

Mobile browsing set to replace desktop in fewer than 18 months

Description

All the more reason to ensure your website is mobile friendly.

Mobile apps or the mobile Web – which should brand marketers focus their time and money on during the run-up to Christmas? Both, according to Adobe Digital Index’s (ADI) [2015 Mobile Benchmark Report](#).

That’s because both mobile app and mobile Web usage continue to grow, the latest ADI analysis found. In fact, leading brands see between 50% and 70% of their contact with consumers via these channels.

ADI research found that mobile browsing and app usage tend to complement one another, with both growing year-over-year (YoY). Mobile browsing is on track to replace desktop in 18 months or less, with visits up 16% YoY (from Q2 2014 to Q2 2015), ADI found. Meanwhile, the amount of app sessions launched increased 51% YoY. ADI also found that during peak periods, such as holiday shopping, the proportion of mobile traffic to specific sites often surpassed 70%.

“The complementary nature of desktops and mobile devices reinforces the need for marketers to fully understand what people do, not just what devices do. This can best be accomplished by thinking of the specific uses across devices and stitching the cross-device journey together,” says Tamara Gaffney, principal analyst at ADI.

Category

1. News

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1. mobile friendly

Date Created

02/11/2015