# MAKING IT ACTIONABLE

The CEO Mobile Checklist
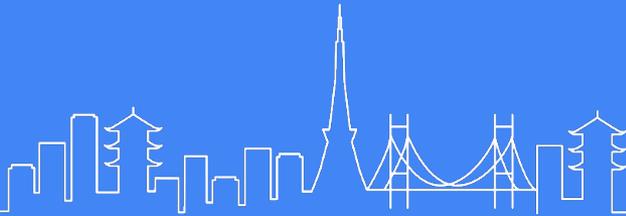
The CEO Mobile Checklist

Mobile is the most important channel to reach customers in the world. 2017 has been the year of the mobile majority. 93% of all sales during Single's Day on Alibaba came from mobile. Most commercial sites have more visitors from mobile than desktop, with the desktop share declining rapidly. There are many people in the world who are mobile-only that you cannot reach in any other way. Add to this that companies are increasingly competing on a global market and mobile becomes a topic on the agenda for every CEO in the world. This checklist is for you as a CEO to get started making mobile the priority it since long deserves to be.
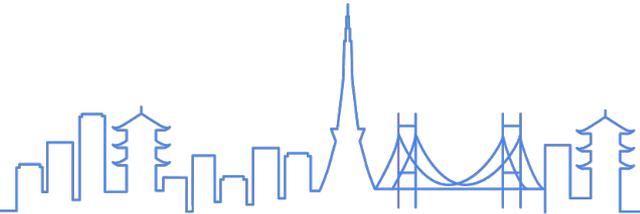
Have you declared winning on mobile a top-priority?

It's crucial that everyone in the company understands the importance of winning on mobile. Check out Debenham's CEO Sergio Bucher as he talks about this in their 2017 year results earnings call [video].

Sergio Bucher,
Debenhams CEO

On the value of Mobify to Debenhams

Excerpt from the
Debenhams full year results call | October 26 2017

Mobify   DEBENHAMS
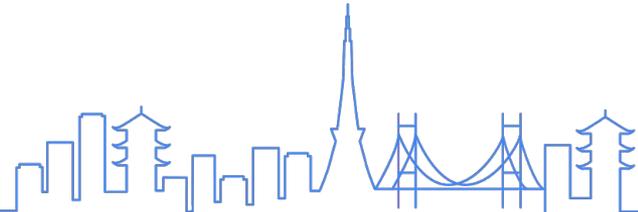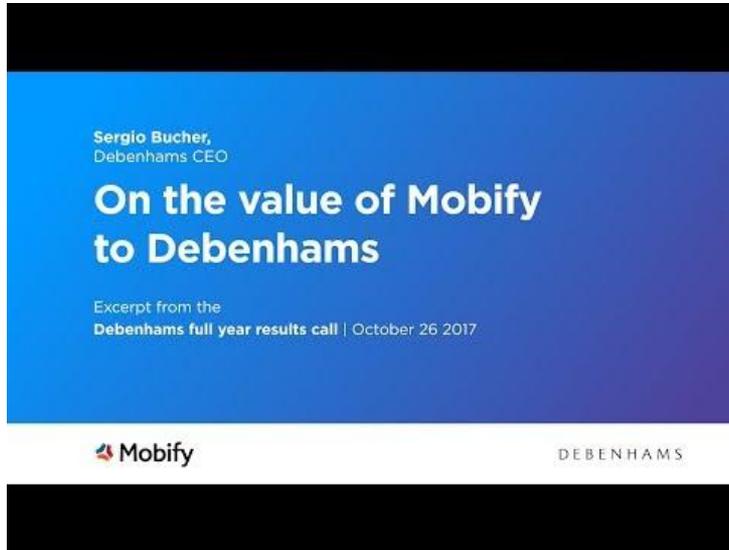
Do you regularly track your performance on mobile?

