



Tapping into tablets.

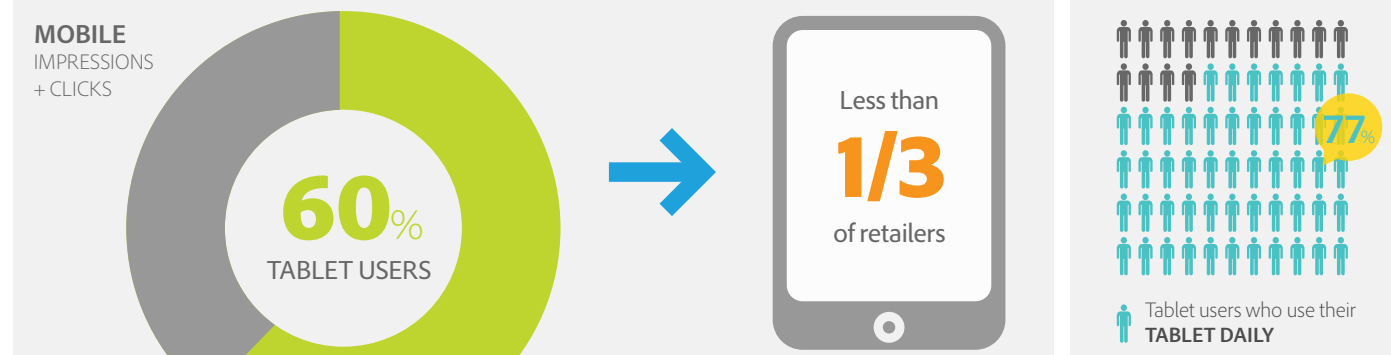
Tablet sales are skyrocketing, driving new trends in mobile purchasing.

Today's tablet market.

Shipments of tablets are expected to grow to 383.3 million units in 2017, compared to 72.7 million in 2011. That's an increase of 427%.

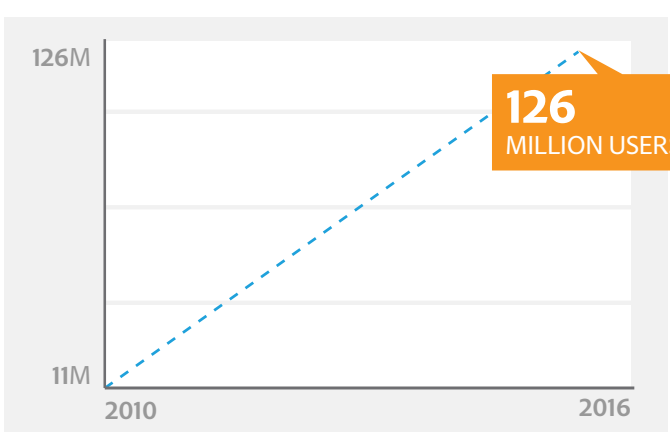
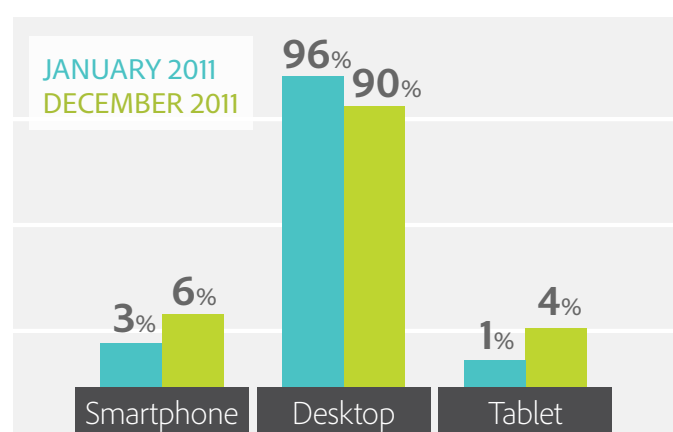
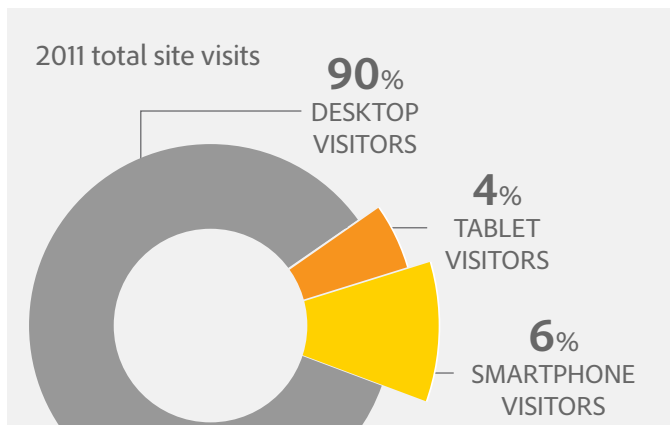


Even though a recent study says that TABLET USERS already account for 60% of mobile impressions and clicks, less than 1/3 of retailers have tablet-optimized sites.



