

BRANDING BRAND MOBILE COMMERCE INDEX

AUGUST 2014

DATA USED

2

Dates: August 2013 and August 2014

Clients Sampled: 26 (out of 200+ total)

Total Visits: 128,506,910

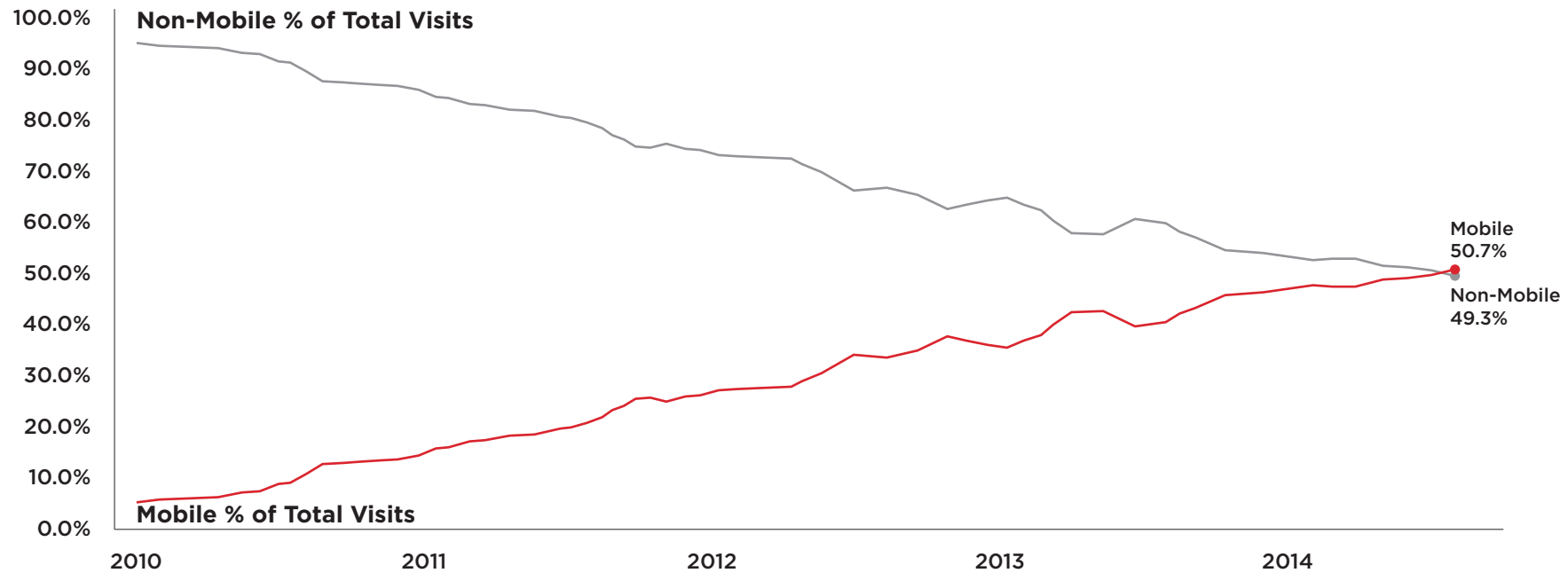
Total Pageviews: 1,062,766,477

Total Orders: 3,093,094

Total Revenue: \$349,285,702



JANUARY 2010 - AUGUST 2014



Date: August 2014

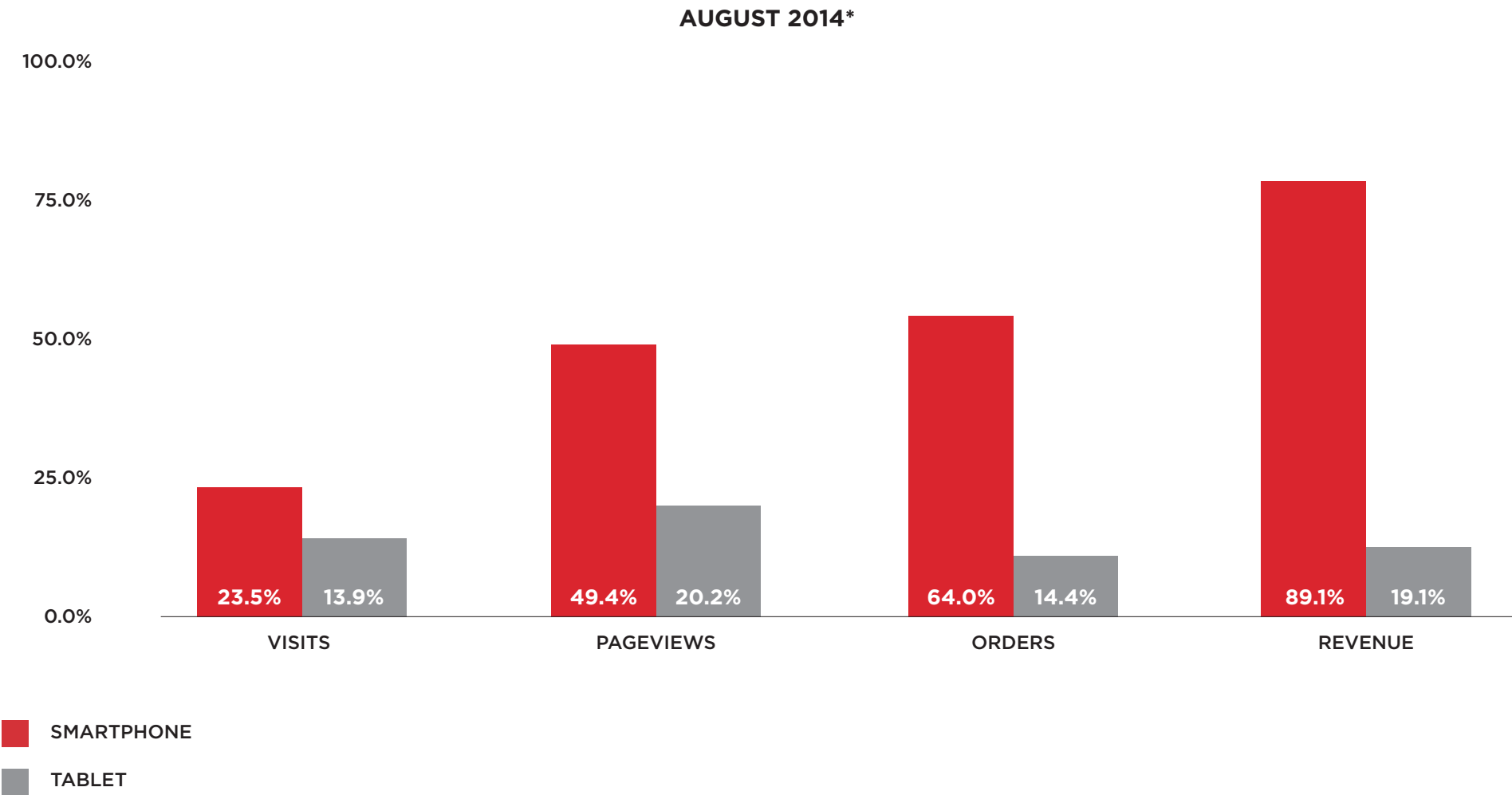
