



# Making Mobile E-Commerce Work

December 20, 2013

By

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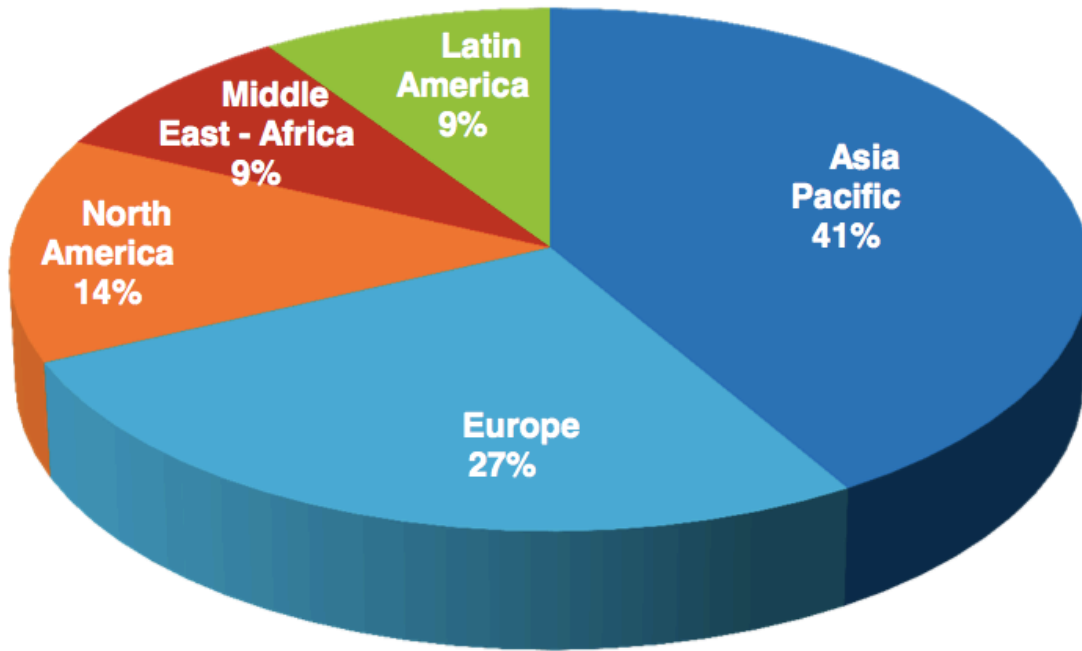
#1InternetDay

# What is Mobile E-Commerce?



- Mobile e-Commerce or M-Commerce is a term that describes online sales transactions thru a wireless electronic device.

# M-Commerce: PH vs Asia & the World



APAC is now the center of the Online Universe.



Mobile phone



Tablet

From March 2012 to March 2013, at 22%, PH has the fastest growing internet audience. 71% are between the age 15 - 34.

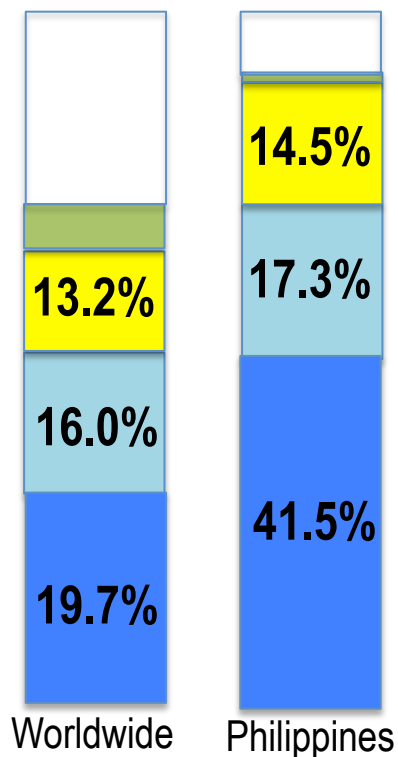


# M-Commerce: Mobile is the Future of Business

Mcommerce market is rapidly growing in PH.

