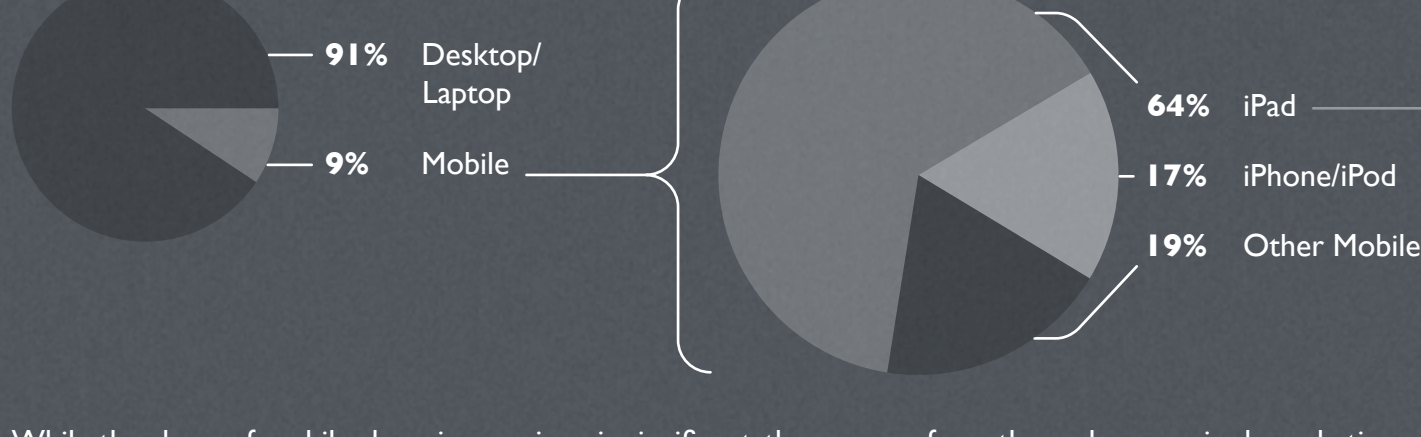


IPADS RULE MOBILE SHOPPING

A Glimpse into the Growing World of Mobile Commerce

MOBILE COMMERCE IS GROWING.

Share of Shopping Sessions by Platform/Device

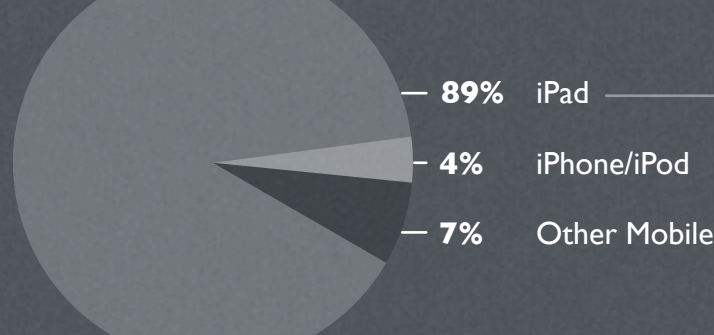


While the share of mobile shopping sessions is significant, the revenue from these shoppers is skyrocketing, with revenue share more than doubling in the last year. iPad shoppers provide the lion's share of both mobile sessions and mobile revenue.

