

Mobile is the Primary Gateway to “No Boundaries” Shopping

The data is pretty clear, mobile is the best vehicle for providing a “no boundaries” shopping environment to customers. Reporting from Shopatron partner sites shows traffic from mobile devices nearly doubled in 2011, going from 6.5% of visits at the beginning of the year to 12.2% by mid December.

And, at the height of this holidays season’s shopping frenzy—Thanksgiving Day, Black Friday and Cyber Monday—mobile visits to Shopatron stores accounted for about 15% of total traffic and 8.5% of total revenue. This growth mirrors data cited by [Internet Retailer](#) that reported IBM estimated mobile traffic over the same period accounted for 12.4% of all traffic and that PayPal’s mobile payments increased 514% over Cyber Monday 2010.

Chances are, we can’t even imagine the extent to which mobile will continue to infiltrate our daily lives. Already, it makes customers more accessible than they ever have been before. But, so far, the power is in the hands of the people—they can search, scan and shop at their leisure. The next step is shifting some of that power into the hands of merchants. For that reason, geo-targeted or location-based marketing could be the next big growth opportunity for mobile. With location-based marketing, merchants can reach shoppers more proactively. Rather than waiting for shoppers to seek them out, they can do the seeking.

Take this report from Mobile Commerce Daily that talks about [Best Buy’s recent geo-targeting campaign](#) through Pandora.

It will be interesting to see what types of businesses find the most success with this approach. Will it be the coffee shop pinging passers by for a \$2 cup of coffee? Or, will it be compelling enough to convince people walking past to stop what they are doing and buy a new flat screen TV on the spot?

Either way, it’s just another aspect of the “no boundaries” trend in retail commerce we discussed in our recent [whitepaper](#) and [webinar](#), “10 Ways ‘Online’ Will Change Life for Brands and Retailers in 2012.”

Keep your eye on mobile. It’s a moving target, after all.