



TIME TO GET MOBILE.

**Digital Commerce
in the year 2014**

Benedict XVI

2005

A large, dense crowd of people is gathered in a city street at night. The crowd is diverse in age and appearance, with many people wearing dark clothing. In the foreground, several women are wearing white headscarves. The street is illuminated by warm, yellowish lights, possibly from street lamps or building lights. In the background, there are buildings and a large white structure, possibly a stage or a large vehicle. The overall atmosphere is one of a significant public gathering.

Francis

2013



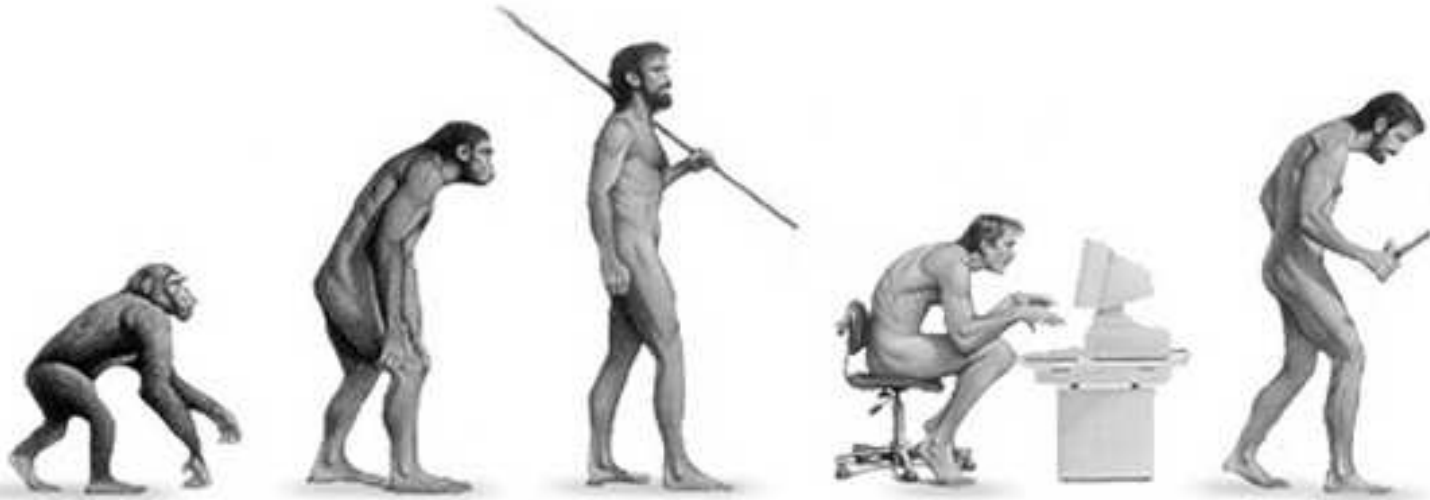
Michael

TIME TO GET MOBILE.

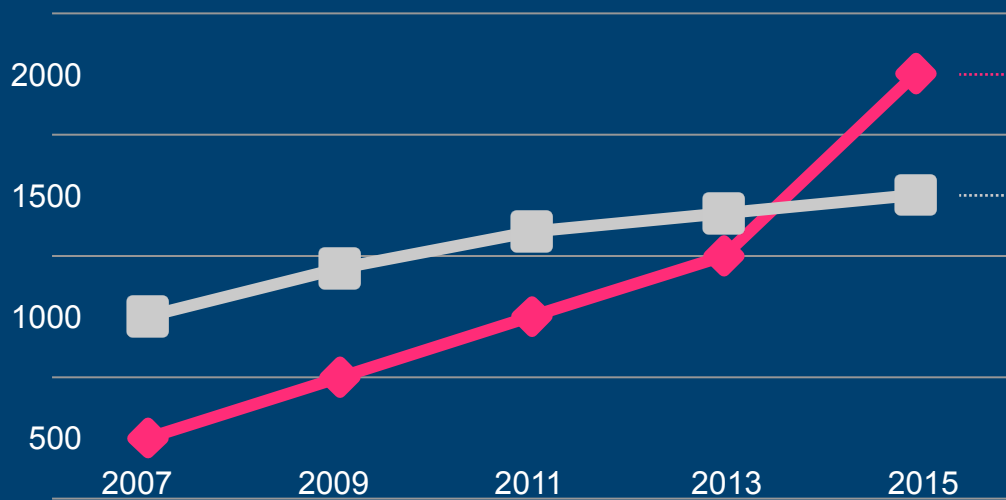
More than **50%** of the web traffic
will be mobile in **2015**



