



egghead®

MOBILE COMMERCE

MOBILE COMMERCE IS ON THE MOVE

The growing use of internet-enabled mobile devices presents online retailers with a great opportunity to both acquire new and support existing customers with a facility to buy at times in their daily routine not previously possible. If you haven't considered Mobile-commerce then you really need to, it's the next big thing in selling online!

What is it?

Mobile-commerce is delivering a transactional website via a mobile device such as an iPad or a Mobile Phone in a way that provides users with an optimised shopping experience for their specific device.

Why Mobile Commerce?

Because mobile commerce sites:

- **Increase exposure to customers** – by providing access to your site when people are on the road you open up opportunities for sales that didn't previously exist.
- **Appeal to an affluent audience** – Mobile internet users are statistically more likely to be affluent than regular users. A recent Essential survey found that 42% of them earn in excess of £40,000 a year.
- **Increase sales** – Increased exposure to customers will drive sales up.
- **Are cost effective** – Return on investment will be high as good mobile sites don't necessarily cost a huge amount to develop.



Research carried out in European markets provides further support for going mobile:

- **28.3% of European mobile subscribers have 3G devices.**
- **47% of daily mobile internet users live in urban areas, while 42% of mobile internet users have a household income of over £40,000 a year compared to 31% of non users.**

EGGHEAD DESIGN LTD

t . 01455 559 005 f . 01455 204 372 e . sales@eggheaddesign.co.uk w . www.eggheaddesign.co.uk
3 ST Johns Business Park . Leicestershire . LE17 4HB

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- **These daily mobile internet users are also more likely to spend more on their monthly mobile bills, 55% pay over £30 a month compared to 10% of non users.**
 - **Web traffic from mobiles is already estimated to be growing at 8 times faster than web traffic from UK PCs.**
 - **From Q2 to Q3 2008, the number of Britons using mobile Internet increased by 25% compared to 3% for PC-based Internet.**
 - **Mobile Search grew by 38% in Western Europe over the course of 2008.**

What can we do with it?

Mobile commerce requires a different approach to conventional ecommerce because mobile devices have different usability characteristics to PCs. We produce a mobile friendly ecommerce site in line with our own best practice guide for m-commerce that provides users with a slick experience on iPhone, Blackberry, Symbian, Android and Palm Pre. Your customers will be able to navigate, browse, view products and buy via their mobile device.

How do we do it?

The process we go through when designing a site for mobile devices is exactly the same as when we design any other ecommerce site. We develop a design, a functional prototype and implement the prototype to give you a fully functional, mobile optimised commerce site.

What next?

If you'd like to know how Mobile Commerce from Egghead can help you transform your online business, call for a chat on **01455 559 005** or email **talktous@eggheaddesign.co.uk**