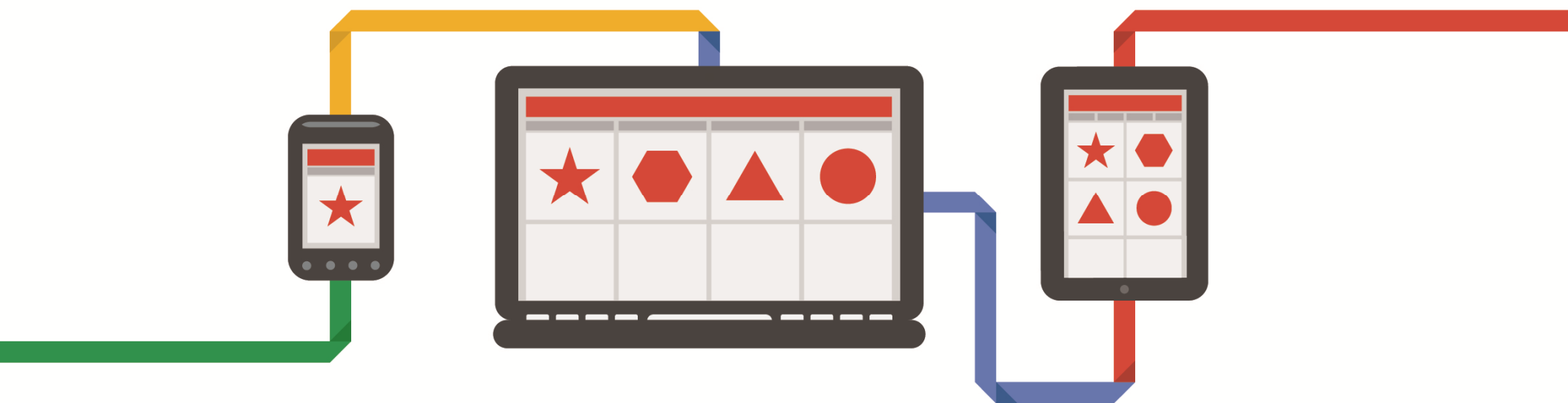


# Does your website work for the multi-screen UK consumer?

March 2014



# The connected customer uses multiple devices

Today's customer uses multiple devices to search for, research and buy products. To take advantage of this huge opportunity your website must work well for users on smartphones, as well as tablet and desktop computers.



**3.1**

the average number of devices per person in 2014 (up from 3.0 in 2013)<sup>1</sup>



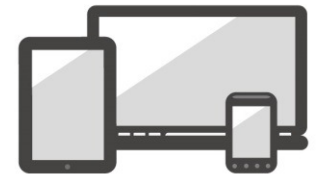
**68%**

UK smartphone usage in the last year (up from 62% in 2013)<sup>1</sup>



**40%**

tablet usage in the UK has increased from 30% in 2013<sup>1</sup>



**90%**

of customers move between devices to accomplish a goal. 67% of the time this goal is shopping<sup>2</sup>

