Boost Your Mobile App Conversion Rates:

TIPS FOR BUSINESS SUCCESS

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Introduction

In our ever-evolving digital world, Mobile App is a potential market for eCommerce development. With the advantages of convenience, speed, and user-friendliness, Mobile Apps can completely develop further and replace the current tool - the computer in the future.

However, despite having an advantage in the number of users, the Mobile App has not really promoted its full power in sales. Mistakes or shortcomings in deploying mobile apps of businesses are one of the main causes leading to this situation.

If you are a business person having difficulty improving conversions with mobile apps, my next content is for you.

Mobile Usage vs. Desktop Usage:
Mobile Still Leads…

Mobile usage continues to be a dominant force in the digital world. Let's take a look at some key statistics.

The latest figures show an increasing number of smartphone users year after year.

As reported by Contentsquare, Mobile was already taking the lead with 64% of all online traffic in 2020, and 58% of all online visits came from smartphones in 2021.

"As of November 2022, 49.78 percent of total (global) web visits are currently mobile, compared to 50.22 percent from desktops", in the words of Oberlo.

According to Statista, the number of worldwide smartphone users is expected to reach 5.25 billion in 2023, representing a 4.9% yearly rise. Indeed, from 2016 to 2023, the total number of worldwide smartphone users increased at an annual rate of 10.3% and is expected to approach 7.7 billion by 2028.
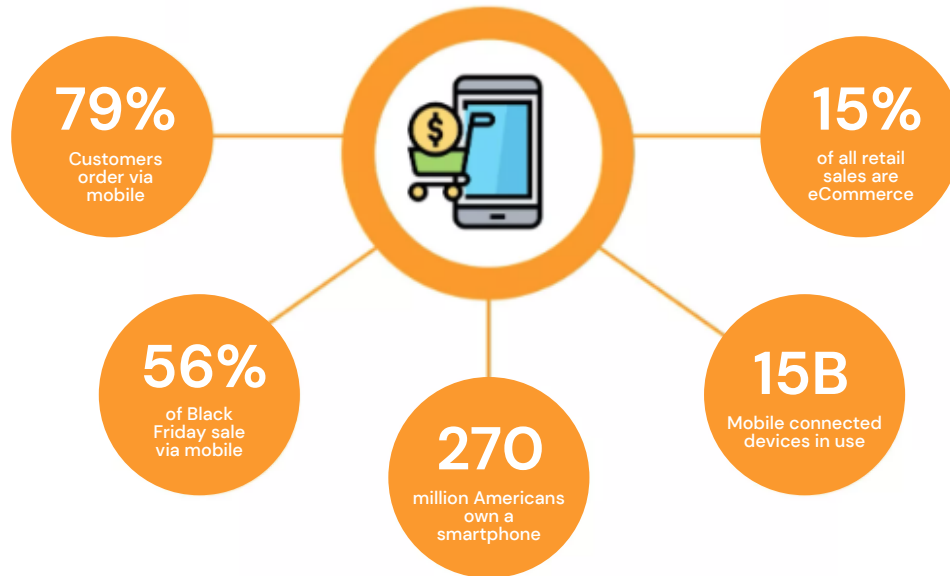
And when compared, Mobile phones generated over 60% of website traffic in 2022, with desktops and tablets only generating about 39%.
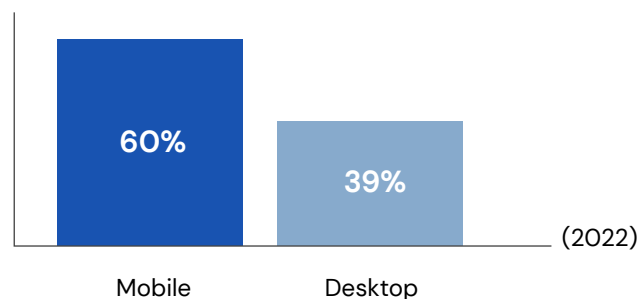
With its advantages, Mobile App has affirmed its value in the e-commerce market. Outer Box's statistics below once again confirm the influence of mobile apps in the market.

