



The State of Mobile Web US 2015

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Southwest[®]

PayPal

at&t

PNC

Marriott

indeed[™]
one search. all jobs.

CHASE

AMERICAN EXPRESS

tripadvisor

Expedia[®]

Overview

The explosion of smartphones and tablets has transformed our world in many ways, and it has also transformed the internet. In a survey of the leading sites in the US, an average 55.67% of traffic in Q4 2015 comes from mobile devices, compared to only 48.7% in Q4 2014, a rise of 14%.

Additionally, Google Chrome is the second most-used app among Android users in the US. These are good indications of the growing dominance of mobile devices, and the importance for websites and industries to create mobile friendly web experiences.

Examining the top 10,000 websites in the United States over 24 categories, based on mobile web visits in 2015, discover which industries are most mobile-web-dependent and mobile- web-friendly.

<i>Industry</i>	<i>Avg. Mobile Share</i>
Beauty and Fitness	67.25%
Home and Garden	63.25%
Health	62.75%
Pets and Animals	62.10%
People and Society	59.77%
Shopping	57.63%
Gambling	55.96%
Auto	55.55%
Recreation and Hobbies	55.40%
Sports	54.66%
Arts and Entertainment	54.59%
Travel	53.74%
Business and Industry	52.78%
Adult	52.27%
News and Media	51.66%
Reference	50.87%
Law and Government	49.65%
Books and Literature	46.45%
Science	45.98%
Career and Education	45.84%
Internet and Telecom	44.50%
Finance	43.77%
Games	39.33%
Computer and Electronics	36.95%

Mobile Web US 2015

Data By  SimilarWeb

The majority of categories receive more than 50% of their traffic from mobile devices. The leading category, Beauty and Fitness, is full of very visual sites, which is likely conducive to mobile web browsing. Health is also a prominent category, because of the ubiquitous human tendency to look up symptoms when on the go.


At the bottom of the list are categories that we may expect to be heavily mobile, like Games and Computer and Electronics. However, these are two categories that have strong app penetration, and so when users access them on their phones or tablets they use the app.

Engagement Metrics

The rate of mobile web visits is not the only important measure of how successfully an industry is engaging with its users on their mobile devices. On average, users spend less time on site, and view fewer pages per visit when using their mobile devices than they do on desktop.

	<i>Avg. Time on Site</i>	<i>Avg. Pages per Visit</i>	<i>Avg. Bounce Rate</i>
<i>Desktop</i>	05:19	5.19	47.65%
<i>Mobile</i>	03:05	3.34	56.39%

Mobile Web US 2015

Data By  SimilarWeb

There is a mismatch between the most mobile industries to those that most engage their users. Beauty and Fitness and Home and Garden, which led the list of highest mobile web share, are not performing well in terms of keeping people on their mobile sites.


<i>Industry</i>	<i>Avg. Time on site</i>	<i>Avg. Pages per visit</i>
Adult	0:04:58	5.78
Books and Literature	0:04:29	3.75
Gambling	0:04:04	3.56
Shopping	0:03:44	4.72
Games	0:03:40	3.29
Recreation and Hobbies	0:03:30	3.85
Finance	0:03:28	4.07
Travel	0:03:24	3.61
Career and Education	0:03:23	3.73
Sports	0:03:20	2.90
Auto	0:03:15	3.96
People and Society	0:03:06	3.57
Internet and Telecom	0:03:04	3.05
Business and Industry	0:02:59	3.36
Law and Government	0:02:59	3.22
Arts and Entertainment	0:02:55	3.27
Beauty and Fitness	0:02:52	3.24
Computer and Electronics	0:02:13	2.40
Pets and Animals	0:02:10	2.76
News and Media	0:02:10	2.17
Home and Garden	0:02:08	2.85
Health	0:02:08	2.52
Reference	0:02:06	2.17
Science	0:02:05	2.33

Mobile Web US 2015

Data By  SimilarWeb

Most successful across the board is the Gambling industry, with 55.96% of traffic coming from mobile devices, high engagement rates, and low bounce rate. Adult is another, perhaps more surprisingly, extremely mobile category, with 52.27% of traffic coming from mobile devices. Adult sites top engagement metrics and enjoy a low bounce rate of 42%.

