

Mobile 4.0:

**Design, Generate and Sustain Customer
Awareness**



72%

**of mCommerce will be
done by Tablets by 2017**



67%

**of US consumers start
shopping in one device and
continue on another (Google)**

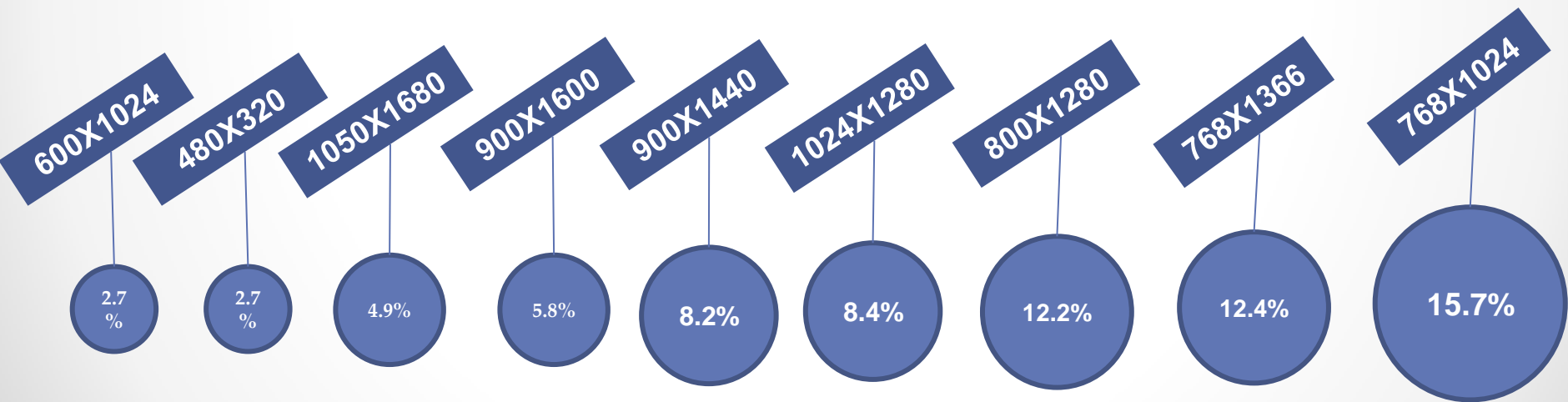


Mobile

Think of it as a place to consolidate information, not necessarily the final step before a purchase



Websites need t adapt to theresolution of screens



Mobile Case Study for Minor Hotel Group

And how did we see the mobile evolution for our markets and where are we going?

