The Mobile Halving

Learning objective: You'll quantify your shop's mobile conversion gap in euros, explain the four main causes at a decision-maker level, and prioritize speed, touch UX, and trust as the levers with the highest economic impact.

Key Takeaways

- Most visitors come from mobile, yet they buy far less often.
- Context, input friction, speed, and trust all drag down mobile conversion.
- The revenue loss can be calculated and communicated precisely using your own analytics.
- Context: mobile users are distracted and short on time.
- Input: thumbs are less precise than mice.
- Speed: load times over three seconds cost you visitors.
- Trust: small displays show fewer security signals.

Framework steps

1. **Measure the gap**
2. **Understand the causes**
3. **Prioritize levers**
4. **Notification**
5. **Distraction**
6. **Leave page**
7. **Context**

Key points at a glance

RELEVANCE

What does this mean for your shop?

Mobile-first doesn't mean buying more traffic; it means making the traffic you already have more profitable.

CONCEPT

The mobile traffic share keeps growing

In many e-commerce segments, the mobile traffic share sits at sixty to seventy percent.

The desktop conversion rate in German e-commerce averages two to three percent.

The mobile halving effect describes the systematic drop in conversion rates on smartphones compared to desktop devices.

CONCEPT

Cause 1: The mobile context

Mobile users are often on the go, distracted, and short on time.

CONCEPT

Cause 2: Input friction

A thumb is less precise than a mouse and covers a larger area.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.