<i>Industry</i>	<i>Avg. Bounce Rate</i>
Finance	41%
Adult	42%
Shopping	47%
Career and Education	48%
Travel	49%
Gambling	51%
Auto	51%
Business and Industry	52%
Law and Government	53%
Recreation and Hobbies	55%
Books and Literature	56%
Sports	57%
Games	57%
Internet and Telecom	57%
Beauty and Fitness	59%
Arts and Entertainment	60%
People and Society	61%
Computer and Electronics	61%
Home and Garden	62%
Pets and Animals	65%
Health	66%
News and Media	67%
Science	68%
Reference	69%

Mobile Web US 2015 Data By  SimilarWeb

Travel

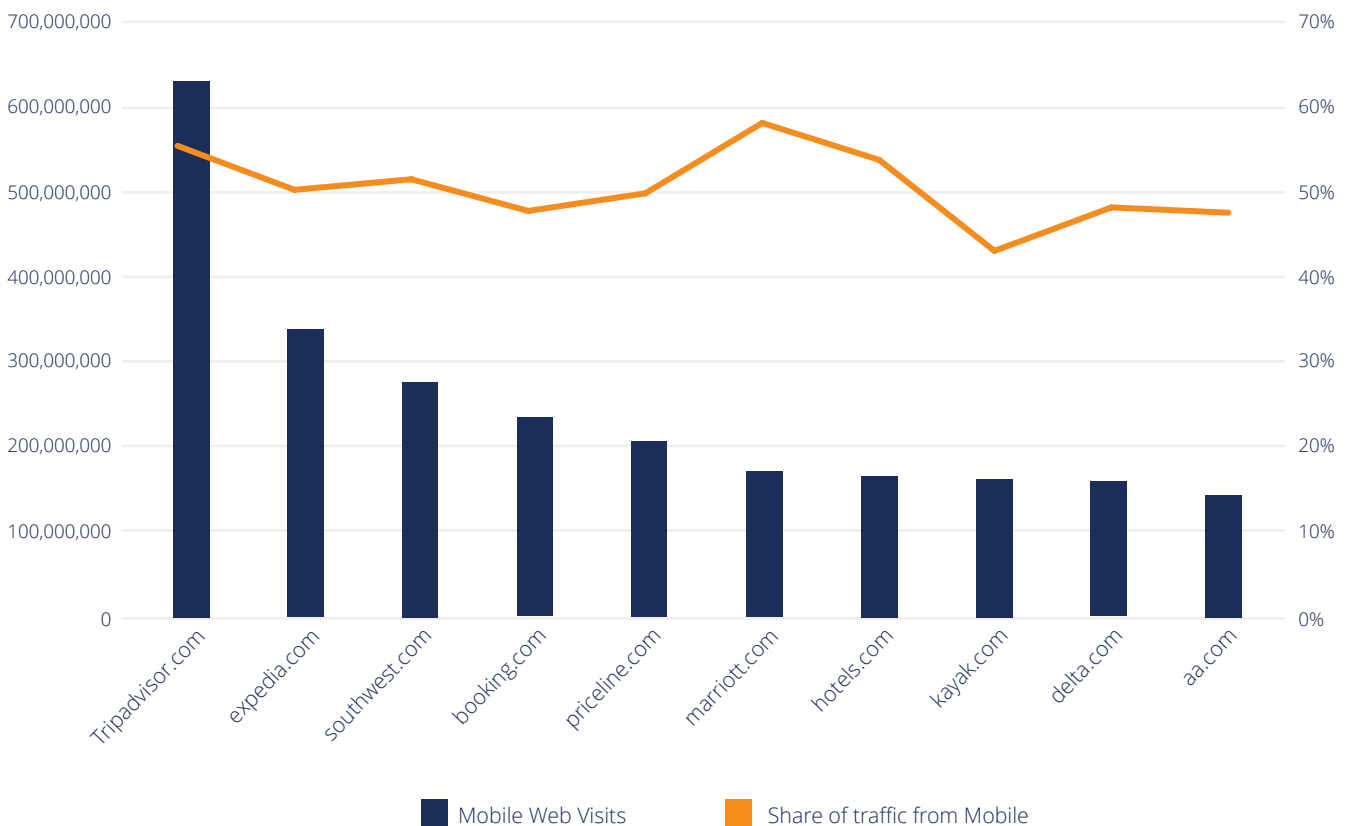
The Travel Industry offers an interesting snapshot of mobile websites - the leading 10 sites in terms of mobile web visits include three airlines, five OTAs, a hotel chain, and at the top TripAdvisor, which is a unique site in this category.