Mobile Share of Shopping Revenue



Share of Mobile Shopping Revenue

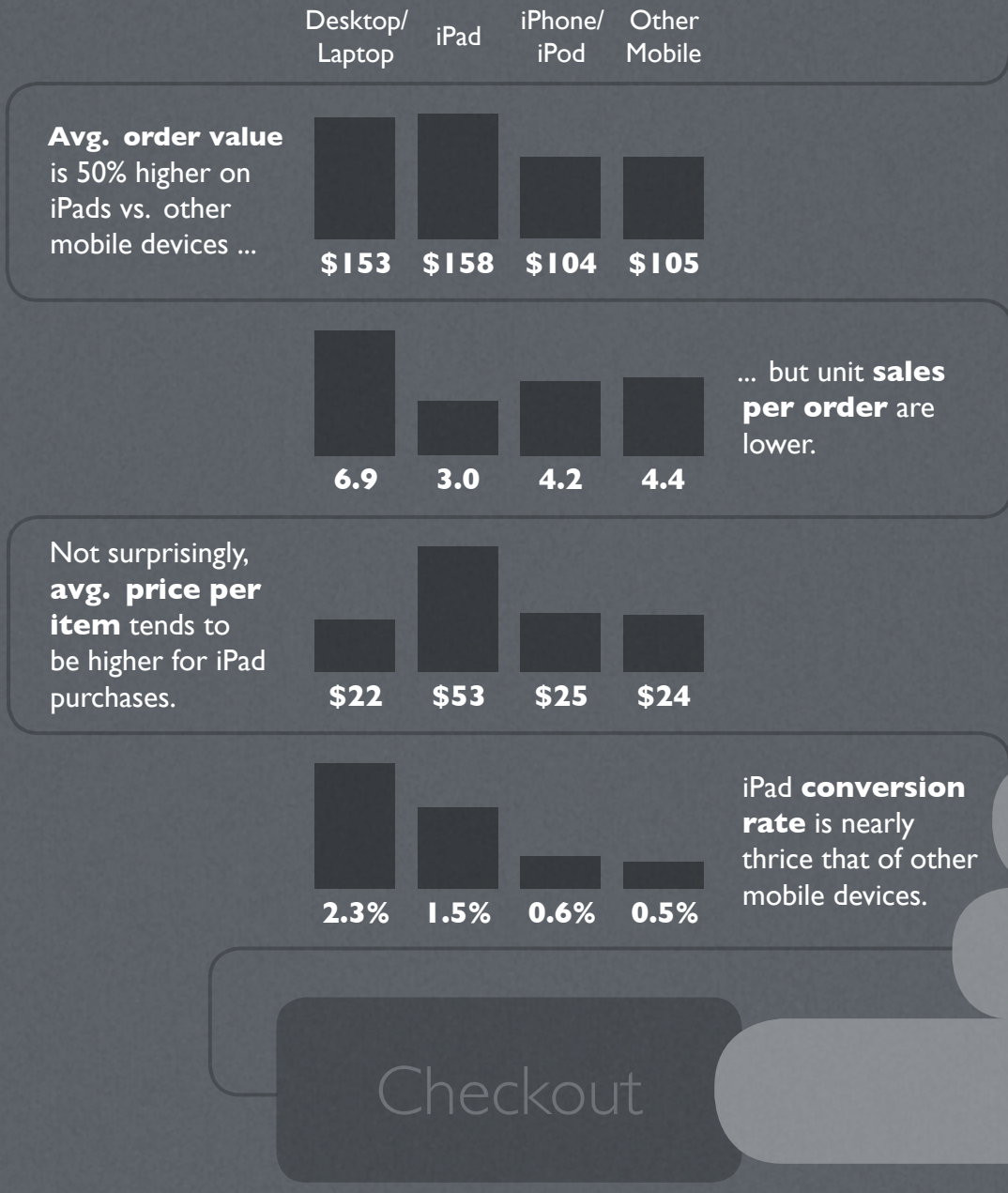


RichRelevance Shopping Insights™

Source: RichRelevance Data; US Sites: April 2011 – March 2012.

IPAD IS KING.

Nearly **two-thirds** of all mobile shopping sessions take place on iPads, accounting for nearly **nine-tenths** of mobile shopping revenue. Further, iPad shoppers have the highest AOV, tend to purchase higher-cost goods, and convert at higher rates than other mobile shoppers.



RichRelevance Shopping Insights™

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

WHAT ARE MOBILE SHOPPERS BUYING?

The top revenue-producing items, based on gross sales, differ by platform: the top revenue driver on the desktop side is gift cards, while on the iPad side it is large-screen TVs. The gift cards hold a monetary value of \$100, while the average pricepoint for the TVs is \$310.