1. Global enumeration study – TNS/Google, UK, Q1 2014

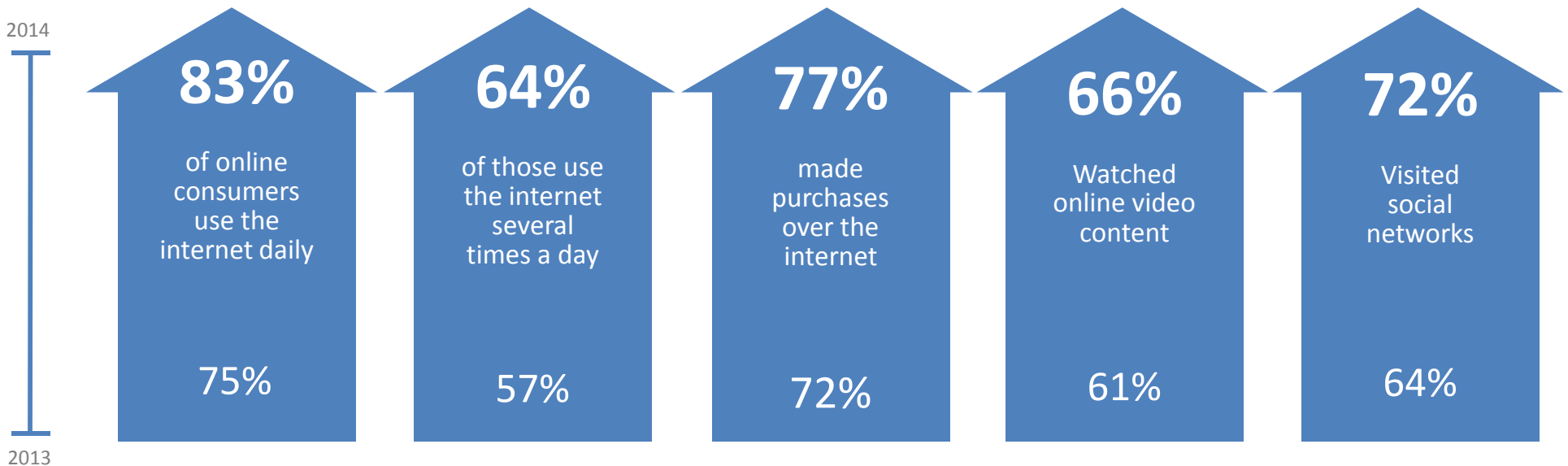
2. The New Multi-screen World: Understanding Cross-Platform Consumer Behavior; Google and Ipsos MetdiaCT; U.S; August 2012

# Customers doing more online and moving from device to device

People in the UK are on the internet more, doing more things and across all devices. They're now using more than one device to search for, research and buy products while at home, in the office and on the move.

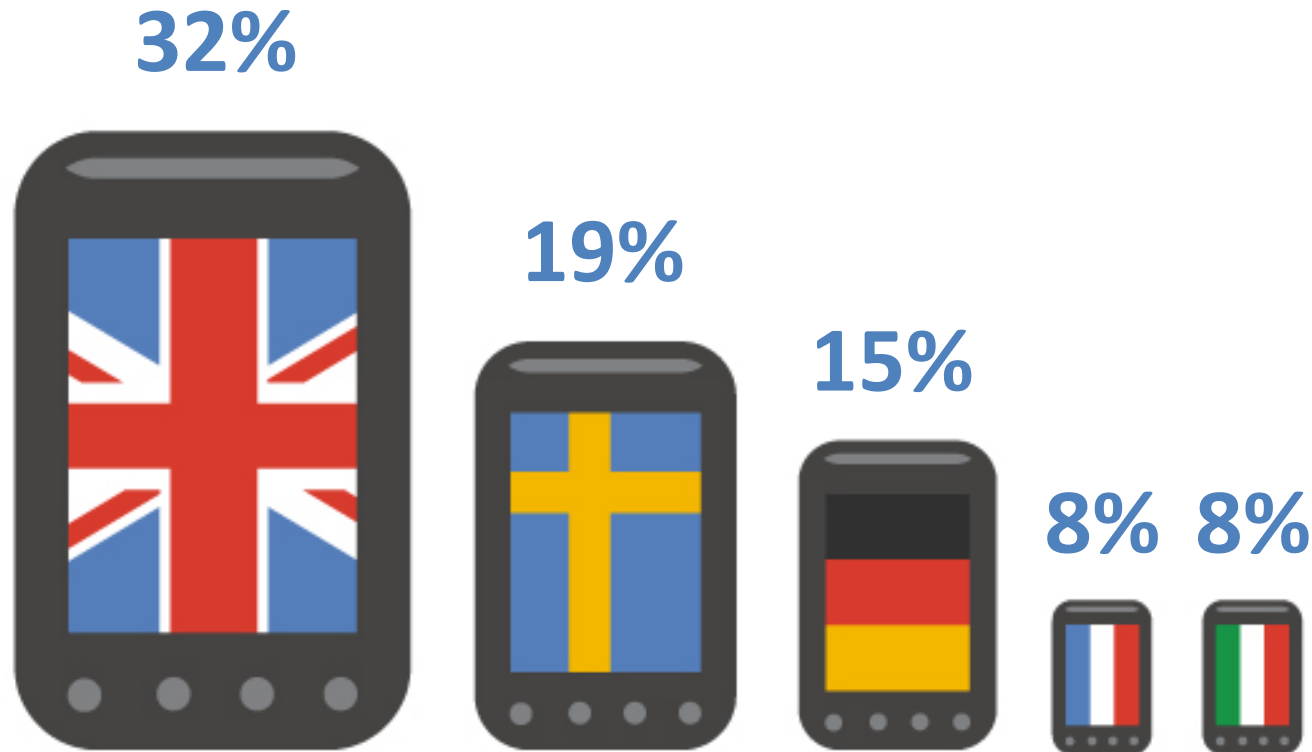
And they want the same user experience, whatever the device.