TripAdvisor dominates the travel industry on mobile web as users search for places to visit on the go. Marriott notably was the only hotel chain to make it to the top 10 mobile web travel ranking in the US. Southwest Airlines is clearly the leading mobile web airline while Expedia is the top OTA for mobile web in the US.

Mobile Web Leaders: Travel

Mobile Web US 2015

Data By  SimilarWeb



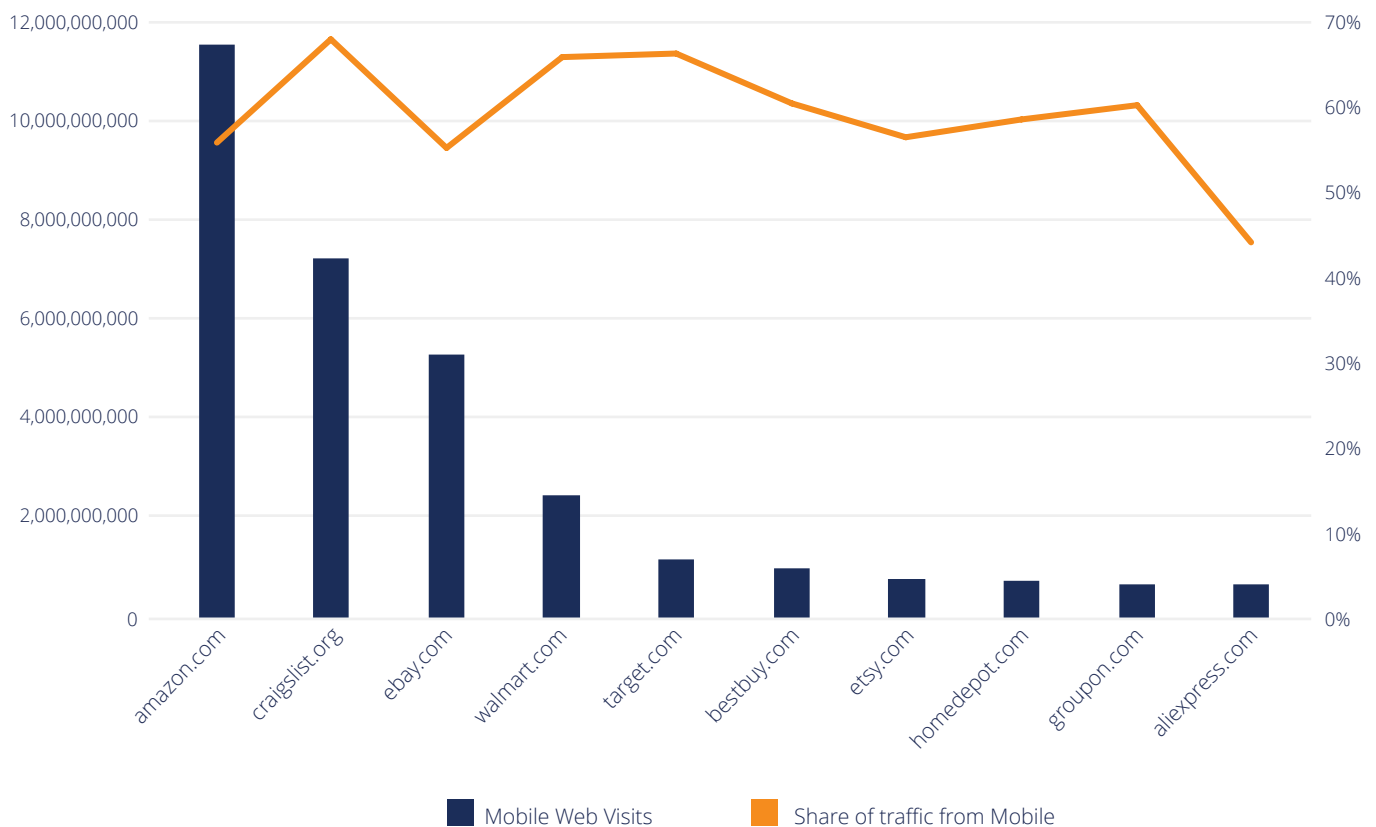
Shopping

For e-commerce sites, mobile web accessibility is crucial. In the top 10 websites with the most mobile web visits in the US, there is a much greater range -- AliExpress has only 43% mobile traffic while Craigslist has almost 67%. This is due to the fact that there's greater variety in what these sites offer: as a fairly low-tech classifieds site, Craigslist probably gets a lot of traffic while people are on their phone or in transit.

