



MOBILE IS THE MONEYMAKER

UNDERSTANDING THE MOBILE OPPORTUNITY



90% of smartphone users perform online pre-shopping activities on their mobile devices*

The amount of consumers who have made an e-commerce purchase on a mobile device has jumped

2.5x
IN THE PAST 5 YEARS



Digital interactions are expected to influence 64 cents of every dollar spent in retail stores, an estimated

\$2.2
TRILLION**



MOBILE USERS



BUY MORE OFTEN

35% OF MOBILE USERS MAKE A PURCHASE ONCE A WEEK OR MORE, COMPARED TO

15% of desktop users

SPEND MORE MONEY

MOBILE USERS OUTSPEND DESKTOP USERS BY

\$810 a year

MOBILE USERS ARE 2X MORE LIKELY TO MAKE A

purchase of \$250+

THE MOBILE CHALLENGE

The variety of mobile devices, carriers, operating platforms and browsers make it difficult to provide a consistent user experience.



HOWEVER

Mobile users require the same rich web experience as desktop users

52% of smartphone users expect mobile web pages to load in 2 seconds or less



AS A RESULT

MOBILE USERS ARE

15% MORE LIKELY

TO HAVE A DISSATISFYING EXPERIENCE ONLINE

IN RESPONSE



WON'T RETURN
TO A WEBSITE WHERE
PROBLEMS OCCURRED

THIS COSTS YOU \$\$

41%

of e-commerce consumers have website access prevented during peak events

\$100,000

per hour of mobile network downtime***

\$3 billion

estimated is lost due to slow e-commerce checkout pages****

HOW DO YOU DELIVER FAST, RELIABLE AND SECURE EXPERIENCES TO YOUR MOBILE USERS?

NEXT STEPS

[LEARN HOW](#)

to optimize sites for any device, anywhere.

As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move *faster forward*, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter. Published: 09/15

All data is from Akamai's Consumer [Web Performance Expectations Survey](#) unless otherwise noted.

* Google: https://ssl.gstatic.com/think/docs/mobile-in-store_research-studies.pdf

** Deloitte: <http://www2.deloitte.com/us/en/pages/consumer-business/articles/navigating-the-new-digital-divide-retail.html>

***IDC: <http://info.appdynamics.com/DC-Report-DevOps-and-the-Cost-of-Downtime.html>

****Radware: <http://blog.radware.com/applicationdelivery/applicationaccelerationoptimization/2013/10/case-study-slow-load-times-shopping-cart-abandonment/>