Mobile eCommerce 2023

79%
Customers order via mobile

15%
of all retail sales are eCommerce

56%
of Black Friday sale via mobile

270
million Americans own a smartphone

15B
Mobile connected devices in use
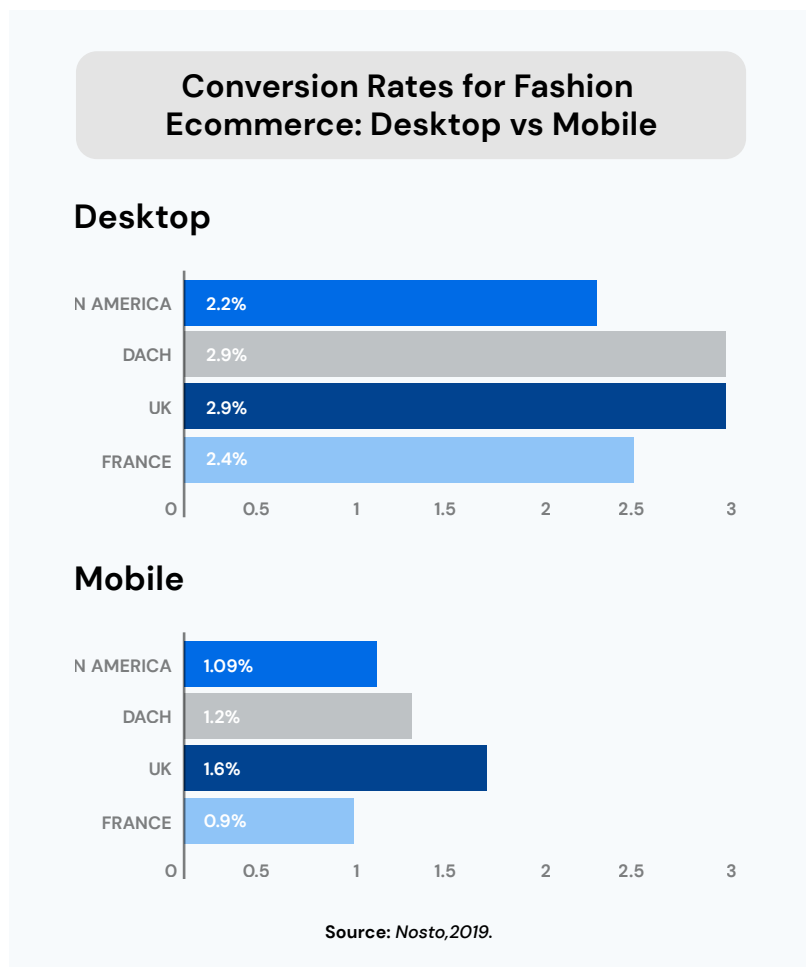
These statistics highlight the prevalence of mobile usage in today's digital landscape.

But Why Are Your Mobile App Conversion Rates Behind Desktop?

While mobile usage is prevalent, it is worth noting that mobile conversion rates are sometimes behind those of PCs. For example, in businesses where mobile use is prominent, such as the fashion industry, mobile conversion rates lag behind desktop rates. Despite mobile traffic being almost double that of desktop, its conversion rate is only half *(see the graph below)*.
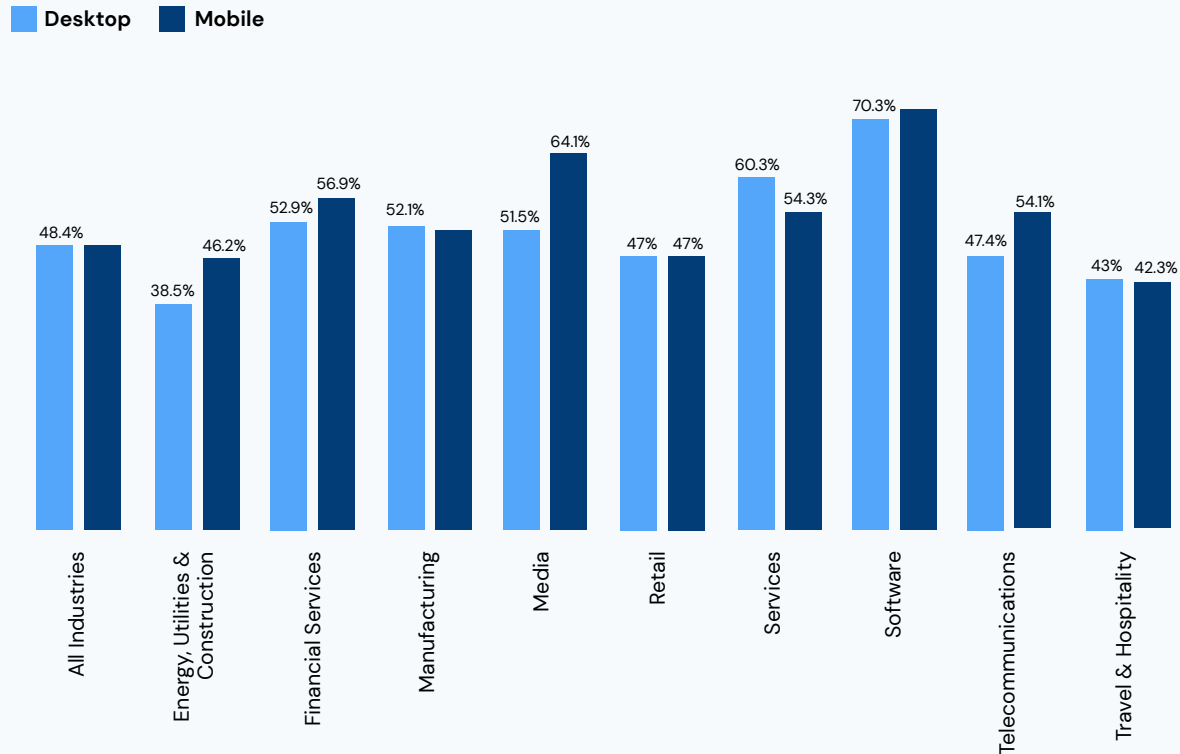
Conversion Rates for Fashion Ecommerce: Desktop vs Mobile

