivating long-lasting customer loyalty. An instrumental approach to successfully reaching these goals is by tapping into the influential realm of customer reviews.

[Customer reviews](#) play a substantial role in shaping consumer perceptions and decisions. They offer valuable testimonials and validate product quality, thus influencing potential buyers. Elevating the impact of reviews can be achieved through the implementation of Review Nuggets or similarly performing widgets. These bite-sized snippets encapsulate the most useful and informative feedback, providing immediate insight into customer sentiments.



Beyond information delivery, the engaging quality of [Review Nuggets](#) sparks increased interaction on mobile platforms. It's important to consider the placement of the nuggets; we recommended placing the snippet as close to the product as possible so that it fits seamlessly into the mobile shopping experience. Users are naturally drawn to concise and compelling snippets, deepening their engagement with the content. This engagement, coupled with the influence of positive reviews, creates an environment that encourages users to take desired actions, effectively optimizing conversions.

The strategic placement of customer reviews adds a layer of efficiency and effectiveness to the mobile shopping journey. These sentiments capture attention but also instill trust, influencing positive actions. In this way, testimonials prove to be an indispensable tool, not only for optimizing conversions but also for establishing the groundwork for lasting customer loyalty.



## Chapter 4

# Encouraging Loyalty in the Mobile Commerce Era



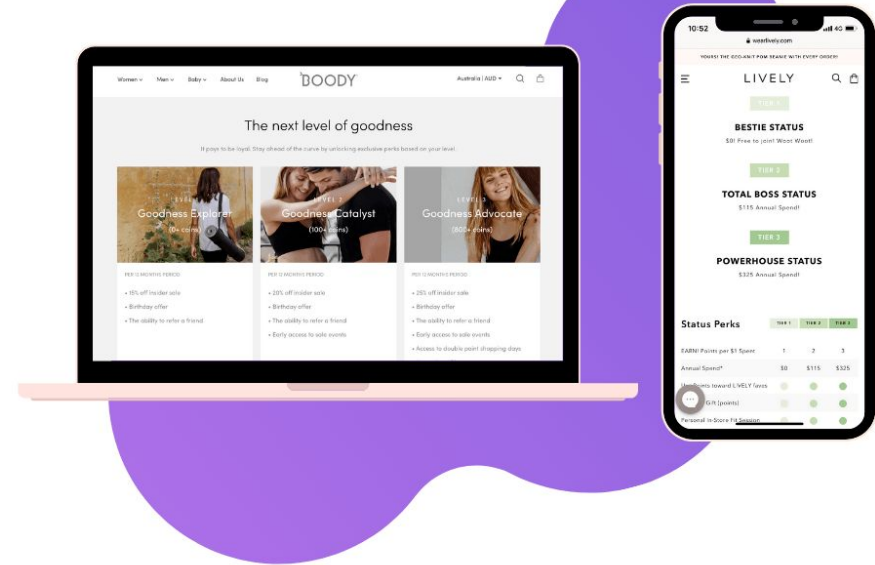
**Rhian Wadsworth**

Partner Marketing Manager  
LoyaltyLion



With more and more transactions taking place on mobile devices, keeping customers happy is harder than ever. And given that a large portion of your customer base likely chooses to shop on mobile, your [loyalty program](#) also needs to adapt to their evolving preferences.

