

BRANDING BRAND ANALYTICS

THE IMPORTANCE OF MOBILE OPTIMIZATION

PURPOSE

1

WHY SHOULD I OPTIMIZE MY DESKTOP SITE FOR MOBILE?

Mobile is here to stay. If you are not following and working with mobile trends, you are working against them and possibly losing loyal smartphone users in the process. Customers expect an experience tailored to their mobile device.

This mobile vs. desktop study was initiated to prove that optimizing desktop sites for smartphones provides a better user experience and is worth the investment.

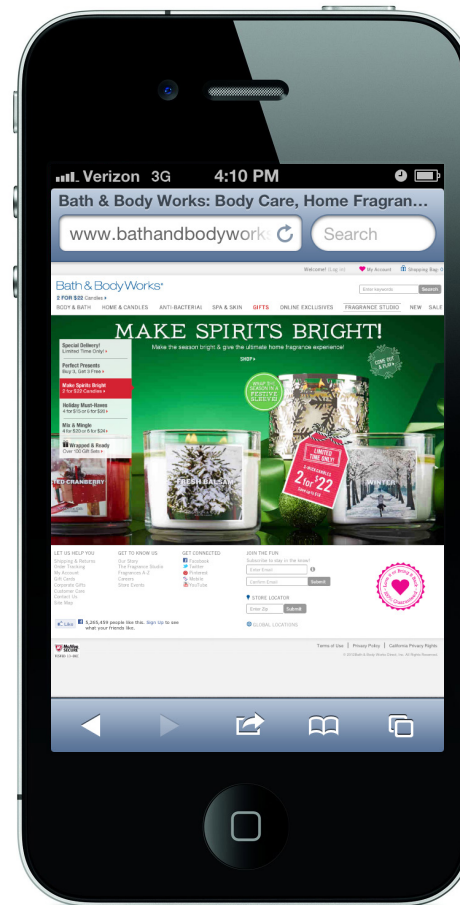
A/B TEST OVERVIEW

Test A

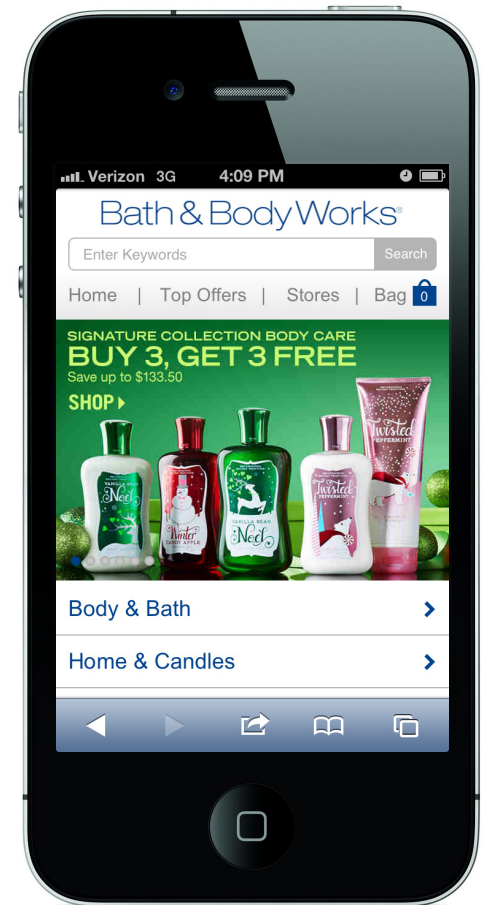
Approximately **30 percent** of smartphone users were sent to the non-optimized Bath & Body Works desktop site

Test B

Approximately **70 percent** of smartphone users were redirected to the optimized Bath & Body Works mobile site



TEST A
smartphone users sent to
non-optimized desktop site



TEST B
smartphone users sent to
optimized mobile site

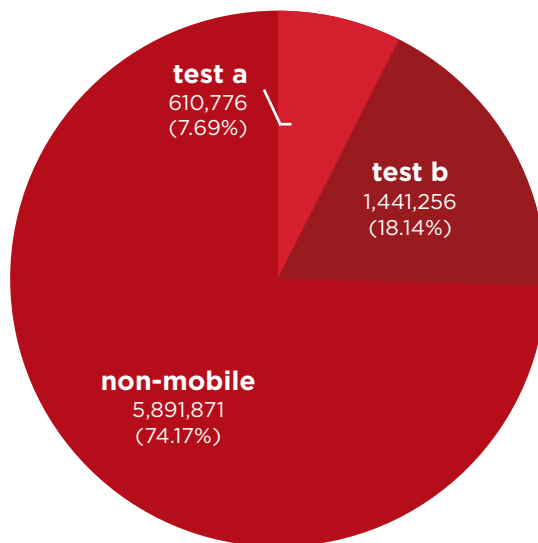
UNDERSTANDING THE DATA

- test a: represents the number & percentage of smartphone users on the non-optimized desktop site
- test b: represents the number & percentage of smartphone users on the optimized mobile site
- non-mobile: represents the number & percentage of tablet, desktop, and other miscellaneous device users on the desktop site