Clients Sampled: 26 (out of 200+ total)

Total Visits: 64,216,884 (100%)

Non-Mobile Visits: 31,669,609 (49.3%)

Smartphone + Tablet Visits: 32,547,275 (50.7%)

YEAR-OVER-YEAR MOBILE GROWTH RATES



*Percentage increases from August 2013

YEAR-OVER-YEAR VISITS MARKET SHARE

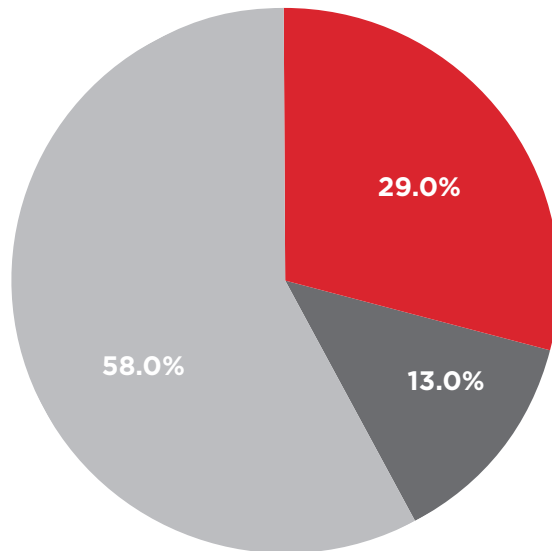
5

The market share of smartphone visits increased 23.8% from August 2013 to August 2014.

