



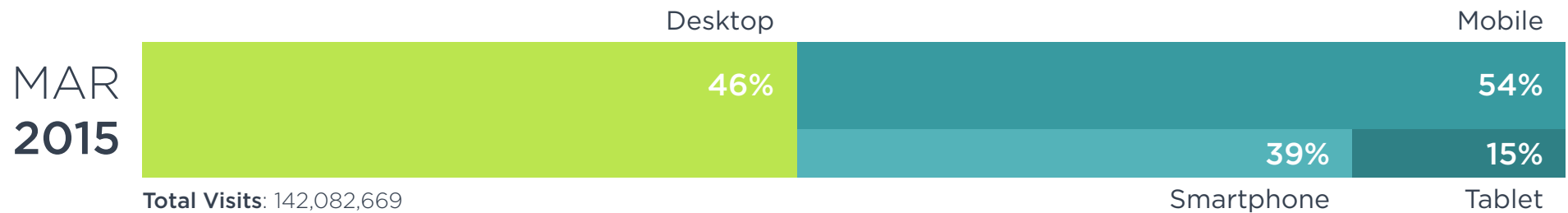
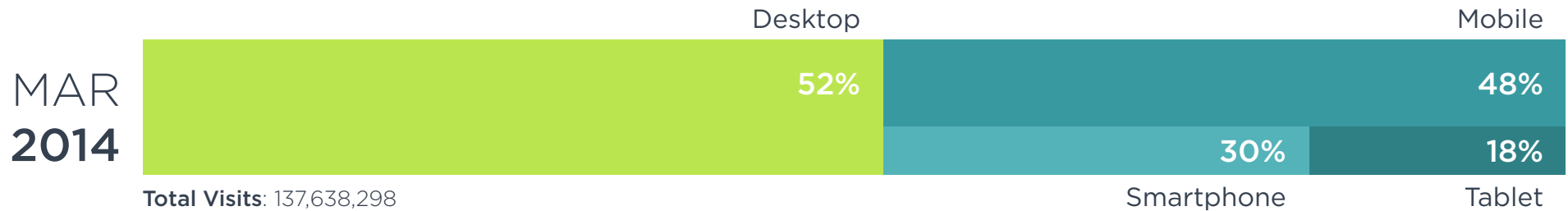
BRANDING BRAND MOBILE COMMERCE INDEX

MARCH 2015

VISITS

2

In March 2015, mobile devices generated 54% of all online visits, a 13% increase from March 2014.



YEAR-OVER-YEAR CHANGE IN MARKET SHARE

Compared to March 2014, desktop's share of total online visits decreased 12%; smartphone's share increased 30%.



↓ 12%
Desktop



↑ 30%
Smartphone



↓ 17%
Tablet

Data Used

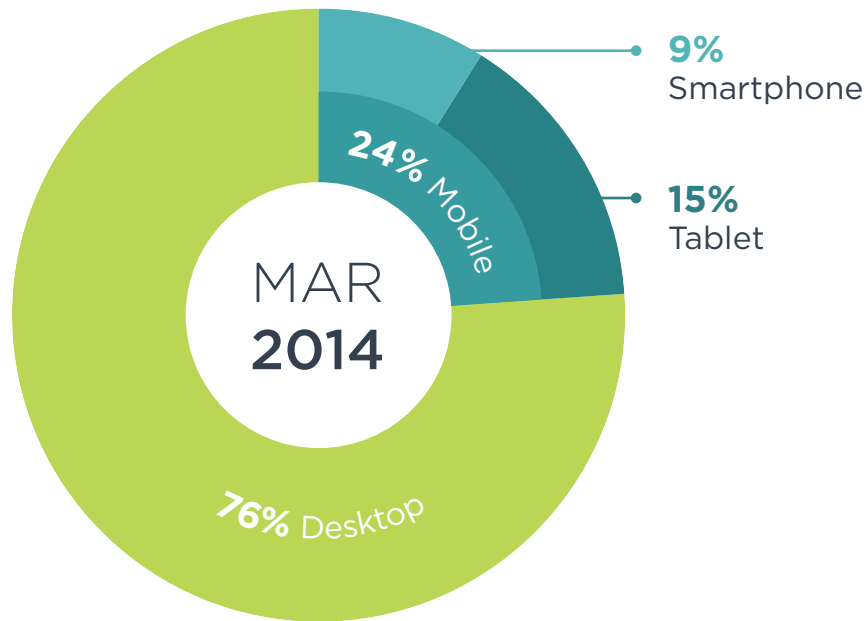
50 U.S. Mobile Sites on Branding Brand's Platform; March 1 - 31, 2014 & 2015

