# Join the Mobile Optimization Initiative

A community of eCommerce experts working to improve mobile conversions, increase revenue, and close the mCommerce gap.

## The Mobile Optimization Initiative

The Mobile Optimization Initiative (mobilegap.org) is a collaborative experimentation and optimization initiative supported by Salesforce, PayPal, and HiConversion. It was established to understand why the gap between mobile and desktop conversions exists and to help merchants optimize their eCommerce checkout experiences to increase revenue from mobile visitors.

**MOBILE GAP**
mCommerce accounts for **62**% of website visitors but only **23**% of total dollars spent[1]
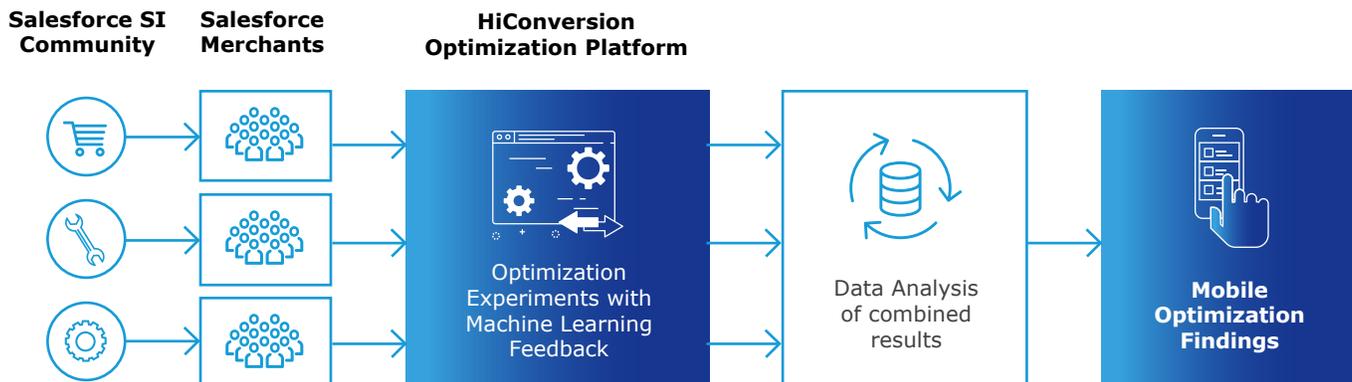
**MISSED OPPORTUNITY**
**86**% of mobile shoppers abandon their cart during the checkout phase[2]

## A Salesforce Community Program

The Mobile Optimization Initiative brings together Salesforce Commerce Cloud businesses from around the globe to conduct standardized multivariate experiments on their sites. Individual site data is anonymized, analyzed, and used to provide shared insights to the wider community.

## Powerful Insights, Shared Learnings

Together, we're gaining powerful insights into consumer behavior along the mobile journey. Testing and analysis is provided by the technology of HiConversion, and implemented by a community of SIs. Data is collected as a community for accelerated learning and optimization.



**Salesforce SI Community** → **Salesforce Merchants** → **HiConversion Optimization Platform**

Optimization Experiments with Machine Learning Feedback → Data Analysis of combined results → **Mobile Optimization Findings**

[1] Statista. 2017. Quarterly U.S. Mobile eCommerce Spending 2010-2017
[2] Forbes. 2018. Why Cart Abandonment Rates Aren't Falling

# A Collaborative Approach Benefits Everyone

Standardizing experiments and sharing data across the community helps merchants optimize their checkout experiences faster than they could in isolation—closing the gap between desktop and mobile conversions, and driving more revenue. Here's a peek at some of the experiments to date:

## Remove Wishlists

Wishlists take up valuable real estate on a mobile device screen. Removing the feature keeps the focus on the action of purchasing—increasing the likelihood of conversion.
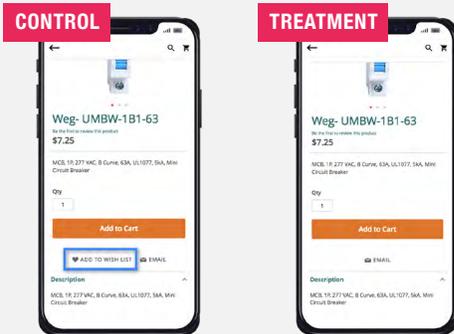


## Simplify Cart Header

Removing elements from the cart header reduces distractions during checkout and increases the likelihood of shoppers completing their purchase—driving more revenue across all devices.
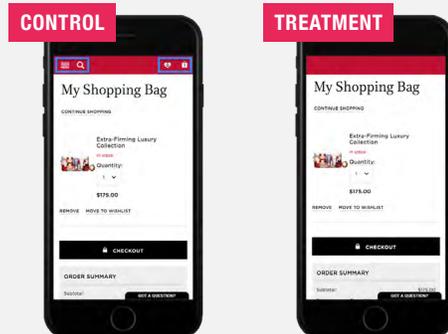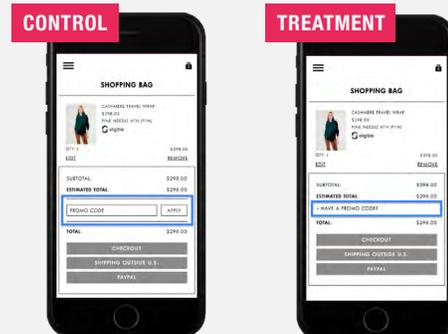


## Suppress Product Breadcrumbs

Suppressing the product name of the Breadcrumb trail helps reduce visual distractions for buyers—delivering higher conversions particularly for mobile devices.
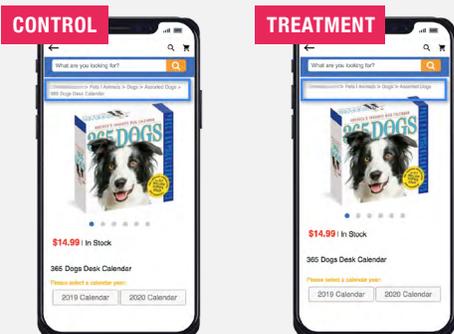


## Coupon Collapse

Collapsing the coupon field keeps it available for shoppers with a coupon code, but doesn't cause a distraction for shoppers without one.



# Getting Started is Easy

The Initiative welcomes any eCommerce merchant excited to be a part of a community of merchants and SIs dedicated to solving the mCommerce gap. When you sign up you'll have access to resources and support through our Initiative sponsors:

- Sponsored use of the HiConversion software for 60 days
- Sponsored support from experienced conversion optimization specialists
- Access to hundreds pre-designed optimization experiments
- Global insights into mobile optimization trends

## Join today and be part of something big!

**mobilegap.org**

mobilegap.org

community@mobilegap.org