27 Hotels

12 Thailand

5 Abu Dhabi

2 Vietnam

4 Maldives

2 Indonesia

2 China

Top feeder Markets

UAE

USA

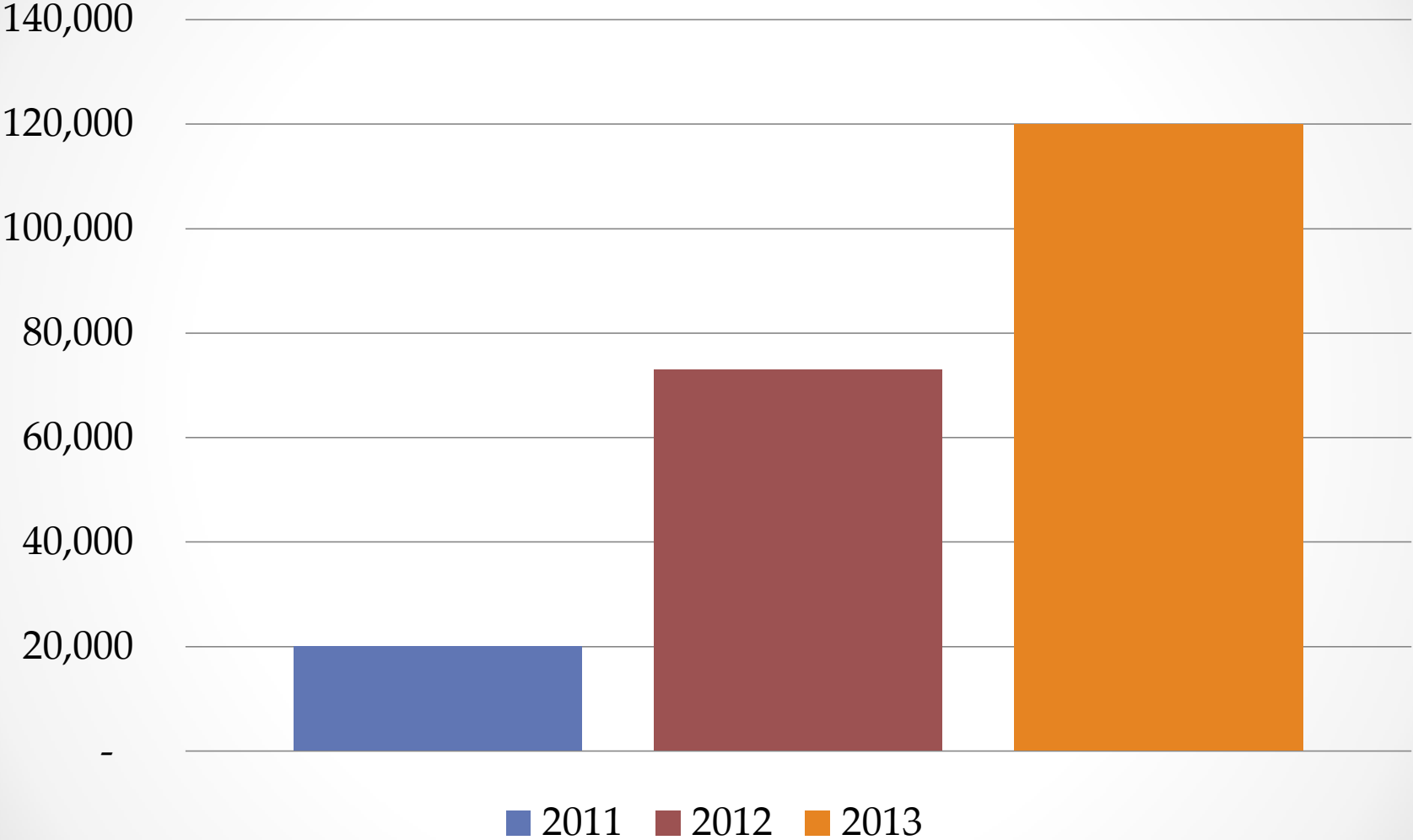
Australia

Thailand

United Kingdom

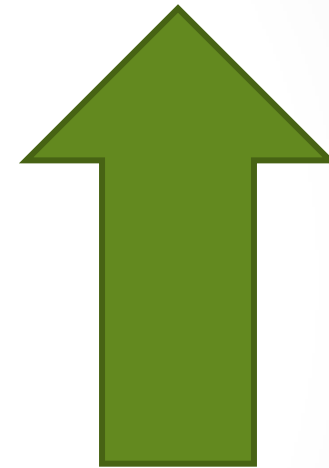
Hong Kong

Mobile Visits in the last 3 year...



