



Online and in-store – UK mobile shopping habits decoded

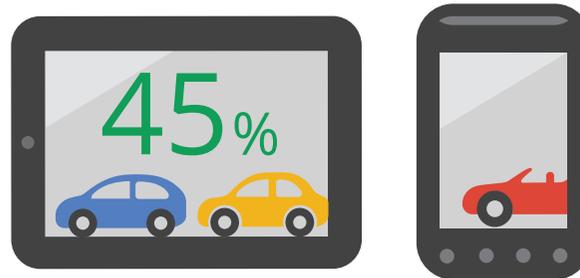


Mobile increasingly drives online shopping in the UK

Online shopping continues to grow in the UK each year. Smartphones are responsible for much of this growth whether the final purchase is made on a mobile or on another device.



47% of UK consumers purchased online in 2013¹



Visits to e-retail websites via mobile and tablets now account for 45% of traffic²



One in three of all UK online sales are now made on a mobile or tablet²

1.Consumer Barometer, TNS/Google, Global, 2012/2013
2.QuarterlyBenchmarking, IMRG Capgemini, UK, Q4 2013/14

Advertisers must think about mobile in a new way

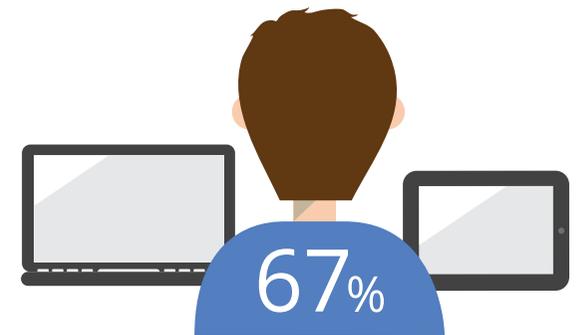
Consumers now use more than one device to complete a transaction. To succeed, advertisers need to value the points along this purchase journey where mobile plays a part.



UK consumers use an average of 3 internet connected devices³



32% of UK consumers make a purchase every month on a smartphone³



67% of people move between screens when shopping online⁴

3.Global Enumeration Study, TNS/Google, Global, Q1 2014

4.The New Multiscreen World, Google/Ipsos, US, August 2013

Understanding how each device is used along the purchase journey is key

When thinking of buying something, people grab the nearest device – usually their mobile – to start the purchase journey. Sometimes they stay on their mobile to buy, sometimes they move to a larger screen to transact.

Often the bigger the risk involved with the purchase, the bigger the screen they use.

Mobile



Used for quick, spontaneous search on the go



People have less confidence purchasing on their mobile compared to larger devices



This confidence is improving – the UK is now the #1 country in Europe for smartphone shopping³

Desktop and tablet



Used for longer research sessions at home



People are confident purchasing on a desktop or a laptop

Mobile also influences offline sales – people use their smartphone to prepare to shop

People research on a large screen at home or while at work and then take this research with them, on their smaller screen, to the shop:

*“I got a few ideas of what looks nice. I looked online, at Next and H&M. I’ve decided roughly what I want to get [for my niece], handbag, summer sandals, and a nice dress along with a cardigan.”
(M, 26, Essex)⁵*



For inspiration

Browsing at home for ideas of what to buy in-store later



As a memory aid

Taking photos of items to reference and confirm choices while shopping

And then as a shopping companion

While shopping, people also use their mobile as a pocket guide to help them:



Find stores

Using store locators while on the go



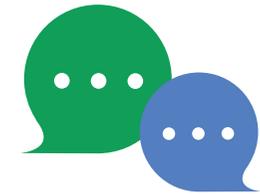
Get feedback from friends

Asking friends for thoughts about something they want to buy



'Showroom'

Checking prices and availability from other retailers



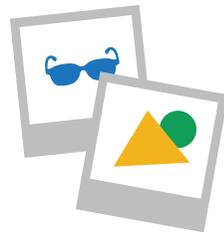
'Webroom'