Mobile Web Leaders: Shopping

Mobile Web US 2015

Data By  SimilarWeb



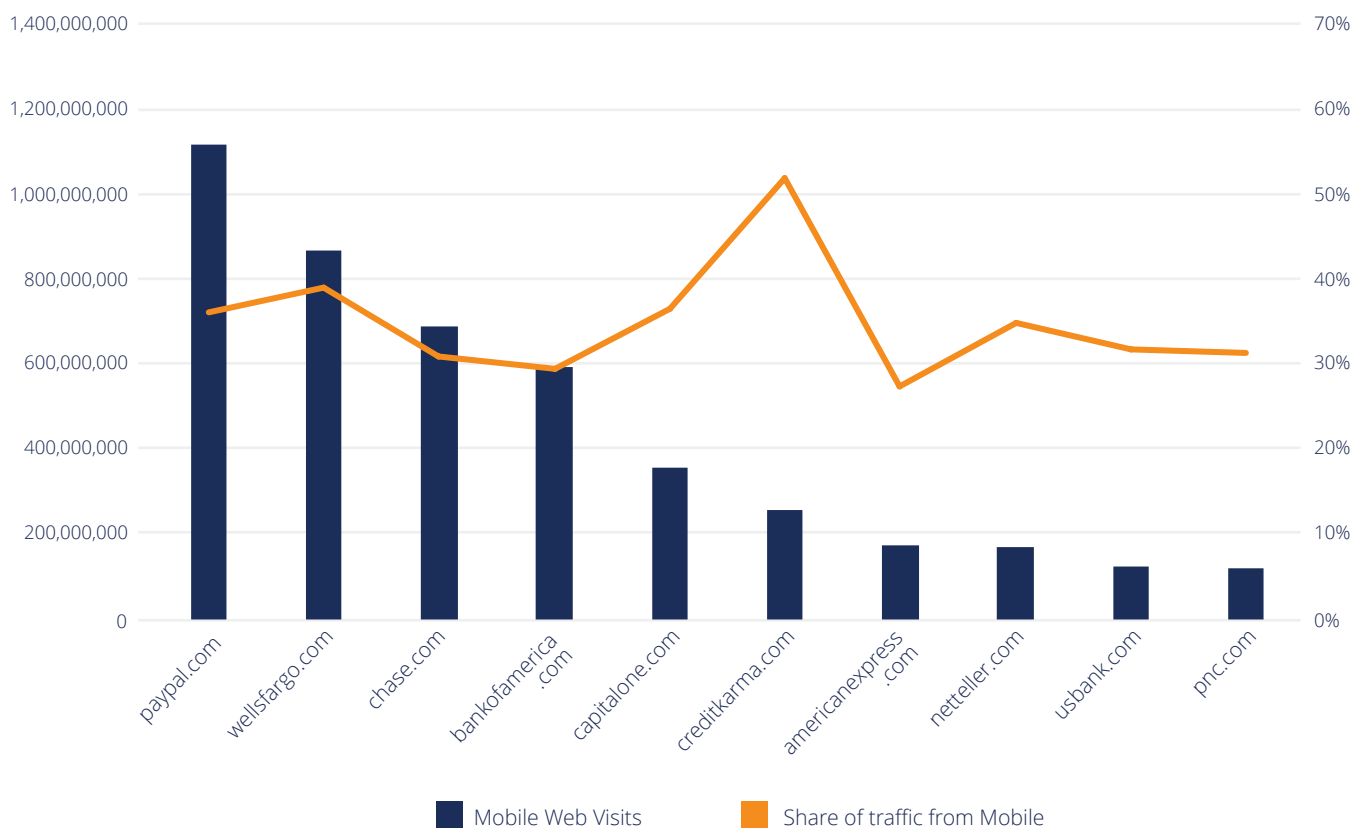
Finance

Finance sites rely heavily on their respective apps, which explains the relatively low ratio of traffic coming from mobile devices. The exception here is Credit Karma, which is not a service a user accesses as regularly as a bank account. This probably explains the much higher mobile rate Credit Karma enjoys.