The market share of tablet visits increased 13.8% from August 2013 to August 2014.

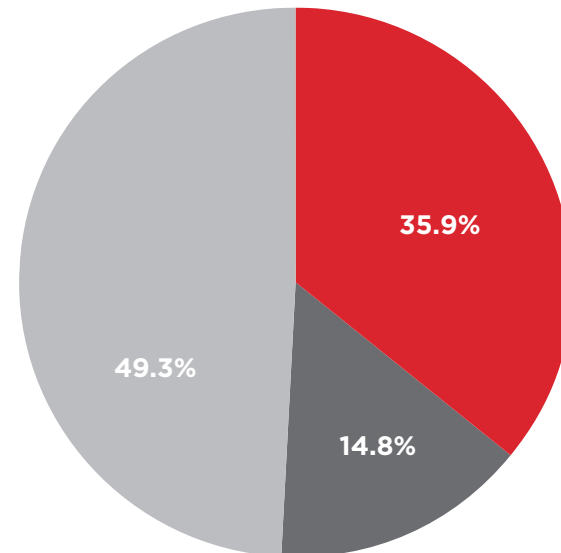
The market share of non-mobile visits decreased 15.0% from August 2013 to August 2014.

AUGUST 2013

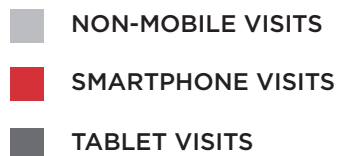


Total Visits	64,290,026 (100%)
Non-Mobile Visits	37,262,936 (58.0%)
Smartphone Visits	18,675,076 (29.0%)
Tablet Visits	8,352,014 (13.0%)

AUGUST 2014



Total Visits	64,216,884 (100%)
Non-Mobile Visits	31,669,609 (49.3%)
Smartphone Visits	23,034,942 (35.9%)
Tablet Visits	9,512,333 (14.8%)



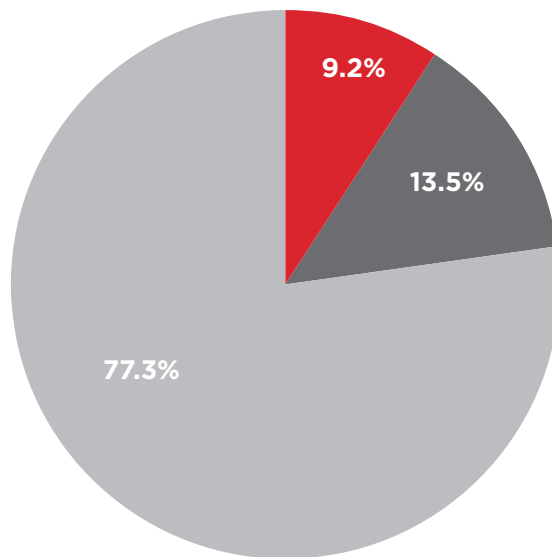
YEAR-OVER-YEAR ORDERS MARKET SHARE

The market share of smartphone orders increased 59.8% from August 2013 to August 2014.

The market share of tablet orders increased 11.1% from August 2013 to August 2014.

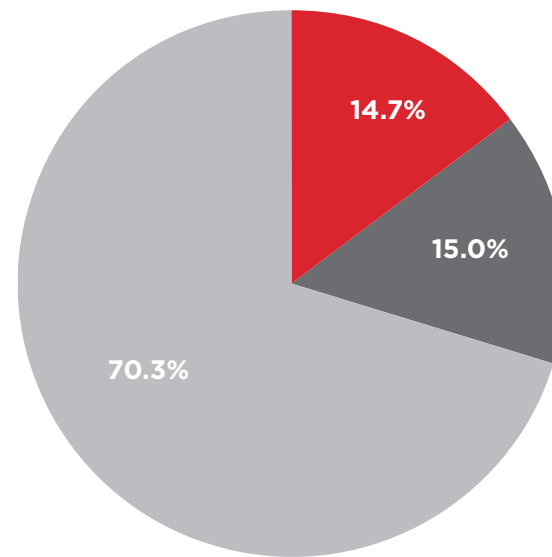
The market share of non-mobile orders decreased 9.1% from August 2013 to August 2014.

