

# THE TAPPING POINT

SMARTPHONES AND TABLETS NOW DRIVE MORE DIGITAL COMMERCE GROWTH THAN COMPUTERS

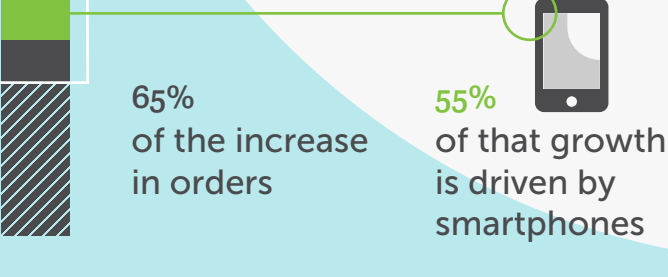
## TAP DEVICE

[noun] –

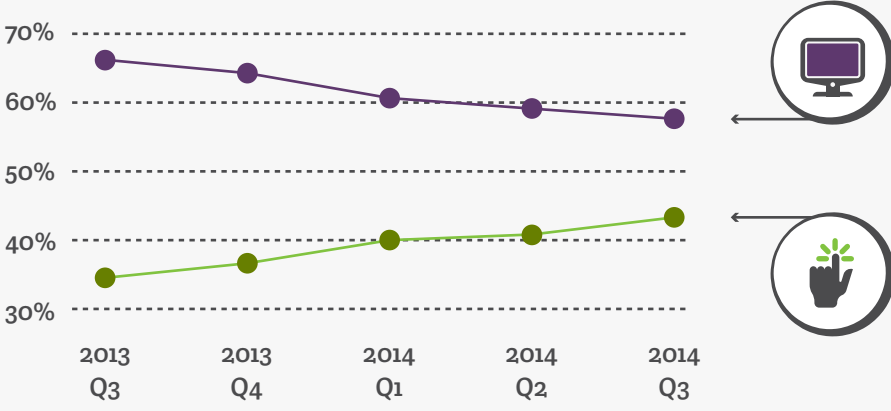
Refers to smartphones and tablets, replacing the often ambiguous term 'mobile.'

## GROWTH IS ON TAP

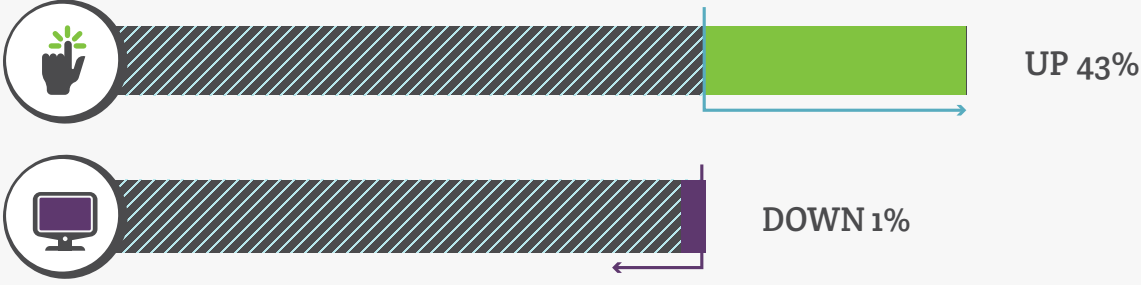
Tap devices account for:



## TAP CONTINUES TO STEAL VISIT SHARE



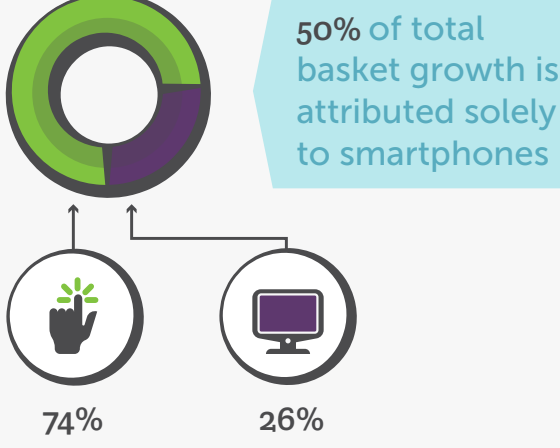
...the result is growth in visits from tap, and declining visits from computers



