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NEW YORK (TheStreet) - With Black Friday and Cyber Monday just days away, TheStreet's Laurie Kulikowski spoke with Jeff Goldstein, president of PriceGrabber, about the role of mobile in this season's holiday sales. Kulikowski reported that nearly 24% of shoppers plan to make purchases via a mobile device this year, a 44% increase from last year. Retailers are much more prepared this year, Goldstein said. Many have updated their websites to be mobile-compatible, and they've also started pushing for mobile applications. Shoppers can get coupons and find sales information about apps, too. He said that of traditional retailers, Wal-Mart (WMT) - Get Report and Target (TGT) - Get Report has done a fantastic job in revising their mobile presence. Goldstein suggested that clothing, electronics and gift cards will remain popular trends going into the busiest part of the holiday season. While mobile sales are picking up from people shopping at home, Black Friday is still expected to be strong, with plenty of traffic in stores, he said. Goldstein concluded that Cyber Monday should make over \$2 billion in sales, a 17% increase from last year's figures. Written by Bret Kenwell in Petoskey, Mich. Follow @BretKenwell Bret Kenwell currently writes, blogs and also contributes to Robert Weinstein's Weekly Options Newsletter. Focuses on short-to-medium trading opportunities that can be exposed through options. He prefers to use debit trades on momentum setups and credit trades on support/resistance setups. He also focuses on building long-term wealth by searching for consistent, quality dividend paying companies and long-term growth companies. He considers himself a surfer, not the wave, in terms of the market and himself. He has no allegiance to either the bull side or the bear side. November 25, 2014 5 min read Opinions from Entrepreneur contributors are their own. It's the most wonderful time of the year for suppliers or all types, but one thing sure to sour someone's eggnog is customers give up their shopping carts. It's hard to imagine a grocery customer abandoning his item-filled cart in an aisle and wandering out the door for any reason other than an emergency, but it happens in mobile apps all the time, whether it's on Cyber Monday or your garden black Wednesday afternoon. A customer may be distracted in the middle of the box or decide to do more price control - we have less control over them. However, it's also common for customers to get frustrated with a lackluster mobile experience, or there's a problem in your app that prevents or slows the customer from completing the process. In any case, the test gives you a much better idea of what's really happening with shopping-cart decisions and how to optimize the entire mobile shopping experience to make the register ring this holiday season. Get into your customers' heads to find out exactly what happened in each abandoned-shopping-cart is very, but understanding understanding big picture behavioral trends using data are not. Before you rely on marketing automation to solve your checkout issues, take a closer look at factors leading up to the checkout and evaluate the design of your purchase flow:Is the process too long? Does your platform look reputable? Are there any parts that can be confusing? If you think that changing specific elements can improve your design, create a different version based on your hypothesis and run an A/B test to see if there is any improvement in checkout rates with the new design. Related: How to get people to stop ditching their Online Shopping CartOnce to remove any fatal design flaws, you can probably focus on re-engagement. Successful customer-izing campaigns generate more money and lead to higher revenue, among other good results. Failed campaigns, on the other hand, can cause damage, including customer claim, reduced lifetime value, or even an uninstall of your app. Right now, the main mobile re-engagement tool available to marketers is push announcement. If you want to use it in a sensible way and reduce cart abandonment, consider the following suggestions:1. Make sure you know who you want to get back on. Don't just blow up a push notification to any customer who adds something to his cart. Instead, think of the types of users who may have a positive (or at least neutral) response to unsolicited messages from your mobile app. Based on the current user base and user activity, you need to find out how to operationalize happy customers who are on the purchase path. Some potential push campaign recipients could be users who searched through 10 products then added something to the cartSolet at least a minute looking at page then added itemRead reviews before adding an itemForsat a high value itemTilsat over 15 items to their cartPreviously purchased from your app. Keep in mind that most people don't like arbitrarily receiving flyers - the same goes for push notifications, so make sure the recipient list is well thought out. Related: Retailers of all sizes can deliver a hassle-free Shopping Experience2. Create a call to action that encourages re-engagement. This could be a discount offer, recommendations or just really great marketing copy. In any case, it should get the user's attention and give him a reason to re-engage with your app. A few ideas for messaging: Offer a 10 percent discount if the items in the shopping cart add up to \$100 or less. Offer 20 percent if the items in the shopping