AUGUST 2013

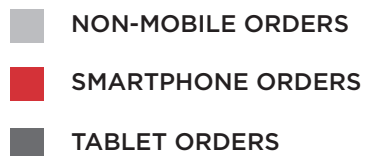


Total Orders	1,523,038 (100%)
Non-Mobile Orders	1,176,864 (77.3%)
Smartphone Orders	140,709 (9.2%)
Tablet Orders	205,465 (13.5%)

AUGUST 2014



Total Orders	1,570,056 (100%)
Non-Mobile Orders	1,104,223 (70.3%)
Smartphone Orders	230,699 (14.7%)
Tablet Orders	235,134 (15.0%)



YEAR-OVER-YEAR REVENUE MARKET SHARE

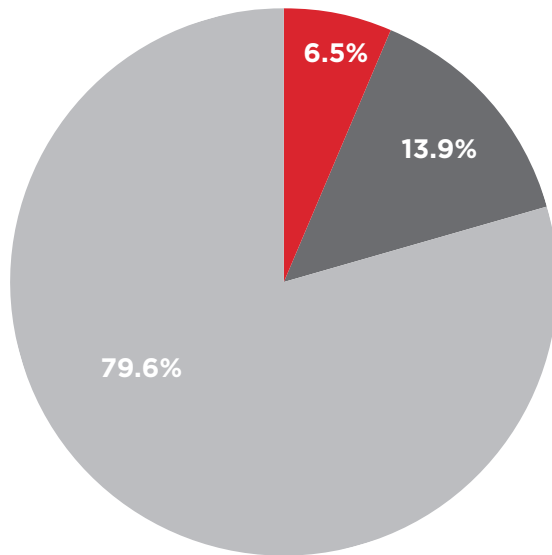
7

The market share of smartphone revenue increased 78.5% from August 2013 to August 2014.

The market share of tablet revenue increased 12.9% from August 2013 to August 2014.

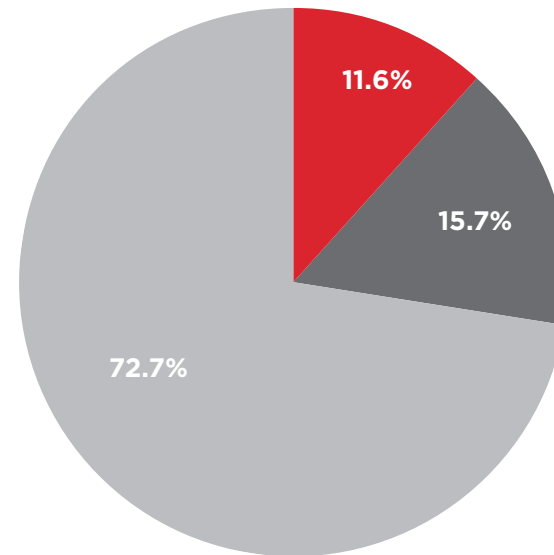
The market share of non-mobile revenue decreased 8.7% from August 2013 to August 2014.

AUGUST 2013

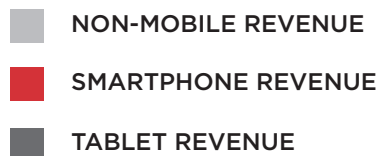


Total Revenue	\$169,716,723 (100%)
Non-Mobile Revenue	\$135,061,858 (79.6%)
Smartphone Revenue	\$10,963,637 (6.5%)
Tablet Revenue	\$23,691,228 (13.9%)

