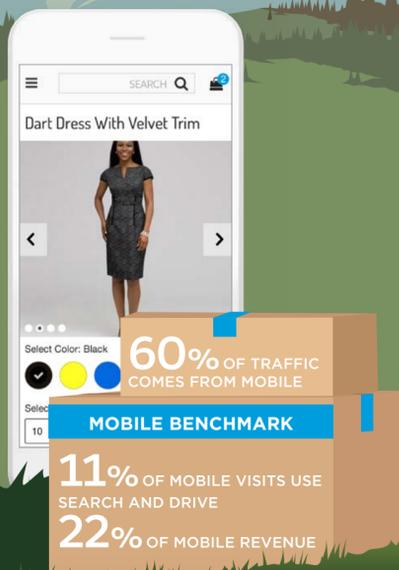


# Are You a Mobile Leader?

Let's consider your mobile experience against the characteristics of best-in-class mobile brands.

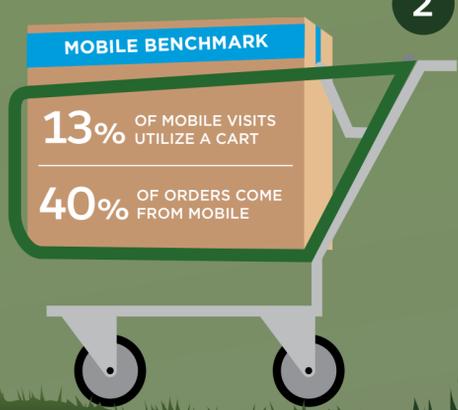
## 1 PRODUCT DISCOVERY & SORT

- Search bar is prominently featured and easily accessible throughout the shopping experience
- Product detail pages are mobile-optimized and include rich images and collapsible descriptions
- Predictive recommendations suggest relevant products based on click behavior
- [Guided selling tactics](#) help shoppers select the best product for their size, lifestyle, or needs



## 2 CHECKOUT & CONVERSION

- Address fields, payment forms, and keyboards are customized to make the checkout process easier
- Checkout is organized in a clear, single-column format
- Payment accelerators such as Apple Pay and PayPal are available at checkout
- Guest checkout is easy to access
- Checkout has few or no distractions



## 3 BRAND EXPERIENCE

- Website content is built for the mobile shopper and the smartphone
- Fully responsive mobile site illuminates engaging content, inspires simple navigation, and cuts out the clutter
- Engaging experiences on social platforms such as Facebook and Instagram inspire followers to [click to purchase](#)
- Mobile apps should be useful, intuitive, and maintain the branded experience while avoiding information overload



## 4 OMNI-CHANNEL UNIFICATION

- Internal teams have a holistic view of the customer
- Shoppers can select store inventory online
- Shoppers can click and collect
- Site shows the nearest store using geolocation to target local shoppers
- SMS (short messaging service) grows your email list with a quick opt-in process and provides receipts, confirmations, and real-time offers
- Customer service is part of the mobile shopping journey via chat, phone, or messenger



## 5 IN-STORE

- Shoppers are incentivized to use their phone in the store via push notifications, loyalty programs, and more
- Associates are equipped with mobile devices and can freely interact with customers or make sales anywhere
- Associates have easy access to both customer-facing and internal sites
- Associates can complete sales of in-stock and out-of-stock products and view customers' online carts



## 6 OPERATIONS & CULTURE

- Teams consistently test for and invest in mobile-first optimization
- Mobile site load time is 2 seconds or less
- Mobile expertise is required in all jobs across the company
- New mobile tech solutions are requested, evaluated, and leveraged with technology partners
- Mobile KPIs are used and standardized across the organization to accurately measure mobile performance



See how Trailblazers are driving mobile conversion.

[VIEW MOBILE SUCCESS STORIES](#) ↗

