



Optimize Mobile Shopping

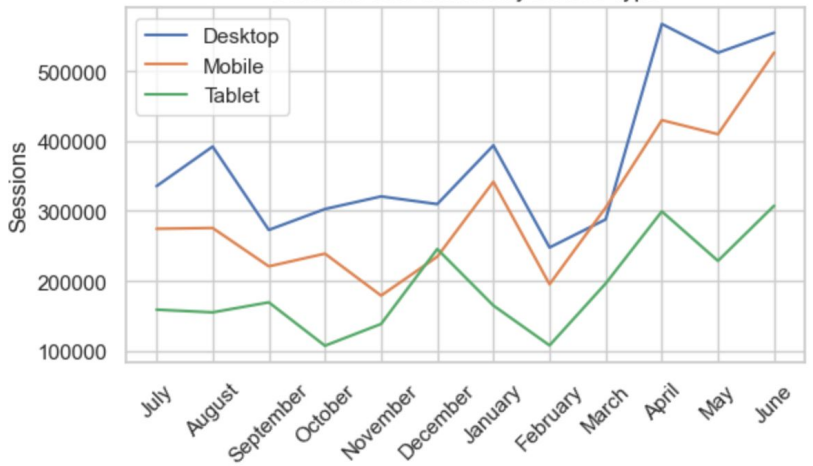


IXIS - Coding Exercise
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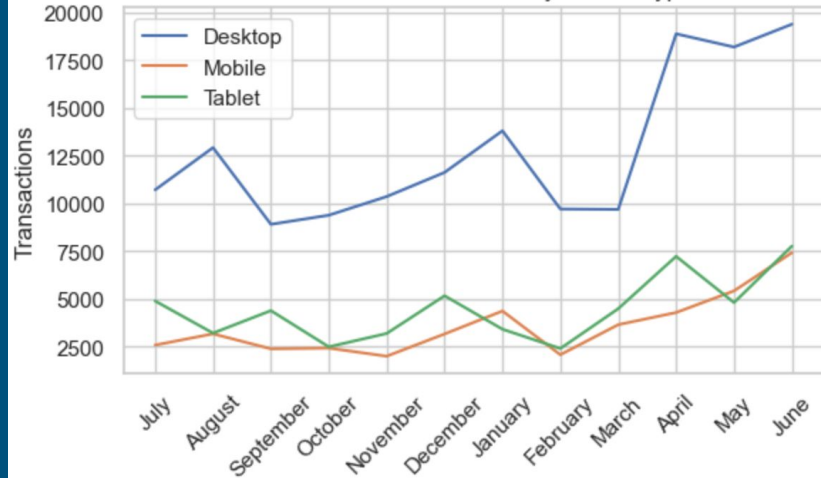
Browser Transactions Dwarf Mobile Transactions

Sessions over Months by Device Type

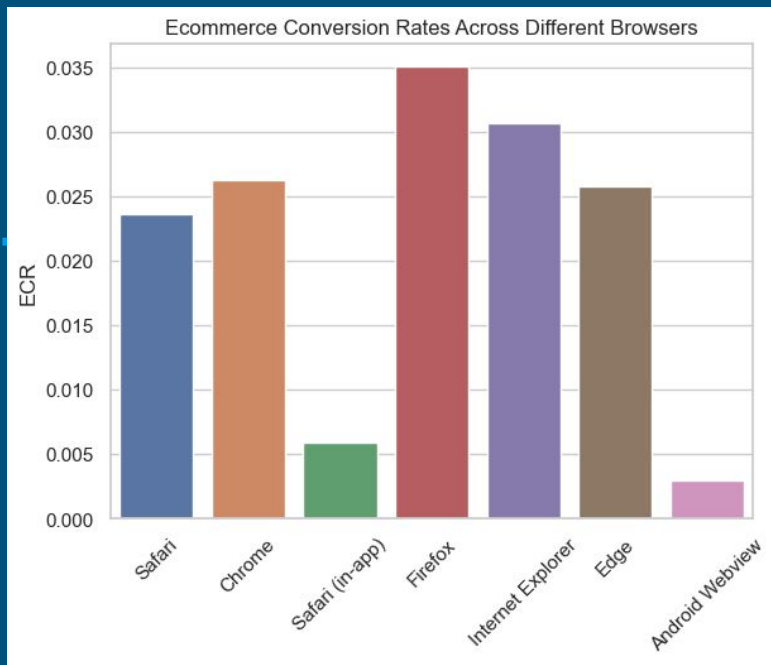


- Total Mobile Sessions were 19% lower than Total Desktop Sessions.

Transactions over Months by Device Type



- Total Mobile Transactions were **72% lower** than Total Desktop Transactions



- iPhone holds 58% of US Smartphone market share
- Safari (in-app) has an E-commerce Conversion Rate **5 times less** than browser version

Next Steps:

- Investigate mobile shopping behavior
 - Understand current trends
 - Reservations around purchasing items on mobile devices
 - Explore how users interact with website on mobile devices
- Gather “adds to cart” data, categorized by browser and device type
- Leverage resources to improve mobile shopping experience.

2013 - May and June Reporting

	April	May	June
sessions	1296613	1164639	1388834
sessions_abs_change		-131974	224195
sessions_pct_change		-10.18	19.25
transactions	30369	28389	34538
transactions_abs_change		-1980	6149
transactions_pct_change		-6.52	21.66
QTY	54946	51629	61891
QTY_abs_change		-3317	10262
QTY_pct_change		-6.0368	19.8764
ECR	0.0234	0.0244	0.0249
ECR_abs_change		0.0010	0.0005
ECR_pct_change		4.0731	2.0206
addsToCart	183842	136720	107970
addsToCart_abs_change		-47122	-28750
addsToCart_pct_change		-25.63	-21.03

- April to May - All metrics down but ecommerce conversion rate up:
 - What happened?
 - Feature Launched?
 - Checkout Process Changed?
- May to June - All metrics up but adds to cart are down
 - What happened?
 - Possible Website Performance Issues?
 - Marketing Campaigns?

Next Steps

- Communicate with UI/UX teams to understand if any features changed between April and May to account for anomaly.
 - Based on the response, recommend a further website change to improve other areas of the site or hold to see what future months bring.
- Communicate with IT to understand if website had issues in June.
- Further analyze the shopping funnel to understand user engagement and conversion rates
- Investigate any obstacles or bottlenecks in the mobile shopping process