AUGUST 2014

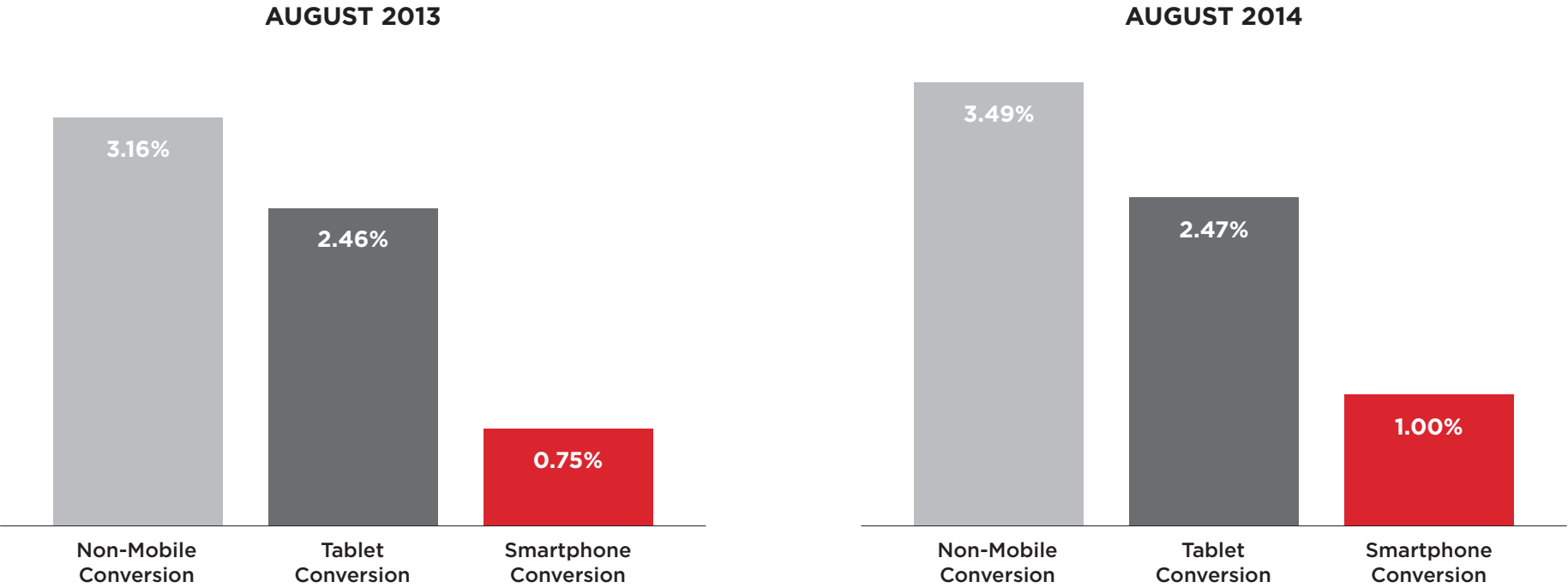


Total Revenue	\$179,568,979 (100%)
Non-Mobile Revenue	\$130,625,456 (72.7%)
Smartphone Revenue	\$20,733,620 (11.6%)
Tablet Revenue	\$28,209,903 (15.7%)



YEAR-OVER-YEAR CONVERSION

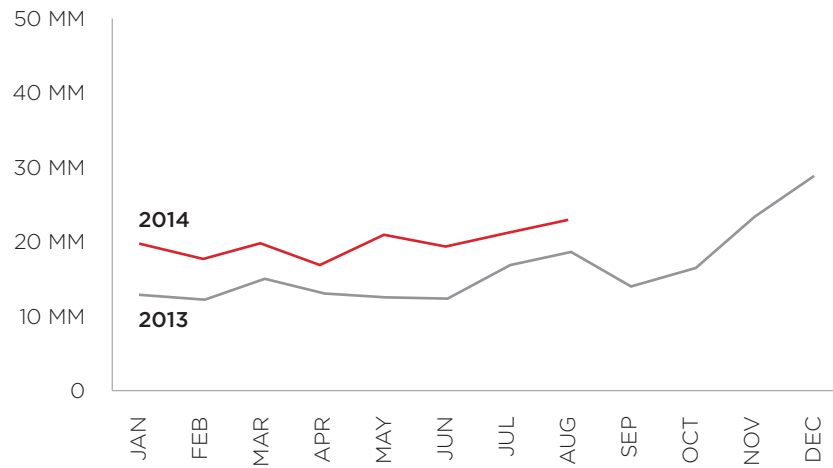
Smartphone conversion increased 21.1% as a percentage of non-mobile conversion from 23.7% to 28.7% from August 2013 to August 2014.



