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

**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

**CHECKOUT & CONVERSION**
- Address fields, payment forms, and keyboards are customized to make the checkout process easier
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- Payment accelerators such as Apple Pay and PayPal are available at checkout
- Guest checkout is easy to access
- Checkout has few or no distractions

**BRAND EXPERIENCE**
- Effective 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 take action
- Mobile apps should be useful, intuitive, and maintain the branded experience while avoiding information overload

**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
- 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

**IN-STORE**
- 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
- 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

**OPERATIONS & CULTURE**
- 65% of orders come from mobile
- 40% of mobile visits utilize a cart
- 34% of orders are completed on mobile
- 8% of traffic comes from mobile
- 6% of social traffic comes from mobile
- 3% of all orders come from mobile

**VIEW MOBILE SUCCESS STORIES**

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