Mobile Revenue

12 %

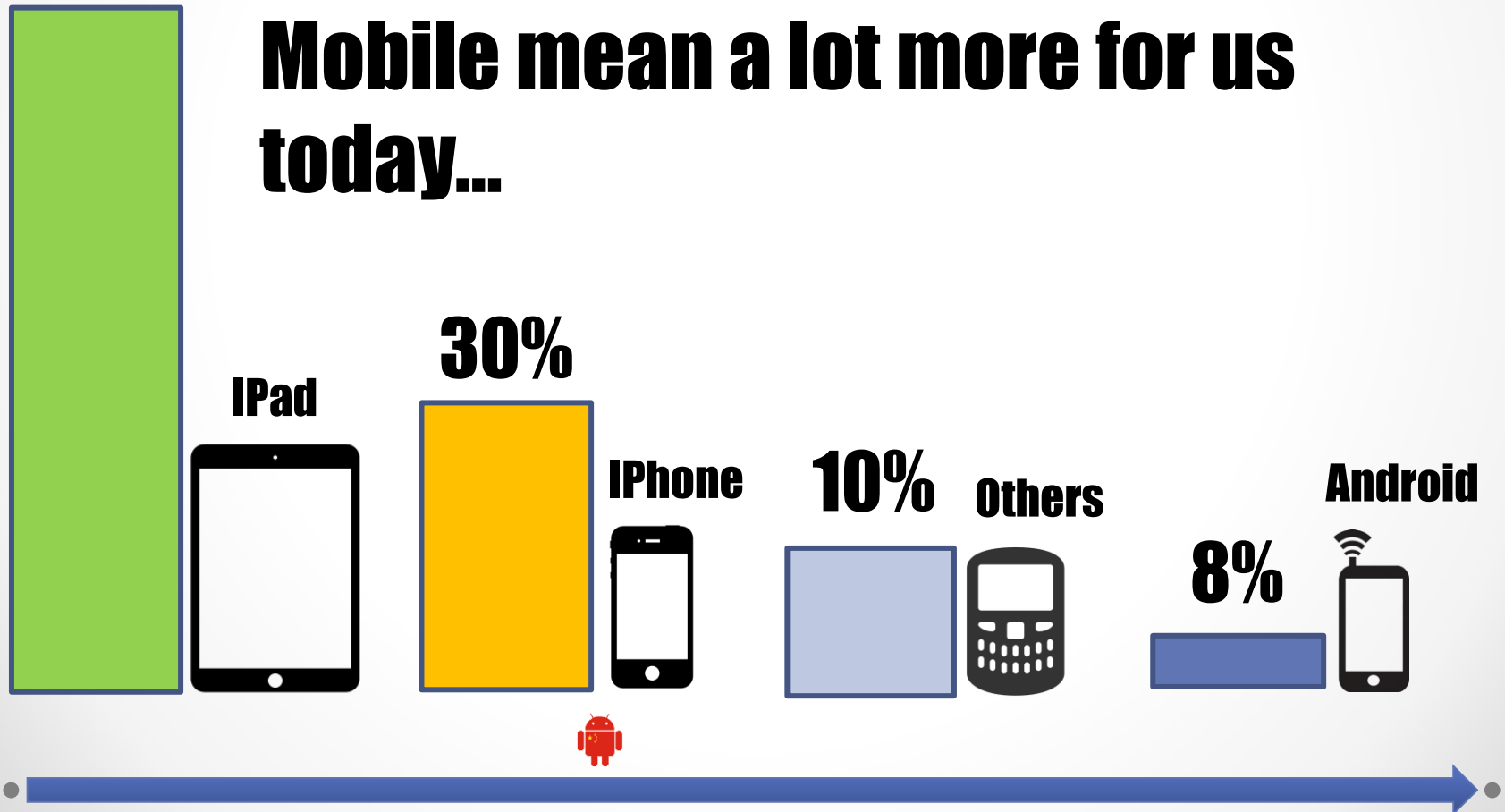


Mobile Revenue



52%

Mobile mean a lot more for us today...



More smartphone owners shop but more tablet owners buy

Smartphones

**101.8M
shoppers**

**75% of
smartphon
e owners
shop**

**52.3M
buyers**

**39% of
smartphon
e owners
buy**

Tablets

**94.2M
shoppers**

**84% of
tablet
owners
shop**

**70.6M
buyers**

**63% of
tablet
owners
buy**



Adaptive VS Responsive



Adaptive Mobile mean a lot more today...



