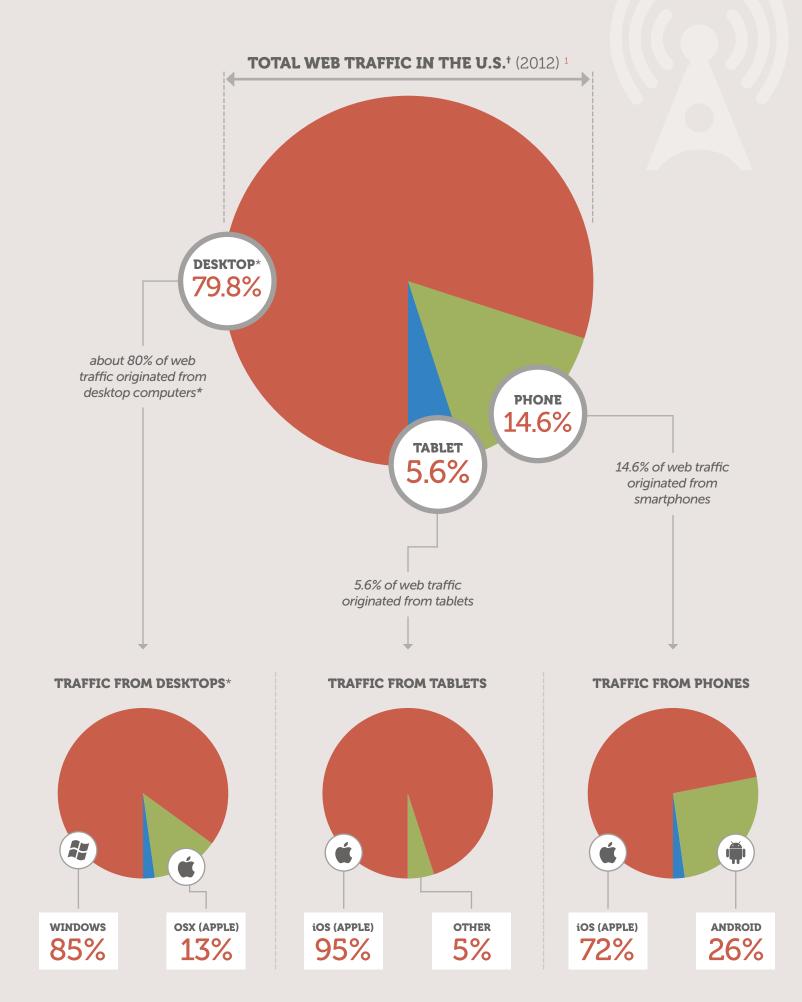


The business landscape is changing. This includes how people access the web and conduct commerce. Are you prepared for the change?

• WEB TRAFFIC BY DEVICE FOR 2012

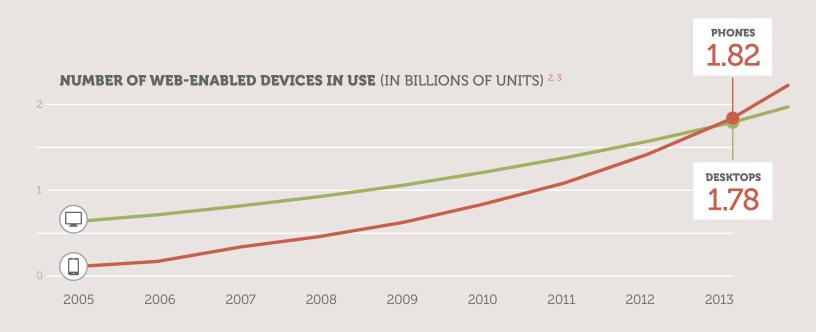


⁺ "Web traffic" includes downloads, applications, movies, games, browsing, etc.

* The "desktop" rubric includes laptops.

WEB USAGE TRENDS BY DEVICE

It's been estimated that in 2013, mobile phones will overtake desktops as the most commonly used device to access the web (worldwide).²



MOBILE E-COMMERCE TRENDS (FOR BLACK FRIDAY)

% OF PURCHASES MADE FROM MOBILE DEVICES ⁵

The % of purchases made from mobile devices on Black Friday 2012 increased 40% compared to 2011.

