PayPal

Join the Mobile eCommerce Optimization Initiative

Experiment and Collaborate with the Magento Community to Solve the mCommerce Gap

Tackling the mCommerce Gap

Despite **62**% of visitors to eCommerce sites coming from mobile...

only **23**% of dollars spent comes from mobile.*

A Magento Community Collaboration Between Technology Partners, System Integrators, and Merchants
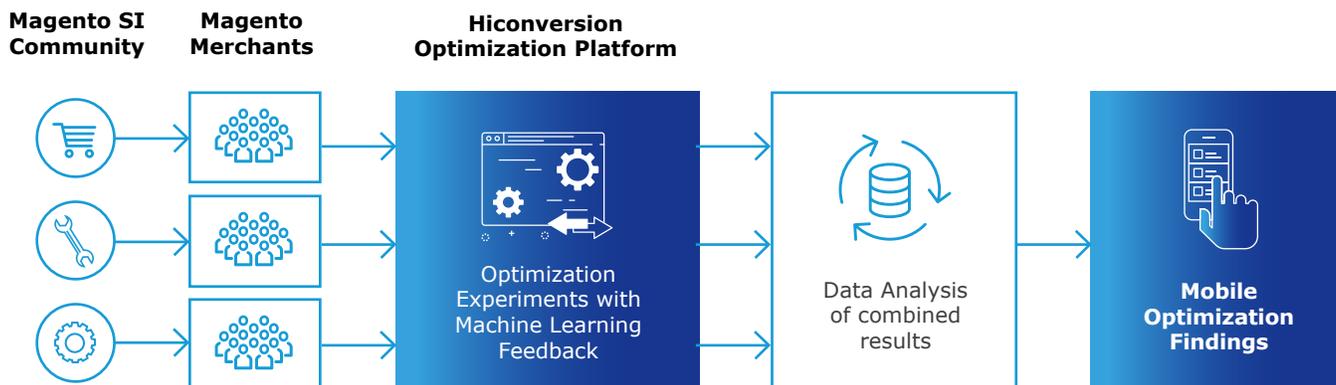
Technology Partners

System Integrators

Merchants

In a collaboration with Magento, HiConversion, and a community of SIs, we established the Mobile eCommerce Optimization Initiative to uncover solutions to close the gap between mobile and desktop conversions.

This initiative aims to give Magento SIs and their merchants an open network where they can share and learn from each other's successes and challenges.

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.

Magento SI Community   **Magento Merchants**   **Hiconversion Optimization Platform**

Optimization Experiments with Machine Learning Feedback

Data Analysis of combined results

Mobile Optimization Findings

* comScore Media Metrix Multi-Platform and e-Commerce/ m-Commerce Measurement, Q3 2017

** For informational purposes only; results may vary and are not guaranteed. It is recommended that you obtain independent business and legal advice before making any decisions pertaining to data shared.

Key Findings So Far*

The initiative has provided some strong promising results so far. Some have exceeded our expectations, others have surprised us by countering our intuition with negative results.

Below are some of our initial findings. Because every merchant site is unique, it's important to keep in mind that what works for one merchant may not work for another. The key is to continue experimenting to find and incorporate the right mix of optimizations to reach maximum lift.
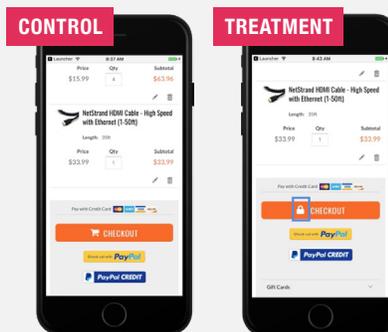
Hot Trend #1:

Security Icon Placement

Hypothesis:

The presence of a Security Icon will ease consumer concerns over the security of a site and decrease cart abandonment.

Phone (Average Lift)

+17.37% RPV ↑
+4.84% CR ↑
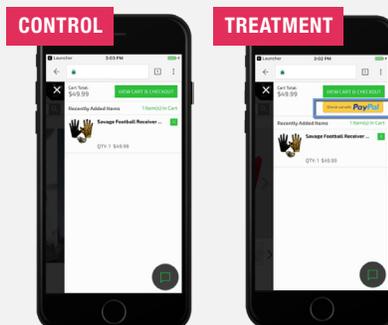+20.20% AOV ↑

CONTROL TREATMENT

Hot Trend #2:

PayPal Express Checkout - Shortcut

Hypothesis:

Payment options such as PayPal, when added to the checkout process, simplify and minimize the number of manual steps a customer must take to complete the payment.

Opened Mini-Cart

+8.72% RPV ↑
+5.38% CR ↑
+3.01% AOV ↑

CONTROL TREATMENT

Head Scratcher
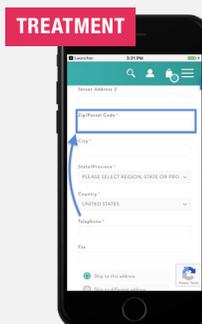
Zip Code Auto Fill

Hypothesis:

By auto-completing the city, state and country fields when the zip code is entered, a more enjoyable user experience is created increasing the chances of a completed sale.

Phone (Average Lift)

-0.88% RPV ↓
+0.44% CR ↑
-1.48% AOV ↓

TREATMENT

The negative average RPV doesn't tell the whole story as nearly 40% of merchants experienced double-digit positive revenue lift.

It doesn't work for all, but when it works it works extremely well!

Results are based on the average findings from merchants participating in the study and are not guaranteed for all users. Visit **mobileoptimized.org** to see the full results.

Join the Initiative

To learn more about the Mobile eCommerce Optimization Initative, visit mobileoptimized.org.

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