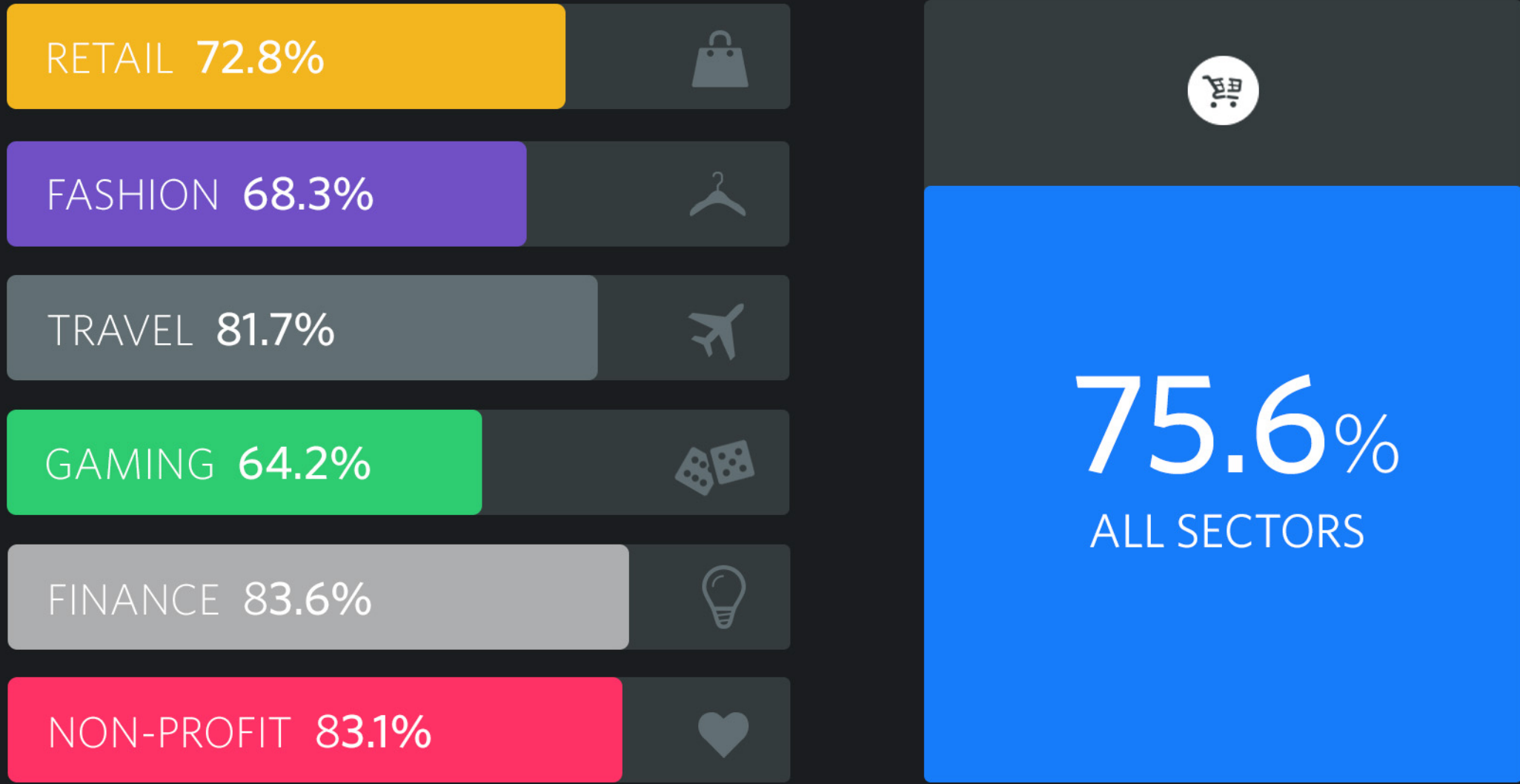


THE REMARKETING REPORT

Based on averages across **500 leading global brands**, here are the key cart abandonment and remarketing stats from **January, February, March 2017**.