Desktop

N AMERICA	2.2%
DACH	2.9%
UK	2.9%
FRANCE	2.4%

0   0.5   1   1.5   2   2.5   3

Mobile

N AMERICA	1.09%
DACH	1.2%
UK	1.6%
FRANCE	0.9%

0   0.5   1   1.5   2   2.5   3

Source: *Nosto,2019.*

As reported by Contentsquare, our bounce rates for the two platforms are 48.8% for desktop and 48.4% for mobile apps. However, when comparing bounce rates by industry, we have a significant differentiation for each product category, which has its own advantage of reaching various clients. I want to take the data table from the Contentsquare statistics and further explain it.

Bounce rate swells across the board–and is particularly high in B2B industries

Bounce rate by device

■ Desktop ■ Mobile

	Desktop	Mobile
All Industries	48.4%	
Energy, Utilities & Construction	38.5%	46.2%
Financial Services	52.9%	56.9%
Manufacturing	52.1%	
Media	51.5%	64.1%
Retail	47%	47%
Services	60.3%	54.3%
Software	70.3%	
Telecommunications	47.4%	54.1%
Travel & Hospitality	43%	42.3%

Source: Contentsquare 2023 Digital Experience Benchmark • Time period: Q4 2022

There exist several factors contributing to the lack of significant progress in mobile eCommerce conversion rates, consistently keeping them in a trailing position compared to desktop rates. After careful analysis, we have identified five primary underlying reasons.

Mobile App is a potential market but has a poor conversion growth rate. CLX experts see two recurring conversion problems:

- **A portion of the issue is unique to mobile.** Certain characteristics of mobile devices, particularly smartphones, deter buyers. However, it's not the main element.
- **On mobile devices, the shopping experience is subpar.** As a sector, we haven't made our websites mobile–friendly.

Let's discuss the causes of these occurrences.

Mobile App features issues	Overemphasizing Conversion
Smartphone Constraints: • Smartphone screens are too small for efficient purchasing. • Difficult to compare products and view reviews/photos. • Users switch to desktops for better visibility. **Network Speed Issues:** • Slower cellular networks for mobile connections. • Slow online purchasing experience. • Latency and unnecessary data downloads hinder conversions.	**Usability Challenges:** • Pushing users from browsing to purchasing too quickly. • Desktop shopping is more appealing due to variety and ease. • Smaller screens and slower mobile connections. **Focus on Quick Purchases:** • Overemphasis on minimizing taps for rapid purchase. • Users may feel pressured, leading to irritation. • Shift from an enjoyable browsing experience to immediate demands.

Adapting to users' decision-making processes is necessary for successful mobile eCommerce, according to our research. Simplify the purchasing procedure once a customer has made a decision about what to buy while allowing users who aren't sure to explore and compare. Instead of adapting a desktop design with a responsive design, our research suggests building mobile shopping from the ground up for higher conversions.

Tips to Increase Mobile Conversion Rates

Based on the problems that prevented Mobile App Conversion from being improved in the previous section, we have created the following tips to improve your mobile conversion rates

If you find yourself confused about the issues your mobile app may be facing or want to create an outstanding shopping environment for your customers, follow this checklist to optimize your store.