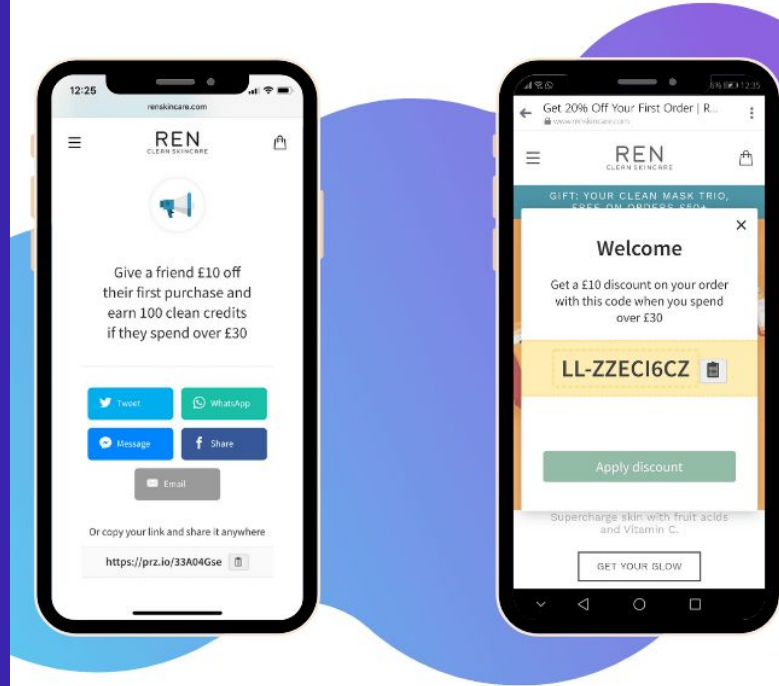
To foster greater brand loyalty, ensure that members can take advantage of your exclusive discounts, early access sales, and points-based rewards directly from their mobile devices. This encourages users to return and make repeat purchases. In addition to building brand loyalty, it also establishes a sense of value for the customers, making them feel appreciated and acknowledged regardless of where they are shopping from.



Secondly, personalization is key to a great mobile shopping experience. Loyalty programs allow you to collect valuable data on customer preferences, purchases, and browsing habits. This data can be utilized to tailor product recommendations, promotions, and content, creating a more individualized and unique shopping journey. A more personalized experience means more customers will find and make repeat purchases on the products that resonate most with them.

Lastly, include gamification in your loyalty program with tiers that customers can earn points to progress through. Tiers add an element of fun to the mobile shopping experience, and encourage a customer to engage more with your brand in order to progress through tiers and unlock exclusive perks and features.

Your customers are shopping on mobile more than ever, so it's crucial that they can access your loyalty program via mobile as well. By making it possible for members to earn and redeem points wherever they are shopping, you can increase program engagement, directly impact your customer lifetime value, and drive more revenue.



## Chapter 5

# Captivating and Converting Your Mobile Audience



**SJ Carcamo**

Partner Marketing Manager  
Justuno



Historically, mobile visitors have made mobile more of a discovery and research channel. But shopping is easier now with more ways to pay on mobile and more trust signals from brands that payment info will be safe. Each year, the mobile experience inches closer to being a final point of sale channel for more visitors—which is why retailers’ [continuous optimization of the mobile shopping journey](#) is important to increase engagement and conversions.

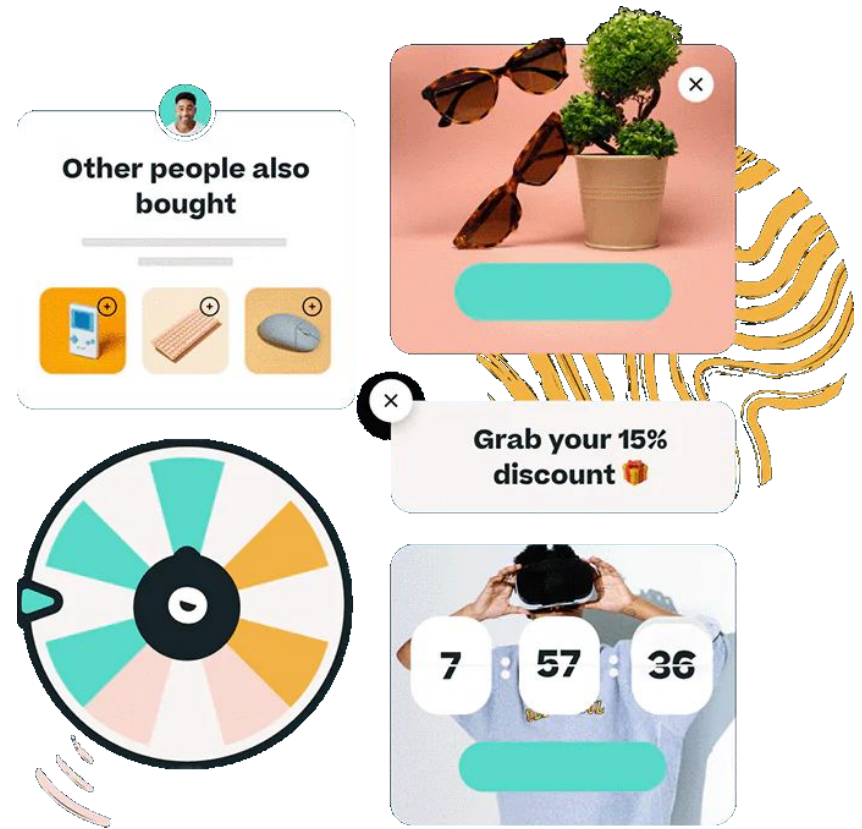
Optimizing mobile means getting creative with engaging banners with text tickers and gamified experiences (plugins) in an effort to create an engagement opportunity with each visitor. Your strategy for a mobile on-site experience should be to increase engagement at four key touchpoints with messaging/actions aimed at improving your KPI or metric. Four key touchpoints we’ve identified:

- Welcoming a visitor to your site
- [Exiting your site](#)
- Cart abandonment
- And post/return purchase



At these touchpoints, you'll create different experiences based on the segment. Segments could be based on channel, source, customers, and non-customers, for example. These segments will trigger different experiences based on what you already know about them (aka [zero and first-party data](#)) and their real-time behavior like [geo-targeted location, time on site, and pages traveled](#).

As you build out your segmented on-site mobile experiences, consider adding a pop up for each touchpoint, even if it is an evergreen type of setup. You can evolve from an evergreen strategy with personalization and dynamic messaging. From there, you can [A/B test](#) different creative and copy just as you would with your ads.



# Key Takeaways

The ecommerce landscape is always evolving—which means it's impossible to completely future-proof your business. However, with the right planning, you can make the most of every opportunity. Keep these insights in mind as you build your own mobile-ready framework:

**Investing in your own mobile app** allows you to engage with customers through the use of push notifications and in-app messages—helping you boost retention rates while attracting new customers.

**Leveraging customer reviews** is an easy way to build trust and influence shopper behaviors by injecting social proof into the mobile shopping journey.

**Adapting your loyalty program to mobile users**—through personalization, gamification, and exclusive benefits—is crucial to maximizing average customer lifetime value.

**Need support implementing some (or all) of these approaches into your mobile strategy? Keep scrolling to see how Searchspring and our industry partners provide solutions that help ecommerce retailers of all sizes convert and attract more mobile shoppers.**

