

SMALL MERCHANTS AND MOBILE

Merchants Follow Mobile Technology

Merchants who want to grow know that mobile technology is key. Although smaller merchants do not yet offer mobile apps and websites optimized for mobile phones, they're interested in doing more.



SMALL MERCHANT WEBSITES AREN'T MOBILE YET



While the vast majority of merchants have websites and nearly half offer the ability to shop online, less than a third have optimized their websites for smart phone viewing.

SMALL MERCHANTS LISTEN TO CUSTOMERS VIA SOCIAL NETWORKS



Merchants know their customers talk about them online. Most either encourage feedback from their customers through social media channels or plan to gather feedback soon.

INTERESTED, BUT WAITING

	USE	INTERESTED
Custom mobile app	10%	40%
Offers sent to mobile phones	10%	38%
Location-based marketing	12%	34%
Email receipts	29%	40%
App that allows customers to scan items and perform self checkout	8%	27%
QR codes that provide company information	16%	34%

Merchants are aware and interested in new technologies, but adoption rates are still gaining momentum.