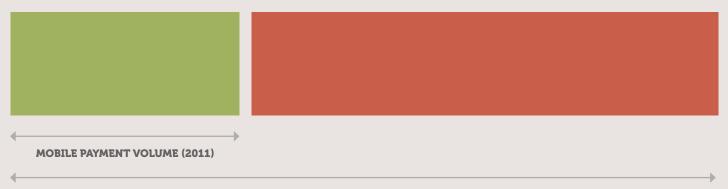
40% INCREASE

PURCHASES MADE ON MOBILE DEVICES (2011)

MOBILE PAYMENT VOLUME 6

PayPal reported that Black Friday 2012 mobile payment volume increased 190% compared to 2011.

190% INCREASE



MOBILE PAYMENT VOLUME (2012)

NUMBER OF PEOPLE SHOPPING VIA MOBILE ⁶

166% more people shopped via mobile devices on Black Friday 2012 compared to 2011.



NUMBER OF PEOPLE (2011)	
<	

NUMBER OF PEOPLE (2012)

THE MOBILE EXPERIENCE

WEBSITE ABANDONMENT THRESHOLD BY DEVICE (IN SECONDS) 4.7.8 Most consumers wait about 5 seconds for a website to load on their mobile device compared to 3 seconds for most desktop consumers. Jac Jac</

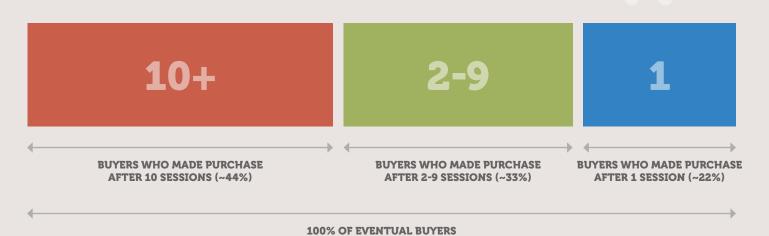
INCLUDING A LOCATION ON MOBILE SEARCH RESULTS 9

One study found that the mention of a location or city name in a mobile ad can improve click-through rates by 200%.



NUMBER OF MOBILE APP SESSIONS VS. FIRST IN-APP PURCHASE ¹⁰

One study concluded that it takes over 10 sessions of using an app for 44% of eventual buyers to make their first in-app purchase.



AKISSmetrics

People. Not pageviews.

- 1 http://allthingsd.com/20120525/mobile-devices-now-make-up-about-20-percent-of-u-s-web-traffic/
- 2 http://www.gartner.com/newsroom/id/1278413
- 3 http://www.gartner.com/newsroom/id/703807
- 4 http://blog.hubspot.com/blog/tabid/6307/bid/33314/23-Eye-Opening-Mobile-Marketing-Stats-You-Should-Know.aspx
- $5-\underline{http://techcrunch.com/2012/11/23/black-friday-online-sales-already-up-13-percent-15-percent-purchases-made-from-mobile-phones/product and the sales-already-up-13-percent-purchases-made-from-mobile-phones/product and the sales-already-up-13-percent-percent-purchases-made-from-mobile-phones/product and the sales-already-up-13-percent-percent-percent-purchases-made-from-mobile-phones/product and the sales-already-up-13-percent-pe$
- 6 http://qz.com/31618/paypal-nearly-tripled-its-mobile-payment-volume-on-cyber-monday/
- 7 <u>http://www.schipul.com/mobile-web-design/</u>
- 8 <u>http://blog.kissmetrics.com/loading-time/</u>
- $9-http://www.mediapost.com/publications/article/171106/localized-creative-improves-click-through-rates-e.html \label{eq:proves-click-through-rates} \label{eq:proves-click-through-rates}$
- 10 http://www.mediapost.com/publications/article/166102/loyalty-not-the-hard-sell-drives-in-app-purchase.html