ABANDONMENT RATES

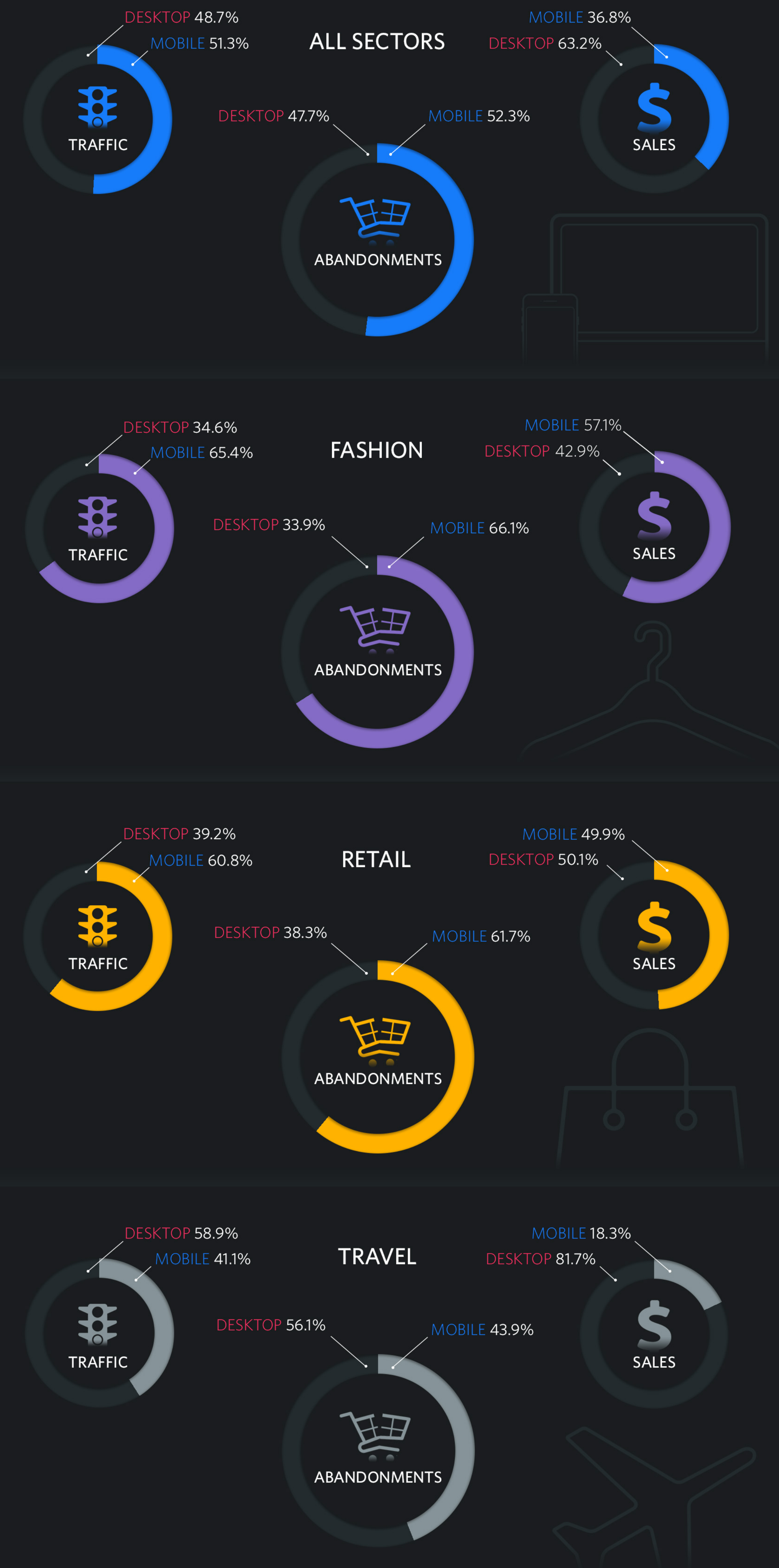
These rates represent the percentage of customers who left behind their order instead of purchasing.



QUARTERLY HIGHLIGHTS

DESKTOP vs. MOBILE

This quarter we delved into our data to see how total web traffic, cart abandonments and sales were split by device.



QUARTERLY INSIGHT

HOW TO REDUCE ABANDONMENTS ON MOBILE

Mobile's share of web traffic continues to soar and has recently overtaken desktop, but our stats show that **retailers still face challenges in converting mobile users**.

So how can retailers make the most of the increasing mobile traffic and increase conversion rates? We've got three expert tips to help.

1. Autofill
2. Guest Checkout
3. Chunky Fields

Autofill wherever possible. E.g. Use the ZIP code to complete the address.

2. Allow shoppers to checkout as a guest to reduce the number of steps.

3. Make your entry fields BIG to help shoppers on these smaller screens.