

# Are You a Mobile Leader or Laggard?

Consider your progress in these six areas and find out how to take your brand's mobile experience to the next level.



## Product Discovery & Sort

- Small search icon only
- Product detail pages not mobile optimized, requiring users to pinch and zoom
- Products buried behind levels of navigation
- Lack of tools and personalization to present relevant products



- Large, easily tappable search bar
- Mobile-optimized product detail pages
- Predictive recommendations in place to personalize the experience
- [Guided-selling tactics](#) to promote relevant products

LAGGARD

## Checkout & Conversion

LEADER

- Not-mobile-friendly checkout pages
- Lengthy checkout form
- No guest checkout option
- Standard shop navigation and other checkout distractions



- Different keyboards for address, payment, and other form fields
- Organized and clear single-column checkout
- Payment accelerators like Apple Pay and PayPal
- Easy-to-access guest checkout
- Few or no distractions in place during checkout

LAGGARD

## Brand Experience

LEADER

- Website content – such as videos, blogs, and more – not available or scaled for smaller screens



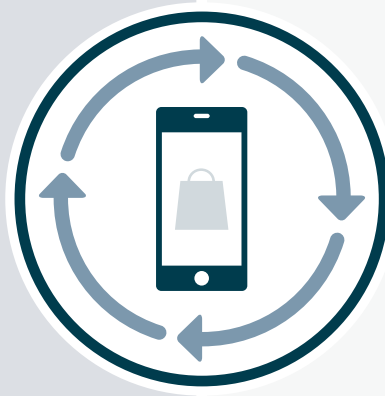
- Brand content mobile optimized and accessible from smartphones

LAGGARD

## Channel Unification

LEADER

- You can't view a customer's purchases across channels.
- Shoppers can't view store inventory online.
- Shoppers can't order online and pick up in store.
- Mobile site doesn't link to phone number or map of nearest store location.



- You have a holistic view of customer.
- Shoppers can view store inventory online.
- Shoppers can click and collect.
- Site links to nearest location's phone number and map.

LAGGARD

## Associates

LEADER

- Aren't provided with mobile devices
- Stuck behind the counter
- May have access to customer-facing website or internal sites – but not both
- Can only sell in-stock products
- Can only complete sales at register
- Can't access customers' online shopping carts



- Equipped with mobile devices
- Free to interact with customers on the floor
- Have easy access to both customer-facing and internal sites
- Can complete sales of in- and out-of-stock products
- Can make sales anywhere in the store
- Can view customers' online carts

LAGGARD

## Operations & Culture

LEADER

- Testing and optimization strategies geared to desktop experience first
- Mobile expertise limited or siloed within company
- Minimal budget devoted to mobile
- Approach to metrics outdated, not accounting for the impact of mobile devices



- Tests for mobile first
- Requires mobile expertise in all jobs across company
- Leverages new mobile tech solutions offered by incumbent and new technology partners
- Invests significantly in mobile
- Focuses on new KPIs, such as conversion index, to accurately measure mobile performance



Want more insights to evolve your brand around mobile? Get our perspective on [how you can truly be "mobile first."](#)