

# HOW RETAILERS ARE CONVERTING ON MOBILE

2014

The eTail conference series recently surveyed more than 210 retail professionals about their mobile commerce strategies. Here's what they said about which mobile capabilities retailers are prioritizing and how well they are converting sales through mobile platforms.

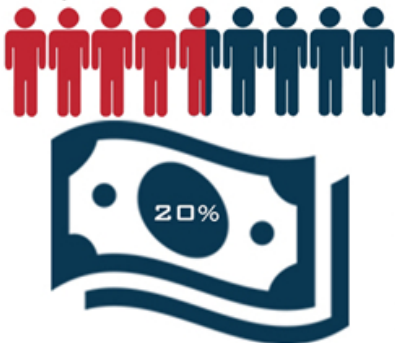
Less than 43% of retailers have mobile marketing strategies in place



Only 38% have seen measurable success from their mobile marketing efforts



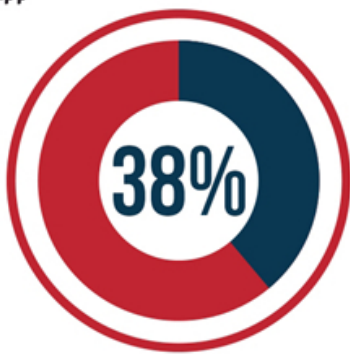
For 54% of retailers, mobile sales make up less than 20% of total sales



71% reported mobile conversion rates were lower than website conversion rates



While 88% of retailers have mobile optimized websites, only 38% offer a mobile app



IT'S TIME TO JOIN THE MCOMMERCE REVOLUTION. LEARN HOW RETAILERS CAN BETTER LEVERAGE MOBILE

CHECK OUT THE AGENDA FOR ETAIL EAST, AUGUST 11-14 IN PHILADELPHIA



eTail is the premier multi-channel and online retail conference series dedicated to supporting the growth of the retail industry through high-level networking and extensive thought leadership.

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