BOOK THE BEST RATES DIRECT

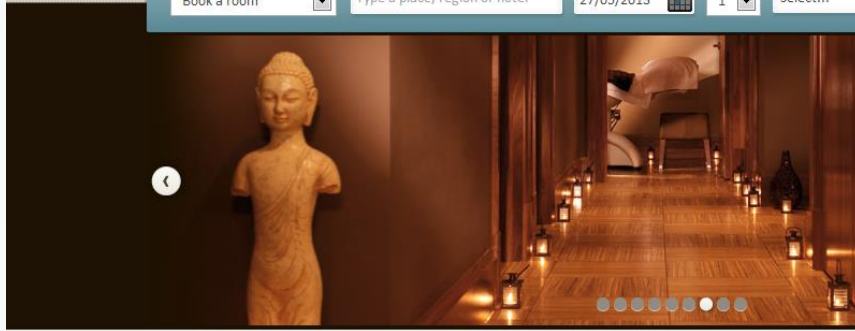
Sign in / Register

MACDONALD HOTELS & RESORTS

HOME - **OUR HOTELS** - RESORTS - EAT & DRINK - BUSINESS - SPA & FITNESS - GOLF

SEARCH FOR A HOTEL

I WANT TO IN OR NEAR ON NIGHTS ROOMS



[Home](#) > [Our Hotels](#) > [Macdonald Manchester Hotel & Spa](#)

- Welcome
- Rooms
- Function Rooms
- Gallery
- Video
- Eat & Drink
- Business
- Spa & Fitness
- Weddings

Macdonald Manchester Hotel & Spa, M

London Road, Manchester, M1 2PG, Tel 0161 272 3200, [Send us a me](#)



Offers at Macdonald Manchester Hotel & Spa



Sign in / Register

MACDONALD HOTELS & RESORTS

SITE SECTIONS

SEARCH FOR A HOTEL



4 of 9

[Home](#) > [Our Hotels](#) > [Macdonald Manchester Hotel & Spa](#)

Macdonald Manchester Hotel & Spa, Manchester



London Road, Manchester, M1 2PG, Tel 0161 272 3200,

[Send us a message](#)





Starbucks logo

Coffee Menu Coffeehouse



PLAY 42

The holidays are about spending time with loved ones. Rekindle the season with family and friends in the Starbucks Holiday Village.

email share get code

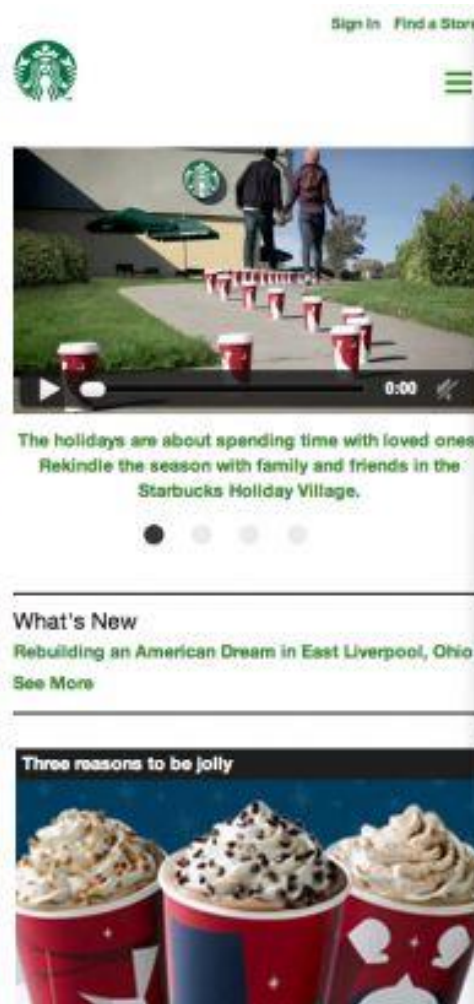
Find us on Facebook

Follow us on twitter

Follow -1 Like 32m


What's New

Three reasons to



Starbucks logo

Sign In Find a Store



0:00


The holidays are about spending time with loved ones. Rekindle the season with family and friends in the Starbucks Holiday Village.