The 100 million club: the top 14 mobile markets by number of subscriptions								
	Country	Mobile subscriptions in millions	Population in millions source: World bank	% of population	3G/4G subscriptions in millions	% of population	Sources: subs; 3G subs	Last update
12	Bangladesh	110.7m	154.7m	71.6%	0.4m	0.2%	BTRC Informa	09/13 06/13
13	Philippines	109.5m	96.7m	113.2%	16.6m	17.1%	Informa	06/13
14	Mexico	102.7m	120.8m	117.6%	19.8m	16.4%	Informa	06/13

Source: Paul Lambert, Informa (Q2 2013); national telecoms regulators via: mobiThinking



## Share of Total Minutes Spent Online

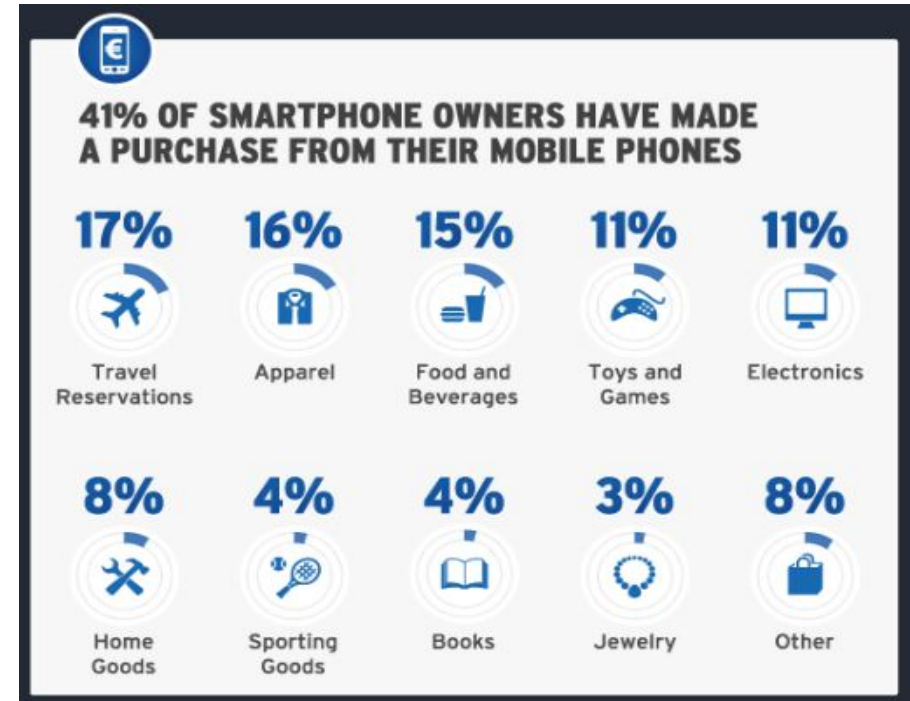
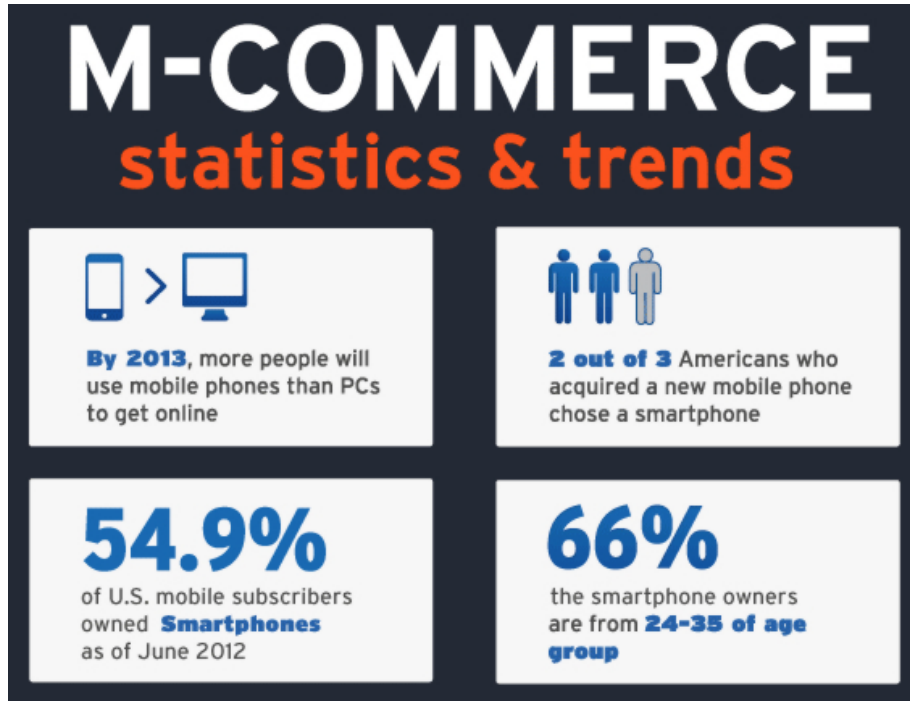


- 41.5% of the time spent are in Social Media. This is also a potential market.
- PH online sellers uses Social Media as storefronts.

