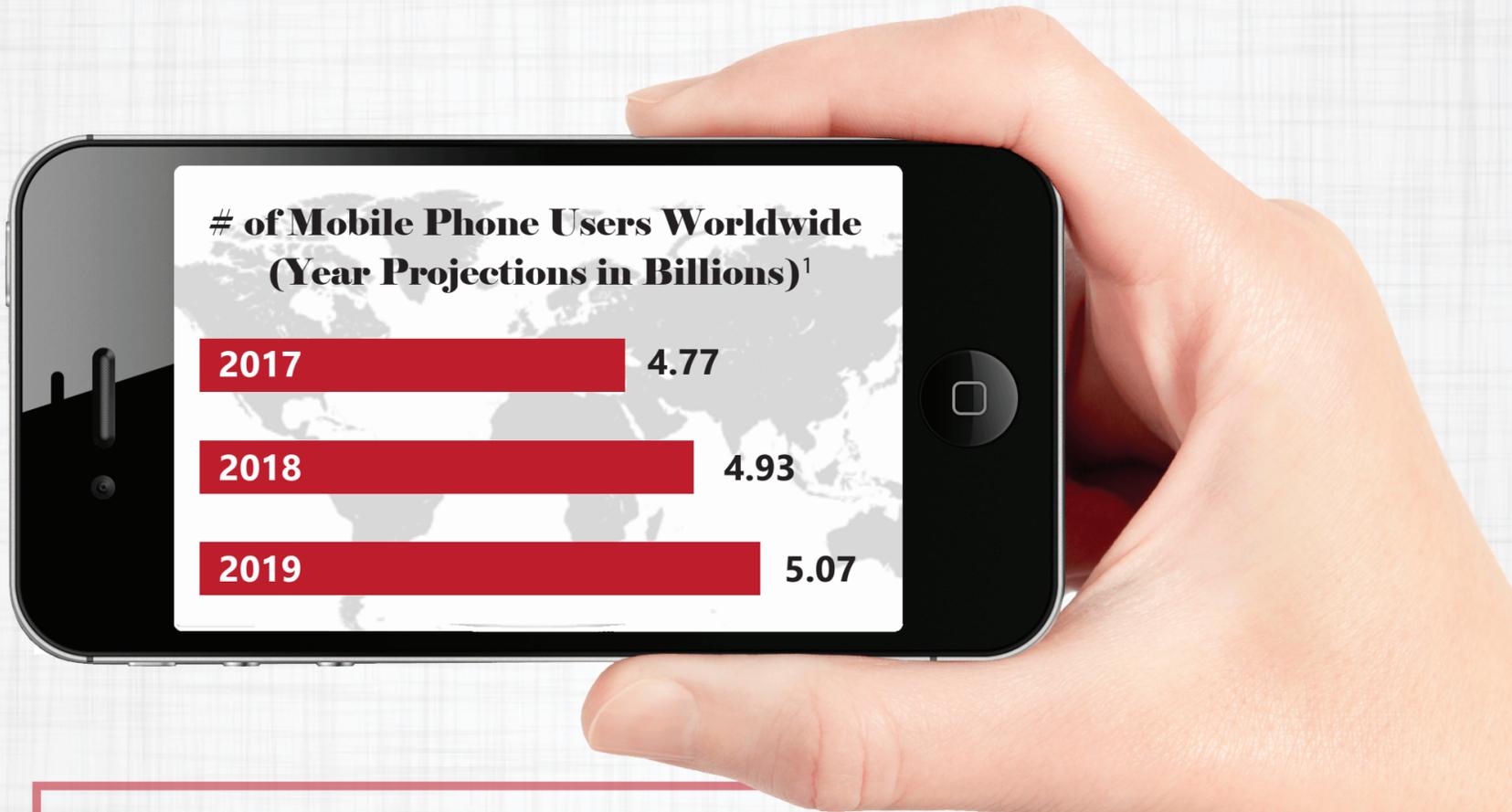


WHY YOU SHOULD OPTIMIZE YOUR WEBSITE FOR

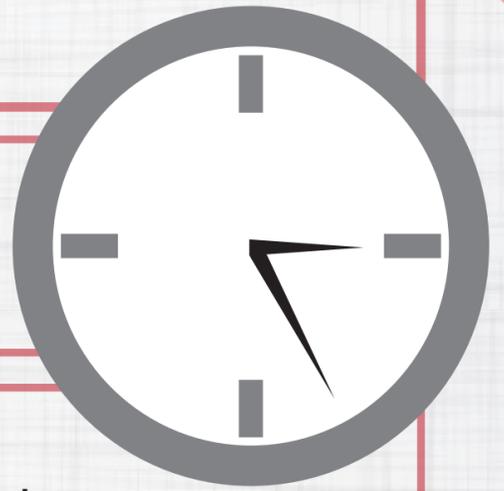
Mobile Devices



50%

of website traffic worldwide is generated from mobile phones.²

In 2018, mobile users will spend up to an average of 3 hours and 25 minutes per day on the internet.³



62%

of smartphone users have made a purchase with their device in the last 6 months.⁴

80%

of shoppers used a mobile phone inside a store to look up product reviews, compare prices, or find other store locations.⁵



10 billion mobile devices are in use worldwide.⁶



Mobile usage is expected to surpass TV usage in 2018.⁷



SOURCES:

1. Statista - The Statistics Portal: <https://bit.ly/2Fepmmd>
2. Statista - The Statistics Portal: <https://bit.ly/2jFggIS>
3. eMarketer: <https://bit.ly/2qqikVg>
- 4.-6. OuterBox: <https://bit.ly/2wLg3GI>
7. GeoMarketing: <https://bit.ly/2Fepmmd>