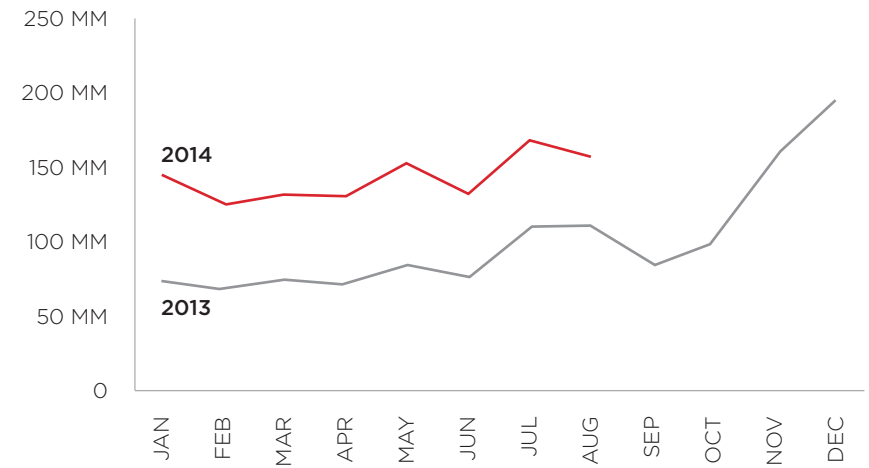
YEAR-OVER-YEAR SMARTPHONE TRENDS

9

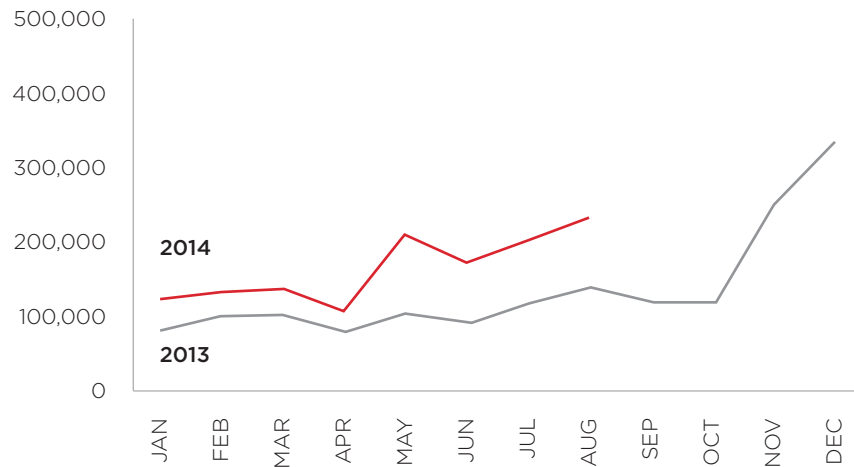
VISITS



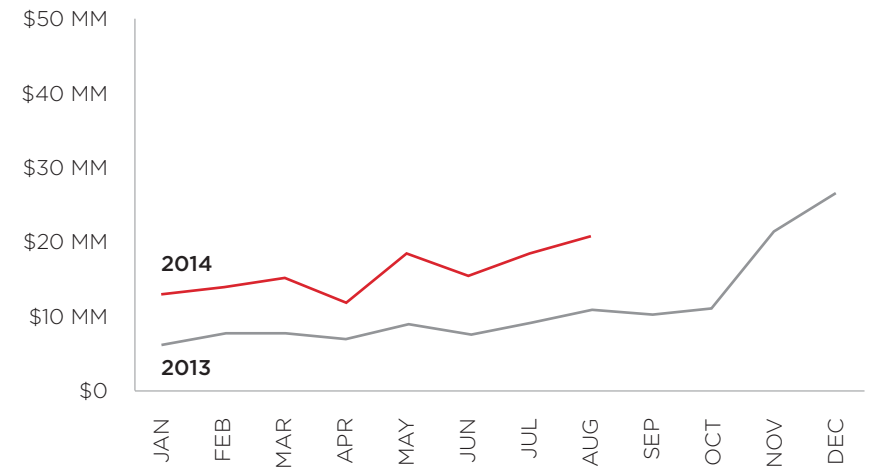
PAGEVIEWS



ORDERS



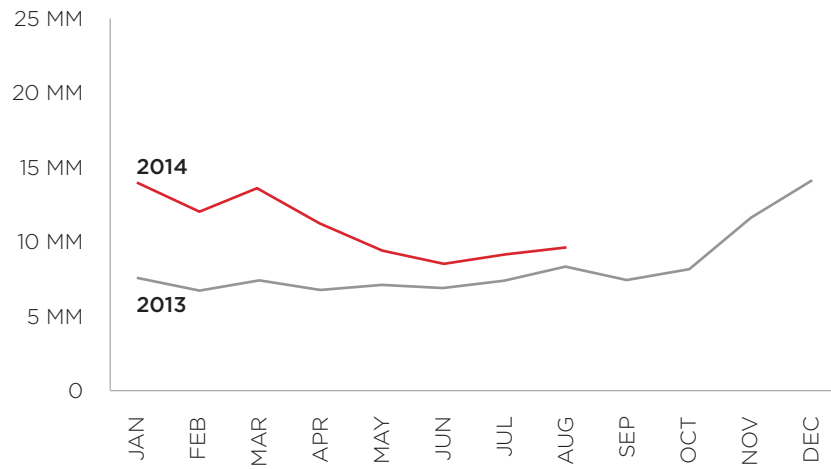
REVENUE



