**Smartphones Dominant in Online Shopping**

Smartphones are now the first device of choice for 44% of online shoppers, a Namogoo survey has found. Among other findings, email remains an effective way to persuade consumers to return to abandoned shopping carts.

***MediaPost Communications 5/25/18***

[***https://www.mediapost.com/publications/article/319505/the-2018-online-consumer-behavior-study.html***](https://www.mediapost.com/publications/article/319505/the-2018-online-consumer-behavior-study.html)

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