# BRANDING BRAND MOBILE COMMERCE INDEX 

JUNE 2013

Date Range: June 2012 and June 2013
Clients Sampled: 18 (out of $150+$ total)
Total Visits: 76,701,740
Total Pageviews: 505,964,264
Total Orders: 1,349,599
Total Revenue: \$179,813,567


The market share of mobile visits (i.e., smartphone and tablet) increased 5.1\% from May 2013 to June 2013.

JANUARY 2010 - JUNE 2013


Date: June 2013
Clients Sampled: 18 (out of 150+ total)
Total Visits: 40,259,218 (100\%)
Non-Mobile Visits: 26,452,454 (65.7\%)
Smartphone + Tablet Visits: 13,806,764 (34.3\%)

## JUNE 2013*


*Percentage increases from June 2012

The market share of smartphone visits increased 66.2\% from June 2012 to June 2013.

The market share of tablet visits increased 35.1\% from June 2012 to June 2013.

The market share of non-mobile visits decreased $15.3 \%$ from June 2012 to June 2013.

JUNE 2012


Total Visits 36,442,522 (100\%)
Non-Mobile Visits 28,278,245 (77.6\%)
Smartphone Visits 4,716,903 (12.9\%)
Tablet Visits 3,447,374 (9.5\%)

JUNE 2013


NON-MOBILE VISITSSMARTPHONE VISITSTABLET VISITS

The market share of smartphone orders increased 90.0\% from June 2012 to June 2013

The market share of tablet orders increased 52.3\% from June 2012 to June 2013.

The market share of non-mobile orders decreased 8.0\% from June 2012 to June 2013

JUNE 2012


JUNE 2013


NON-MOBILE ORDERSSMARTPHONE ORDERSTABLET ORDERS

The market share of smartphone revenue increased 78.9\% from June 2012 to June 2013.

The market share of tablet revenue increased $42.8 \%$ from June 2012 to June 2013

The market share of non-mobile revenue decreased 6.7\% from June 2012 to June 2013

JUNE 2012


Total Revenue $\$ 89,872,086$ (100\%)
Non-Mobile Revenue \$79,414,292 (88.3\%)
Smartphone Revenue \$2,298,268 (2.6\%)
Tablet Revenue $\$ 8,159,526$ (9.1\%)

JUNE 2013


NON-MOBILE REVENUESMARTPHONE REVENUETABLET REVENUE

Smartphone conversion increased $5.2 \%$ as a percentage of non-mobile conversion from 20.9\% to 22.0\% from June 2012 to June 2013

Tablet conversion increased $3.8 \%$ as a percentage of nonmobile conversion from 76.3\% to 79.2\% from June 2012 to June 2013.

JUNE 2012


JUNE 2013


VISITs


ORDERS


PAGEVIEWS


REVENUE


VISITS


ORDERS


PAGEVIEWS


REVENUE


SMARTPHONE VISITS


SMARTPHONE REVENUE


TABLET VISITS


TABLET REVENUE