cart are more than \$100.Remind the user of easy alternative checkouts like PayPal or Google Wallet.Recommend items that supplement the items in the shopping cart. Notify the user when the shopping cart items are low in stock. Notify the user when shopping cart items are sold.3. Use A/B tests to compare conversion Lift. To measure true lift, the A/B always tests the results of the check-out results for users who received a push notification against those who did not. Did this push campaign actually get users to check out more or were other factors on on if you send a push notification during December and see an increase in the number of check-outs from November, it's likely due to higher user activity during the holidays. Check to see if the rest of your users have similar payment numbers for the same dates.4. Measure the lifetime value after a reengagement campaign. Remember to look at the big picture and use the A/B test to compare the conversion and retention of users who received cart-abandonment campaigns to those who didn't. You can actually get more boxes because of your campaign, but these users can never buy from you again if they don't have a positive experience. Always look at lifetime value measurements to make sure your customers come back. Follow these guidelines and your holiday campaign should keep your register ringing, and make you a cheerful old elf rather than a downcast Grinch this year. With that, happy holidays and happy tests! Related: The Holidays are coming: 4 ways startups can meet shoppers on Mobile PayPal has unveiled a mobile payment initiative for shoppers that doesn't require near-field communication (NFC) technology inside smartphones. The system relies instead on using smartphones and other mobile devices to scan product barcodes and to allow payments through PayPal mobile accounts. Users will also be able to use credit card scanning terminals commonly seen in grocery stores: The user enters a phone number and PIN on the terminal's keyboard instead of swiping a credit or debit card. PayPal's Scott Thompson laid out the basics of the plan in a blog posted Wednesday. In the blog, he also took a swipe at competitors including Google, MasterCard, Visa and others who work with NFC in smartphones for a mobile wallet. Let's be clear about something - we're not just pushing a credit card on a phone, Thompson said in his blog. PayPal is already a major global force in online payments, with 100 million customers. While PayPal's new payment technologies don't rely on NFC, they suggest making in-store payments possible from any device and supporting GPS-based offerings, according to Thompson's blog. PayPal even allows customers to set up payments on credit after they've checked out. Along with a Thompson's blog is a video showing the different payment methods PayPal will support. Thompson also promised more details at the X.commerce Innovate Conference October 12-13 in San Francisco.In the video, a user paying for groceries at a terminal by entering a phone number and PIN at a terminal. In another segment, the user scans a barcode on a product with a smartphone, uses the phone to pay for it and walks out of the store with the goods while she shows the clerk that her phone was being used for payment. Dozens of merchants got a sneak peek at the technology Wednesday at an event PayPal sponsored. The event was covered by All Things D , which was not allowed to take but posted a story. In addition to the payment methods shown in PayPal PayPal this story said PayPal will allow customers to continue using plastic cards, issued by PayPal, for payment. In an interview posted on AllThingsD, Thompson said PayPal approach does not require merchants to install new terminals, nor does it require customers to buy a new smartphone. While Thompson didn't rule out NFC, he said, We're not embracing technology, adding that working with NFC on a particular phone with a specific network and banks can only serve 50 people out of 350 million people in the United States. Starbucks has also expressed concern about the long delivery time for NFC technology to develop and has instead relied on barcode scanning with smartphones to allow customers to make in-store purchases. PayPal said in February that it would start pilot programs of mobile payments within a year, but did not provide more details on timing. It faces a number of competitors. All the major credit card companies and many big U.S. banks have announced plans for mobile payments. Google said it would work with MasterCard and Sprint on launches later this year, while Visa has outlined separate initiatives. Isis, a consortium of three major wireless carriers, plans two pilots in 2012.PayPal and its parent eBay has also filed a lawsuit against Google for stealing trade secrets related to mobile payments and point-of-sale strategies. Matt Hamblen covers mobile and wireless, smartphones and other used and wireless networks for Computerworld. Follow Matt on Twitter at @matthamblen subscribe to Matt's RSS feed. His e-mail address is mhamblen@computerworld.com. Learn more about mobile and wireless at Computerworld's Mobile and Wireless Topic Center. The story, PayPal Reveals Mobile Payments for In-Store Shopping, was originally published by Computerworld. Note: When you buy something after clicking on links in our articles, we can earn a small commission. Read our affiliate link policy for more details. Details.

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