

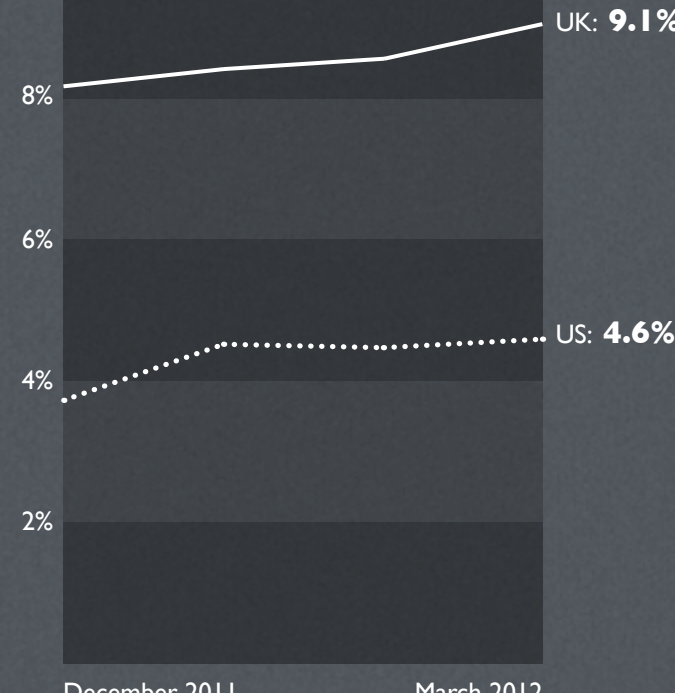
MOBILE MATTERS

A Glimpse into the Growing World of Mobile Commerce in the United Kingdom

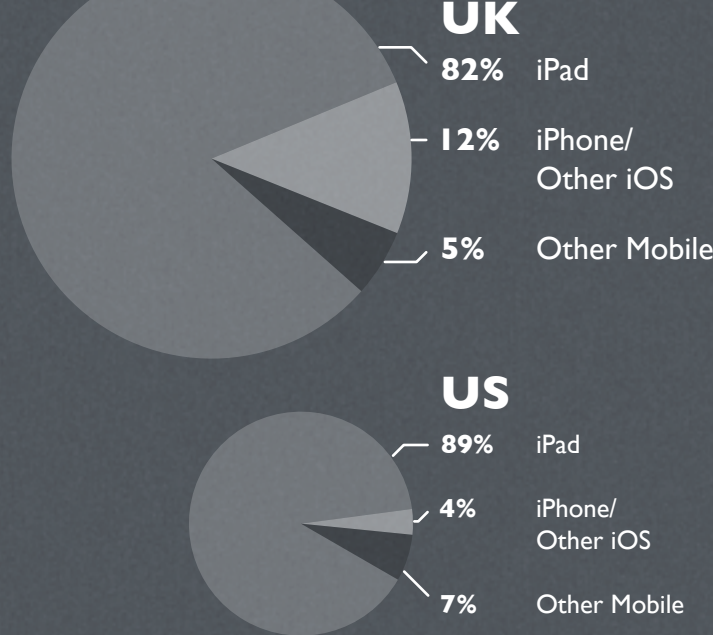
MOBILE COMMERCE IS GROWING

In March 2012, shopping on mobile devices in the UK represented a 9.1% revenue share of all e-commerce sales—up nearly a percentage point (from 8.2%) since the Christmas shopping period. While both UK and US mobile shopping are growing, UK shopping currently outpaces US mobile purchases by a two-to-one ratio. While the iPad leads the pack as the preferred mobile shopping platform on both sides of the pond, iPhone shopping as a share of mobile shopping revenue is three times as popular in the UK as in the US.

Mobile Share of Shopping Revenue



Share of Mobile Shopping Revenue By Platform



RichRelevance Shopping Insights™

Source: RichRelevance Data, December 2011 – March 2012.