Recent figures draw comparisons in UK online consumer behaviour<sup>3</sup>:



# UK leads Europe in purchases on smartphones

The UK has the highest percentage of people who make a purchase every month on their smartphone (32%) out of 18 European countries, including France (8%), Germany (15%), Italy (8%) and Sweden (19%).<sup>4</sup>



# For brands to keep up with customers, sites must be mobile friendly

Customers want your site to “just work”, whatever screen they happen to be on. They don’t want to pinch and slide the screen to view your site’s content. And they don’t want to struggle – to get pages to load, fill out a form or make a purchase – on their mobile device.

A mobile-friendly site has to be part of your overall multi-screen plan, but it’s a challenge to deliver a great experience for all these screens and their contexts.

**This is where some marketers are far behind their users.**



# A good user experience is critical, yet many brands neglect it and lose customers

People are highly influenced by their experience of your site on different devices. A great experience means a happy customer, but a poor experience may make them go to your competitors:

**61%**

of people who visit a non-mobile site will go to a competitor site<sup>5</sup>



**66%**

of people are more likely to order from a mobile-friendly site<sup>5</sup>



# Some brands are starting to wake up to the opportunity

Over the last few years, the conversation around cross-device optimisation has grown louder and many brands are realising that it pays to keep ahead:



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**58%**

of the top 100 advertisers have mobile friendly site<sup>6</sup>

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**76%**

of the UK's highest spending retail advertisers have mobile friendly sites<sup>7</sup>

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**22%**

of UK's highest spending finance advertisers now have fully responsive sites. A further 46% have separate m-sites<sup>8</sup>