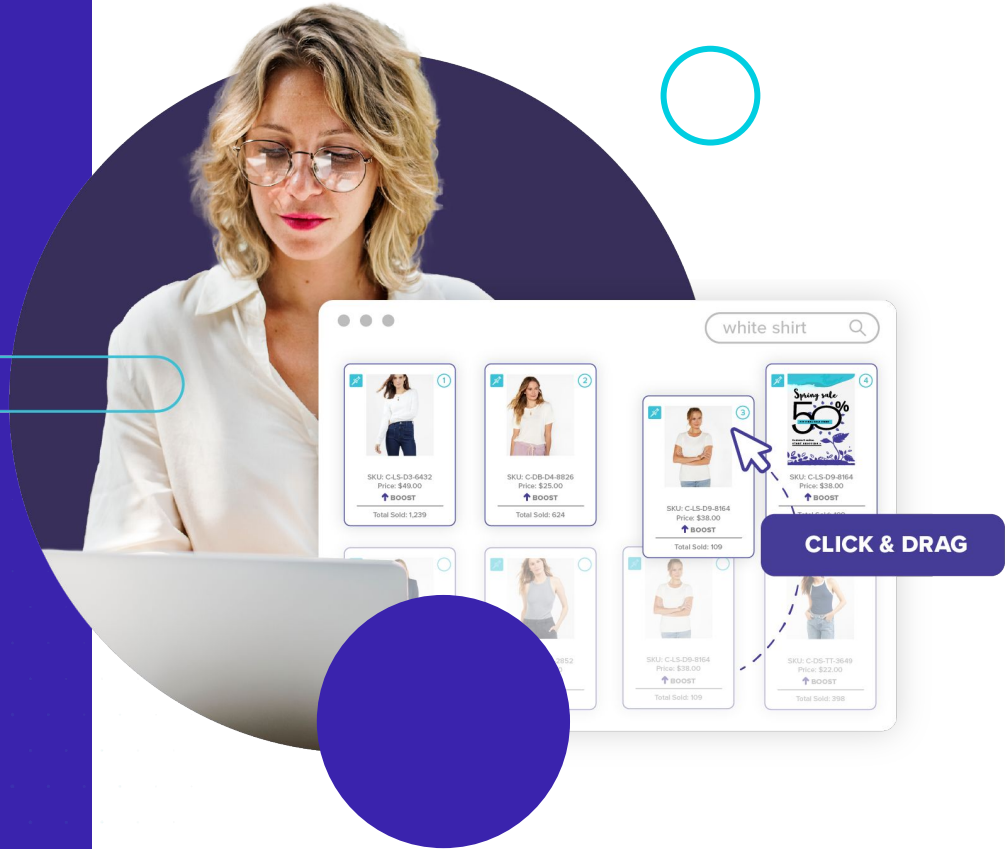
**Optimizing search across *both* desktop and mobile** with features like autocomplete and responsive navigation can lead to increased sales and higher average order values because shoppers who use search have a high intent to buy.

**Developing a mobile-first shopping journey** is crucial. Each year, more shoppers are converting through mobile, so make sure to engage them at key touchpoints with creative banners, gamified experiences, and personalized pop-ups.



Searchspring's powerful capabilities in ecommerce [search](#), [merchandising](#), and [personalization](#) can take your mobile shopping experience to new heights. Since 2007, we've helped brands of all sizes—including SKIMS, Mattel, West Elm, and others—increase cart sizes, improve conversion rates, and create repeat customers.

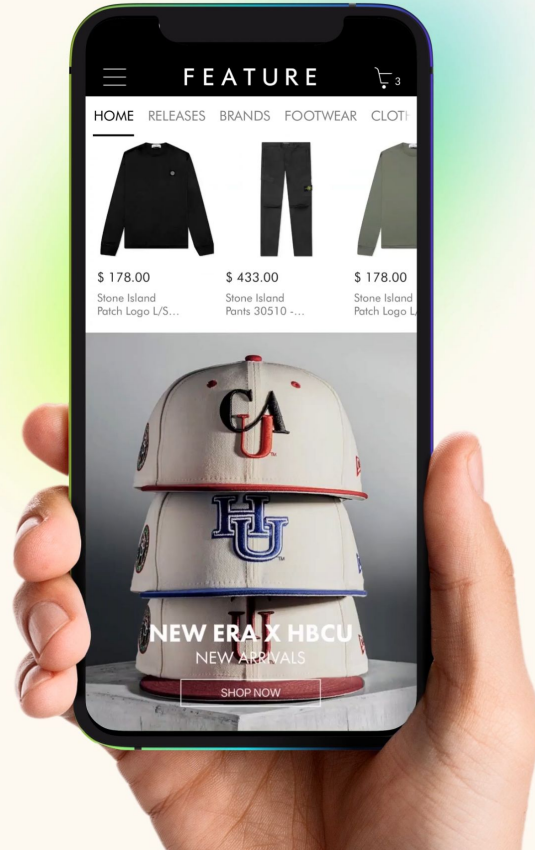
Our platform and solutions not only help you optimize your product listings for mobile users but also tailor the shopping journey based on individual preferences, creating a truly personalized and engaging experience.





[Tapcart](#) is the ultimate mobile ecommerce solution fueling the fastest-growing brands. Tapcart powers mobile apps for over 100M global consumers; processing over \$3B in ecommerce revenue.

