

58%

2015 holiday season sales on mobile devices hit \$12.65 billion, from \$7.98 billion in mobile sales during 2014.



Nearly 70% of **AMAZON.COM** customers shopped using a mobile device

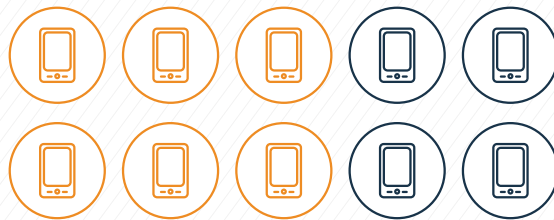


SINGLES DAY

74% of sales at **ALIBABA** via mobile device

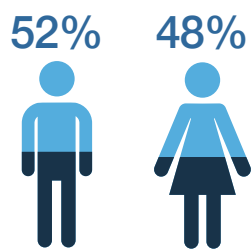


SIXTY PERCENT



Of holiday traffic on **TARGET.COM** from mobile sales

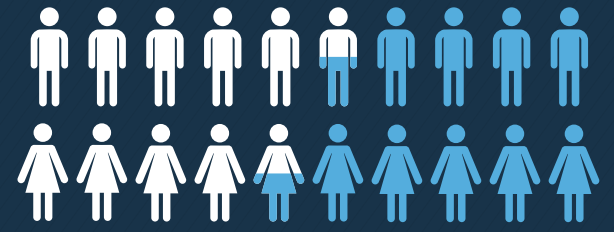
Respondents around the globe



MILLENNIALS



GEN X



GLOBAL RESULTS

Purchasing and researching via mobile shopping apps



Millennials

68%

Gen Xers

59%

Percentage of shopping/research done through mobile apps

13% across all ages does 50%

20%

mobile shop 50%

13%

mobile shop 50%

25% of shopping done via mobile app

45%

(and 12% mobile shop 75%)

47%

Types of mobile device used globally

35.3%

23.9%

5.7%

2%

70% Millennials vs 57% Gen Xers

will recommend a shopping app if experience is a delight and highly effective

Millennials and Gen X will move on from poor mobile app performance **BUT** Baby Boomers will go extra mile to write poor review.

Mobile Shopping Apps critical features, all age groups



Ability to easily edit my cart



Crisp, fast app behavior



Easy ability to switch views between shopping and my cart