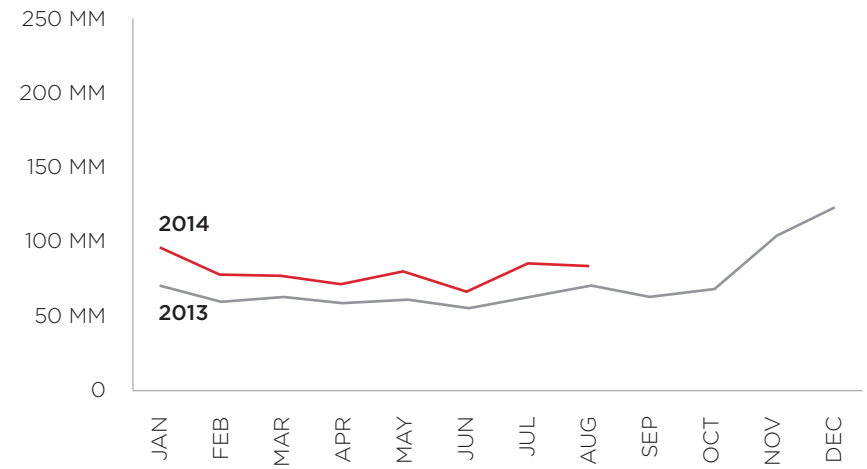
YEAR-OVER-YEAR TABLET TRENDS

10

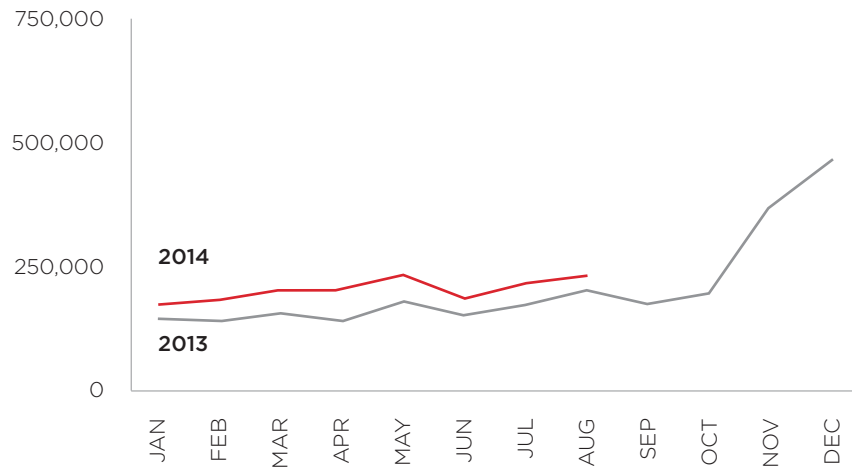
VISITS



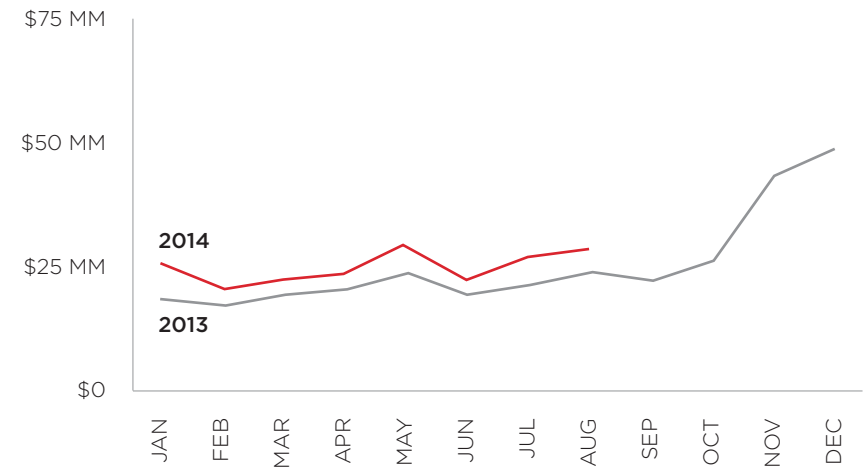
PAGEVIEWS



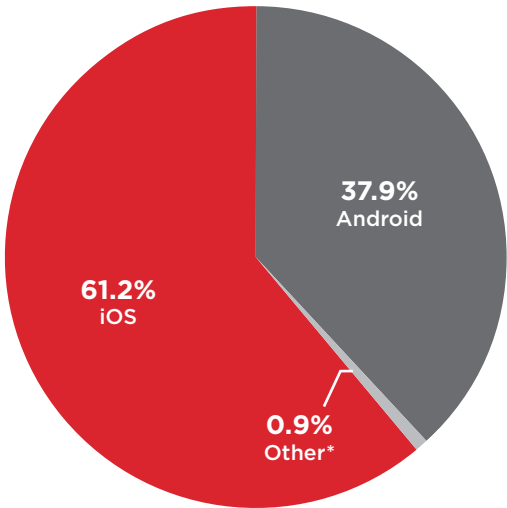
ORDERS



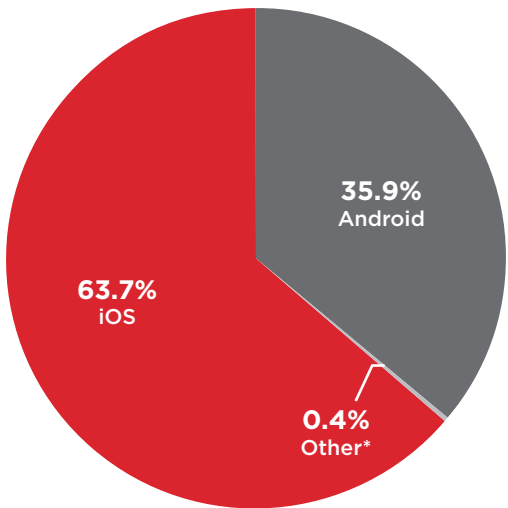
