

Masters of Mobile:

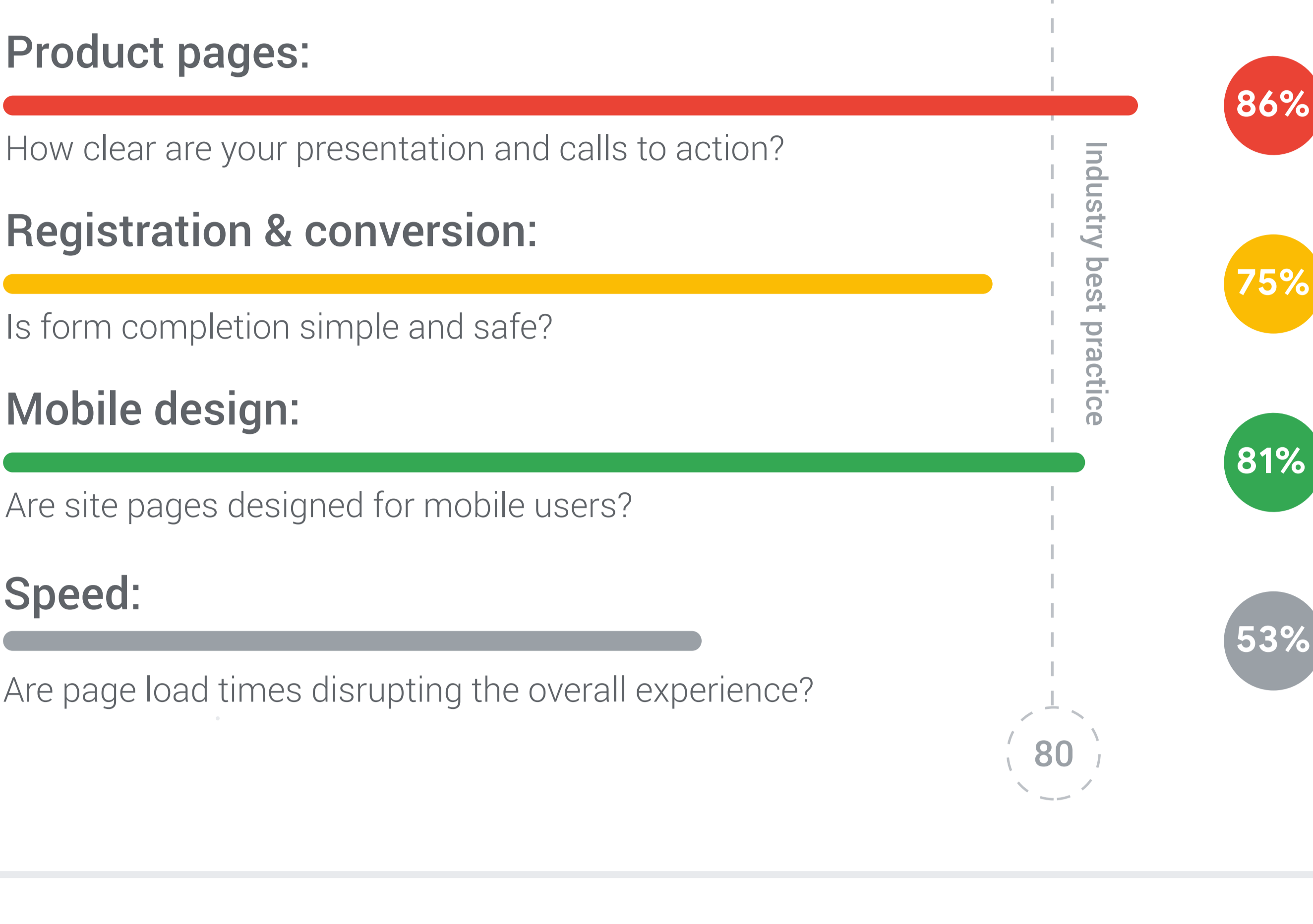
APAC Report

Consumers across the region are now mobile-first and their expectations for speed and seamless mobile experiences are at an all-time high. To help brands exceed those expectations, we commissioned Accenture Interactive to study the user experiences of over 700 of the most-visited sites across 12 APAC countries and three industries. Here's what we found:

