

Mobile Optimization Tool for Online Retailers Seeking To Increase Conversions and Revenue



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CEOCFO: *Mr. Engel, would you tell us about Mobile1st?*

Mr. Engel: Mobile1st is a service that works with online retailers to improve their mobile revenue by optimizing their website for mobile device users. Mobile1st will improve the mobile conversion rate, reduce the page speed, improve the order value, improve the shopping cart funnel, improve the user experience and overall ensure a far larger percentage of those who visit a client's website via mobile device, which is about 60% of users now, complete whatever action the client wants them to complete.

CEOCFO: *Are many companies aware that what they are presenting is not quite right or even bad?*

Mr. Engel: I think the average company knows that when it comes to mobile, they are not having their pages displayed in an optimal way and often in a poor way to induce users on their site to take whatever action they are interested in having those users take. When it comes to big brands like Starbuck's, Facebook or Coca Cola, they have teams with people that work on them so they are under the impression that their site looks good on mobile. Part of why they have that impression is because they have never seen how their site is being viewed across all the top mobile devices, on all the popular mobile browsers and the different operating systems. What Mobilizer allows is these companies can see in about 30 seconds what any web page looks like to all their users or on all of those different devices, browsers and operating systems on mobile, being it their home page or any other page. They see the results of the renders of those web pages side-by-side so that they can easily say for example ok on this device it looks good but on the iPhone 7 our logo is cut off. There might be a call to action that users may not even be able to click. Therefore, Mobilizer is used for visual inspection across mobile devices – on *real* devices, this isn't a simulation. The clients are actually seeing how their sites are being viewed on devices that are physically in our device lab in Austin, Texas.

CEOCFO: *There must be many shocked faces?*

Mr. Engel: The most amazing thing is it is not just medium and small companies but it is the largest brands in the world including the ones that are supposedly the most forward in terms of their mobile initiatives. Companies like Starbuck's and Facebook regularly have major embarrassing webpage display issues yet have no idea unless they're using Mobilizer since they don't have access to all the top devices and platforms. When talking about companies in general whether they are large or small firms, I would say over 75% of the time, when we look at a company's website on popular devices, there is an embarrassing display issue. We do not blame these companies because without Mobilizer, they have no way to see how their users are seeing their website.

CEOCFO: *How have you developed a technology so that it is available for people?*

Mr. Engel: Mobilizer is a SaaS tool available to anyone. When people visit the website at www.mobile1st.com, they just plug in any URL for whatever website they want to see displayed across all the top mobile phones and tablets in seconds -- it is as simple as that.

CEOCFO: *What was the challenge in creating the technology?*

Mr. Engel: It was very difficult because you have a large number of real devices and they each have different specifications, operating systems, browsers. The devices' software gets updated regularly and then you have a certain percentage of users on different versions of each of them that we need to account for. The way our technology works is we are actually pulling up whatever URL our client puts in the URL field onto our actual devices in our device lab. We take a screen shot of what that page looks like on those devices in our lab. Then we send through the cloud that screen shot that shows to the Mobilizer end user on their desktop within about thirty seconds. That has been an incredible technical challenge partly for what I said before but also because there are so many issues on the countless phones and tablets that crash them. That is part of what has made it so technically challenging and part of why there is nothing like Mobilizer out there today because it is so difficult to do those renders quickly, send them through the cloud and then actually see the results across all the devices displayed side-by-side.

CEOCFO: *How long has Mobilizer been available?*

Mr. Engel: It has been beta for the last year or so. We have about 150 thousand beta users. Some are users at companies like Pepsico, Facebook, Apple and Google. Starting this week we come out of beta with our full version.

CEOCFO: *What has been the reaction of people so far?*

Mr. Engel: The reaction has been great. We have over 150 thousand beta users and we have achieved that without any significant marketing. The reason why it is so noteworthy and people want to tell others is because we all know how bad the experience is visiting many web pages on our mobile devices and the issues we run into and we cannot accomplish what we want to accomplish on mobile devices without frequent frustration. Prior to Mobilizer, there has been no way to be able to visually inspect what the users experience looks like to end users. We know the reason why people are not purchasing at a greater rate on a mobile device compared to when they are visiting web pages on desktop is because the mobile user experience is so poor, and that's exactly what Mobilizer addresses. 60% of visitors come to the typical website via mobile yet only 10% of purchases are occurring on phones. That huge gap is largely because the mobile user experience is so bad, companies do not have visibility into where their website is falling short on mobile, and that is where Mobilizer comes into play, solving that problem.

