

Magento Launched the Mobile Optimization Initiative for Merchants

Just more than a month ago, [Peter Sheldon](#), the Senior Director of Commerce Strategy at [Magento](#), posted a news update that the Magento Community, led by technology partners PayPal and Hi Conversion, launched the Mobile Optimization Initiative to help bridge the mCommerce gap.

It was revealed that during the time of launch that the participating system integration partners have conducted over 250 experiments resulting in three million data points from merchants worldwide.

They found that every major retailer is facing the same problem, which is converting sales using mobile devices. Smartphones have become a primary source of online shopping for many customers. However, the ratio of mobile views to conversion is far higher, meaning not as many conversions, in comparison to desktop views. A more effective scheme of monetizing consumers should be adopted by retailers as they are heading towards the competitive holiday season.

Must read: [Is your eCommerce store ready for Black Friday and Christmas Sales?](#)

It is important that consumers have a memorable mobile experience throughout the process to ensure better consumer engagement. Consumers do not hesitate to leave the buying process if the payment process is just a little bit confusing. Therefore, the mobile checkout experience has become a sore point for all brands.

What can be done?

The Mobile Optimization Initiative is all about providing retailers a complementary mobile checkout funnel assessment, optimized campaign design and implementation, and professional services during the ongoing program. The initiative works with 15 system integrators providing professional services, including Web 2 Market, Red stage, Razoyo, Something Digital, Imagination Media, Wagento, ICUBE, JH, Gene, IWD Agency, and Lima Consulting Group. The program is expanding globally and has already been accepted by 60 merchants.

The Mobile Optimization Initiative provides support to merchants, which will help them capture some of the revenue that is being lost because of low mobile optimization.

A community is required to work on this issue as one company cannot solve the mCommerce gap alone. The Magento Community is one such community with a vibrant, collaborative, and dedicated group of individuals working towards improving the online buying experience for everyone. They have come together to solve this ongoing problem with the best [magento ecommerce developers](#), system integrators, designers, and merchants.

(News

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