Top Revenue-Producing Items, Desktop/Laptop vs. iPad

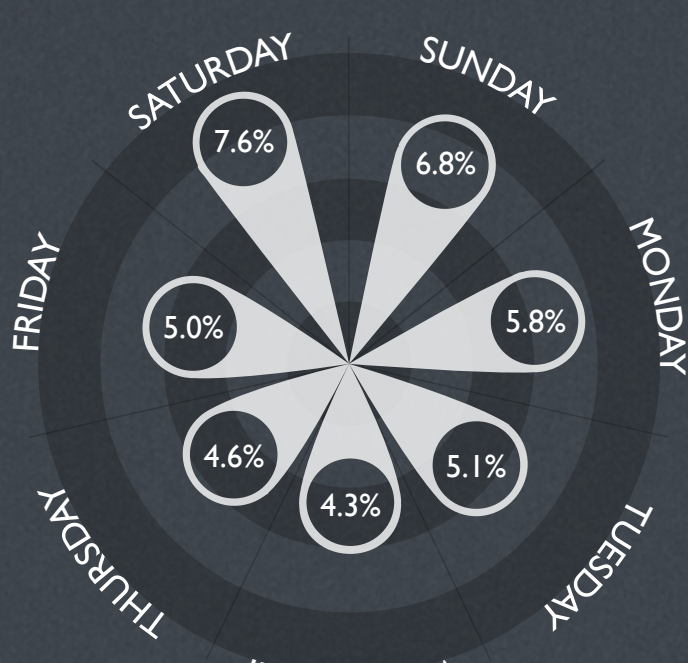


Source: RichRelevance Data; US Sites: January 2012 – March 2012.

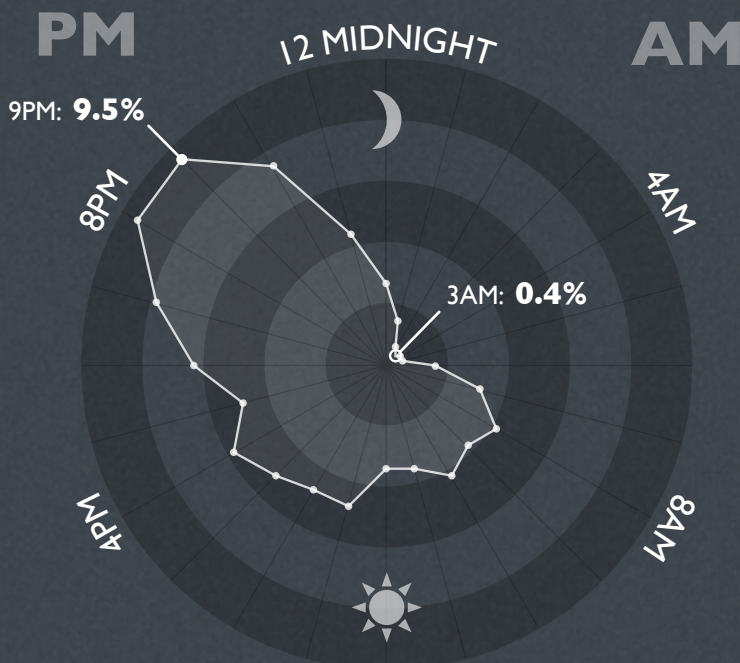
WHEN DO THEY SHOP?

iPad shoppers' share of sessions peaks on the weekend, with proportionately more desktop shopping on Wednesday. In general, iPad shoppers prefer to shop in the evenings, with nearly half of all iPad shopping occurring between 5PM and midnight.