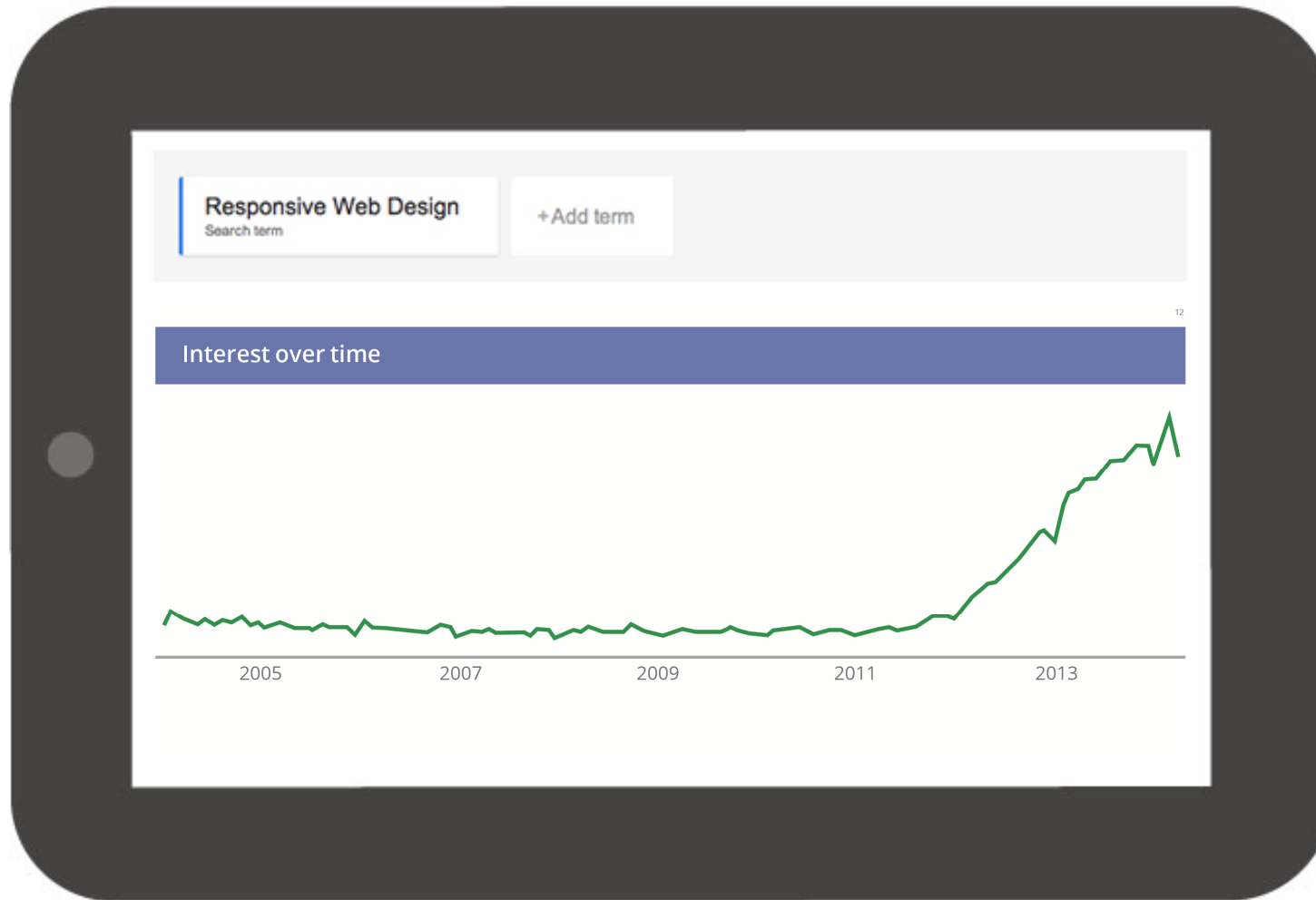
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6. IAB Mobile Optimisation Study III UK Sept 2013

7. IAB The Mobile Retail Audit: UK, July 2013

8. IAB The Mobile Finance Audit: UK March 2014

# Interest in responsive web design is growing rapidly



And many of the biggest brands prove this with great results...

\*Numbers represent search interest relative to the highest point on the chart. If at most 10% of searches for the given region and time frame were for "pizza," we'd consider this 100. This doesn't convey absolute search volume.\*



# Dixons Retail saw traffic growth across devices and now design mobile first

Dixons Retail saw a huge growth in customers visiting their site across devices, from researching to using mobile when picking up goods from the store. So Dixons chose responsive design as their strategy with a focus on mobile first.

- Last year, one third of traffic was from smartphone and tablet, doubling from the year before
- Today, nearly half of their traffic comes from mobile and tablet devices
- Dixons now begin with mobile when designing their websites <sup>11</sup>

*“Nearly twice as many reservations come from mobile devices than desktop devices, because they’re on the way, reserving the product.”*  
– *Jeremy Fennell, director of multichannel, Dixons Retail*