How fast is the mobile Internet growing?



Internet Users (MM)



Mobile Internet Users



Desktop Internet Users

TIME TO GET MOBILE.

The growth of mobile commerce

2016

\$31 Billion

2016

2012

\$10 Billion

2012

2011

\$6 Billion

2011

Source: strangeloop | forrester 2011

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[6]

eCommerce has broken out from the desktop

Twenty percent of online adults have used their mobile phone to locate a physical store!

Source: European Technographics Retail, Customer Experience, and Travel Online Survey Q4 2012



38% of European mobile users use the mobile internet on a daily basis!

Source: European Technographics Retail, Customer Experience, And Travel Online Survey, Q4 2012

Local intent is behind over half of all mobile searches!

Source: www.mobilemarketingwatch.com/google-says-local-intent-is-behind-one-third-of-mobile-searches-5800

Mobile Search

*“**It was easier** on the mobile device as I didn’t have to get up [to] turn on the computer and wait for it to boot up.”*

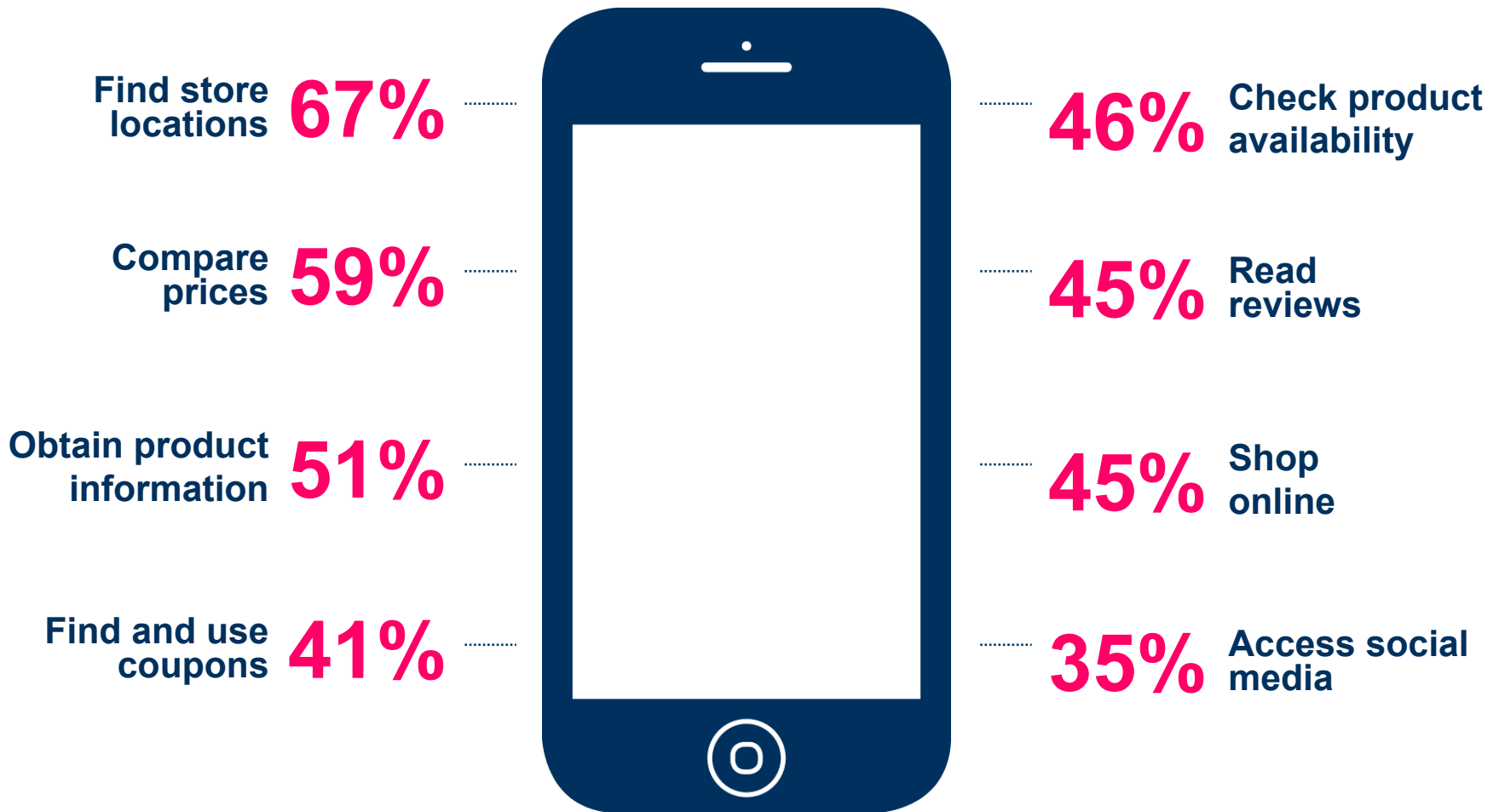


28% of mobile searches result in conversions
(store visit, call, purchase)

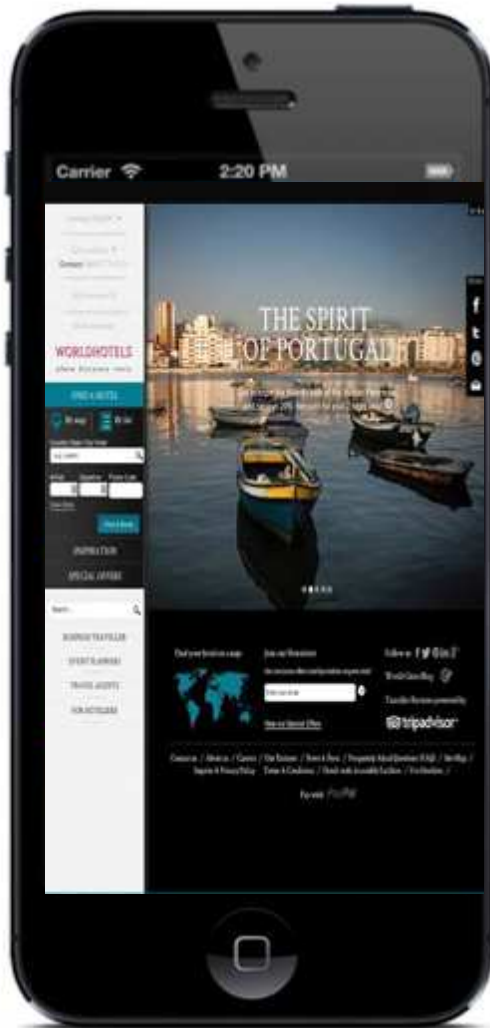


63% of mobile search-triggered actions occur **within 1 hour** of the initial search

How do consumers use their mobile phones?



Where would you like to book?



- 80%
Bounce Rate



How can travel brands improve their mobile device experience?