brandingbrand.com

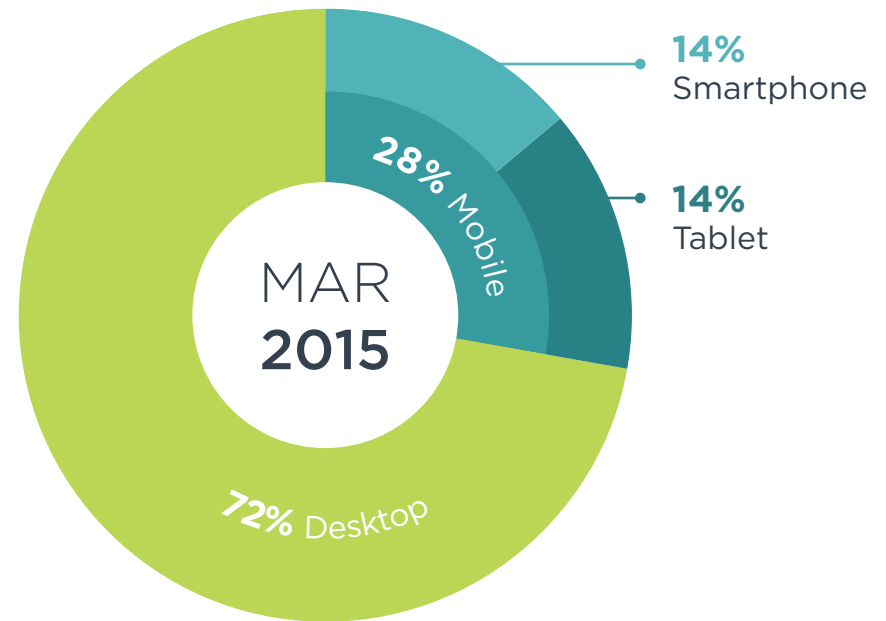
REVENUE

3

In March 2015, mobile devices generated 28% of all online revenue, a 17% increase from March 2014.



Total Revenue: \$281,136,986



Total Revenue: \$307,607,678

YEAR-OVER-YEAR CHANGE IN MARKET SHARE

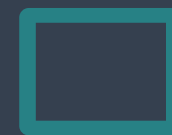
Compared to March 2014, desktop's share of total online revenue decreased 5%; smartphone's share increased 56%.



↓ 5%
Desktop



↑ 56%
Smartphone

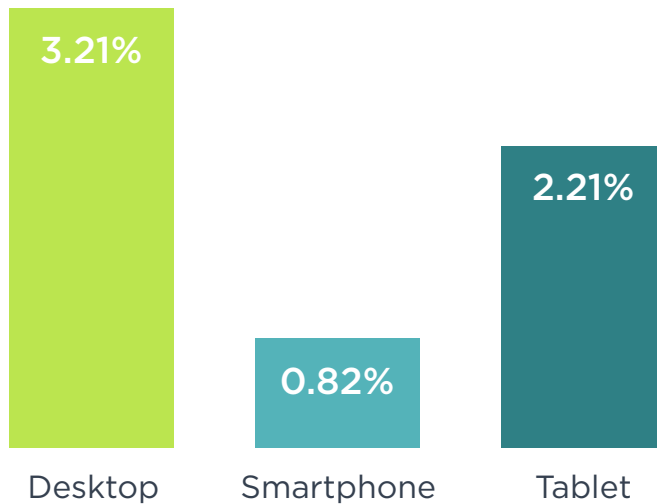


↓ 7%
Tablet

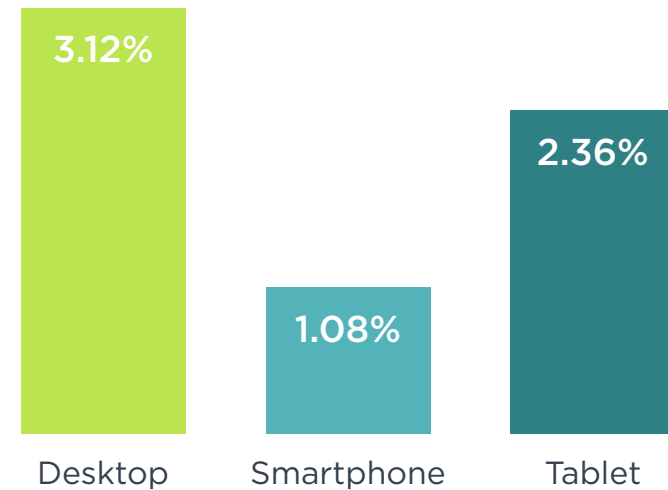
CONVERSION

In March 2015, the average mobile conversion across all industries was 1.72%, a 13% increase from March 2014.