PURCHASING BY PLATFORM, 2012 Q1

Shopping behaviours differ by shopping platform. In Q1, shopping sessions on iPhones and other mobile devices ranked highly with regards to average order value (AOV) and average price per item, while shoppers on desktops/laptops and iPads appear both to have considered more items before purchase and converted at a much higher rate. Overall—whether at a desk or on the go—UK shoppers are spending more and converting at a higher rate than their US counterparts.

	Desktop/Laptop	iPad	iPhone/Other iOS	Other Mobile	
UK AOV	£112	£113	£119	£115	In Q1, avg. order value was highest for iPhones, and lowest for desktops and laptops, by small margins.
US AOV	\$147	\$150	\$111	\$112	By contrast, iPhone AOV for US shoppers was relatively low.
UK AVG. UNIT SALES PER ORDER	3.2	2.7	2.0	2.2	Sales per order were lowest for iPhones and other mobiles...
UK AVG. PRICE PER ITEM	£35	£43	£58	£53	...resulting in higher avg. price per item for the small-screened devices.
UK AVG. PAGES PER SESSION	8.6	9.7	4.4	5.1	Shoppers seem to prefer the larger screens for browsing, however, as indicated by the avg. number of pages viewed per session .
UK CONVERSION	3.3%	2.7%	1.2%	1.0%	The same goes for conversion rate , with desktops and iPads converting at rates roughly three times greater than mobiles.
US CONVERSION	2.3%	1.6%	0.5%	0.6%	Conversion rate for Brits across all devices is nearly double that of Americans.

Checkout

RichRelevance Shopping Insights™

Source: RichRelevance Data, March 2012. Conversion rate based on percent of sessions resulting in a purchase.

WHAT ARE UK MOBILE SHOPPERS BUYING?

The #1 top revenue-producing item, based on gross sales, differs by platform.

Top Revenue-Producing Items by Platform



RichRelevance Shopping Insights™

Source: RichRelevance Data; UK Sites: January 2012 – March 2012.

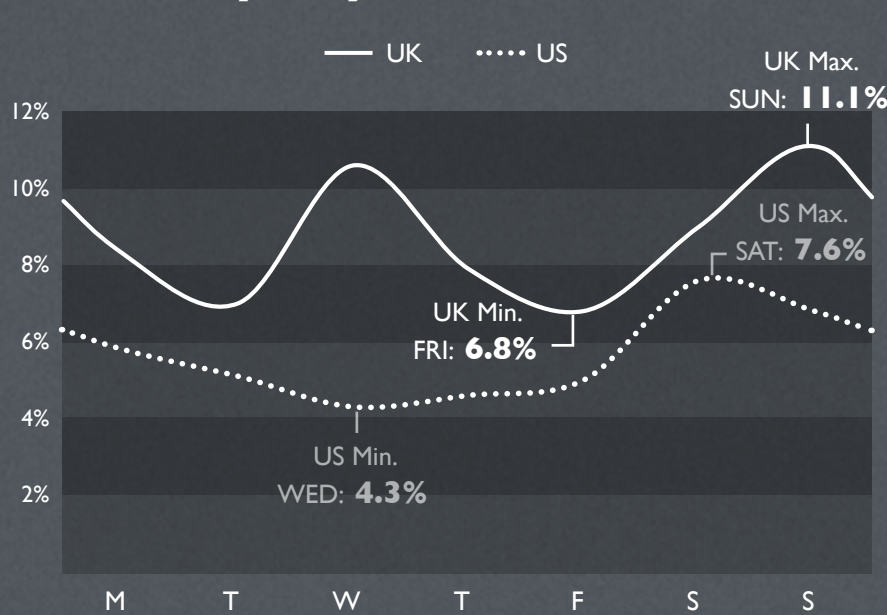
WHEN DO IPAD SHOPPERS SHOP?

iPad Share of Sessions by Day of the Week

The share of iPad shopping sessions increases somewhat on the weekends, averaging 10% on weekends vs. 8.2% during the week. However, the peak days for shopping by iPad are Wednesday and Sunday, during which 10.6% and 11.1% of shopping sessions happened on the device, respectively.

Interestingly, the iPad share of sessions on Wednesday is dramatically different for UK and US shoppers.

