Enhancing stores

URL: Target.com • apps | Company name: Target Corp.
Entered m-commerce: 2008 | 2014 mobile commerce sales: $350,000,000
2014 mobile monthly visits: 34,000,000

In fall 2014, Target went app-crazy and released new versions of its iPhone and iPad shopping apps and mega-popular Cartwheel mobile coupons app, and debuted new apps for gift registry and health. And it debuted order via mobile, as well as curbside pickup, with partner Curbside. Target is leading the way in using mobile, especially apps, to enhance in-store shopping. "Cartwheel has more than 10 million users and is on track to generate $1 billion in annual promotional sales," says Alan Wizemann, vice president of Target.com and mobile product. "Active Cartwheel users have increased their trips and spend at Target by nearly 30%, which has driven hundreds of millions of incremental sales. The next revolution in retail is seamless integration of stores and digital. We view mobile as the front door to Target."

VENDOR RELATIONSHIPS

Affiliate marketing management: eBay Enterprise
Comparison engine feeds: NA
Content delivery network:

Akamai

Content management: Autonomy, VirtuCom
Customer relationship management: In-house
Customer reviews and forums: Bazaarvoice Inc., Pluck
Customer service software: In-house
E-commerce platform: IBM
E-mail marketing: In-house
Fulfillment: In-house, Innotrac, Manhattan Associates

Innotrac
Intelligence. Innovation. Reliability.

International Services: NA
Live chat/click-to-call: NA
Marketplace management: NA

Mobile commerce: In-house
Order management: IBM
Payment security: Accertify
Payment systems: NA
Personalization: In-house, RichRelevance
Rich media: Easy2 Technologies
Search engine marketing: In-house, CrossMedia Services, Kenshoo
Security certification: NA
Shipping carrier: NA
Site design: In-house
Site search: Oracle Corp.
Social media marketing/consulting: Kenshoo
Technology provider (site): In-house
Technology provider (app): In-house
Web analytics: Adobe Systems Inc., ForeSee, Webtrends
Web hosting: AT&T
Web performance monitoring: Compuware, New Relic

SITE PERFORMANCE²
Availability: 99.32% | Response time: 4.799 seconds

Expanding by mobile

URL: Threadless.com • apps | Company name: Threadless.com
Entered m-commerce: 2012 | 2014 mobile commerce sales: NA
2014 mobile monthly visits: NA

Fifteen years ago, entrepreneurs used the Internet to create new businesses. Today, Threadless.com is using a mobile app to do that. The T-shirt merchant in 2014 launched Type Tees, an app-only store available to Apple users that enables customers to create custom T-shirts that say just about anything. "We've always felt we needed a reason to go mobile that aligns with what makes mobile different and unique," says Jake Nickell, founder and CEO. "With Type Tees, we felt the moment when you want to create a custom T-shirt is very impulsive, like at a bar when a friend says something hilarious that would make a perfect tee. Mobile is perfect for this." Also in 2014, Threadless.com debuted a redesigned version of its main app that Apple's editors—mobile tastemakers—highlighted as a Best New App.

VENDOR RELATIONSHIPS

Affiliate marketing management: Impact Radius
Comparison engine feeds: NA
Content delivery network: Akamai Technologies Inc., Amazon Web Services

Akamai

Content management: In-house
Customer relationship management: In-house, Custora
Customer reviews and forums: In-house
Customer service software: In-house, Parature
E-commerce platform: In-house
E-mail marketing: Google Inc., MailChimp, SendGrid
Fulfillment: In-house, Snapfulfil
International Services: NA
Live chat/click-to-call: NA
Marketplace management: NA
Mobile commerce: Mobify, Prolific

Order management: In-house
Payment security: In-house, PayPal, Thawte
Payment systems: PayPal
Personalization: In-house
Rich media: NA
Search engine marketing: BrightEdge
Security certification: DigiCert, GoDaddy, McAfee, Thawte
Shipping carrier: DHL, USPS
Site design: In-house
Site search: In-house
Social media marketing/consulting: In-house
Technology provider (site): NA
Technology provider (app): NA
Web analytics: Google Inc., RJ Metrics
Web hosting: Amazon Web Services, Rackspace

rackspace
DIGITAL

Web performance monitoring: New Relic

SITE PERFORMANCE²
Availability: 99.19% | Response time: 5.382 seconds

Saving money with mobile

URL: Walmart.com • apps | Company name: Wal-Mart Stores Inc.
Entered m-commerce: 2008 | 2014 mobile commerce sales: $1,430,000,000
2014 mobile monthly visits: 59,481,000