What's New

Rebuilding an American Dream in East Liverpool, Ohio

See More

Three reasons to be jolly



Style Guide

Last Updated: April 3, 2012

Grid Framework

- How To Use
- Litmus Test

Regions

- Borders
- Keyline
- Prefix & Suffix
- Push & Pull
- Sizes

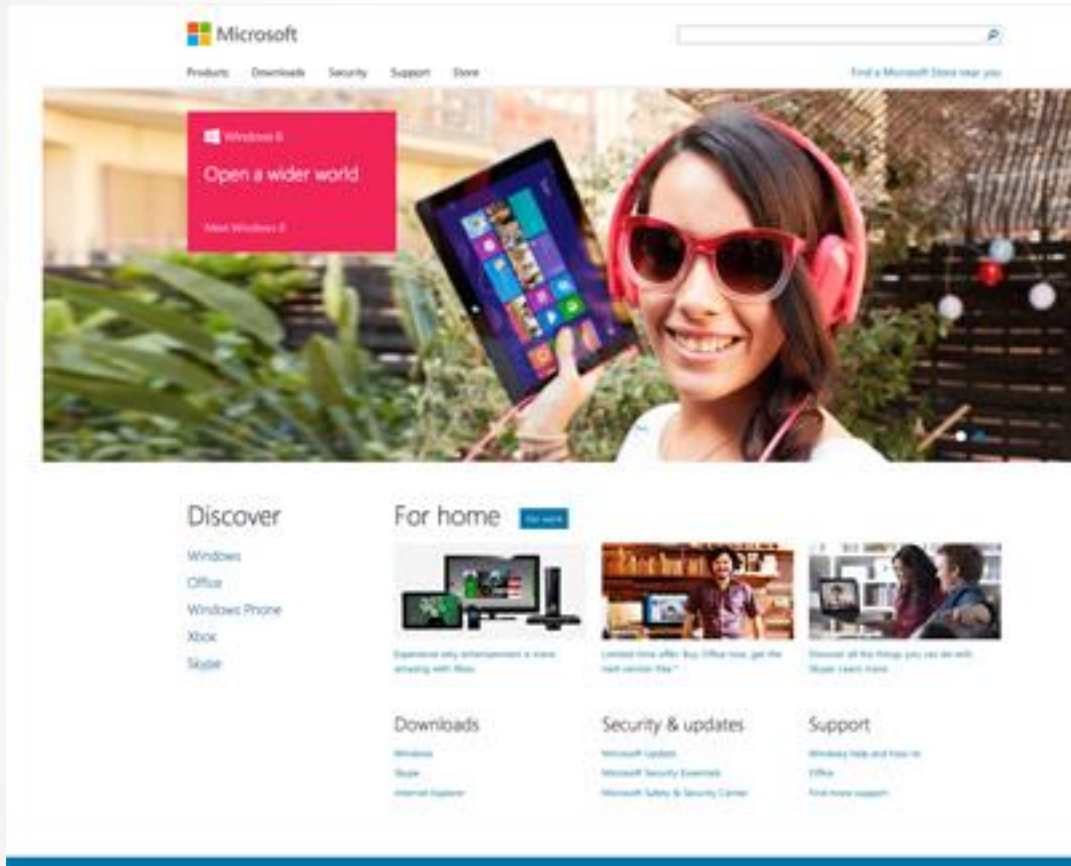
Blocks

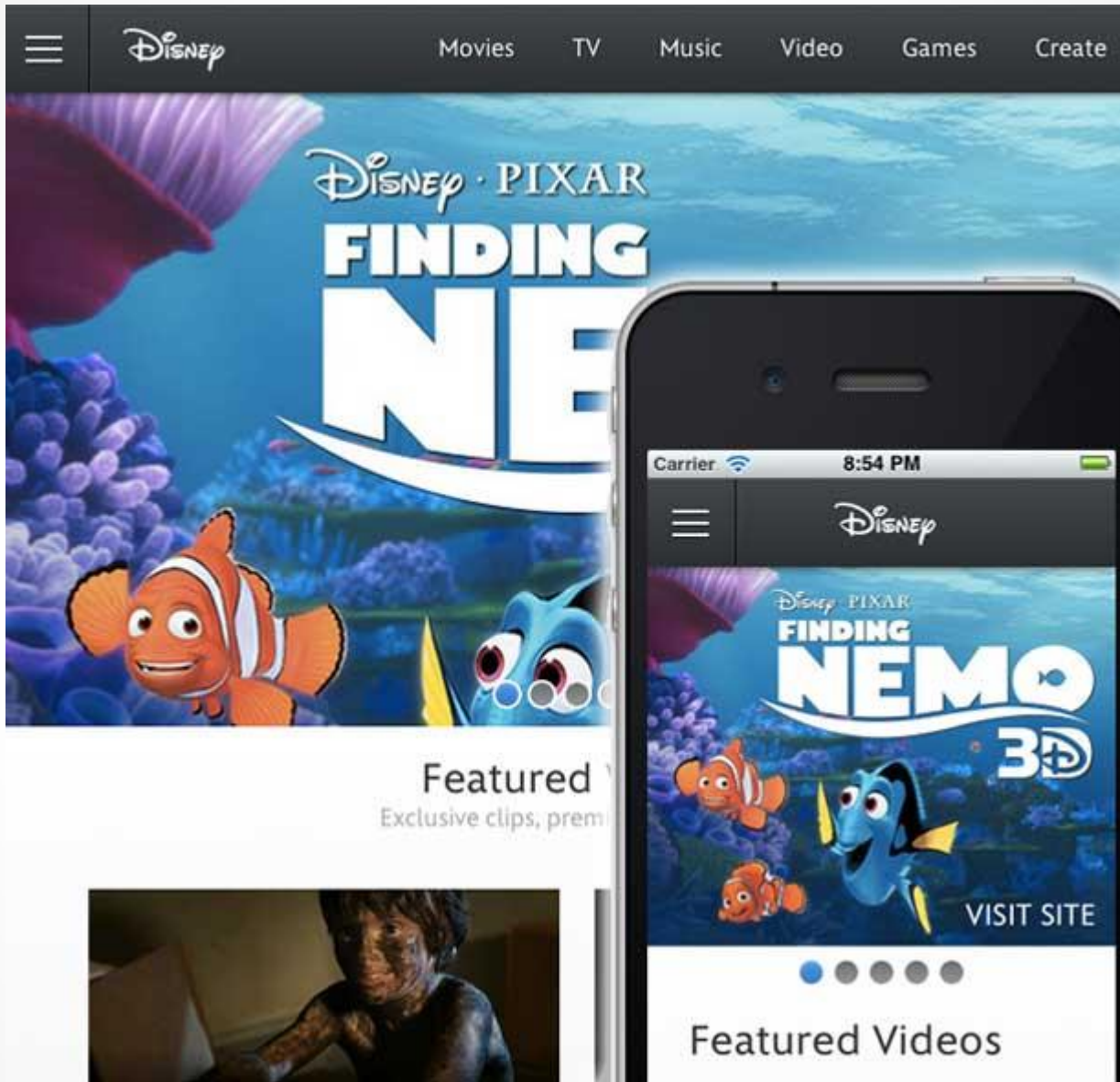
- Two-Up
- Three-Up
- Four-Up
- Five-Up
- Six-Up

