



# **IXIS Assessment**

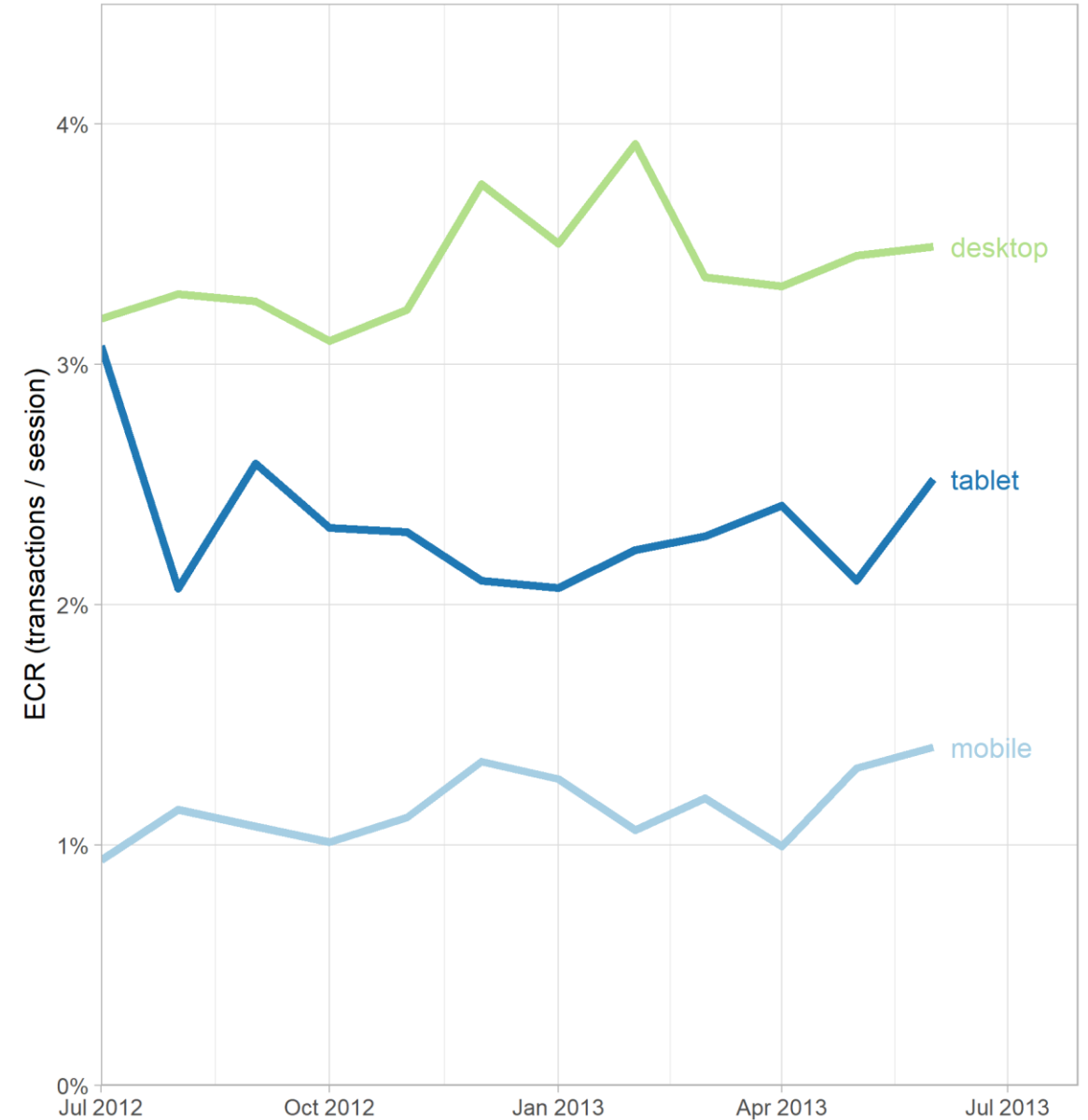
Charlie Gallagher

# Transactions per Session

- Users on **desktops** are more likely to make transactions than either **tablet** or **mobile** users.

