Markets -

World +

EDITION: U.S.

Politics +

Tech ▼ Opinion +

Breakingviews -

Money →

Life +

Pictures ▼

Video →



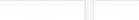
REUTERS

THOMSON REUTERS EIKON. MORE FOR THOSE WHO SEEK MORE. Experience Elkon >>

THOMSON REUTERS

ARTICLE





Follow Reuters











RECOMMENDED VIDEO



More arms discovered on North Korean ship in Panama



government military site in...

Rebel forces battle in



North Korea demands ship return



Holden Commodore Redline a sell-out success (motoring.com.au)



This New Gmail App is Almost Too Good to Be True

[2]

(Evolving SEO)

atest from My Wire

FINANCIAL COMMENTARIES AND GUIDES

- Take control of your superannuation with ESuperfund (eSuperfunds)
- Learn how people everywhere are earning an income by trading Forex (Knowledge to Action)
- Consolidate your debt with a 1% Balance Transfer for up to 12 months. (NAB)
- Admiral Markets Get your Free MT4 User manual Guide download here now (Admiral Markets)
- Learn how to find potential in rising and falling markets (GFT)

MOST POPULAR

READ

Driver in custody after 80 killed in Spain train crash

VIDEO

5:39pm EDT

House rejects bid to curb spy agency data collection 24 Jul 2013

Pope scolds rich, demands social justice in

PRESS RELEASE:

A 500% Increase in Visits Spurred Creditcard Pty Ltd to Chase \$5.6 Billion Mobile Market

* Reuters is not responsible for the content in this press release.

Mon Jul 22, 2013 11:17pm EDT

SYDNEY, Australia, July 22, 2013 (GLOBE NEWSWIRE) -- via PRWEB - When creditcard.com.au founder Roland B Bleyer recorded an increase of 500% in visits to his site from mobile phones over an 18 month period, it was clear something needed to be done to enhance the mobile user's experience. "During 2012 we conducted a major overhaul of the website, and were also looking at the direction of m-commerce in Australia. With reportedly more than 1,000 mobile transactions per hour last year and much of that being in online banking, it wasn't hard to see that it was the right time to go mobile."

This was further reinforced with Pay Pal's estimate of \$5.6bn in mobile sales recorded in 2012. "We really knew what was coming in terms of m-commerce a year ago, and in the mean time we've had 6 months R & D, we've launched other mobile sites and seen what worked and what didn't work, and finally started testing elements of the creditcard.com.au site on mobile devices in January this year."

Creditcard.com.au mobile visitors can now:

- Compare credit card details by feature, issuer or card type exactly as per the desktop site
- Read editor reviews, application criteria and disclaimers
- Submit a question to the site via a simple drop down menu
- Make a shortlist by clicking on the star symbol, and returning to saved cards this way
- E-mail themselves their favoured card details to apply more easily on desktop or tablet

"We were pretty uninspired by what the other major comparison sites had to offer for mobile users. The level of information offered and the poor interfaces made us realise how we could improve on what was out there, and we're really quite pleased with the results."

Bleyer continued; "The momentum has been clearly building. Australians are not shy about using their phone for more complex transactions or searches. They are browsing and shopping on their mobile devices so why shouldn't it extend to credit card comparison?"

Enhanced mobile experience for users, clients and advertisers

Interest in capturing the Australian mobile browser market is not unique to creditcard.com.au, with advertising group InMobi reporting to Business Review Weekly that advertising on smartphones and tablets has increased 182% year-on-year, as of March 2013.

This is backed up by Google's Our Mobile Planet statistics, showing that 94% of mobile users have researched a product or service on their smart phone, with 33% moving on to purchase later via their PC or another medium. This easily translates to sending an application for a credit card and completing it later at home.

"We've tried to cater for all types of mobile browsers. That means people who just want to look, compare and maybe bookmark some credit cards for further investigation later can do that with one tap on their screen. Those who want to read more about the cards right there and then can do that easily and those who know they're ready to apply can also take action directly from the mobile site."

Globally m-commerce will reach \$235bn. Figures from the Gartner report "Forecast: Mobile Payment, Worldwide, 2013 update." The report is available on Gartner's website.

Gartner also predicts that m-commerce will overtake e-commerce by 2015.

Creditcard.com.au is one of Australia's premier personal finance comparison sites, delivering intelligent credit card comparison since 2005. For more information on the website visit the homepage. To preview the site without a mobile, watch a preview video here.

Roland B Bleyer is available for further comments or interviews. Please phone (02) 9518 8177 in the first instance, or contact him on his mobile, 0405 085 506.

This article was originally distributed on PRWeb. For the original version including any supplementary images or video, visit http://www.prweb.com/releases/2013/7/prweb10949522.htm

CONTACT: Creditcard Pty Ltd

Roland B Bleyer

roland@creditworld.com.au +61 2 9518 8177