

M-Commerce Gains Traction

Reaching your customers via their mobile phones, wherever they are combines convenience and urgency.

Shaun Ryan reports in the E-Commerce Times that U.S. mobile commerce sales hit US\$1.20 billion in 2009 and will grow to \$2.42 billion this year, according to [Coda](#) research consultancy. This is great news for online retailers that are prepared to meet this rapid revenue increase.

Another recent survey from [Shop.org](#) reveals that despite the growing popularity of mobile commerce, 62 percent of retailers have either not yet begun or are only in the early stages of planning a mobile strategy.

Mobile phones don't have a lot of browsing real estate, so it's important to carefully configure your mobile website for ease of use and to remember that mobile connections are slower, so keep sites pared down to the basics. Search features are critical, According to [writes Jakob Nielsen](#), a Web usability expert "Today's mobile users are highly search-dominant".

There is tremendous benefit to be gained by retailers who embrace the technology and pay close attention to ease of use and their customer's m-commerce behavior.