MARCH 2014



MARCH 2015



YEAR-OVER-YEAR CHANGE IN GROWTH RATE

Compared to March 2014, desktop conversion decreased 3%; smartphone conversion increased 32%.



↓ 3%
Desktop



↑ 32%
Smartphone

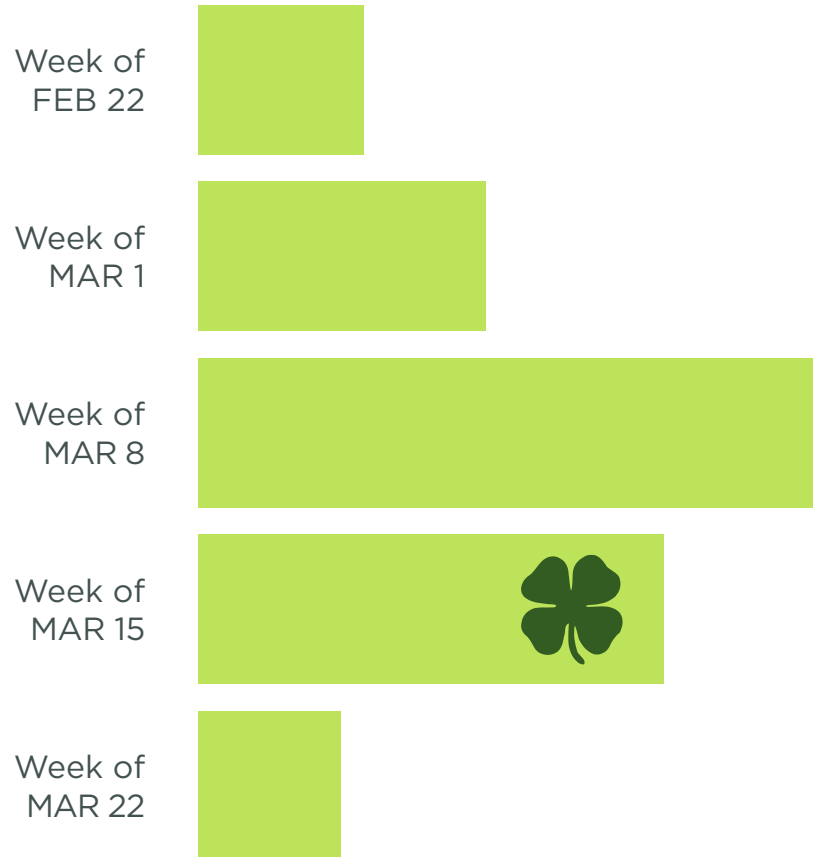


↑ 7%
Tablet

TRENDING SEARCH

“GREEN” SEARCH VOLUME

Mobile searches with the keyword “green” increased 103% from the last week in February to the week of March 8 — the week before Saint Patrick’s Day.



“GREEN” SEARCH KEYWORDS

The most-searched “green” keywords on mobile included: jacket, dress, jeans, boot, and sweater.



QUICK HIGHLIGHTS

- In March 2015, mobile devices generated 54% of all online visits. (pg 2)
- Compared to March 2014, desktop's share of total online visits decreased 12%; smartphone's share increased 30%. (pg 2)
- In March 2015, mobile devices generated 28% of all online revenue. (pg 3)
- Compared to March 2014, desktop's share of total online revenue decreased 5%; smartphone's share increased 56%. (pg 3)
- In March 2015, the average mobile conversion across all industries was 1.72%. (pg 4)
- Compared to March 2014, desktop conversion decreased 3%; smartphone conversion increased 32%. (pg 4)
- Mobile searches with the keyword "green" increased 103% from the last week in February to the week of March 8 — the week before Saint Patrick's Day.
- The most-searched "green" keywords on mobile included: jacket, dress, jeans, boot, and sweater.

ABOUT THE MOBILE COMMERCE INDEX

The Branding Brand Mobile Commerce Index (MCI) is the largest collection of data on retail websites specifically designed for mobile devices. Each month at blog.brandingbrand.com, the Index identifies commerce and consumer trends across samples of Branding Brand clients in various industries, including apparel, health and beauty, and home goods.

In total, Branding Brand's platform powers the mobile websites and apps of over 200 major retailers around the world.