Source: Nat'l Telecoms Regulators & ComScore

# M-Commerce: Mobile is the Future of Business

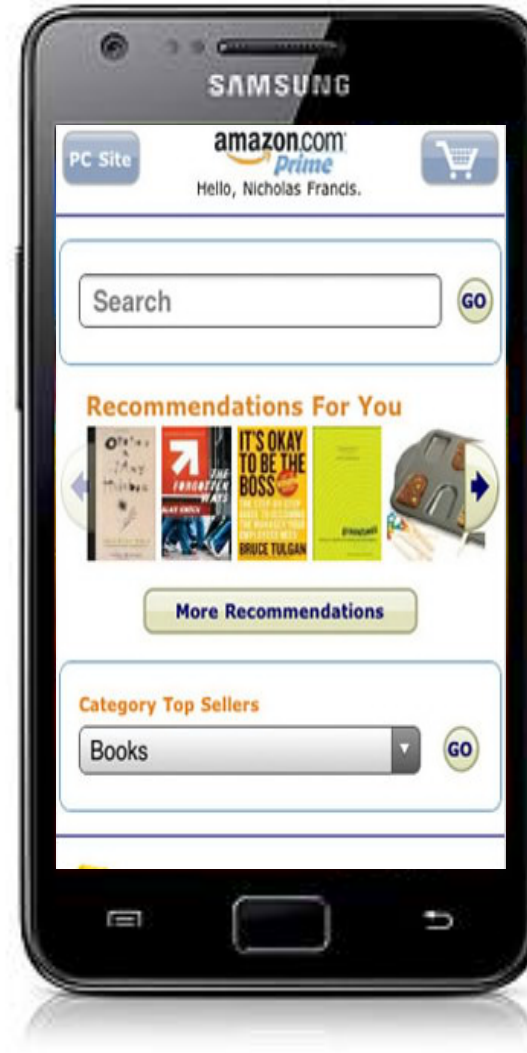
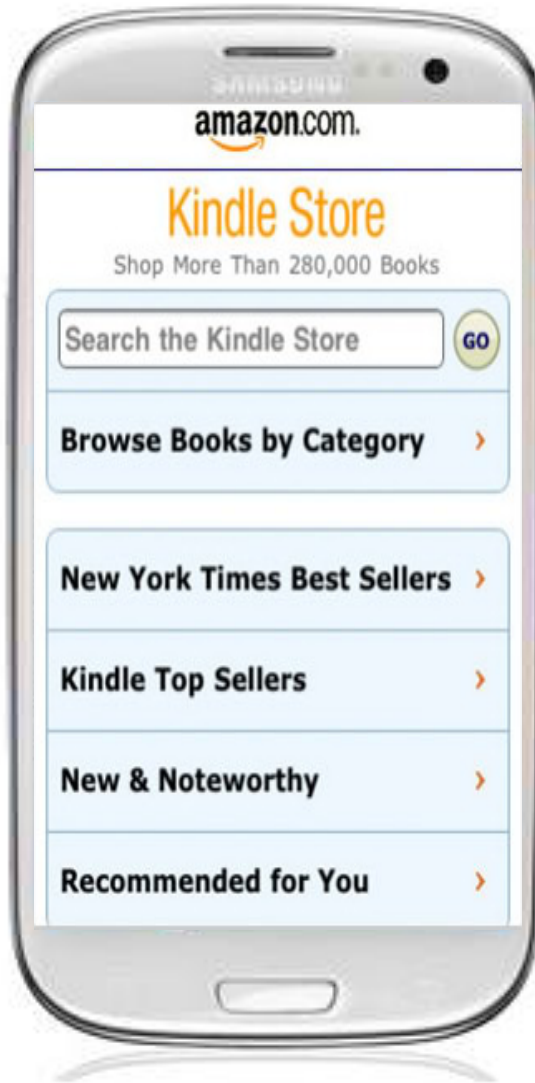
US leads the way.



- People are becoming more and more attached and dependent on their mobile phones
- Businesses should maximize their presence on the platform by using it as a tool to close the loop in the purchase funnel.