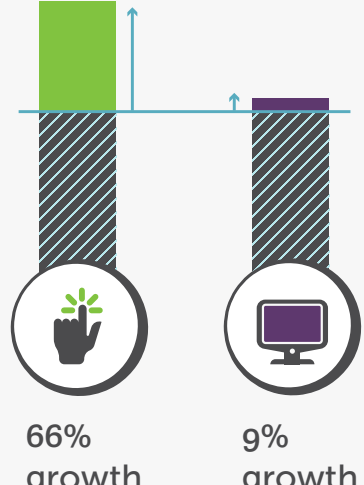
## TAP DEVICES DRIVE BASKET GROWTH



Share of basket growth



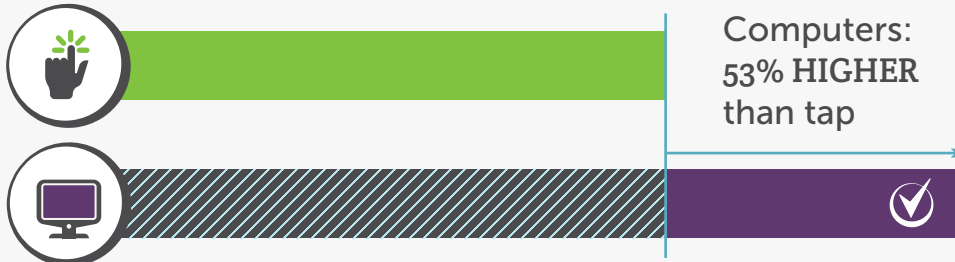
Increase in total baskets created



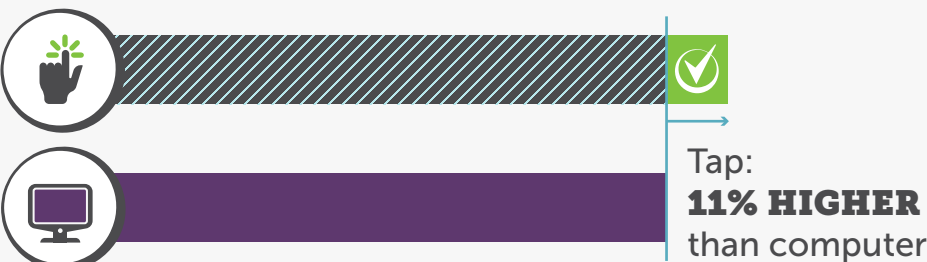
## TAP DEVICES BEAT COMPUTERS AT CHECKOUT

Computers start more checkouts, but tap beats computers at completing them.

### Checkout starts



### Checkout completions



## TAP DOMINATES ORDER GROWTH

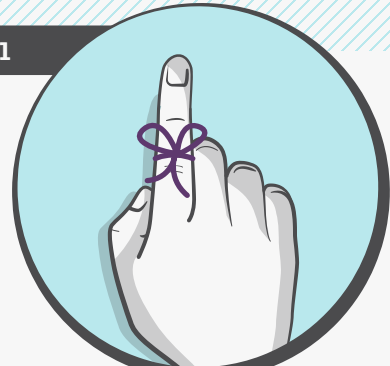


Order growth



# KEY TAKEAWAYS

1



Think 'Shopper-first' to ensure a smooth cross-device experience.

2



Reduce noise in on-site search— place relevant products first!

3



Extend basket life and allow shoppers to email their baskets to reduce cart abandonment.

### ABOUT THE REPORT

For more details, download our special report, "Growth on Tap," at Demandware.com.

### ABOUT DEMANDWARE

Demandware powers over 1,000 sites for some of the largest and most recognizable retail brands in the world. Analyzing anonymous data across these sites, Demandware is able to identify trends and opportunities to optimize shopper experiences. This community insight, combined with Demandware's Cloud Commerce solutions, empowers brands to continuously innovate and move faster.

Source: Demandware "Growth on Tap" report, 2014.

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