You need to track mobile every week for it to truly become a priority for you. You can create a dashboard in Tableau or Data Studio and share it with all employees. You should then in whatever weekly or so management meeting you may have review it with your management team to conclude if you are winning in the most important channel in the world. Some KPIs that should be top-of-mind with every CEO are:

- **Mobile conversion rate (mCvR)** - Is it getting better over time? How are you doing vs yourself last month, vs your desktop CvR, vs industry benchmarks and competition?

- **Share of conversions vs share of traffic** - If you get 70% of traffic from mobile, are you also getting 70% of conversions from mobile? If you have an amazing mobile experience, why would anyone want to switch to desktop to close the deal?

- **Speed** - How fast is your site? More than 53% of people leave a site that takes more than 3 seconds to load. Your mobile site should load in less than 3 seconds on 3G or 2 seconds on 4G since 70% of all global mobile traffic will be on 3G connection speed or worse up until 2020. Your experience when using the headquarter corporate wifi is not representative of the broader population. Technologies such as Accelerated Mobile Pages (AMP) can get the load time down to < 0.5 sec.
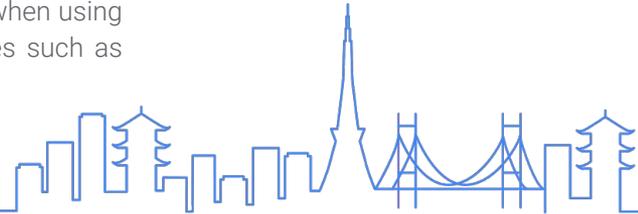
Do you have a virtual team of Marketing, Sales & IT owning the mobile experience with the same KPIs?

Silos is the primary enemy of agility, and winning on mobile requires one small team across Marketing, Sales & IT owning the full experience, striving for the same few KPIs such as mobile conversion rate.
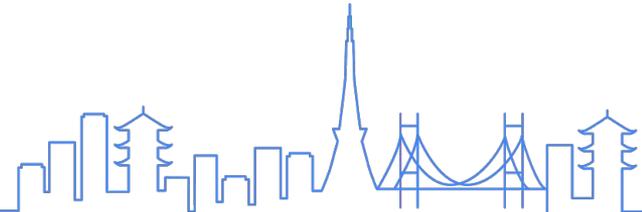
# Do you have mobile capabilities in-house?

You should never outsource something that you're not a specialist at, it almost never goes well. Some of the capabilities you need to have to win in mobile are:

- **Conversion Rate Optimization lead** - At the end of the day winning on mobile often means selling more on mobile, whatever you count as a sell. To continuously improve you need someone to lead this work. Conversion Rate Optimization is a combination of A/B tests of different hypotheses, analytics, UX and web psychology.

- **Mobile-first developers** - In Asia two-thirds of developers are mobile-first, while in EMEA it's only one-third. You need to ensure you have developers and product managers who knows how truly mobile first experiences work.
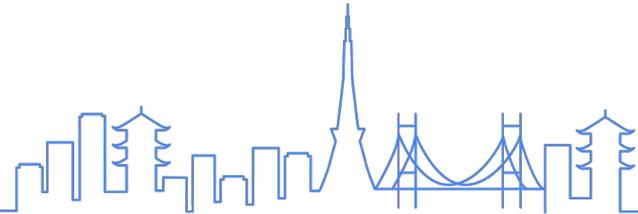
Do you experience yourself as your customer on mobile weekly?

One of the best ways to identify your points-of-weakness is by introducing something like a Monday morning routine, where you every Monday morning invest 30 min in experiencing your company on your mobile. Try to buy something, find an answer to a question in 30 seconds, apply for a job at your own company in <1 min or something else, using only your phone. Challenge yourself and your company and act on what you experience. Always ask yourself "Is this truly what the customer wants?" - if not, change it. After you experienced yourself as your customer you can see how customers act by looking at your Analytics data to see if others have the same pain-points as you just identified.
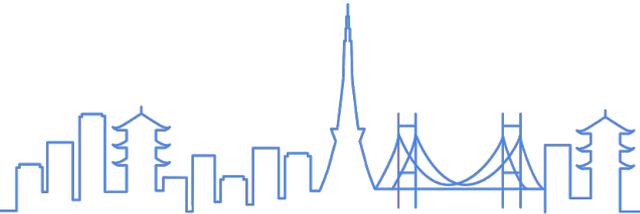
Do you look at new ads on your mobile before a big screen?