# M-Commerce: Features that will work

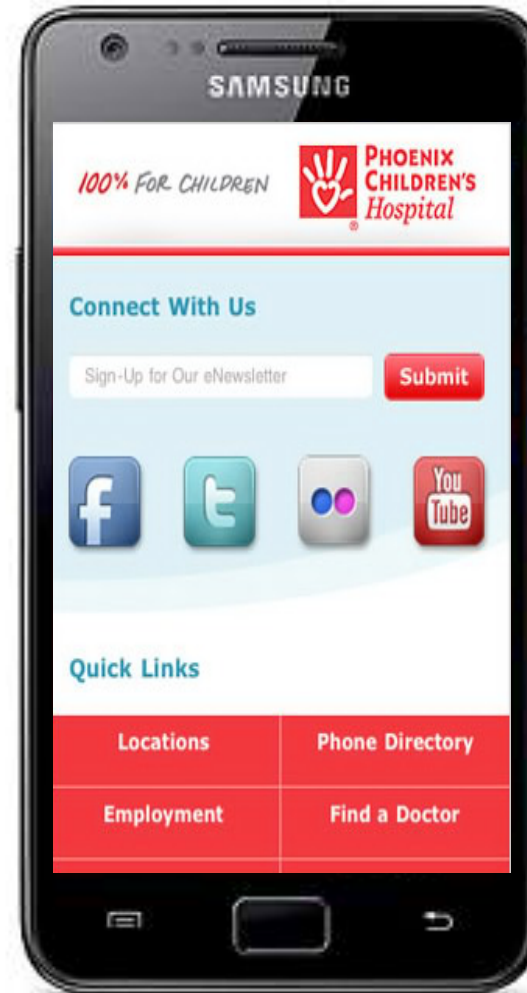
## A Prominently Situated Search Box



Source: Jennifer Mathews

# M-Commerce: Features that will work

Add Social Media to your site



Source: Jennifer Mathews

# M-Commerce: Features that will work

## Responsive Web Design is a Necessity



**Design for the fingers and loads fast!**



# What else to do to make it work?



- Always be there for your customers

- Be on the look-out for shifting market trends and change in technology.



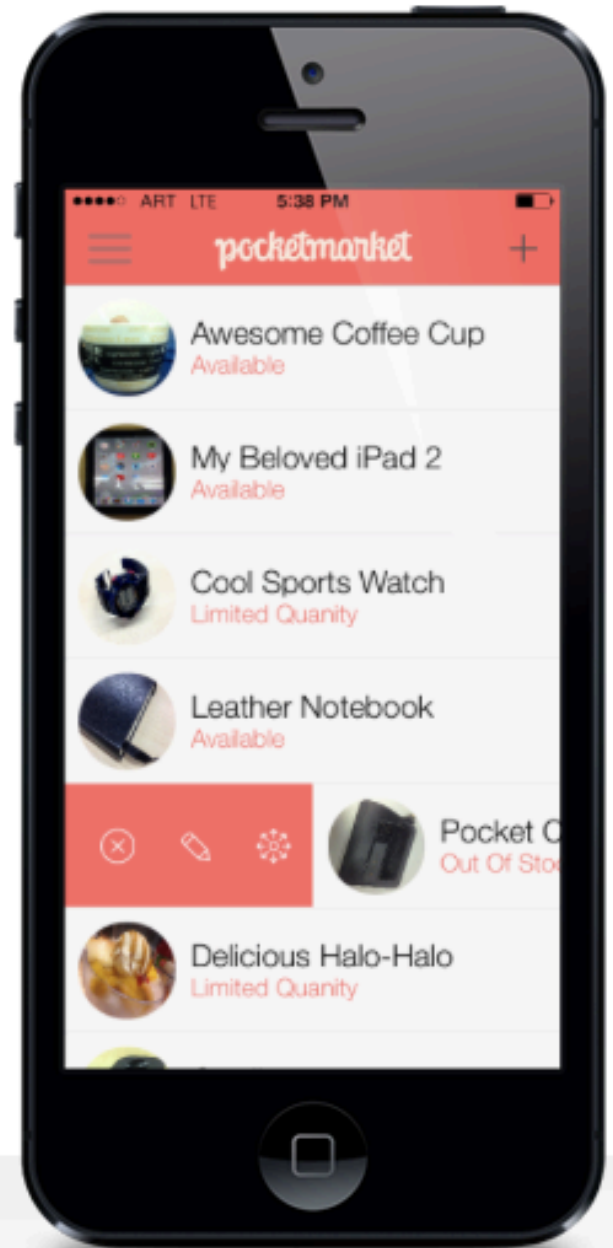
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