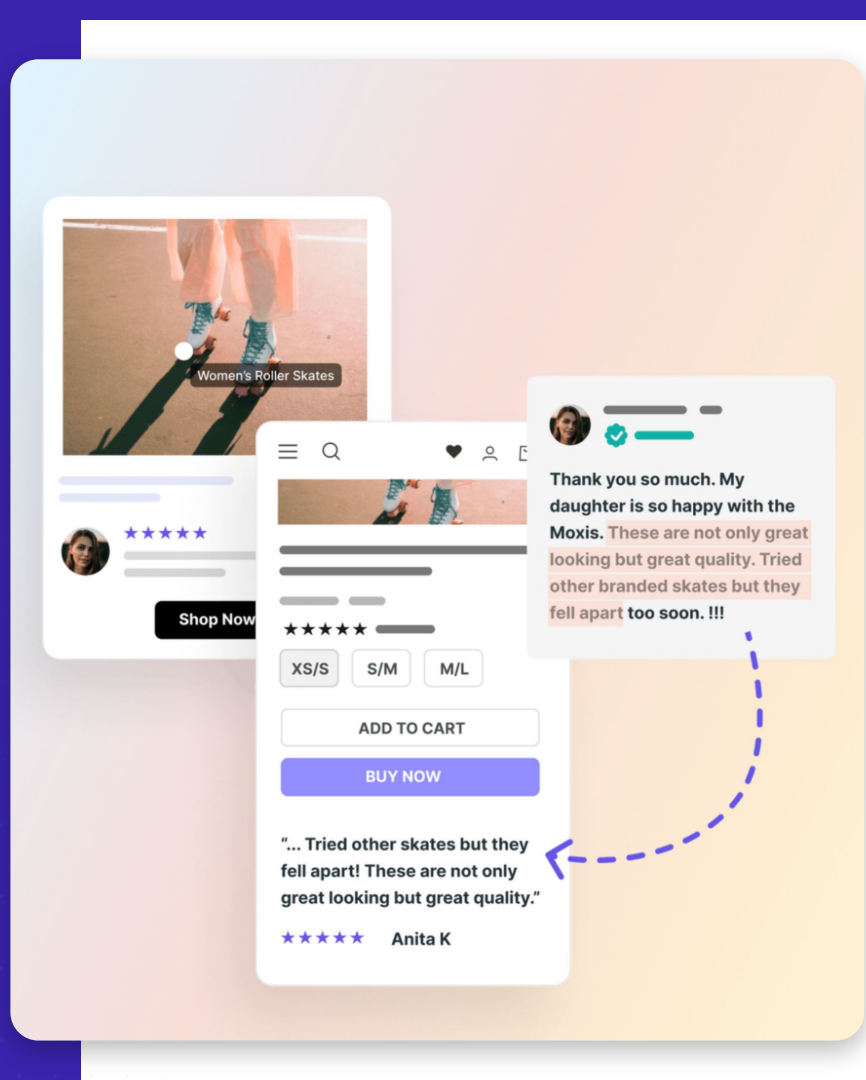
With a majority of ecommerce traffic on mobile devices, Tapcart meets consumers' digital expectations by elevating the mobile CX and turning casual consumers into brand advocates for 2,000+ Shopify merchants.