The rising tablet surge.

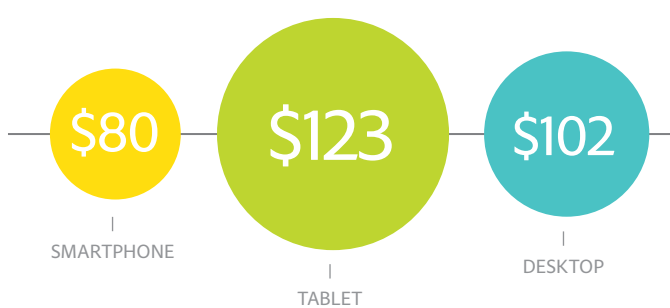
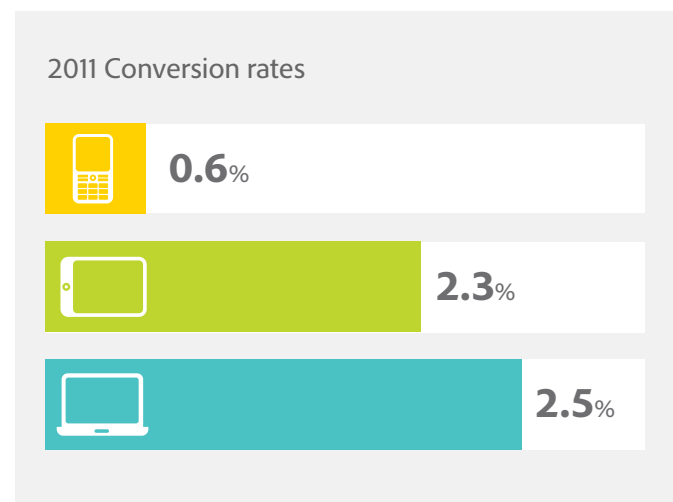
Tablet visitors still make up a relatively small percentage of total site visits compared to visitors using smartphones or traditional desktop computers.



Tablet users' share of visits increased 4X in 2011:
· Smartphone visits doubled
· Traditional visitor's share of visits dropped 0.6%

The tablet market is exploding. By 2016, there will be 126 million tablet users in the U.S. alone.

Purchasing habits of tablet users.



After tablet visitors have researched a product, they are ALMOST as likely to make a purchase as traditional users and four times as likely as smartphone visitors.

Tablet visitors spend 54% more per purchase than smartphone users and 21% more than traditional users.

Know the tablet habits.

Tablet visitors' purchasing habits fall into two categories.

The visitor Male and affluent	The environment Non-stressful
29% of the 28 million U.S. tablet owners make \$75,000 or more.	34% of tablet visitors shopped on the weekend compared to 24% of traditional users and 27% of smartphones users.
Tablet users skew toward 18 to 34 year old males, and males typically make more mobile purchases than females.	81% of tablet users shop at home in their living rooms.

Enough with the why and on to the how.

Use the following tips to enhance your tablet marketing strategy or to build one from scratch. Either way, don't miss the opportunity to tap into the tablet market.

Become tablet friendly.

If a website is optimized for a tablet user, those users spend more than they do on sites geared for smartphone and traditional users.

- Use fingertip-sized buttons.
- Use large fonts to make it easier to read.
- Test on multiple platforms and devices.
- Ensure that content can be viewed in either a landscape or a portrait orientation.
- Avoid cumbersome drop-down menus.
- Develop with HTML5, which is compatible on Apple, Android, and Blackberry platforms.
- 76% of mobile users engage in social media daily. Capture their interest by using Facebook and Twitter to announce promotions and facilitate purchases.
- Offer promotions specifically for tablet users.
- Focus on the user experience. The interface should be attractive AND should function a natural way.
- Keep content simple and images small enough to fit on one full page.

Build your marketing plan across devices.

SEGMENT	CREATE	MEASURE	TARGET	OPTIMIZE
STEP 1 Identify which users and device types interact with your company most frequently.	STEP 2 Create sites and apps that are tailored to different device types.	STEP 3 Measure the success of your optimized sites, and use the data to make improvements.	STEP 4 Identify and remain focused on optimal customer targets in order to increase ROI.	STEP 5 Use measurements and web analytics tools to identify and fine-tune improvements that enhance and increase customer engagement.

For more information on how to create a satisfying, engaging experience for your tablet customers, visit www.adobe.com/go/mobile-strategy.