Mobile Web Leaders: Finance

Mobile Web US 2015

Data By  SimilarWeb



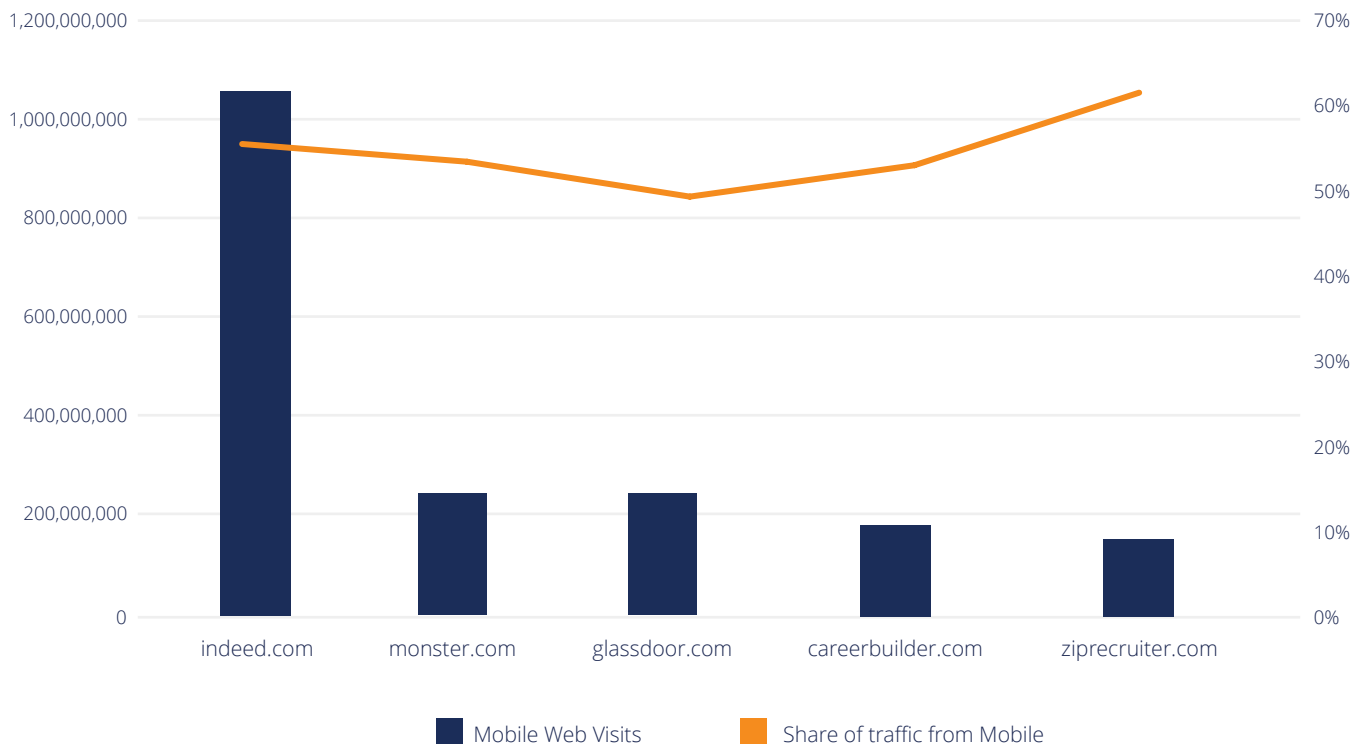
Subcategory: Jobs and Employment

Job sites enjoy relatively high mobile ratios, showing that job searches are no longer something we do from our desk (or desktop). Indeed.com is the undisputed leader in this category, and garners levels of mobile visits that are usually reserved for e-commerce sites.