SPEED

»I'd say speed is key. I want the sites I use on my phone to be fast.«



DESIGN

»I wish the websites would change their look or formats to be more suited to tablet and phone use.«



ACTION

»I would use [my tablet] for everything if it was more compatible with sites I frequent.«

Source: Ipsos HearWatchSay Community, August 2013 | google.com/think

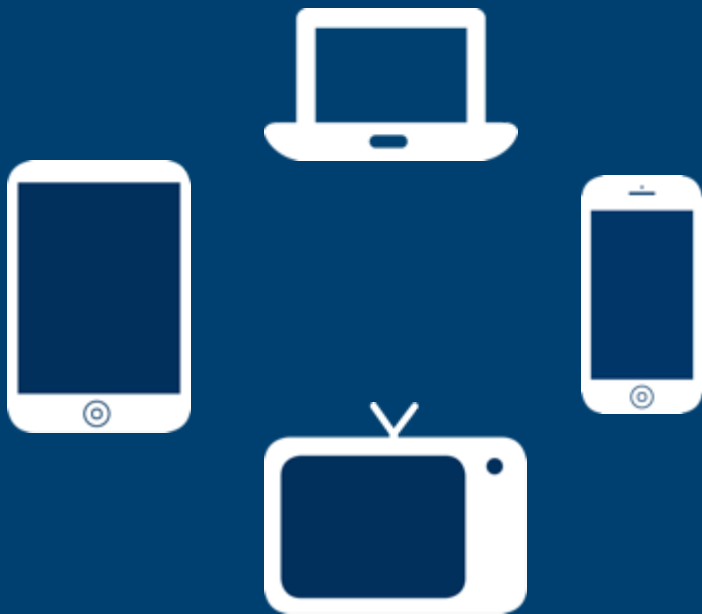
Your competitors (OTA) are already there



Optimized mobile platforms and marketing for the best user experience.

Mobile is mandatory.

Multi Device World



Perfectly designed mobile platform for an outstanding user experience.

Time to take actions!

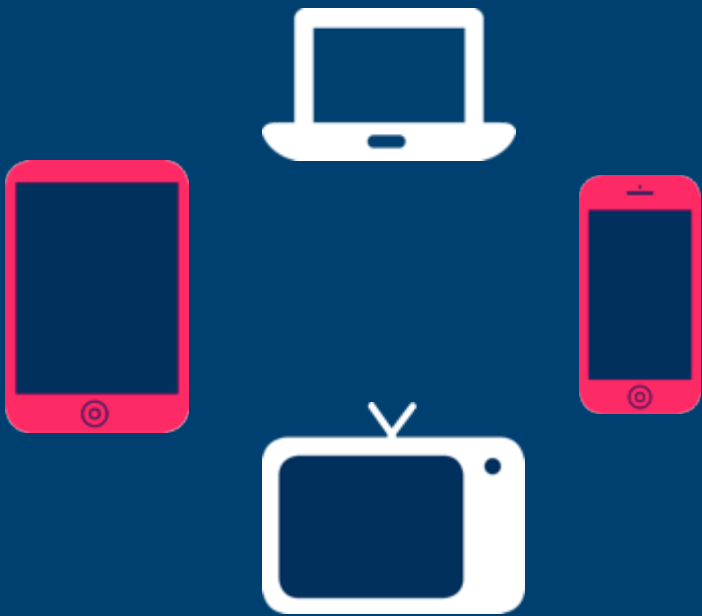
Local / Mobile Marketing



Mobile optimized touchpoints in your performance and brand marketing.

Mobile is mandatory.

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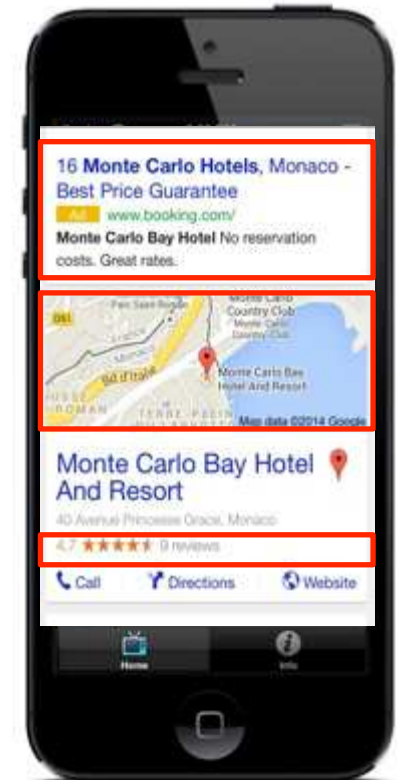
Social > Local > Mobile