NOVEMBER 16, 2012 - DECEMBER 2, 2012

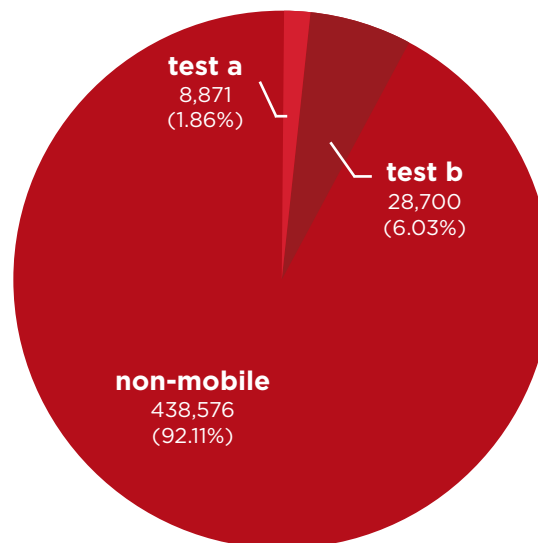
VISITS

(total: 7,943,903)



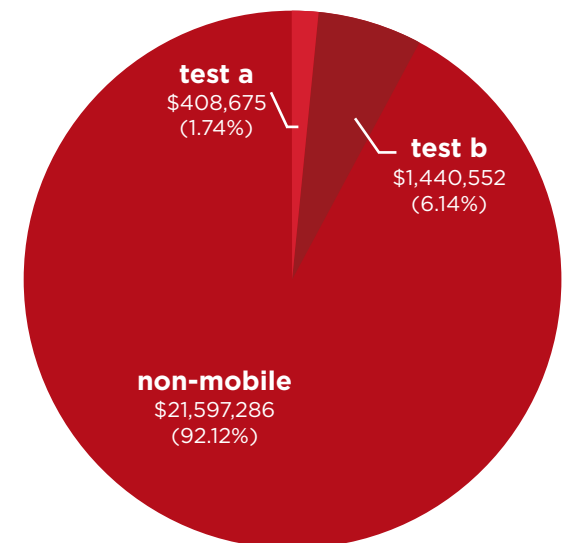
ORDERS

(total: 476,147)

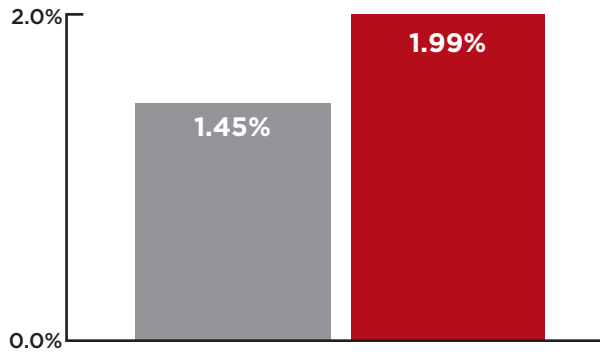


REVENUE

(total: \$23,446,514)



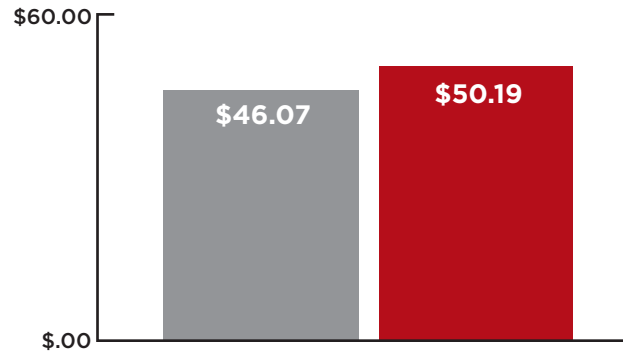
CONVERSION



↑ **37%**

the average conversion rate for smartphone users on the mobile site was 37 percent higher than smartphone users on the desktop site.

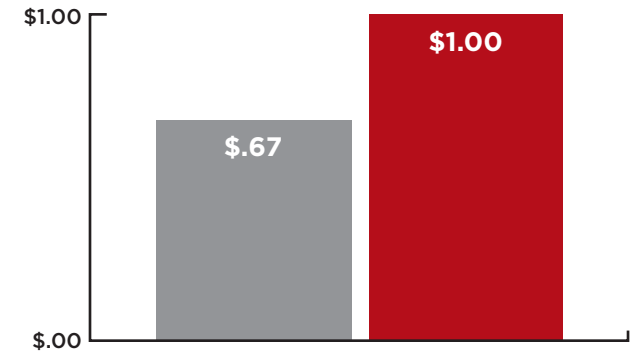
AOV



↑ **9%**

smartphone users' average order value (aov) on the mobile site was nine percent higher than smartphone users on the desktop site.

PVV



↑ **49%**

on average, the per visit value (pvv) of smartphone users on the mobile site was 49 percent higher than the pvv of smartphone users on the desktop site.



TEST A: **SMARTPHONES ON DESKTOP SITE**



TEST B: **SMARTPHONES ON MOBILE SITE**

OVERVIEW

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ORIGINAL, INNOVATIVE & UNRIVALED.

Striving to support all forms of smartphone and tablet traffic, Branding Brand is the largest mobile commerce provider to the Internet Retailer Top 500. The company powers and possesses analytics insight to over 100 sites.

Based on this data, a dedicated usability team analyzes, tests, and determines the best practices for optimizing conversion. As the leading mCommerce platform, Branding Brand's mobile-optimized sites outperform desktop sites on smartphones because they consistently provide a superior overall experience through design and usability.

Branding Brand's patented technology is proven, reliable and limitless, enabling any aspect of a site to be uniquely and effectively optimized for a mobile experience. This technology can transform your brand's desktop experience for on-the-go users, who can enjoy browsing, shopping, and purchasing on your site anytime, anywhere.