Checking reviews online before buying in-store



Sense check

Checking their bank balance and on-the-spot price comparisons



Create wish lists

Taking photos of items they'd like to buy later



Avoid painful in-store experiences

Checking availability, avoiding queues by buying online, getting large items delivered and viewing floor plans and maps

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 a responsive design strategy – designing for 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 devices⁶

“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

[Read the full story here](#)



6. MultiScreen Success Stories UK: Dixons Retail Full Interview, Google, UK, December 2013

DIXONS RETAIL
BRINGING LIFE TO TECHNOLOGY

Mobile plays different roles depending on the person using it

*"As my boyfriend didn't like the shoes, I am showing them on WhatsApp to my friend who's telling me to buy them."*⁵
(F, 30, Essex) **Connector**



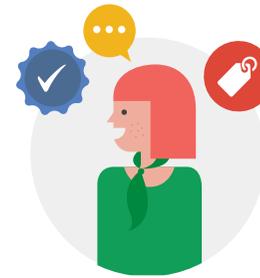
Connector
their phone is a link to the outside world to stay part of the action



Entertainer
when bored or alone, their mobile lets them escape via games or virtual space



Informer
used for information gathering, (e.g. checking bank balances, or traffic updates) and sense-checking on comparison sites to stop impulse buying



Enabler
used to check availability, compare prices and get feedback from others to make shopping easier



Planner
used to make calculations, for checking the time, for updating their diary, making notes and taking photos

Customers now shop with retailers online while in-store

While people do check prices with other retailers while in-store, customers are now increasingly using their mobile to interact with the website of the shop they're currently in.

When in-store and on their mobile:



17%

visit online-only shopping websites⁷

18%

visit other high street retailer's websites

In total, 21% of UK consumers are recognised as mobile-assisted shoppers, of whom:

70%

visit the website of the shop they're in, while in-store⁸

7. Exploring the role of mobile in the shopping experience, Ipsos/Google+/EE, UK July 2013]

8. 70% applies as percentage of those categorised as mobile shoppers (21% of UK respondents) Showrooming and the rise of the mobile-assisted shopper, Columbia Business School, US, September 2013

John Lewis is leading the way and seeing great results

John Lewis offer customers free WiFi in stores as well as multiple, cross-channel delivery options and click-and-collect services. This helps John Lewis take advantage of natural consumer behaviour on smartphones:



9. John Lewis: The Path to Omnichannel, IDC, UK, May 2012

40%

of shoppers at John Lewis use their mobile to visit johnlewis.com while in-store

27%

of customers research what they want in-store and then buy it online

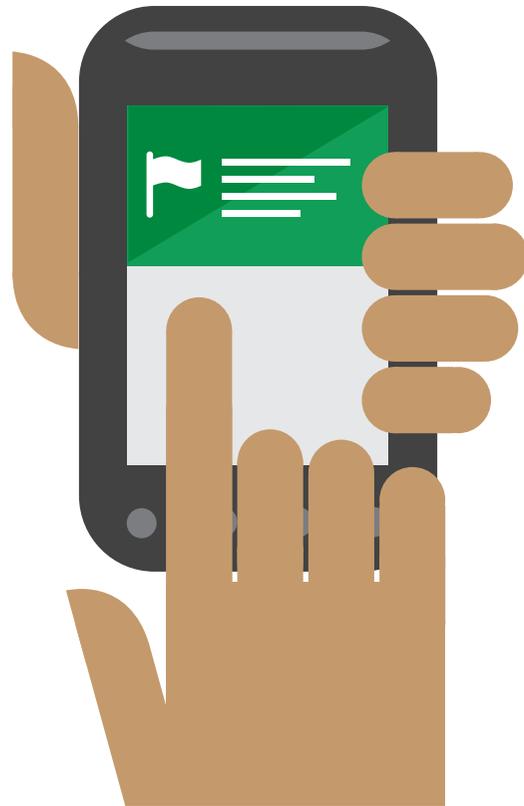
3x

more spent by shoppers who use a number of devices to shop⁹

John Lewis

Mobile search advertising is a key tool to drive traffic

Rather than cannibalising clicks on organic search results, mobile search ads have been shown to significantly increase website visits both online and offline:



88%

of clicks on mobile ads are in addition to clicks that would happen anyway on normal search listings¹⁰

Mobile advertising brings offline sales too

Carphone Warehouse UK designed an experiment to see if mobile advertising had an effect on in-store sales. The results were clear:



11 The Full Value of Mobile, Google / Carphone Warehouse, UK, 2013

90%

of clicks on mobile ads were in addition to clicks that would happen organically

5:1

return on investment on offline sales to spending on Google mobile ads¹¹

Carphone Warehouse

Many UK retailers want to make the most of the mobile shopping opportunity

Retailers are making progress and investing in their mobile experience with optimised websites and apps.



74% of the top UK retailers have mobile-optimised websites¹²



62% of the top UK retailers have a mobile app¹²

Yet many mobile sites are not optimised to help people along the purchase path

Many marketers are far behind their customers:

* Optimised defined as: if paid search ads either link through to an optimised site, include a mobile ad extension or the creative has been tailored for mobile.



52% haven't optimised* their search campaigns for mobile¹³



67% of those with transactional apps don't allow a user's wish lists and baskets to be synced with the website¹³



only 18% add extensions in their search ads such as Click-to-Call, Get Directions or Store Locator that drive store traffic and sales¹³

Top 10 tips for a great user experience for mobile users



The fundamentals

1

Be sure of search:

make sure Googlebots can easily access your site

2

Focus on speed:

smaller and less heavy images can help

For more tips and tricks visit:

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

Content and usability

3

Identify users' needs:

your homepage should guide users to the right place

4

Customise, don't cut:

offer the content and capability of the desktop, but customise, don't overload

5

Key tasks up-front:

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

6

Aid moving between screens:

give ways to share and save content to revisit on another device

Design basics

7

Don't rely on mouse overs:

users on touch devices simply can't see them

8

Be touch friendly:

users should never feel the need to pinch and zoom

9

Prompt calls:

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

10

Simplify checkout:

use default inputs, user data and good error design for easier-to-use forms

First, optimise your site for mobile, then build loyalty with an app

A mobile-optimised website is typically crucial for attracting new users on the go while also serving existing users. Whereas an app can help deepen relationships with your customers.

Design for app users not mobile web visitors



Rather than mirror your mobile site, use the added functionality to serve the different expectations and needs of app users.

Make sure you can measure in-app behaviour



Whether your app is transactional or not, it's crucial to track how people use it. Make sure you add tagging within the code of the app to measure engagement and model the lifetime value of users.

App users could be more valuable in the long run



The lifetime value of a customer who downloads a transactional app and buys often could far out-weigh the value of paid traffic to a mobile site.

To win the mobile shopping revolution – commit to a clear strategy

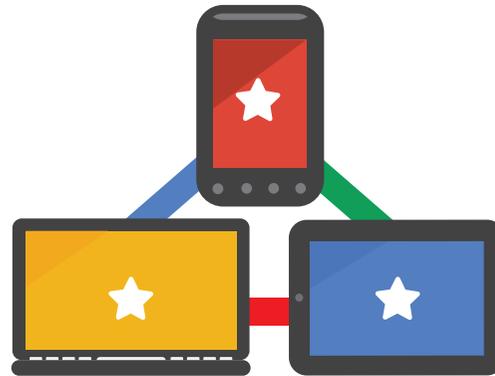
3 tactics to bear in mind when forming your mobile strategy:

Understand:



How do your consumers engage with your brand and products on mobile?

Integrate:



Can your consumer move seamlessly between devices and channels on your branded sites and apps?

Optimise:



Track, measure and adjust your marketing activities according to consumer behaviour

Your action item checklist

Discuss with your team to see how you can make the most of the mobile shopping opportunity. Aim to:

Be there

for constantly connected customers



Mobile-ready site



Mobile search



Mobile app

Be relevant

engage people in new contexts



Mobile tailored messaging



Mobile-optimised formats



Context-powered bidding

Be optimised

measure all conversions



On device



Cross-device



Phone call



Mobile to store



App download

So what's next?

Stay up to date with the latest insights on mobile shopping at www.google.co.uk/think