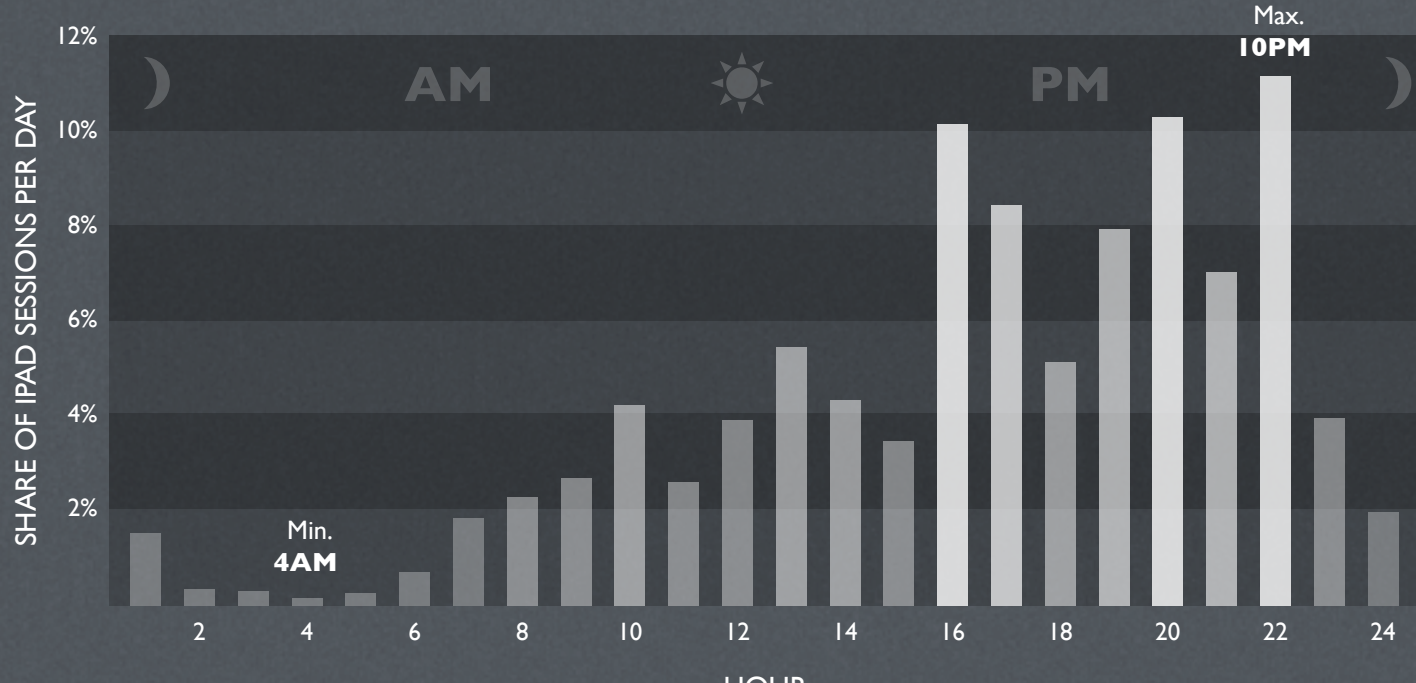
On an average day, share of iPad shopping sessions climbs in the evening hours, from around 5pm until 9pm with peaks at 4pm, 8pm and 10pm.



RichRelevance Shopping Insights™

Source: RichRelevance Data; December 2011 – March 2012.

Share of UK iPad Sessions by Time of Day



RichRelevance Shopping Insights™

Source: RichRelevance Data; December 2011 – March 2012.

Methodology

The 2012 Q1 Shopping Insights Mobile Study is based on more than 1.1 billion shopping sessions on UK and US retail websites between 1 January and 25 March 2012. UK sites are defined as retail websites where the majority of visitors originate from locations in the United Kingdom. These retailers include mass merchants as well as small and specialty retailers. Hour-of-day and day-of-week data are based on random samples from this shopping session dataset; all other data is based on the aggregate set.