- **The smartphone is the most private device.**
- **It unites the mobility, the local relation and the social references to a new level.**
- **New potential clients especially for local based services.**

SoLoMo

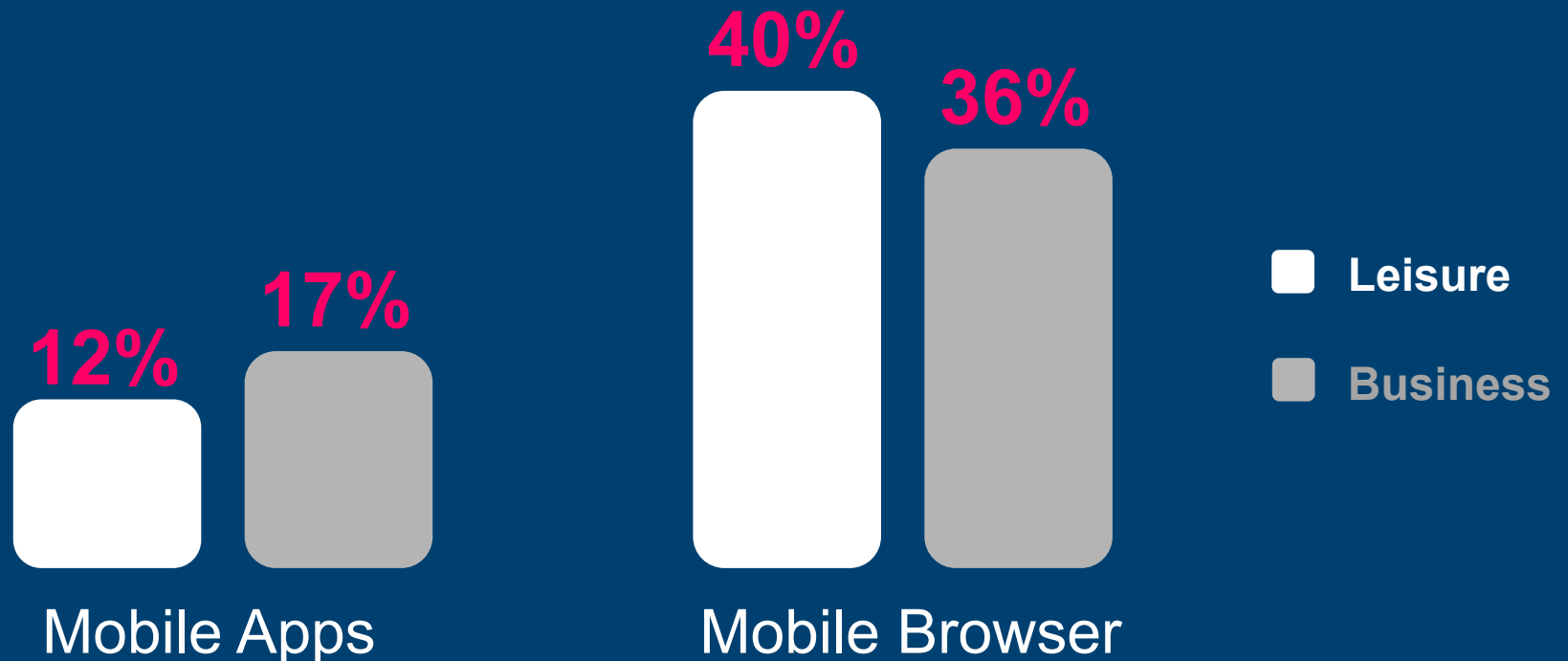
Social > Local > Mobile



Picture: thinkpilgrim.com

Travelers prefer to book hotels via mobile Browser v. Apps

Mobile platform used to reserve/book a hotel



Source: Google Travel Study, May 2012, Ipsos Media CT

Mobile Website vs. App

Mobile Website

- Is needed in any case
- Does not have to be installed
- Gives almost the same options like an App
- No marketing break due to App installation for new users
- Does not push to a login as fast – No stored information



