



## Mobile at the heart of the retail experience according to IAB Global Report

Survey of mobile users in 19 countries shows mobile driving traffic in store Australians more likely than global peers to purchase on mobile, highlighting strong opportunities for local retailers in grocery, electronics and homeware space

Sydney, 28 September 2016: Mobile shopping and purchasing have become the norm across the globe, according to “Mobile Commerce: A Global Perspective,” an in-depth survey of mobile users from 19 countries around the world, released today by the Interactive Advertising Bureau (IAB) at the IAB MIXX Conference. Just over three-quarters (76 percent) of smartphone and tablet users in APAC said they have purchased a product or service on their smartphone or tablet in the past six months. In Australia, 45 percent of respondents buy using a mobile device on a monthly basis and report that they make 33 percent of their typical monthly purchases using mobile screens.

The Report found that cross channel research and purchase is the new norm in Australia, with mobile absolutely central to the retail experience in both the physical and digital commerce worlds. The data shows that Australians comfortably move across screens and stores to purchase with 55 percent of purchasers use mobile to check out products on their mobile device before purchasing in store, while 45 percent used their laptop or PC. 63 percent of respondents purchase in a store, while 50 percent buy on their mobile device, showing that influence mobile has in driving traffic instore.

Overall 79 percent of Australians are satisfied with their mobile commerce experience and some 59 percent expect to increase their spend on m-commerce in the next six months.

Australian m-commerce consumers are more likely to spend than global averages across all major categories, including for fashion, tickets, household items, digital content, apps, services and utility payments. The report highlighted considerable opportunity for Australian retailers to take advantage of consumers comfort moving across screens and stores, by offering more m-commerce engagement in the areas of grocery, electronics, homewares and physical entertainment.

Seventy-six percent of Australian mobile purchasers said that they had engaged with a mobile ad in the last six months.

Social media plays an important role. Globally sixty percent of mobile purchasers say they often discover products and services to buy on social platforms. More than one-third (36%) of mobile purchasers used social media to share their mobile purchase experience.

Vijay Solank, CEO of IAB Australia commented: “Whether it's purchasing on a mobile device, or searching for more information before buying in store, mobile is a critical platform to drive sales and support today's consumer retail experience. Retailers and their agencies would be well advised to build clear consumer journey maps and explore mobile strategy options including mobile optimised websites as a minimum, and mobile apps, financial tech to make it easier and safer to buy on mobile devices and the better use of data to drive future mobile commerce growth.”

According to Richard Knott, Regional Director APAC of Celtra, and Chair of the IAB Australia Mobile Advertising Council, this report supports the experience of the Council members.

“With huge increases in the consumer time spent on mobile devices and the improvements in customer experience on commerce sites, the convenience factor of m-commerce is undeniable,” he said.

The report shows that credit/debit cards on mobile web and online payment services are the most popular payment methods (40 percent and 37 percent respectively).

Mobile wallet users are the most heavily engaged in mobile commerce, purchasing more frequently on mobile (36 percent weekly vs. 23 percent) than average mobile shoppers. In addition, they are more likely to engage with mobile ads (82 percent interacted vs. 76 percent).

To download the complete IAB “Mobile Commerce: A Global Perspective” report, go to

<https://www.iabaustralia.com.au/research-and-resources/research-resources/item/12-research-and-resource/2174-mobile-commerce-australia-and-the-world>

#### Methodology

A 22-question survey was designed and fielded by OnDevice Research in 19 markets (Australia, Austria, Brazil, Canada, Chile, China, Colombia, France, Ireland, Japan, Mexico, New Zealand, Norway, Peru, Sweden, Turkey, Singapore, the U.K., and the U.S.) from July 22 – August 17, 2016. All respondents were asked the same questions such as items purchased, frequency of purchase, where purchased and how much was spent. Two hundred adults, age 18+, were interviewed for each market. Respondents confirmed that they regularly conduct online activities on mobile (smartphone or tablet) and have purchased a product or service on mobile in the past 6 months. Participants completed the survey on either a smartphone or tablet.

This IAB research was conducted with the additional support of IAB Australia, IAB Austria, IAB Brazil, IAB Canada, IAB Chile, IAB China, IAB Colombia, IAB France, IAB Ireland, IAB Mexico, IAB New Zealand, Japan Interactive Advertising Association, IAB Norway, IAB Peru, IAB Singapore, IAB Sweden, IAB Turkey, and IAB UK.

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#### About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit: [www.iabaustralia.com.au](http://www.iabaustralia.com.au)

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