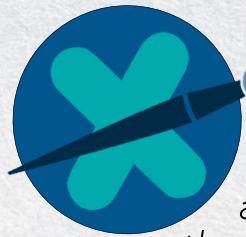


CREDIBILITY



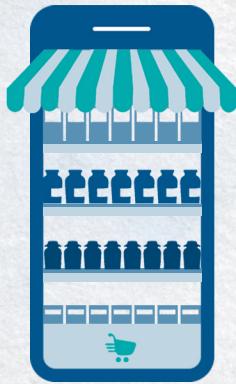
48% PEOPLE sited a **WEBSITE'S DESIGN** as the **#1 FACTOR** in deciding the **CREDIBILITY** of a business



94% PEOPLE sited a **WEB DESIGN** as the reason they **MISTRUSTED** or **REJECTED** a website

48% PEOPLE entrusted **ONLINE REVIEWS** just as much as **PERSONAL RECOMMENDATIONS**

MORE CUSTOMERS, LARGER AUDIENCE



4 OUT OF 5 CONSUMERS shop on **SMARTPHONES**



MOBILE DEVICES now account for nearly **2 OF EVERY 3 MINUTES** spent online



40% OF PEOPLE will choose a **DIFFERENT SEARCH RESULT** if the first is **NOT MOBILE FRIENDLY**



48% OF USERS when arrive on a **BUSINESS SITE** that is **NOT WORKING** well **ON MOBILE**, they take it as an **INDICATION** of the business simply **NOT CARING**



62% OF COMPANIES which designed their website(s) for **MOBILE PLATFORMS** **INCREASED SALES**