Google

Most media is consumed via mobile. Therefore, if you look at a new video ad or other content coming from your creative agency or content production company, always start by looking at it on a mobile phone with 3G connection. Don't look at it on a big screen in the office, it's not how most of your customers will view it.
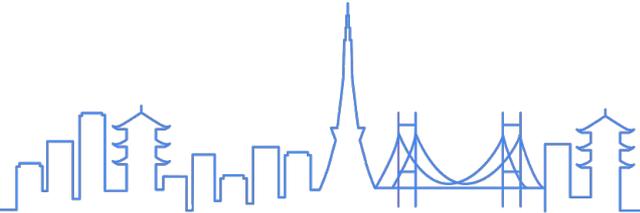
Do you listen to >5 customers every month as they use your mobile site and voice their experience?

User testing is surprisingly insightful. Making it a habit is critical. At the end of the day customer is boss, and listening to the boss isn't a bad idea. Start with an easy set up: Ask five people to record their screen at home while they perform a normal task on you site. One example could be "Find the perfect winter coat for you on this site, and if you find it, go as far as possible in the checkout." Once a month, gather your team and watch the videos. This is how you'll start seeing the feelings behind data.

Google

# Do you make it easy for everyone to feedback on how you are doing on mobile?

Register the emailaddress fixmobile@yourcompany.com and ask every employee and partner to send an email there whenever they come across anything that seems irrelevant or have friction with regards to your mobile experience.

fixmobile@yourcompany.com
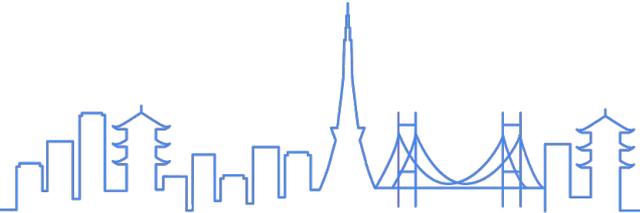
Do you invest budget in mobile development/innovation?

Sometimes people ask how to build an innovative culture. "Start innovating" is a fair answer. It's only actions that will build a culture. If you don't invest budget in mobile development you won't build a mobile-first nor innovative culture. In a world that is rapidly changing the only long-term sustainable strategy and competitive advantage for every company is to learn things faster than the world changes around you and translate the learnings into relevant innovation.
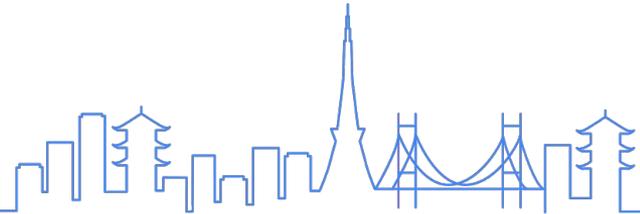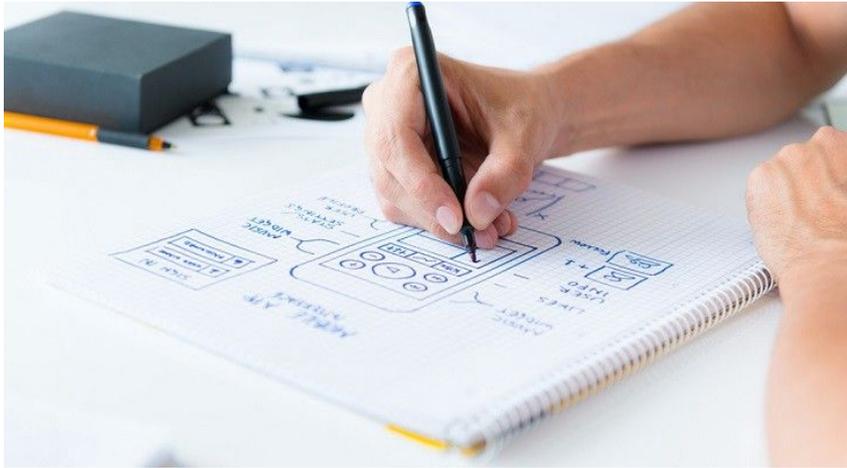
Do you A/B test to improve your mobile conversion rate?

