

Spree reaches new records on mobile orders

This year, Spree recorded a 110% increase in orders made via mobile devices on Black Friday and Cyber Monday. Forty-five percent of orders made via smartphones and 56% of traffic to the site came from mobile devices.

Spree also noted that orders placed via the app made up 80% of total orders placed on mobile and that app orders saw an increase of 120% year-on-year.

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