

# THE 25-POINT MOBILE COMMERCE OPTIMIZATION CHECKLIST

- DATA AND ANALYTICS:** Do you carry over data between devices and use it to build unified customer profiles?
- DATA AND ANALYTICS:** Do you onboard and aggregate data from your CRM in order to get a deeper understanding of your customer behavior?
- DATA AND ANALYTICS:** Are you tracking and analyzing mobile engagement metrics that give insight into how your visitors are interacting with your mobile web pages?
- DATA AND ANALYTICS:** Are you tracking and analyzing device-specific engagement metrics, such as bounce rate or average session duration?
- DATA AND ANALYTICS:** Are you investing in micro segmentation and analyzing the Life Time Value (LTV) of different cohorts of mobile customers?
- OPTIMIZATION:** Do you use cross-device data to personalize content and provide a consistent customer experience across channels?
- OPTIMIZATION:** Are you continuously A/B testing your mobile site to analyze and optimize the user experience?
- OPTIMIZATION:** Do you create mobile-specific urgency notifications with limited-time offers and promotions?
- OPTIMIZATION:** Do you A/B test the number of fields or checkout steps on your payment forms?
- OPTIMIZATION:** Do you offer live chat assistance for hesitant visitors?
- OPTIMIZATION:** Are you using trust badges and security seals to remind mobile shoppers that their information is safe and secured?
- OPTIMIZATION:** Do you offer a guest checkout for on-the-go shoppers?
- OPTIMIZATION:** Do you add fun or playful shopping incentives to keep visitors engaged?
- USABILITY:** Do you offer visitors a way to complete the purchase later on the desktop?
- USABILITY:** Is your mobile content easily read without excessive scrolling or zooming?
- USABILITY:** Do you provide enough information above the fold to help consumers make a decision without forcing them to scroll down?
- USABILITY:** Is the site search visible and accessible above the fold in your mobile design?
- USABILITY:** Do you display notifications to encourage mobile web browsers to download your native app?
- USABILITY:** Have you placed your most important call-to-action buttons above the mobile fold?
- USABILITY:** 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?
- PERSONALIZATION:** Do you tailor different homepage experiences to returning visitors based on past behavioral data?
- PERSONALIZATION:** Do you adjust to short mobile sessions and encourage visitors to add items to the cart by presenting recently-viewed items upon site return?
- PERSONALIZATION:** Do you personalize your site's product recommendations to present items based on product affinity and past purchases?
- PERSONALIZATION:** Do you leverage proximity data in real-time to present location-based promotions?