Mobile Web Leaders: Job and Employment

Mobile Web US 2015

Data By  SimilarWeb



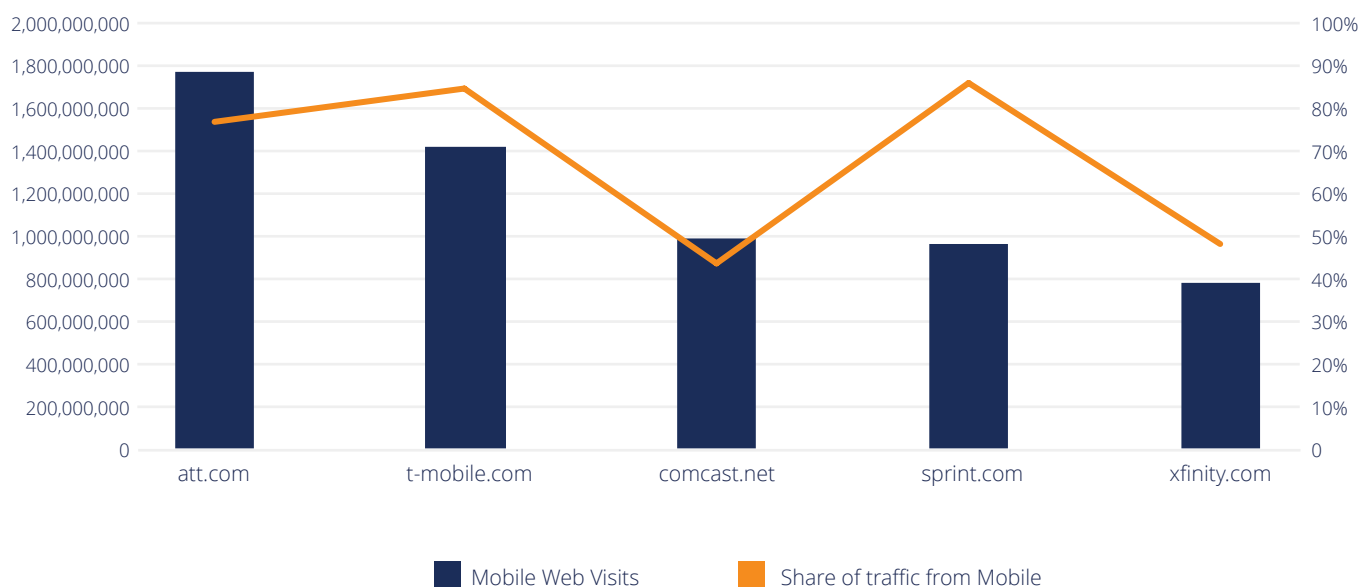
Subcategory: Telecommunications

On the whole, telecommunication sites enjoy high mobile traffic rates. We see that Comcast and Xfinity, which are cable sites are less mobile, probably because people use their app to stream, and they are less mobile friendly. Phone service providers, on the other hand, have very high mobile rates.

Mobile Web Leaders: Telecommunication

Mobile Web US 2015

Data By  SimilarWeb



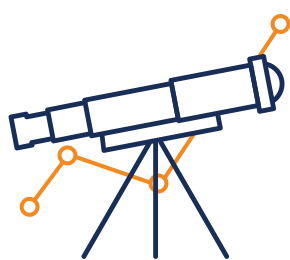
Get Actionable Insights for Mobile Web

As mobile devices become faster and more ubiquitous, and as we spend more time browsing the internet on the go, sites will have to adapt and adjust. Sites need to be fully mobile, and content needs to be tailored for mobile consumption. Benchmarking your own website's performance against the industry, and understanding where you stand in relation to your competitors can help you build a better experience for your customers, and keep them coming back to your site.

SimilarWeb's Mobile Web insights enable businesses and investors to::

- Discover strengths and weaknesses of their competitors' sites
- Reveal their online marketing strategies
- Decide which mobile web metrics can be improved, and
- Deploy digital marketing strategies to effectively engage new and existing visitors.

To learn more about how we can help you improve your mobile web performance and mobile readiness call SimilarWeb at 800-540-1086, or *contact us online*.



DISCOVER



DECIDE



DEPLOY

Discover Your Competitors' Website Traffic Statistics

SimilarWeb's proprietary big-data technology is the basis of our SaaS solutions.

SimilarWeb's experienced research teams use machine learning algorithms and statistical modeling to combine multiple global and cross device data sources. Every day SimilarWeb collects and processes billions of data points covering every website, every app, across every industry, worldwide.

This is done by combining data from the following sources:

1. We own the largest and most diverse panel in the world comprised of over 200 million users who use one of our thousands of free apps in exchange for access to their anonymous mobile app and website usage data.
2. We partner with Internet Service Providers around the world and integrate their data into our system. Working with ISPs enables us to sit on the pipes that shift internet data around the world and analyse this data, providing us with a deeper understanding of online trends.
3. 10,000s of websites and apps directly share their analytics data to help explain the digital world.
4. We crawl, collect and map billions of data points per month from around the web and digital ecosystem.