

mCommerce Projected to Grow by 68% in 2016

As retailers look toward the coming year, many of them already have mobile top-of-mind. Bizrate Insight's latest projections show website purchase on mobile devices will reach a surprisingly high magnitude—perhaps higher than some retailers expect.

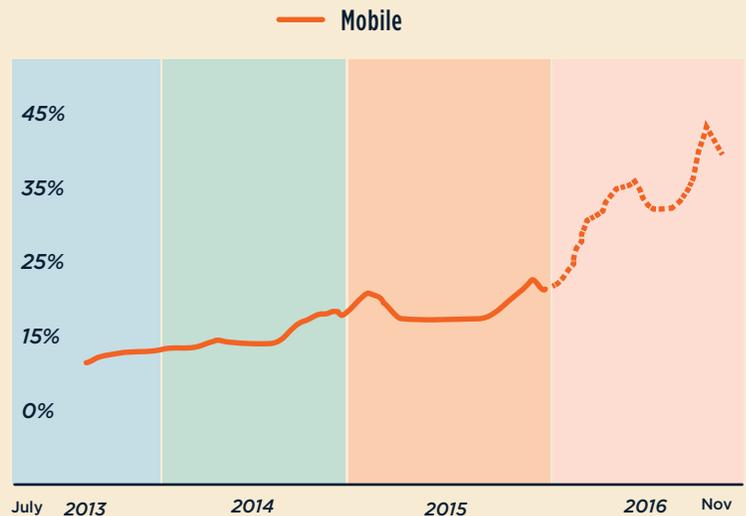
Further breakdowns of mCommerce purchases tablet vs. smartphones reveal interesting findings that can help retailers clarify their mobile priorities in 2016.

Mobile Purchase Set to Skyrocket

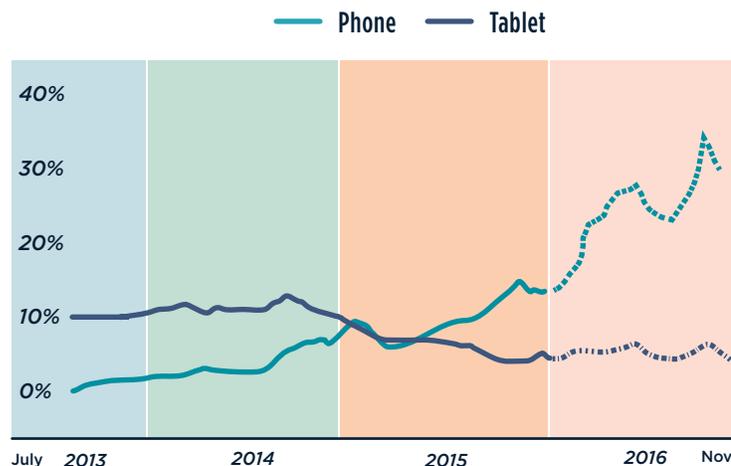
When looking month-over-month at November order volume, Bizrate Insights projects that mobile website purchases will increase by as much as 68% from 2015 to 2016. The peak volume during the 2016 holiday season may reach as high as 42%—nearly half—of all online orders.

Keep in mind this does not include in-app purchases, meaning **total** mobile purchases will almost certainly roll in higher in 2016.

Percent of online orders placed on a mobile device (phone & tablet combined) 2013-15 and projections for 2016.



Percent of online orders placed on a phone or tablet 2013-15 and projections for 2016.



Phones Will Climb, Tablets Stagnate

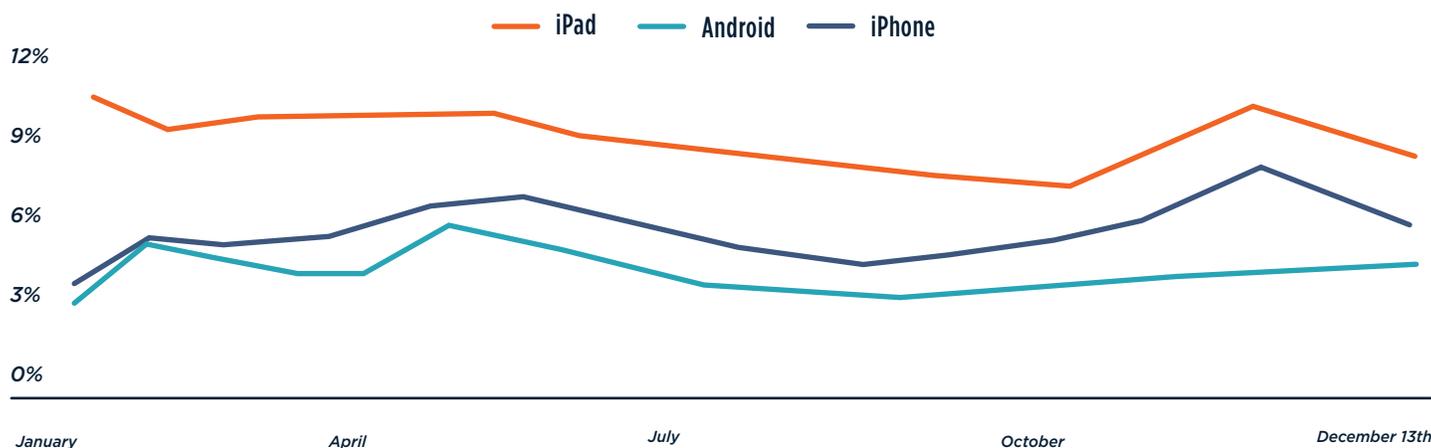
When broken out between smartphone and tablet, 2016 projections show a clear majority of website purchases going to phones, with a high of 33%—a third of all online orders—in November. Meanwhile, in the absence of meaningful innovation, tablet purchases will stagnate (if not decline slightly).

Don't Ignore iPad Customers: They're Still Spending

Although smartphones have overtaken tablets in mobile website purchases since the early summer of 2015, iPads still have a significant role to play.

When separating mobile website purchases in 2015 by OS and device, it turns out that orders placed on iPads still surpassed individual iPhone and Android phone volume through the year.

Percent of online orders by top 3 devices in 2015



“Retailers—in fact all consumer facing brands—need to ensure that their online experience and all core actions work properly and intuitively on iPhones, Android phones, and iPads.

Prioritize development projects and QA tasks based on your customer experience and satisfaction by device, OS and browser. It is unfortunately common for a new feature or user experience to operate as expected, but still manage to displease or confuse the customer.

Brands should measure customer satisfaction before and after all major releases, especially those that are integral to purchase. Considering the percentage of mobile website purchases projected for 2016, focusing exclusively on your in-app experience may alienate new visitors, thwart conversion or damage your brand.”

- **Hayley Silver** Vice President, Bizrate Insights  



What Devices Are Your Customers Buying On?

With our survey program you can get valuable customer feedback, ratings and data by device. Learn more about how you can get started for free [click here](#).

About this Study: The Bizrate Insights Mobile Tracker uses device data collected via the Bizrate Insights survey platform from invitations offered to online buyers immediately after purchasing from the Bizrate Insights Network of over 5,000 e-commerce retailers in the US and Canada. Data for this study was collected from over 540 million online purchases during July 1, 2013 through December 13th, 2015.