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Mobile Personalization: Top Trends For 2020

Hong Kong — 14 February, 2020 — More than a third of companies globally are already personalizing their mobile site experiences, according to a new Adobe (NASDAQ: ADBE) survey "[AI in Personalization](#)". The report believes it is crucial for companies to stay abreast of the latest mobile trends. Adobe has compiled a list of the top trends in mobile optimization and personalization for 2020 to help them to stay competitive.

Top Mobile Personalization Trends Inspiring Actions For NOW

By understanding consumer wants and needs, and delivering experiences on the devices people use the most, brands will be ready for any trend that comes along. Here are some of the trends previewed by Adobe:

1. Mobile Sites Take A Front Seat

According to [Adobe Digital Insights](#) (ADI), more consumers visit retail sites on mobile than on desktops. And by the end of 2022, more than half of retailers' revenue will come from mobile. Therefore, companies should set aside adequate resources and personalization efforts to mobile.

2. Mobile SEO Heats Up

Last year, Google made the shift to mobile-first indexing for new sites - crawling those sites based on how they render on mobile. It puts mobile SEO front and center. In particular, brands should keep an eye on [local SEO](#), as Google has found that mobile searches for "where to buy" and "near me" have grown more than 200% over the past two years.

3. Personalized Recommendations Make Strides

According to Accenture, 63% of consumers seek for [personalized recommendations](#), and expect companies to know how they shop and what their interests are.

Top Mobile Personalization Trends Inspiring Actions for the Future

Emerging technologies like 5G are set to transform mobile experiences in the near future. Here are a few of the most important trends for brands to plan for now:

1. 5G Goes Mainstream

This is the year 5G will really take off, with local mobile carriers introducing 5G services and more smartphone manufacturers offering 5G-enabled models. Research by [Strategy Analytics](#) shows that 5G smartphones will make up half of all smartphone purchases within the next five years. Brands should ensure they are ahead of the curve by designing personalized experiences for 5G.

2. Virtual Worlds Become A Reality

As consumers take their social interactions to the virtual world, they will expect companies to provide virtual experiences. With the launch of [Facebook Horizon](#) in 2020, personalized virtual reality (VR) experiences will be in demand, and so will personalized advertising.

3. Public Screens Get Personal

The opportunity to provide consumers with personalized experiences is exploding. This could include targeted advertising on refrigerator doors that change based on consumer interests, or push notifications for preferred snacks as hungry consumers approach vending machines. For brands that want to stay relevant now and, in the future, it is crucial to keep an eye on the latest mobile trends.

To learn more about the top twenty mobile personalization trends in 2020, please download the full article <https://www.adobe.com/content/dam/www/us/en/marketing/target/pdfs/target-mobile-trends.pdf>

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