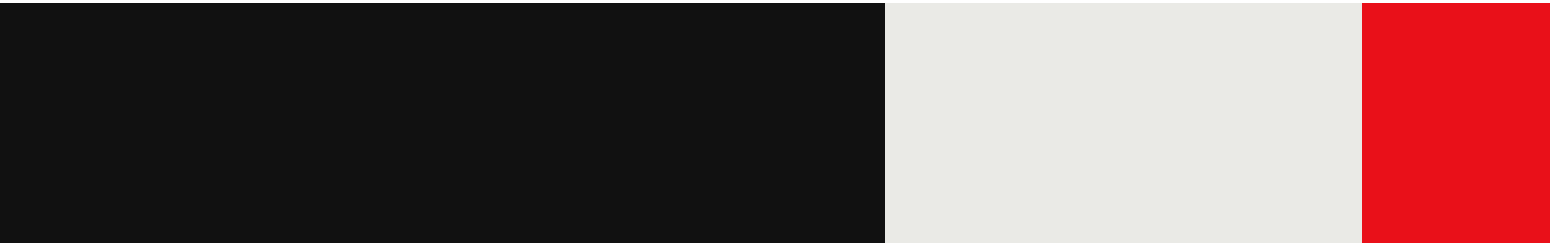



# For Many Merchants, Mobile Commerce Is a Challenge

Article



**M**obile commerce **isn't always synonymous with user-friendly**. And for merchants trying to engage consumers on their devices, that's a pressing concern.

But it's not the only one.

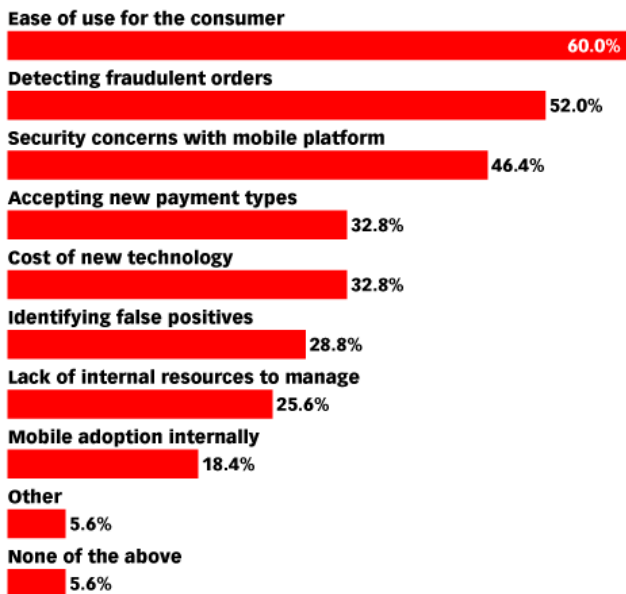
In a March 2018 survey by fraud and risk management platform **Kount**, 600 merchants worldwide—across 29 industries like apparel, entertainment and food—said they faced a plethora of challenges when it comes to mcommerce.

Of course there's the ease of use for the consumer, cited by 60.0% of merchants, but there's also detecting fraudulent orders (52.0%), security concerns with mobile platforms (46.4%), the cost of new technology (32.8%) and the lack of internal resources to manage (25.6%).

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### Challenges of Mcommerce According to Merchants Worldwide, March 2018

% of respondents



Source: Kount, "2018 Mobile Payments & Fraud Survey," June 14, 2018

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The challenges merchants are up against align with what consumers feel make a good mobile experience. A November 2017 **PacketZoom** and **Tapjoy** survey found that 66% of US mobile app users said reliable performance is an important trait in an app, while 62% said ease of use. Another 70% said that when using an app, security is most important.

And solving these challenges will be critical, especially for retailers. We forecast that US mcommerce sales will reach \$208.29 billion in 2018, accounting for nearly 40% of total retail ecommerce sales.