Consumers love shopping—and saving money. Wal-Mart cannily built into its app its Savings Catcher feature that works with Wal-Mart e-receipts: If Wal-Mart detects another retailer is offering a product a consumer purchases at Wal-Mart at a lower price, Wal-Mart refunds the difference via an e-gift card. "In the rare instance another retailer has a lower price, we use digital technology to find that out for you, we'll refund the difference," says Gibu Thomas, senior vice president of mobile and digital strategy. "More than 80% of all receipts submitted recently were submitted via mobile devices, and the Wal-Mart app was ranked No. 2 overall in the Apple App Store a couple weeks after the launch of Savings Catcher." Wal-Mart may use e-receipts for enhanced budgeting tools and predictive shopping lists.

VENDOR RELATIONSHIPS

Affiliate marketing management: Rakuten LinkShare
Comparison engine feeds: Google Inc.
Content delivery network: In-house, Akamai Technologies Inc.

Akamai

Content management: In-house
Customer relationship management: In-house
Customer reviews and forums: Bazaarvoice Inc.
Customer service software: In-house
E-commerce platform: In-house
E-mail marketing: StrongView
Fulfillment: In-house, CommerceHub

CommerceHub

International Services: NA
Live chat/click-to-call: NA
Marketplace management: In-house

Mobile commerce: In-house
Order management: In-house
Payment security: In-house
Payment systems: In-house, Chase Paymentech Solutions, First Data, PayPal
Personalization: In-house
Rich media: Atlas, Flash Talking, Google Inc., MediaMind, Mixpo, Pointroll
Search engine marketing: In-house, Kenshoo
Security certification: In-house
Shipping carrier: NA
Site design: In-house
Site search: In-house
Social media marketing/consulting: In-house, Kenshoo
Technology provider (site): In-house
Technology provider (app): NA
Web analytics: In-house, Adobe Systems Inc., Greenplum, IBM, Hadoop, Mu-Sigma,
Web hosting: In-house
Web performance monitoring: In-house, Keynote Systems Inc., SOASTA

SITE PERFORMANCE²
Availability: 99.50% | Response time: 3.199 seconds

Responsive underwear

URL: WebUndies.com | Company name: WebUndies.com LLC
Entered m-commerce: 2012 | 2014 mobile commerce sales: $525,000
2014 mobile monthly visits: 65,000

WebUndies.com shows you don't have to be eBay or Target to be a mobile innovator and leader. The small, web-only merchant of underwear and sleepwear in August 2014 launched a responsive design site, custom built with ShopSite and Designs With Merit for $15,000. With responsive design, a single web site adjusts to the size of the screen the visitor is viewing, all from one code base and one set of web content. "I knew responsive design was inevitably the right way to go, that it would set us ahead of our competition," says Terri Hunsinger, co-owner. As a result, Hunsinger says WebUndies.com is on track to hit $525,000 in mobile sales this year—up 68% over 2013—with mobile accounting for 28% of total sales. Though WebUndies.com is a small retailer, its strong mobile commerce presence helps it rank No. 462 in the 2015 Mobile 500.

VENDOR RELATIONSHIPS

Affiliate marketing management:

SHAREASALE
TRUE PERFORMANCE MARKETING

Comparison engine feeds: CPC Strategy LLC
Content delivery network: NA
Content management: ABSolution
Customer relationship management: ABSolution
Customer reviews and forums: ShopSite
Customer service software: ABSolution
E-commerce platform: ShopSite
E-mail marketing: Constant Contact Inc.
Fulfillment: In-house
International Services: In-house
Live chat/click-to-call: NA
Marketplace management: In-house
Mobile commerce: ShopSite, Designs With Merit
Order management: ABSolution
Payment security: NA
Payment systems: Amazon Web Services, PayPal

Personalization: NA
Rich media: NA
Search engine marketing: In-house, ROI Revolution

ROI REVOLUTION

Security certification: McAfee, VeriSign
Shipping carrier: Stamps.com, UPS

stamps.com

Site design: Designs With Merit
Site search:

SLISYSTEMS
E-COMMERCE ACCELERATOR

Social media marketing/consulting: In-house
Technology provider (site): ShopSite
Technology provider (app): NA
Web analytics: Google Inc.
Web hosting: LexiConn
Web performance monitoring: LexiConn

SITE PERFORMANCE²
Availability: NA | Response time: NA