

Dabs.com reports mobile traffic surge

/EINPresswire.com/ UK (Submitpressrelease123.com - press release) Online technology retailer dabs.com has revealed that visits to its website from mobile devices rose sharply in December, as consumers took to their tablets and smartphones to snap up last-minute festive bargains.

In December, visits to dabs.com from mobile devices were up by 97 per cent year-on-year, with sales soaring by a massive 176 per cent. Revenues rocketed by 190 per cent, while the conversion rate climbed by 40 per cent. In total, more than 20 per cent of visits and 10 per cent of transactions came from mobile devices.

With high street sales falling some way short of expectations over the all-important festive period, there's been considerable media attention devoted to the continued strong growth in online sales - and how this recent trend is being influenced by the rise of mobile. dabs.com believes its recent efforts to embrace mobile are paying dividends.

"There's been a lot of talk about changing consumer habits, and the recent surge in mobile visits and transactions would seem to suggest that there have been rapid changes in the way shoppers buy goods over a relatively short space of time," said Matt Berry, Online Marketing Executive at dabs.com. "We've invested heavily to ensure that dabs.com is well placed to benefit from the mobile revolution, and judging by this latest set of statistics, it appears this strategy is really bearing fruit."

Dabs.com also reported steady month-on-month growth in mobile visits and sales throughout 2012, and expects that this trend will continue in 2013. The mobile-optimised dabs.com website is poised to mark its first anniversary next month, having gone live at the end of February 2012.

In addition, dabs.com plans to step up its mobile-specific marketing efforts over the course of this year with a range of measures in the pipeline, including videos, augmented reality, in-app advertising and a dedicated dabs.com mobile app.

To find out more about what's on offer, simply visit the website at Dabs.com.

Dabs.com is an online electronics retailer selling everything from [laptops](#), PCs and [Tablet PCs](#) to network devices, office products and a wide range of sound and vision products. These products come from top-name brands including HP, Sony, Samsung, Acer and Microsoft. So look online today for [External Hard Drives From Dabs.com](#).

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