# ★REVIEWS.io

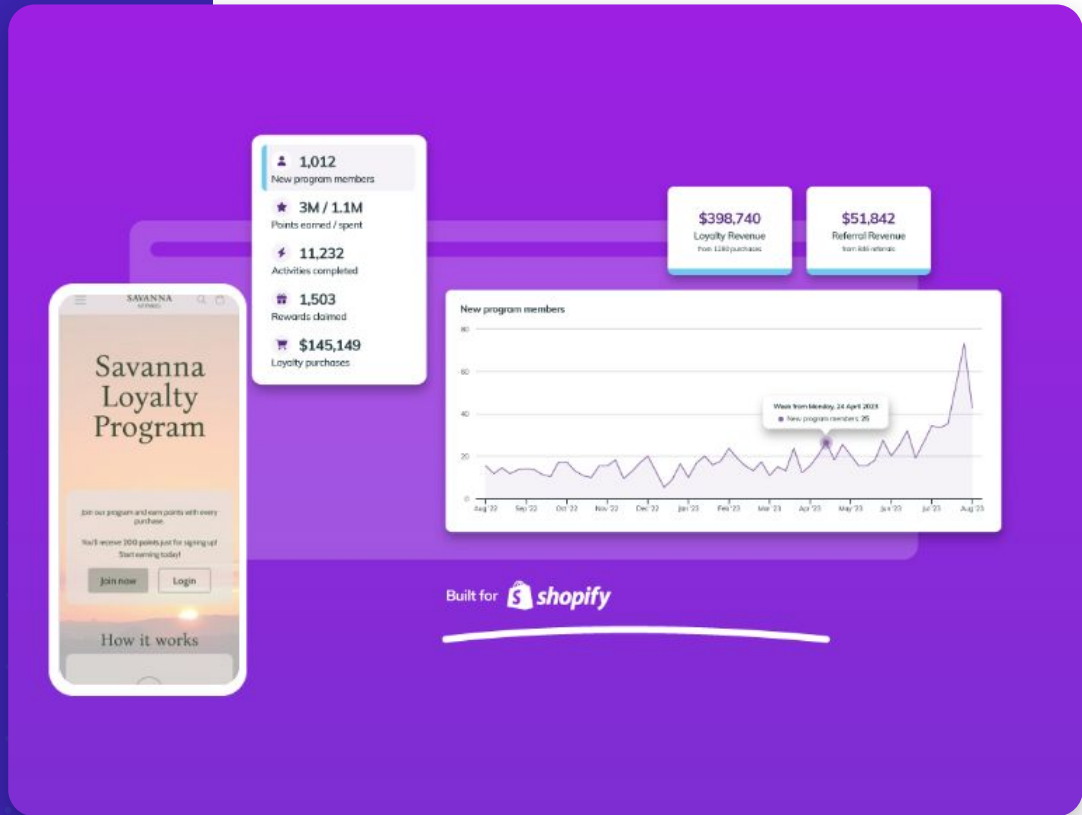
[REVIEWS.io](#) is a Google licensed platform which allows clients to grow their online reputation through authentic reviews. REVIEWS.io offers seamless integration with a multitude of different shop platforms and other ecommerce services in order to maximize your customers' engagement and confidence.

Our tools allow you to collect your customers' photos and videos, which can be integrated into your marketing campaigns, ensuring an authentic and trustworthy tool to drive up conversion rates.





[LoyaltyLion](#) is a data-driven loyalty and engagement platform empowering ecommerce growth. As the first loyalty platform to integrate with Shopify and #1 on G2 today, LoyaltyLion provides ecommerce merchants worldwide with the tools and expertise needed to increase repeat purchase rates, improve retention, and build customer lifetime value.



# Justuno

[Justuno](#) provides a suite of on-site conversion tools designed to increase leads and revenue for thousands of businesses worldwide. Our best-in-class platform enables digital marketers to design, implement, and track effective on-site promotions all in one place.

Engage website visitors, increase conversions and gain valuable customer insights with advanced targeting and robust analytics all in one place.

The screenshot displays a website interface with several Justuno-powered elements:

- Shipping Notification:** A white box on the left side of the banner area provides tracking information: "ESTIMATED DELIVERY Thursday, September 21 1 day left", "LATEST ACTIVITY Feb 18 1:43PM Arrived at UPS Regional Destination Facility Brooklyn, NY", and "Show History" with a tracking number 12443432143534543541435534.
- Dynamic Banner:** A green callout bubble at the top right of the banner area says "Insert Banner For Dynamic Transactional Messages".
- Text Opt-In:** A yellow banner at the bottom of the main image area contains the text "Want Real-Time Updates Via Text? CLICK HERE" with a mobile phone icon and a green "Increase Opt-Ins" button.
- Product Recommendations:** A section titled "Summer Styles" features three product cards, each with a photo of a model and a price tag: "Floral Summer Dress \$79", "Roma Cherries Dress \$80", and "Roses Skirt \$65". A green callout bubble at the bottom of this section says "Justuno Powered Product Recommendations".



Learn more at  
[searchspring.com](https://searchspring.com)

