

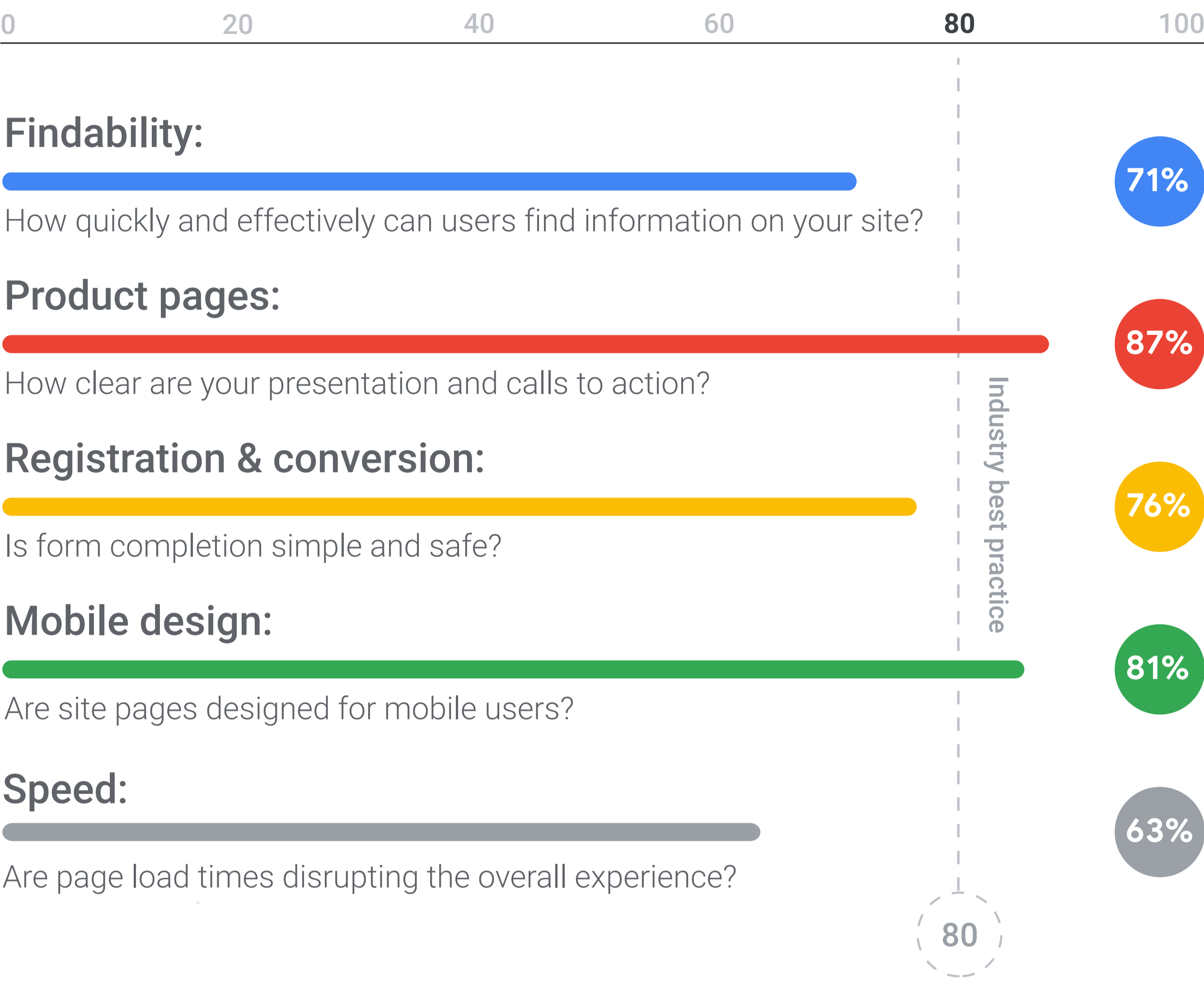
# Masters of Mobile: Southeast Asia Report

For consumers today, every online experience and interaction with brands is critical on the path to purchase — especially on mobile. Expectations for speed and simplicity are sky-high. To help brands bring their mobile experiences up to par, we commissioned Accenture Interactive to study the user experiences of 140 of the highest-trafficked mobile sites in Southeast Asia.