Must-have features

To become a standard mobile app, here's a checklist of must-have actionable tips:

☐ **Offer Full Website View:** Consider providing a full website view option for mobile users. This can help users access the complete range of information and features available on your site.

☐ **Optimize Mobile Apps:** Ensure your mobile commerce apps are optimized by pre-loading data and incorporating animations to mask any potential delays. A smoother experience can encourage users to stay and complete their purchase.

☐ **Focus on Mobile Usability:** Rather than solely concentrating on screen size and latency, prioritize improving the overall mobile usability of your platform. Create an environment that caters to users at different stages of their decision-making process, allowing both quick purchases and exploration.

☐ **Clear Terminology:** Use clear and understandable terminology in your navigation elements. Avoid confusing labels that might deter users from finding what they need.

☐ **Efficient Data Entry:** Make data entry on mobile devices more user-friendly. Utilize features like the number pad when appropriate to simplify the input process and reduce user drop-offs.

☐ **Tappable Elements:** Ensure all on-screen information is tapable or swipeable, following the principle of "direct manipulation." Mobile users expect to interact directly with the content, so avoid static screens that require back-button navigation.

☐ **Avoid Image Carousels:** Image carousels can negatively impact conversions, especially on mobile devices. Instead, opt for clear and easily navigable product displays.

☐ **Give Users a Choice:** While it can be helpful to offer users the option to view the desktop version of your site, never force them into this view without warning. A sudden switch can lead to frustration and a poor user experience.

☐ **Simplify Menus:** Keep your menu structure straightforward and avoid excessive depth. Users can become overwhelmed with complex menu systems, so opt for clear, intuitive categories.

☐ **Streamline Search and Filters:** Ensure that search and filter options are user-friendly, accurate, and straightforward. Test your site to understand user preferences, and consider combining related functions to reduce confusion.

Nice to have features

Besides, each niche has its own characteristics and target customers. In particular, for fashion items, cosmetics, jewelry, food, etc. with customers mainly targeting young people, Mobile Apps are primarily marketed to young people. So, nice to have the following features for your store to reach your young customers:

☐ **Beautiful Design:** According to Google's research, 73% of customers will move from a badly designed mobile experience to one that makes buying easy. Besides, with items such as fashion and jewelry aimed at women, the app's interface is one of the first points that stimulates users' buying interest.

☐ **Diversity and User-friendly Search Engine:** With special functions that only smartphones have such as cameras, voice recognition, or quick data analysis technology. Enhancing the user experience by incorporating various search tools such as voice search and image search can undoubtedly elevate your mobile app to new heights.

☐ **Personal Connection:** Creating a personalized user experience is extremely important because the phone is a highly personalized device. When sending promotion notifications or simply notifying customers of transaction information, creating personalized information, and sending notifications to users give a good impression on customers about your products and services.

☐ **Dynamic Categories:** Unlike desktops, smartphone interfaces are smaller, so it is necessary to optimize product details. Choosing products by category is one of the common ways customers want to search for products. So, quickly creating categories according to hot trending items brings many opportunities to reach customers and their buying thinking.

☐ **Multiple payment methods:** With the development of technology, payment methods are becoming increasingly easier with just one personal phone. On the other hand, imagine a customer has added your item to their cart, but cannot continue to checkout because there is no suitable method, so you have lost a potential customer. Thus, the more payment methods your mobile app supports, the easier the experience will be for customers.

By implementing these tips and addressing the common usability flaws, you can significantly improve your mobile conversion rates and create a seamless shopping experience for your customers.

If you are seeking a professional supporter who can provide the quickest assistance to help you establish a professional mobile app for your store, stay current with trends, and capitalize on this potential market, please learn more about this solution – Magento 2 Mobile App Builder.

Contact us NOW!

Addressing these challenges by optimizing mobile user experience, improving site performance, simplifying the checkout process, and reassuring users about security can help bridge the gap between mobile and desktop conversion rates.

Conclusion

To boost mobile app conversion rates and close the gap with desktops, businesses must prioritize enhancing the mobile user experience, optimizing speed, and addressing security concerns. Following these actionable tips can help you tap into the immense potential of the mobile market.

Consider utilizing our Magento 2 Mobile App Builder to support your store's mobile presence and enhance the mobile shopping experience further. Embracing mobile technology is essential for staying competitive in today's digital business landscape.