Mobile App

- Some additional features
- Has to be installed
- A single hotel App will only be installed by regular clients/guests if there is an advantage
- Only 8 Apps in use per customer
- High additional costs – low extra Value
- Mainly relevant for big chains and consortiums



App vs. web: sites are king of booking

Smartphone



	Browser/Web	App	Called
Any component (net)	75%	54%	53%
Air travel	66%	51%	31%
Car rental	58%	40%	42%
Overnight accommodations	59%	45%	36%
Travel / vacation packages	59%	42%	42%
Vacation activities	61%	38%	42%

Tablet



	Browser/Web	App
Any component (net)	91%	51%
Air travel	78%	42%
Car rental	77%	39%
Overnight accommodations	78%	39%
Cruises	76%	39%
Travel / vacation packages	79%	40%
Vacation activities	82%	37%

Source: Ipsos Media CT/Google Travel Study, May-June 2013 | google.com/think

„Mobile First“

Eric Schmidt

Executive Chairman Google



It`s not difficult

Mobile Site

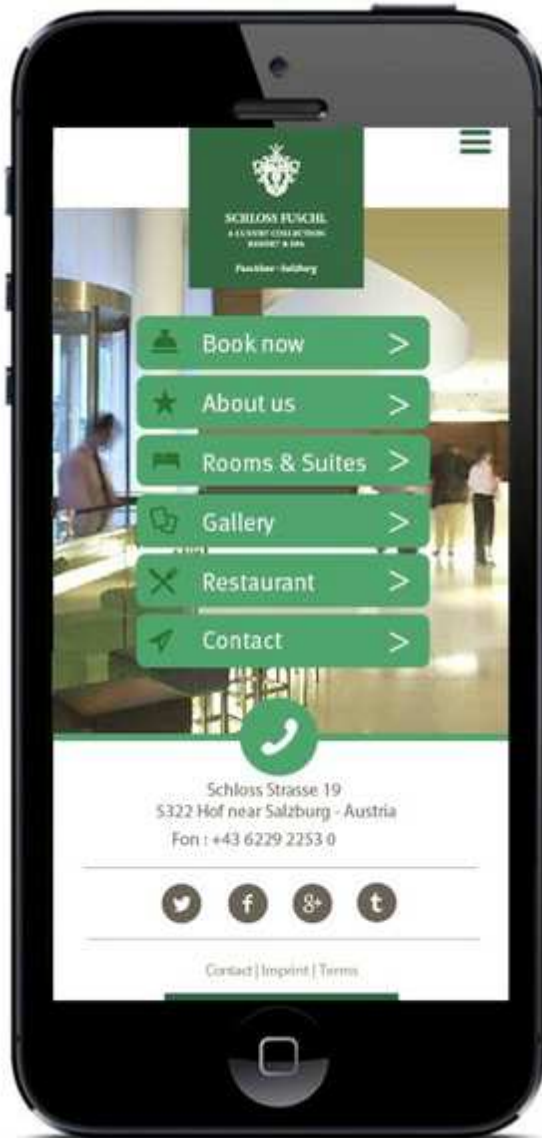
- ✓ Adapted to the new customer behaviour
- ✓ Easy to find
- ✓ Great Usability
- ✓ Optimized booking engine
- ✓ Easy to handle CMS
- ✓ Affordable

Time to get mobile

- **More than 50 % of the web traffic will be mobile in 2015**
- **Already up to 35 % and increasing**
- **Smartphones are strongly used for travel research and bookings**
- **Time to take actions now to be where your potential customers are**
- **Provide an optimized and smart mobile site showing the full range and quality of your hotel**
- **Adapt your online marketing to the SoLoMo world**



For example



This could be your mobile website



Picture: healthwise.org

Meet me at the One2One exchange area



Michael Pütter

CEO and Founder Puetter GmbH,
Cologne

eCommerce Services & Mobile Solutions

Hotalexperience since 1989



Onlineexpertise since 1996



Questions & Answers



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