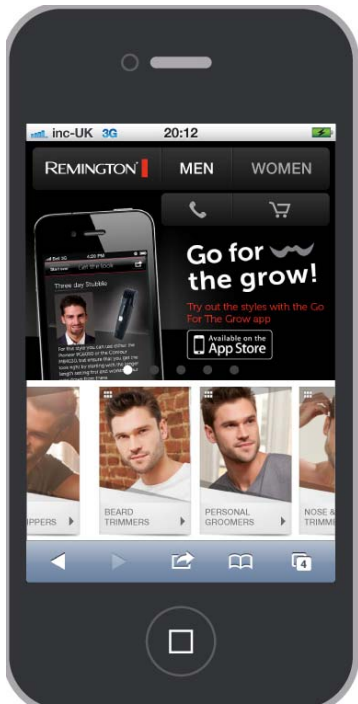


# mCommerce enabled mobile site for Remington UK

## Business need

To bring Remington's desktop eCommerce channel to mobile, and understand the impact on customer engagement from having a mobile site.



## The solution

A mobile website design that ensures an easy customer journey when purchasing products. The site provides access to the full range of Remington products, with a fully-optimised mobile checkout and secure-integrated payment technology.

The innovative design has been brought to life through template designs and menu structures to deliver an elegant UX for a transcoded site.

Swipe gesture navigation enables users to search for products quickly and easily, and a 'split screen' template allows for the promotion of Remington's 'hero' products. These heroes can be updated, in real time, over the air meaning content changes can be made without any further website editing needed (beyond the initial edits made for the desktop site).

## Functions

Fully optimised

Transcoded site

Innovative Swipe Gestures

Website Heroes

Secure, integrated payment technology

mobile traffic accounted for 29% of all Remington's digital UK traffic within 3 months (more than double the (previous year's 14%).

Revenues from mobile now account for 13% of all online purchases, almost triple the 5% for the same period in 2011.

