

GET MOVING!



WHY YOU'RE ALREADY LOSING OUT IF YOU HAVEN'T MADE YOUR SITE MOBILE-FRIENDLY

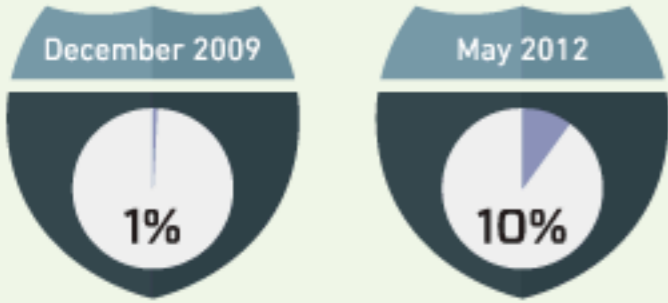
Opportunities for mobile-friendly sites are growing larger every day. As of 2012, mobile traffic alone makes up 10% of all Internet use the world over, and more users are expected to access the Internet through their mobile phones than their

desktops by the end of 2013. Yet with that level of upward mobility, recent studies show that only 10% of websites have optimized for mobile devices. How can you make sure that your business doesn't lose out on this mobile opportunity?

Onward and Upward!

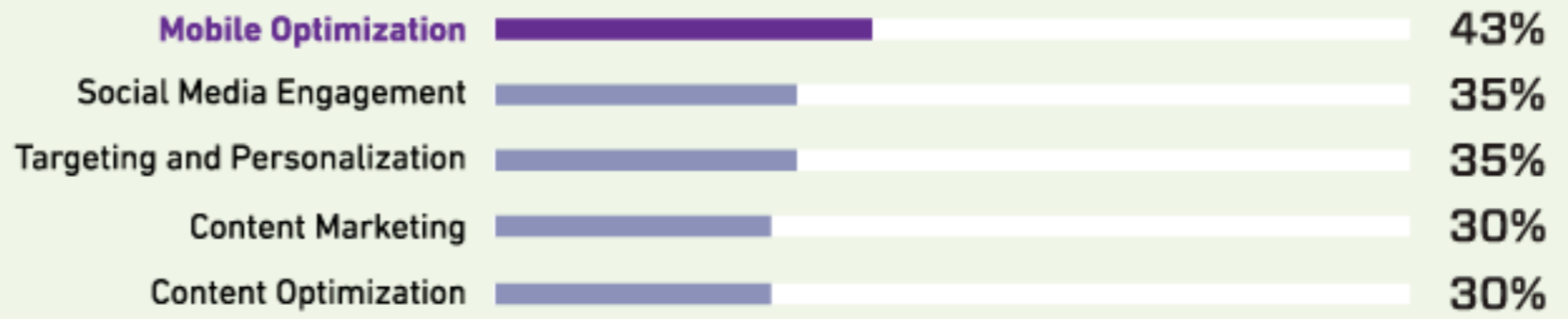
According to StatCounter global data, mobile Web traffic has grown rapidly.

Percentage of all mobile Web traffic:



Econsultancy notes that, among the top 5 most exciting opportunities for digital marketers, mobile optimization is at the top, ahead of even social media engagement and targeting/personalization.

Percentage of respondents indicating top 3 priorities:



Optimizing Opportunity

Although, by the end of this year, more people are expected to use their mobile devices than their PCs to access the Internet,

90%
of websites are not ready to be optimized.



You Snooze, You Lose

As the number of smartphone users rises, consumers are becoming less patient with sites that aren't already prepared for the mobile age.



48%
of users feel frustrated and annoyed when they visit nonmobile-friendly sites.



52%
of users who have bad mobile experiences are less likely to engage with the companies.



48%
say that, when sites don't work well on their smartphones, it makes them feel like the companies don't care about their business.

A recent Google study revealed that mobile-friendly sites increase the likelihood of sales and that those that aren't optimized lose out.



50%
of people admit that they will use websites less if they aren't mobile-friendly, even if they already like the companies.



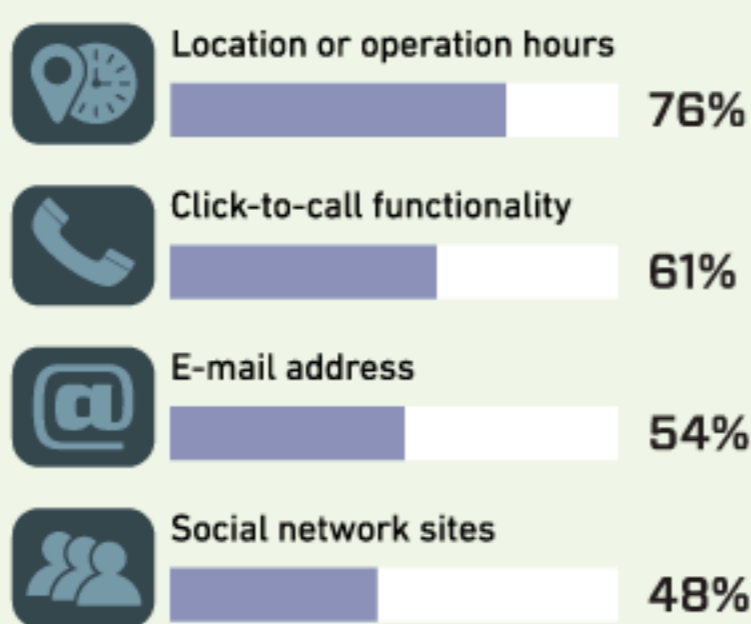
61%
of users are likely to leave quickly if your site is not optimized well for mobile devices.

67%
of users are more likely to buy from mobile-friendly sites.

Consumers' Most Important Mobile Optimization Factors

For companies seeking to optimize their sites for mobile devices, keep your customers happy by allowing them to easily find your contact information and making the mobile version of your site as user-friendly as possible.

Contact Info (Percentage Wanting Each)



User Interface (Percentage Wanting Each)