CEOCFO: *Once a company finds a problem is it up to them to fix it?*

Mr. Engel: Mobilizer users can fix the issues Mobilizer detects for them. Or, we offer a consulting service where we use Mobilizer and we help companies to optimize their website across all the top mobile devices not just when it comes to the visual user experience, but also we improve their website's revenue and lead volume by increasing clients' conversion rate, average order size, we reduce their bounce rate, their page load time, etc. Our goal in offering Mobile1st mobile optimization services is to improve mobile conversion to be significantly closer to desktop conversion by making a host of different optimization improvements.

CEOCFO: *How complicated is it to fix?*

Mr. Engel: Sometime you can pick something and it improves results across multiple devices, browsers or operating systems. Sometimes the issues we find are the same issues across different clients. Often there is a set of mobile optimization best practices that should be implemented. We have comparison data we use for industry benchmarks for what optimization, conversion, bounce rate, etc. really should be for each client, by industry. We know how to get clients from A to B so that they are performing as well or better than their competitors when it comes to mobile key performance metrics and revenue.

CEOCFO: *How are you able to account for individual settings?*

Mr. Engel: That is part of the challenge; it is about accounting for all those different user experiences across the devices and browsers. We look at the research of what are the most popular configurations and we account for those. We have those devices and software. Every so often we will have a case where somebody might pull up a page on their particular device in their pocket and the render that they see at the webpage is not exactly the same as it is in mobilize. We cannot recreate every single situation because we do not cover every single instance of android, there are so many of them. We try to go where the numbers are in terms of popularity. We do a great job of covering the main part of the spectrum.

CEOCFO: *What is different in the version you put out today?*

Mr. Engel: In the past the Mobilizer product was only allowing end users to see how their website looks on three devices. Now they can see across fourteen to seventeen devices. Also we spend a lot of time working with our users and beta to figure out what issues they had and what improvements they wanted and if they had any bugs. We have gone through all of that and improved the product so I would say that is a big part of it. The other part is, coming out of beta we now have a service we can offer to mobilize the users whereas in the past when we detected issues for them or they found issues on their own, they had to fix it themselves. Now we provide the service to fix the issues that they want to fix as well as make other improvements to increase their mobile revenue and lead volume.

CEOCFO: *Are you anticipating that a large majority will let you fix their issues since you know what you are doing?*

Mr. Engel: Many already are having us work on improving their website's mobile conversion rate and revenue. It's just a matter of how much significance their mobile results have on their overall business – if it's important to them, they often seek our help in improving their results.

CEOCFO: *What is the rollout strategy?*

Mr. Engel: We are doing a combination of things but at the end of the day, we have 150 thousand beta users so we are able to market to those folks. We do a lot on Twitter and a lot of our users Tweet about us. We have the ability to communicate with a good community of people that care about mobile and mobile devices and about optimizing user experience. There is a lot of organic word of mouth going on out there about Mobilizer since we're touching on such a hot topic in mobile user experience optimization.

CEOCFO: *What have you learned from previous experiences?*

Mr. Engel: Some time ago I worked on a software business that produced two products, GoToMeeting and GoToMyPC. After Citrix acquired those products, I worked on a digital photo software startup called Picasa, which makes photo organizing software that is now part of Google and today is called Google Photos. The most recent business I worked on before Mobile1st is FastSpring, an e-commerce payments business for about 3000 software vendors. FastSpring was one of the fastest-growing companies in the world for a number of years, ranked #41 and #53 on the Inc 500. I would say I have learned a lot about how to make software products that customers love. Picasa is a good example, as is GoToMeeting and GoToMyPC. They all have become household brands starting with very humble roots. I try to build products that appeal to the average person that is on a computer to solve a key problem, with Mobilizer being the latest examples of that.

CEOCFO: *Why is Mobilizer so important and so disruptive?*

Mr. Engel: The reason why Mobilizer is so critical is because the majority of users coming to your website are doing so on a mobile device. Such a small percentage of those users are purchasing. Such a large percentage of those users are having a very negative user experience. Mobilizer is the only way to be able to effectively see what that mobile experience is like for your users and to identify problematic issues and then fix those issues so that the mobile user experience improves to the extent that your mobile results start looking more like your desktop results in terms of revenue and conversion rate.