## Consumer Response across Devices

Transactions per Session, 2012-2013



# In-app Transactions

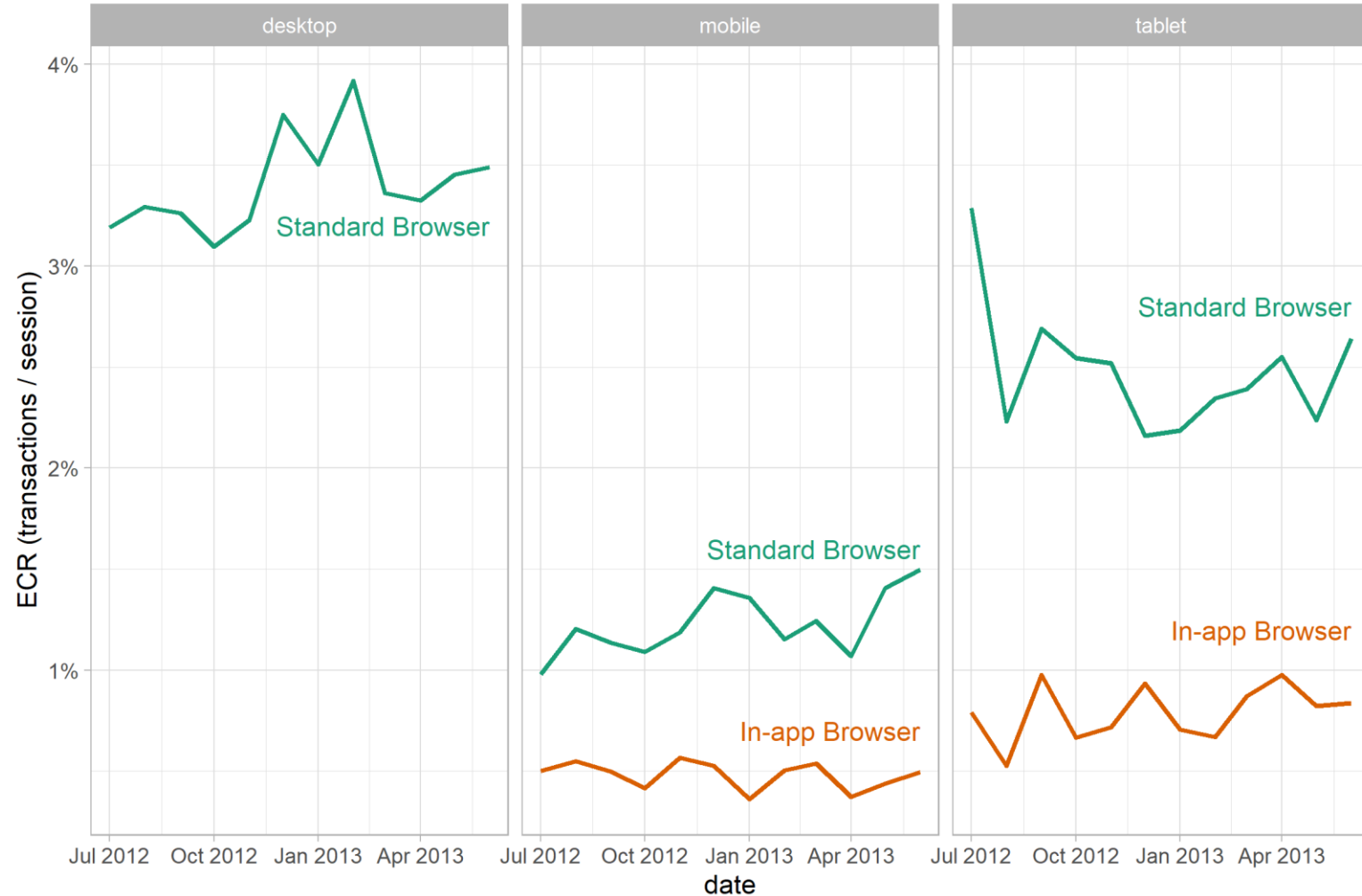
- When users access the site through an app like **Twitter** or **Instagram**, they use an in-app browser.
- **Customers using in-app browsers have significantly lower transaction rates**, especially among tablet users.
- Ads targeting apps should be reduced in favor of standard browser targeting.

Note

- In-app sessions make up 9% of mobile sessions
- 8% of tablet sessions

## Consumer response in-app and not in-app

Transactions per Session for in-app browsers and non-in-app browsers



# Recent Sales Growth

- Sales are up nearly **100%** since July 2012 and around **20%** since last month
- Most of the growth occurred in 2013