✓ A

✗ B

VS.

25%
Conversion

5%
Conversion
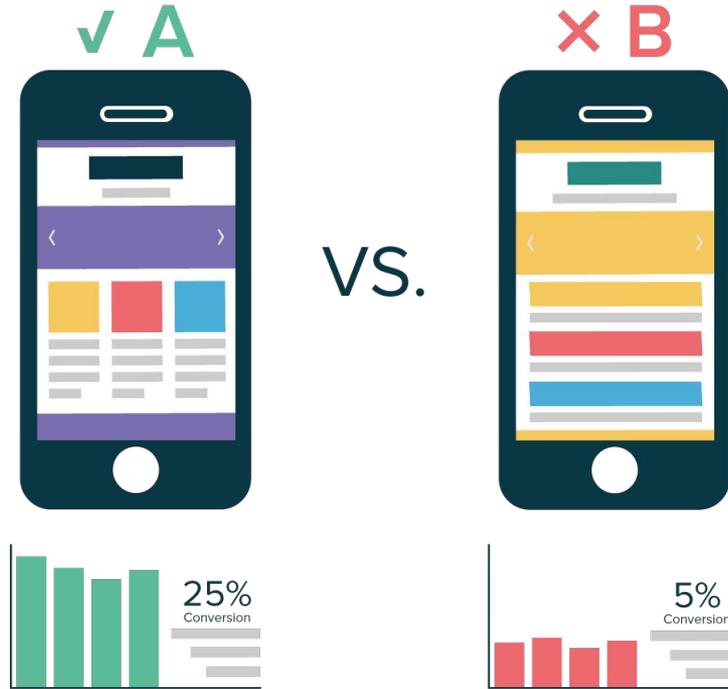
Netflix do 160 A/B tests every year, Booking.com do 1,000 A/B tests each day, Amazon changes more than 2,500,000 product prices every day, if you use Facebook there is a 99% probability that you are in 10 A/B tests and Google do more than 20,000 A/B tests every year. Digital technology provides a great opportunity to stop guessing and start testing. You need to ensure that your mobile experience gets better every day, and a great way to do that is to start testing by having a Conversion Rate Optimization lead.
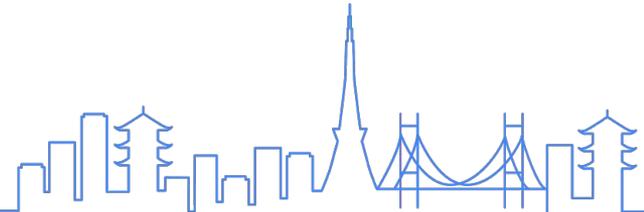
Do you use modern web technologies?

If you want your mobile site to load faster you can optimize an old legacy system. That said, you could also look to modern web technologies such as Accelerated Mobile Pages (AMP) loading on average in < 0.5 seconds, or Progressive Web Apps (PWA) combining the reach of a mobile site and the engagement of an App. One of the biggest challenges for conversions on mobile is the many fields of information that the checkout or registration requires from the visitors. People don't want to type on mobile, they want to tap. So simplify the checkout with the help of modern web technologies that move you closer to 1-click purchase solutions. It could be Payment Request API, Google Pay, Apple Pay, PayPal, or which ever simplifying tech solution that is most used in your market. Try a solution and see if the conversions go up. You need to ensure that your organization is incentivised to continuously be on top of modern web technologies that could potentially leapfrog what has been used to date.