

CMO webcast encourages end-to-end mobile thinking

Mobile commerce, or mCommerce, is exploding in today's market. As recently as the first quarter of 2015, analysts estimated that mCommerce makes up some 29% of eCommerce transactions in the U.S. and 34% of transactions globally.



Yet, according to one report, the US has seen a severe drop-off from browsing to transaction, with desktop conversion averaging 4.55% and mobile conversion only reaching 2.46%. What this gap predominately highlights is the breakdown in the mobile customer experience. When it comes to mobile experience, marketers have looked at individual points of improvement but have not taken the next steps forward.

The CMO Council will hold a one-hour webcast on Thursday 12 November at 10am PST/1pm EST/5pm GMT and explore how leading global brands are turning their mobile customer experience into one that engages from the first click to the final transaction.

Listeners will also hear peer-powered best practices in transforming and optimizing the mobile commerce experience just ahead of the busy holiday season. One of the key speakers is Christoph Heyn, Director, Mobile & Digital Guest Experience - Marriott International.

To register, please [click here](#).

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