**79%** of consumers will still look for information online, even at the point of sale in stores.<sup>1</sup>

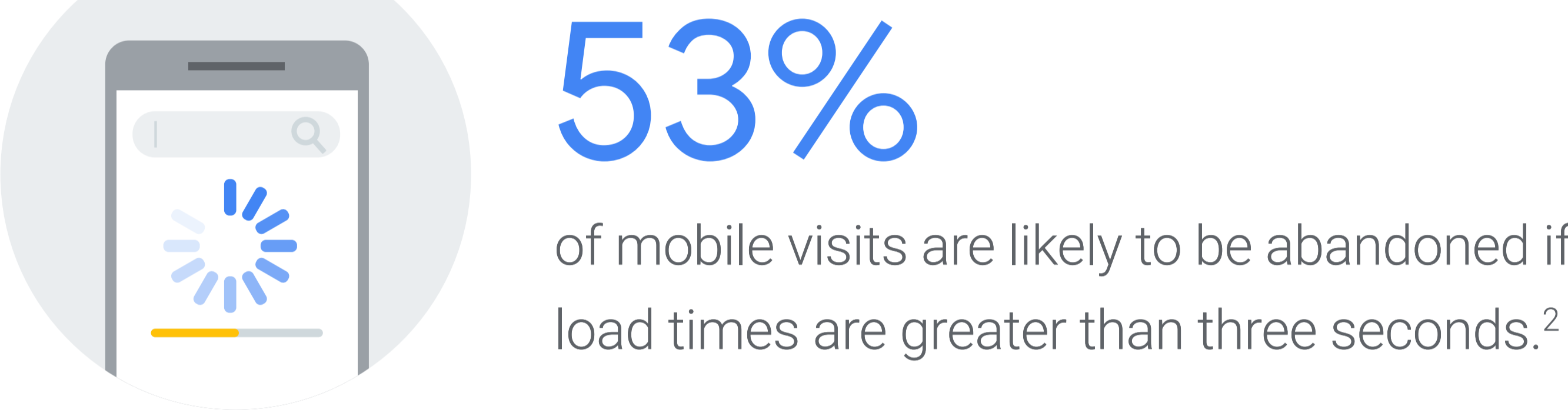
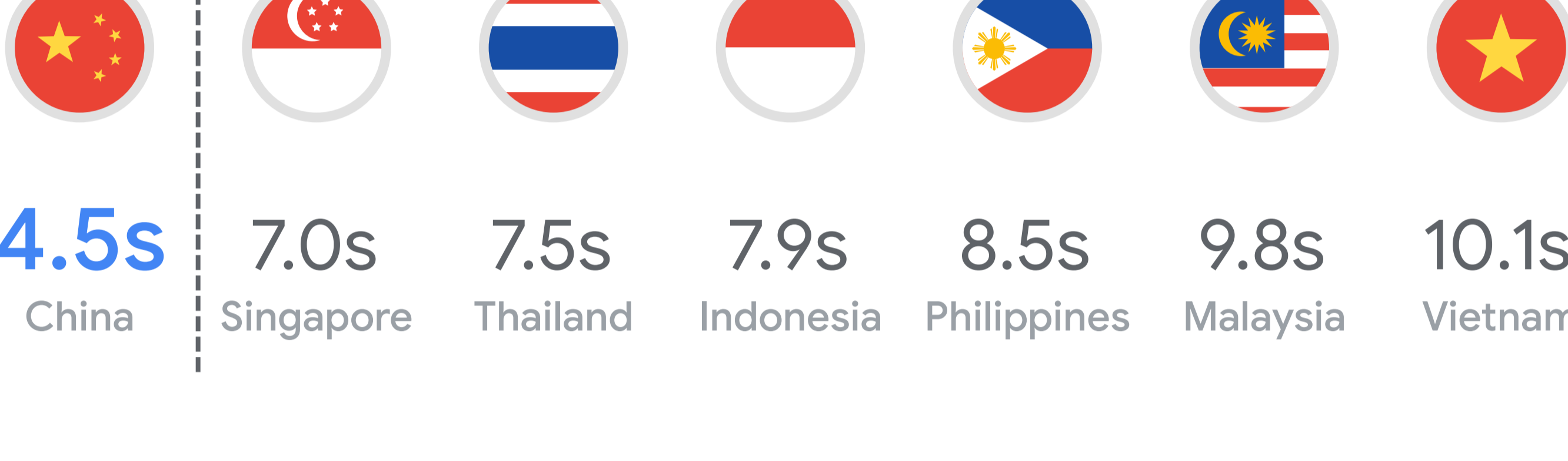
**20%** drop in conversions experienced for every second of delay in mobile page load time.<sup>2</sup>

## Mobile sites in Southeast Asia rate high on two out of five mobile touchpoints



## Mobile site speed in Southeast Asia still has room to grow

With an average load time of eight seconds, mobile sites in Southeast Asia are taking twice as long to load than sites in China, which has the fastest loading time for mobile sites in APAC at four seconds. Vietnam and Malaysia in particular are lagging behind, with average load times of more than nine seconds.



## To increase site speed, brands need to

- Cache static objects like HTML documents to prevent mobile site content from loading each time.
- Lighten the website by optimizing images and compressing text.
- Reduce server response time to prepare your site for high-traffic volume.

Just being fast isn't enough. Mobile sites need to consistently deliver a seamless experience.

## The mobile masters who aced it

These brands outperformed the industry across all five mobile consumer journey touchpoints:

Financial services	Retail & commerce	Travel
AEON (TH) <b>86%</b>	iHerb (SG) <b>89%</b>	Expedia (SG) <b>87%</b>
NTUC Income (SG) <b>83%</b>	Thegioididong.com (VN) <b>89%</b>	Hotels.com (SG) <b>86%</b>
POSB Bank (SG) <b>82%</b>	Qoo10 (SG) <b>88%</b>	Klook (SG) <b>84%</b>
Phillip Securities (SG) <b>82%</b>	Bhinneka.Com (ID) <b>87%</b>	Travelbook (PH) <b>83%</b>
DBS Bank (SG) <b>81%</b>	Điện máy Xanh (VN) <b>87%</b>	Traveloka (ID) <b>82%</b>

## You can do it too

- Use autocomplete to suggest popular searches.
- Allow users to save products to a guest wishlist.
- Ensure that input boxes in forms are correctly tagged for autofill.
- Avoid carousels — or let users control them.
- Allow users to purchase products as guests.
- Use visible spell-correct in site searches.

“We understand that we’re living in a mobile era, and website loading speed has a huge impact on conversions. That’s why we set a challenging KPI for our IT team: optimize loading speed to be less than 2.5 seconds on both desktop and mobile. We also carried our mobile-first mindset to other areas of our business to make sure everything displays quickly and correctly on mobile devices.”

— **Tung Nguyen**, E-Commerce Director, Dienmayxanh

**Sources**

1 Google/Kantar TNS, “Path to Purchase Study,” March 2017, IN, AU, NZ, JP, KR, CN, TW, KR, SG, TH, VN, MY, ID, PH, n=26,000+ respondents.

2 Google Research, Jan. 2018, Webpagetest.org sampled 11M global mWeb domains loaded using a globally representative 4G connection.