Promo Layouts

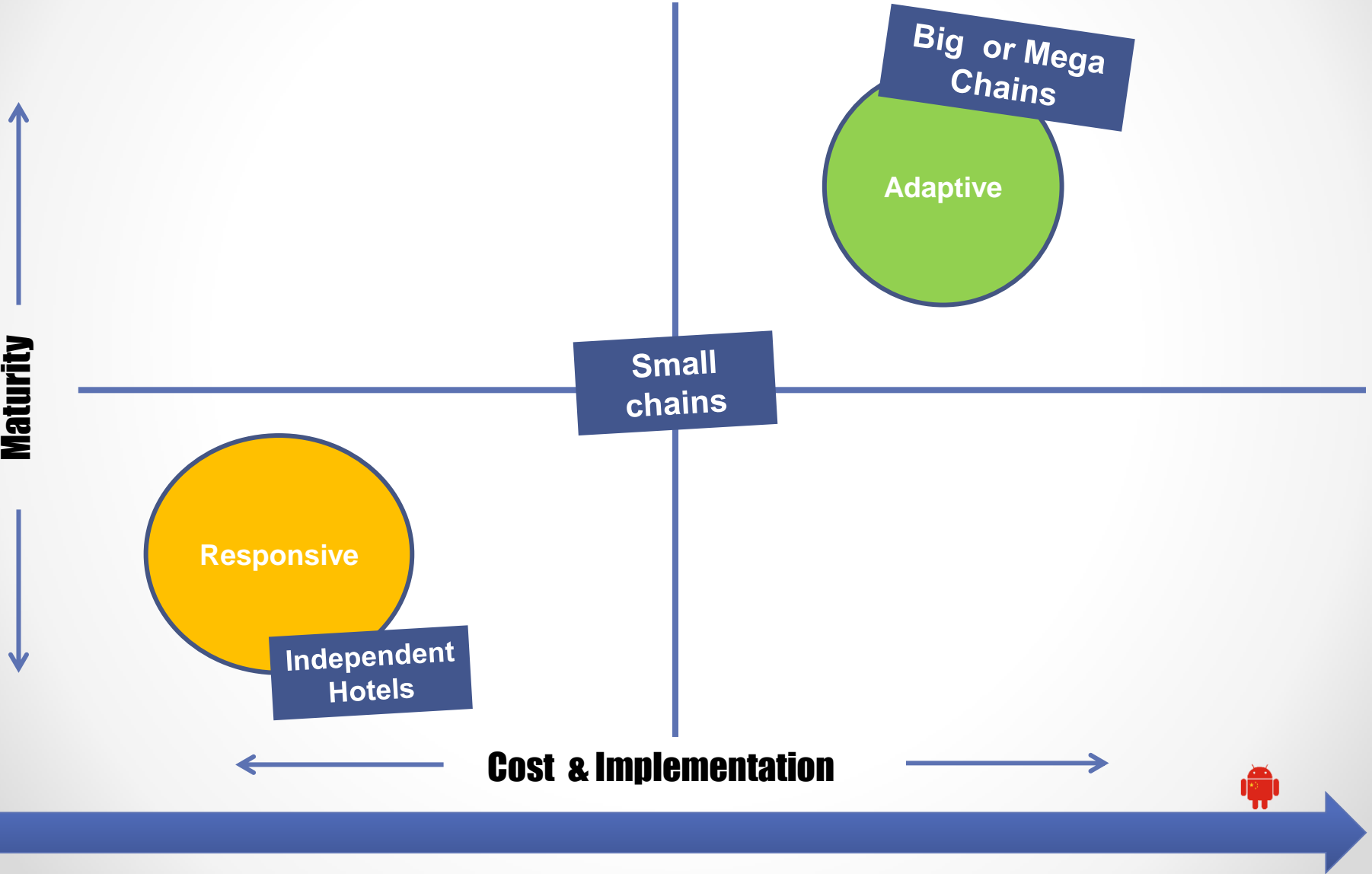
- A







MOBILE MATURITY MODEL





Thank You

Marcos Cadena
Director Electronic Distribution
Minor International

Website: <http://www.marcoscadena.com>

Twitter: [@marcoscadena2](https://twitter.com/marcoscadena2)

