

# The mobile retailer's multi-screen challenge

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Where mobile customers are makes a difference in the shopping experience they expect. "Whether they are in-store, at home or on the go, the consumer will have different experience values in each of these situations," said Derek Bonney, managing director of Manifest Digital. "And the mobile presence must take this into consideration to create the optimal experience."

Based on recent statistics, one would think Houston is the mobile-commerce capital of the United States.

Shortly before the Thanksgiving holiday, the Interactive Advertising Bureau released its list of mobile-savvy cities. Houston was ranked No. 1, followed by Seattle-Tacoma, San Francisco, Los Angeles and New York City.

Then, on Thanksgiving Day, PayPal revealed its statistics for activity during the day. Among these, Houston was the city in which shoppers made the most mobile purchases, followed by Los Angeles, Chicago, Miami and New York.

It would be easy to surmise from these separate statistics that mobile commerce - and by extension, mobile CRM - was evolving along geographic lines. In other words, that vendors and companies would have to pay attention to local tastes and demands for their mobile CRM operations, much as they do for local search and marketing.

Read the [full story](#) on [E-Commerce Times](#).

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