REVENUE



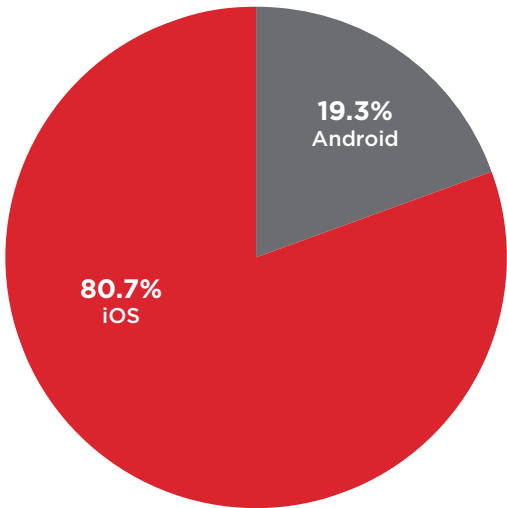
SMARTPHONE VISITS



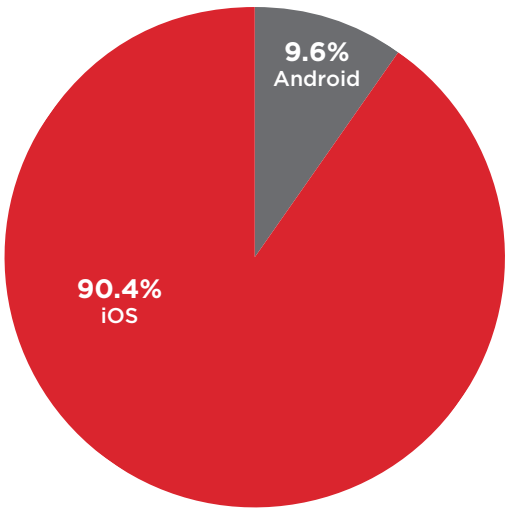
SMARTPHONE REVENUE



TABLET VISITS



TABLET REVENUE



*Includes Windows, BlackBerry, and other operating systems