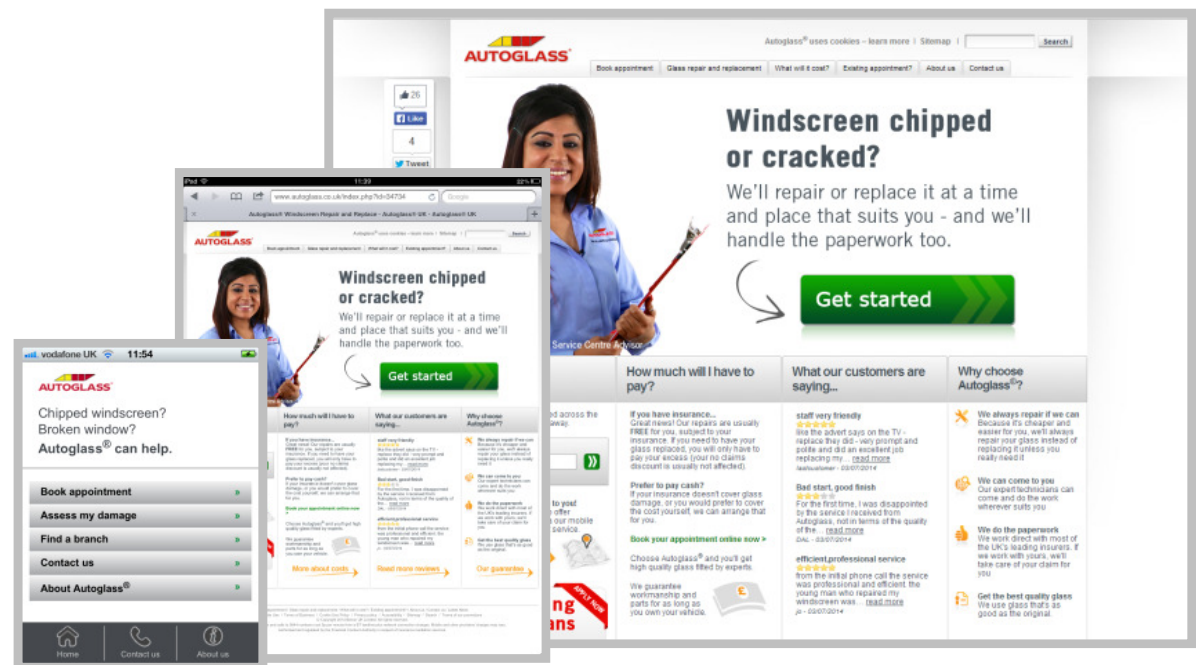


# Autoglass' mobile-optimised site and mobile search advertising sees growth in bookings

Having designed a mobile optimised site in 2010, Autoglass now invest in mobile search advertising and see great returns.

- Mobile bookings are up by 11%
- Clicks are up 53% year-on-year
- 4,000 app downloads in 10 months

*"We've seen a significant uplift in traffic, spend and bookings due to mobile search which now accounts for 23% of our total search traffic"*  
– Paul Kasamias, search director, SMG



# Plusnet future-proof their site with responsive design, see sales grow tenfold on mobile devices

Using responsive web design as their multi-screen strategy, Plusnet have found it easier to maintain both content and a consistent experience.

- Since launching the new site, traffic has doubled
- Sales have grown tenfold on smartphones and tablets year-on-year
- Time taken for smartphone and tablet users to convert has decreased by 40%

*“We felt responsive web design was the best solution for developing content that will work across all devices... making it as future-proof as possible.”*

*– Ben Fretwell, online marketing manager, Plusnet*

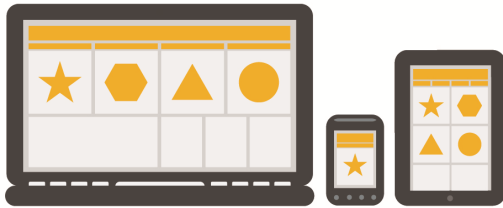


# So how do you make your website work across devices?

With three ways to do this, your strategy should fit the needs of your customers and your business.

1

## Responsive web design



All devices view the same webpage, but the webpage adapts its layout to suit each device.

- **Pros:** Best way to future-proof, maintenance can be easier
- **Cons:** Costs can be high at first, careful planning required

2

## Dynamic serving



The device the visitor is using is detected, and a custom page designed for that device is presented.

- **Pros:** Custom user experience, faster loading, easier changes
- **Cons:** Inconsistent content likely across devices

3

## Separate sites



Mobile users are redirected to a mobile site. Tablet, web-enabled TV or other device users see your desktop site.