iPad Share of Sessions by Day of the Week



Share of iPad Sessions by Time of Day



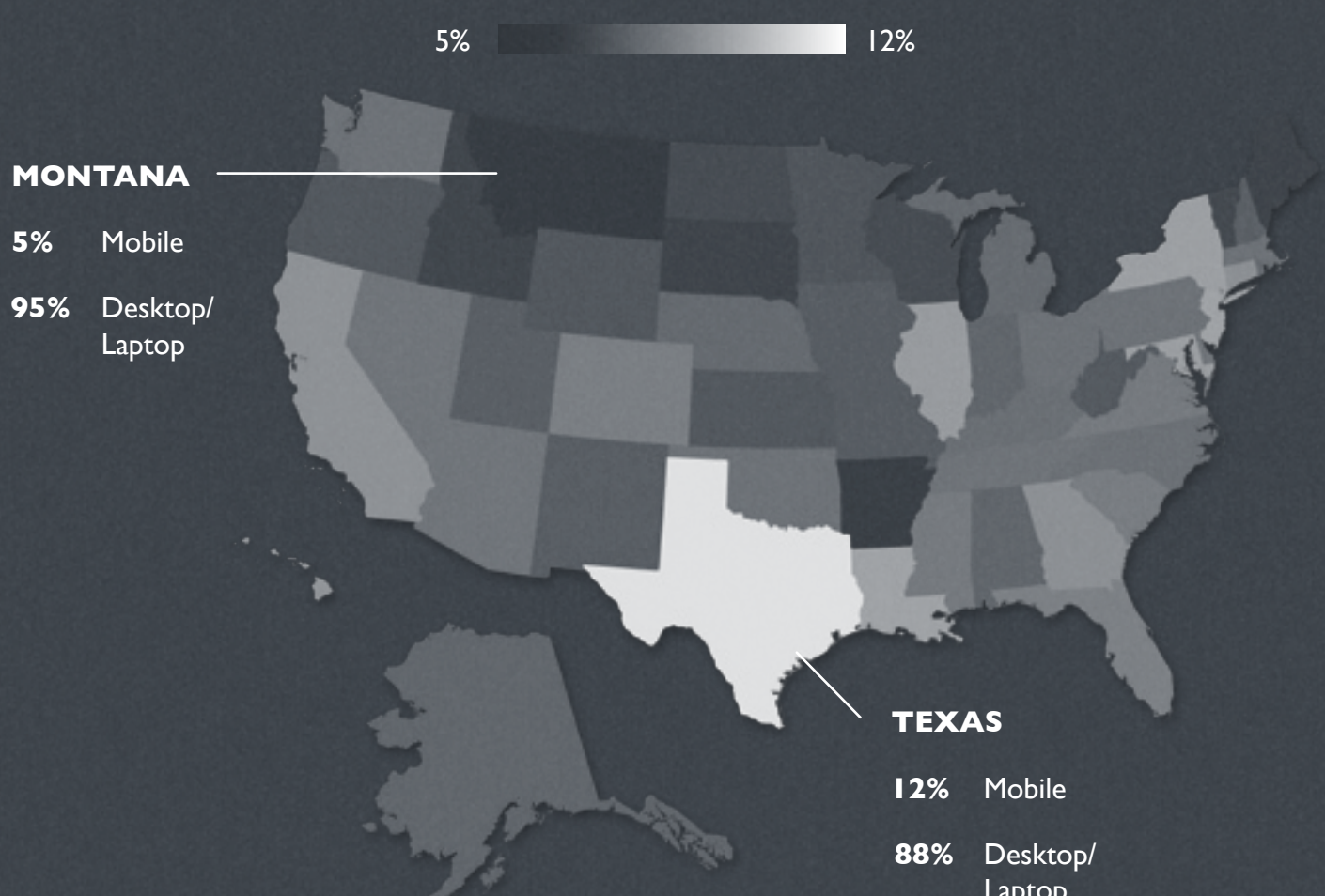
RichRelevance Shopping Insights™

Source: RichRelevance Data; US Sites: December 2011 – March 2012.

MOBILE SHOPPING IS BIGGER IN TEXAS.

This map shows the variance of share of platform across the US. Texas leads the pack by a healthy margin, with Montanans most content to shop from their desks.

Mobile Share of Sessions by State



RichRelevance Shopping Insights™

Source: RichRelevance Data; US Sites: April 2011 – March 2012.

Methodology

The 2012 Q1 Mobile Study analyzes the shopping patterns of US online consumers. The study is based on more than 3.4 billion 2011 shopping sessions (which took place from April to December 2011) and 1.0 billion 2012 sessions (which occurred between January 1 and March 25, 2012). Hour-of-day and day-of-week data is based on random samples from this shopping session dataset; all other data is based on the aggregate set. US sites are defined as retail websites where the majority of visitors originate from locations in the United States. These retailers include mass merchants, as well as small and specialty retailers, including 10 of the 25 largest retailers on the web.