### DATA AND ANALYTICS
- Do you carry over data between devices and use it to build unified customer profiles?
- Do you onboard and aggregate data from your CRM in order to get a deeper understanding of your customer behavior?
- Are you tracking and analyzing mobile engagement metrics that give insight into how your visitors are interacting with your mobile web pages?
- Are you tracking and analyzing device-specific engagement metrics, such as bounce rate or average session duration?
- Are you investing in micro segmentation and analyzing the Life Time Value (LTV) of different cohorts of mobile customers?

### USABILITY
- Do you offer visitors a way to complete the purchase later on the desktop?
- Is your mobile content easily read without excessive scrolling or zooming?
- Do you provide enough information above the fold to help consumers make a decision without forcing them to scroll down?
- Is the site search visible and accessible above the fold in your mobile design?
- Do you display notifications to encourage mobile web browsers to download your native app?
- Have you placed your most important call-to-action buttons above the mobile fold?
- Do you use scrollable carousels or product finding questionnaires to help visitors discover products and lead visitors through the purchase funnel?

### PERSONALIZATION
- Do you customize the product grid according to prior user behavior?
- Do you personalize your site’s product recommendations to present items based on product affinity and past purchases?
- Do you tailor different homepage experiences to returning visitors based on past behavioral data?
- Do you adjust to short mobile sessions and encourage visitors to add items to the cart by presenting recently-viewed items upon site return?
- Do you personalize your site’s product recommendations to present items based on product affinity and past purchases?
- Do you leverage proximity data in real-time to present location-based promotions?

### OPTIMIZATION
- Do you use cross-device data to personalize content and provide a consistent customer experience across channels?
- Are you continuously A/B testing your mobile site to analyze and optimize the user experience?
- Do you create mobile-specific urgency notifications with limited-time offers and promotions?
- Do you A/B test the number of fields or checkout steps on your payment forms?
- Do you offer live chat assistance for hesitant visitors?
- Are you using trust badges and security seals to remind mobile shoppers that their information is safe and secured?
- Do you offer a guest checkout for on-the-go shoppers?
- Do you add fun or playful shopping incentives to keep visitors engaged?