- **Pros:** Custom user experience, easier changes
- **Cons:** Multiple URLs required, inconsistent content likely across two sets of devices

# Top 10 tips for a great user experience for mobile users



**1**

**Be sure of search:**  
make sure mobile users can easily access your site through search

**2**

**Focus on speed:**  
smaller images and careful coding can help

**3**

**Design for key tasks:**  
re-evaluate the key tasks for your mobile users and design for them

**4**

**Identify users' needs:**  
your homepage should guide users to the right place

**5**

**Aid moving between screens:**  
give ways to share and save content to revisit on another device

**6**

**Be touch friendly:**  
users should never feel the need to pinch and zoom

**7**

**Simplify checkout:**  
use default inputs, user data and good error design for easier-to-use forms

**8**

**Don't rely on mouse overs:**  
users on touch devices simply can't see them

**9**

**Customise don't cut:**  
offer the content and capability of the desktop, but customise, don't overload

**10**

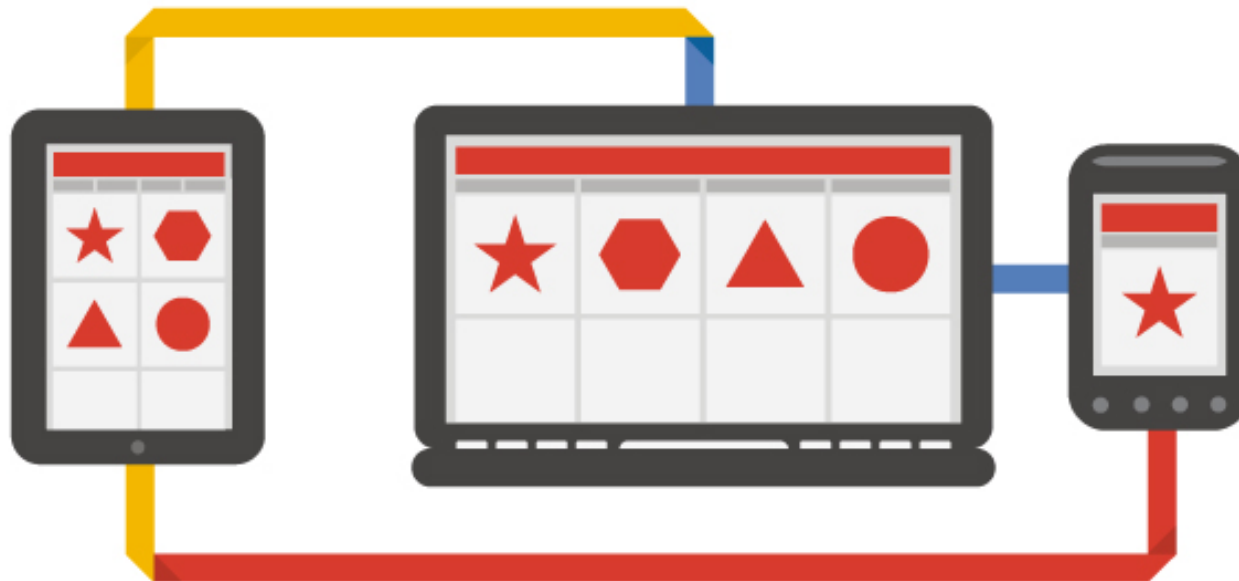
**Prompt calls:**  
provide buttons to start phone calls at potential conversion drop-off points

# Find out more about making your site work for UK consumers



Make the most of the opportunity. Check out our new website with case studies, interviews, best practices and suggested vendors.