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

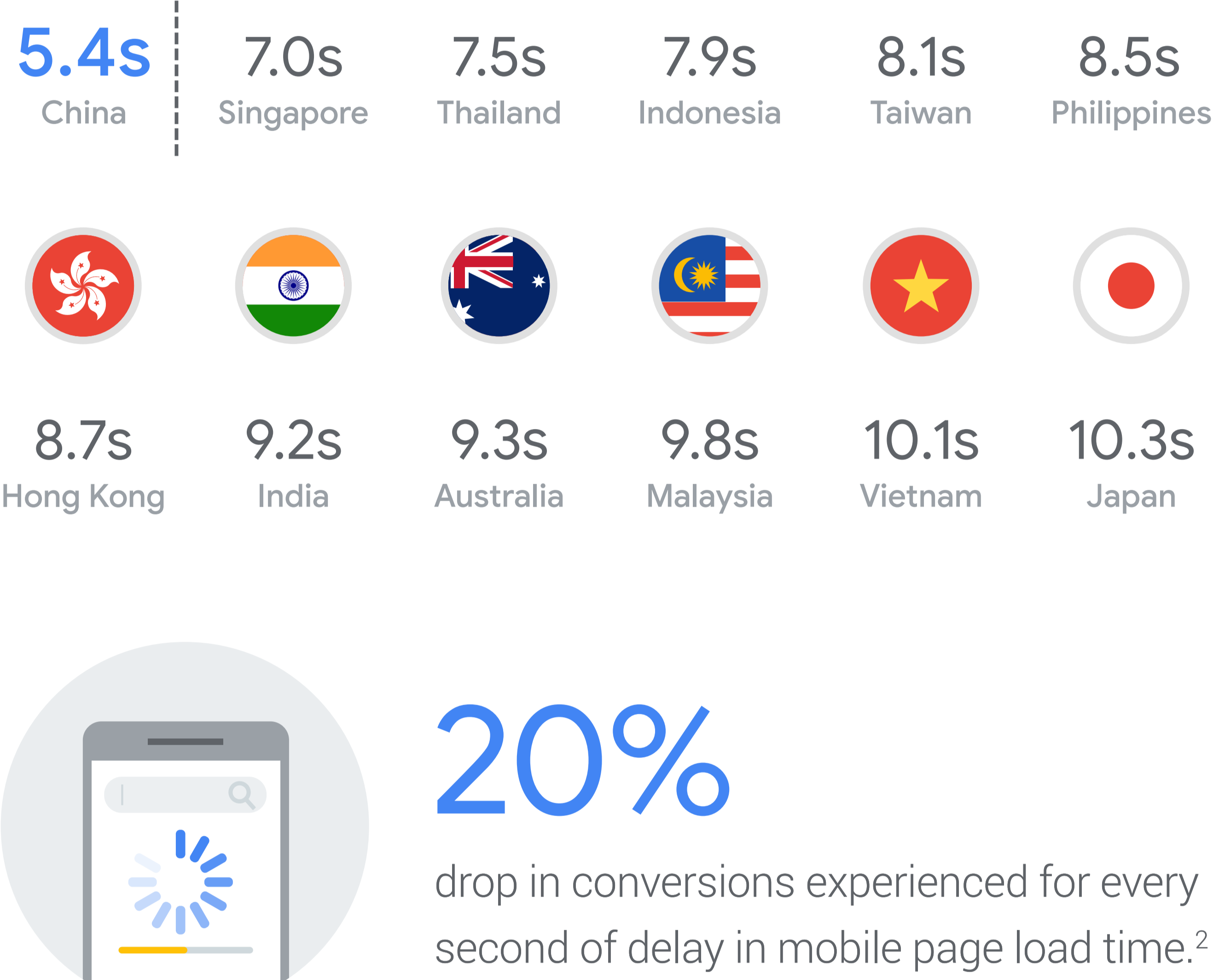
53% of mobile visits are likely to be abandoned if load times are greater than three seconds.²

Mobile sites in APAC rate high only on two of five mobile consumer journey touchpoints



The big challenge in APAC is speed

With an average load time of 5.4 seconds, mobile sites in Mainland China are the fastest in the region, followed by mobile sites in Singapore and Thailand. Vietnam and Japan, in particular, need improvement – sites in both countries take an average of ten seconds to fully load. Overall, APAC has some catching up to do. Even though sites in Mainland China are the fastest in the region, they still load slower than the recommended three seconds.



20% drop in conversions experienced for every second of delay in mobile page load time.²

To increase site speed, brands need to

- Lighten the load by compressing text and image elements
- Reduce server response time to prepare for high site traffic
- Avoid repetitive browser requests by caching static objects, such as images and HTML documents

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

The mobile masters who aced it

These best-in-class brands are delighting consumers by optimizing their mobile web experiences across all five consumer journey touchpoints:

Financial services		
Australia BankSA ME Bank Westpac	China China Construction Bank CIB Lakala	Hong Kong IG Group DBS Bank China Construction Bank
India* BankBazaar IIFL Kotak Mahindra Bank	Japan Monex Securities Saison Card Matsui Securities	Malaysia Maybank Hong Leong Bank
Singapore NTUC Income POSB Bank Phillip Securities	Thailand AEON Citibank KTC	Taiwan Cathay Bank Tai Shin Bank
Retail & commerce		
Australia Target Banggood Etsy	China JD.com Qichedaquan Weipinhui	Hong Kong iHerb Huawei Ruten
Indonesia Qoo10 Bhinneka.Com Amazon	India* Amazon CaratLane Flipkart	Japan Amazon Sanrio ToysRUs
Malaysia Shopee Lazada 11STREET	Philippines Amazon Apple Globe	Singapore iHerb Qoo10 Amazon
Thailand Amazon eBay Lazada	Taiwan ASUS Ruten Amazon	Vietnam Thegioididong.com Điện máy Xanh Amazon
Travel		
Australia Viator Singapore Airlines Hotels.com	China Alitrip Qunar Lvmmama	Hong Kong HK Express Hotels.com Klook
Indonesia Traveloka Booking.com Airy Rooms	India* Cleartrip Jet Airways redBus.in	Japan Hotels.com Toyoko-inn Expedia
Malaysia Expedia Traveloka Easybook	Philippines Hotels.com Travelbook Booking.com	Singapore Expedia Hotels.com Traveloka
Thailand Hotels.com Expedia Traveloka	Taiwan Eva Air Hotels.com Expedia	Vietnam Expedia Traveloka Mytour

*Brands for India are arranged by alphabetical order

**Some countries only have two brands on the leaderboard due to the selection process of only assessing the highest trafficked mobile sites in APAC

You can do it too

- Use autocomplete to suggest popular searches.
- Allow users to save products to a guest wishlist.
- Clearly highlight booking form mistakes in real time.
- Provide users with helpful next steps after unsuccessful searches.
- Showcase the tangible benefits of creating an account.
- Ensure form input boxes are correctly tagged and include autofill.

“We decided to implement a goal of improving our mobile web experience across the entire organization because that’s where most customers begin their shopping journey. Mobile not only delivers a high number of conversions but also helps us build brand equity by meeting customers’ expectations throughout their travel shopping journey.”

— **Gabriel Garcia**, Head of Marketing Asia Pacific at Expedia