<http://www.google.co.uk/think/multiscreen>



# Many of the biggest brands prove this with great results

## Appendix

Case study – Alpharooms

Case study – Baines & Ernst

Case study interview – Domino's

Case study interview – Tesco Bank



# Alpharooms design a responsive site around key journeys and see mobile conversion grow fourfold

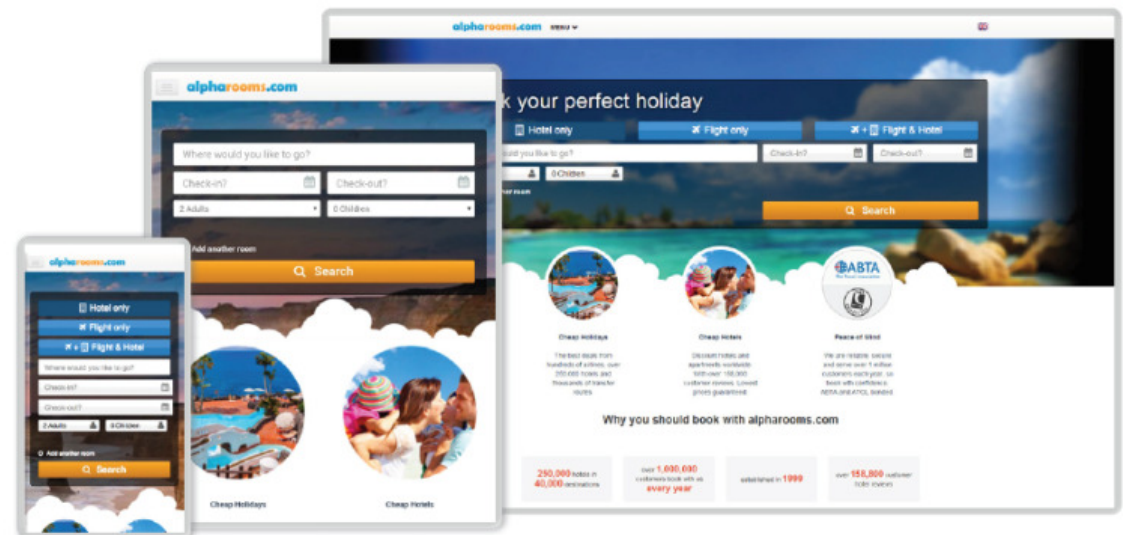
Alpharooms noticed growth in traffic from smartphones and tablets, but saw poor conversion rates. So they made a new site using responsive web design and drove traffic with AdWords-enhanced campaigns.

- Time required to price itineraries cut by half
- Bounce rate from mobile traffic reduced by 35%
- Overall conversion rate doubled, mobile conversion rate grew fourfold

*“Conversion rate was better than we expected – even whilst debugging a brand new site we made a positive ROI in week one.”*

*- Jamie Shuker, MD, Alpharooms*

**alpharooms.com**  
serious about holidays ✓





# Baines & Ernst go from mobile-optimised site to a responsive site – mobile conversions grow by 51%

Finding their mobile-optimised site hard to maintain, Baines & Ernst made use of user research and analytics to inform the building of a single responsive site for all devices. Alongside mobile-specific search advertising this drove impressive results.

- Following launch of their responsive site, pages per mobile visit grew 11%
- Average visit duration on mobile increased 30%
- Mobile bounce rate decreased 8% and conversions increased 51%

*“Our main focus was to deliver a consistent user experience across all the devices so our potential customers can find the right information on any screen.”*

*– Imran Khan, head of online, Baines & Ernst*



# Domino's see huge opportunity in mobile, rebuild site focussing on the mobile payment experience

With exponential growth in sales from mobile influenced by their investment in mobile advertising, Domino's are completely rebuilding their website. For the first time, they're optimising for mobile.

- Over 20% of transactions are now on mobile
- 55% of marketing budget is now spent in the digital space
- Mobile transactions are doubling year on year

*"Having preloaded method of payment is really important... now we really do have to recognise the customer... and make the transaction as painless as possible"*

*– Lance Batchelor, chief executive officer,  
Domino's Pizza Group*



# Tesco Bank see mobile conversion increase tenfold after being first to move to responsive design

Tesco Bank saw a big movement toward mobile and understood that users often go from small screen to big screen to complete a purchase. So they were first in their industry to build a responsive website.

- 90% of sales are now online, trending rapidly from desktop to mobile
- Tablet and smartphone conversion rates have increased tenfold
- Unbroken purchase journeys increased 200%

*“It’s just got to work, and ‘just working’ these days that means working on mobile”*  
– Chris Pitt, marketing director, Tesco Bank

