

# **BENEFITS OF A DEDICATED TABLET SITE**

DECEMBER 14, 2012

## TABLET CONVERSION RATES: **NEW INDUSTRY STANDARDS**

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You've already recognized the necessity of a Branding Brand mobile site to meet the needs of your ever-growing smartphone customer base. Mobile traffic as a percent of total traffic is only continuing to increase, as evidenced by our aggregate data.

A relative newcomer to the mobile market is the tablet. This is a rapidly growing segment of users who need extra attention. The average tablet user is likely to have a higher income and devote a larger portion of their time spent on a mobile device to shopping.

Source: Adobe Digital Marketing Insights (August 2012)

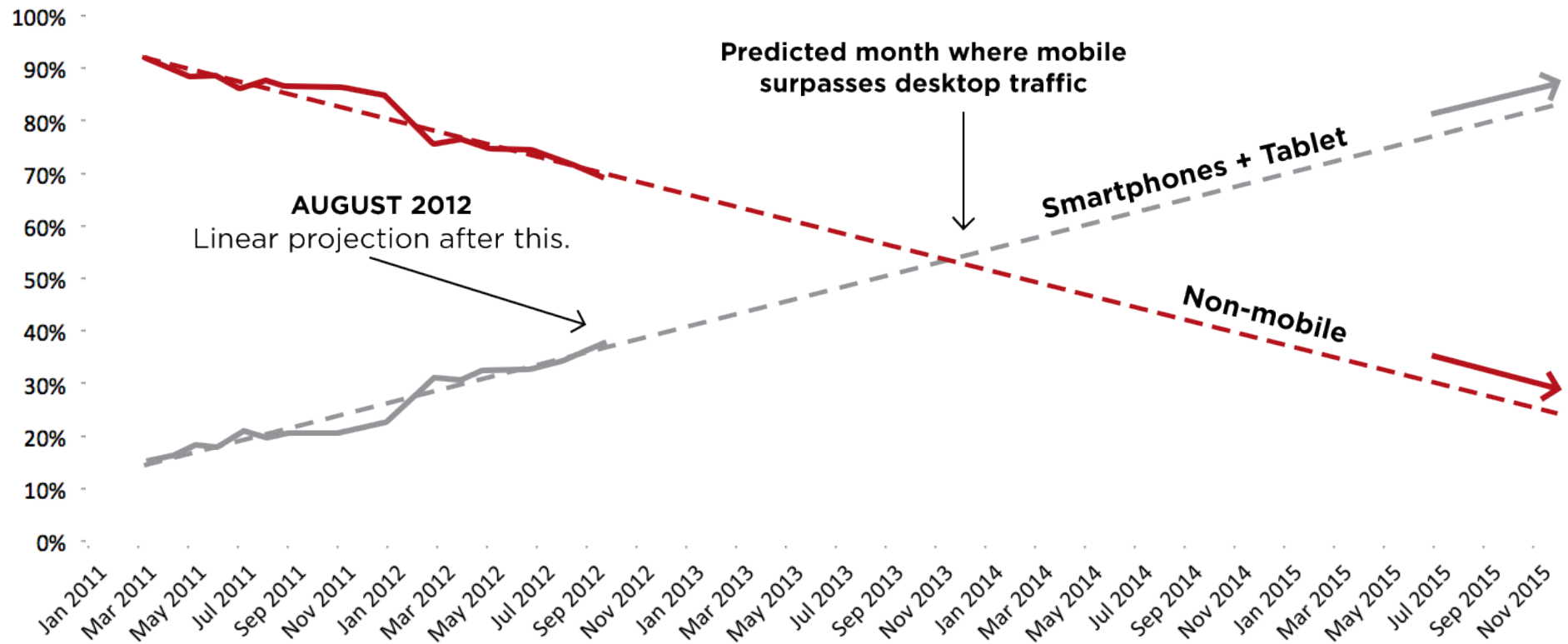


## MOBILE & TABLET TRENDS

### Market Share of E-Commerce Traffic: Non-Mobile, Mobile, & Tablets

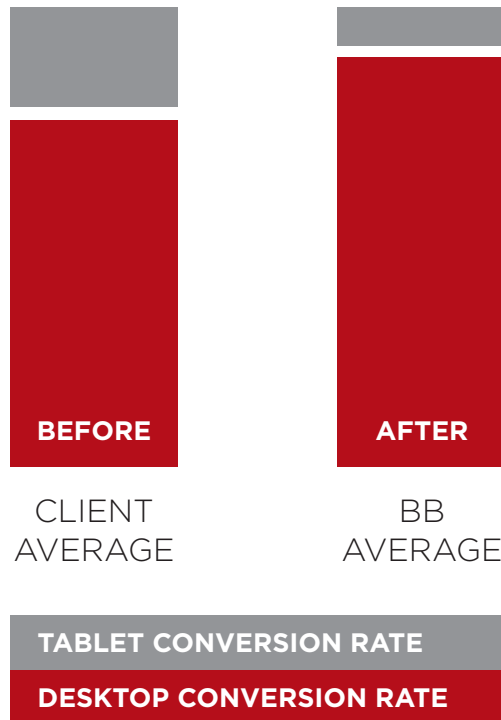
Based on Branding Brand data and trends, we project that mobile traffic will eclipse desktop traffic by November 2013.

Source: Branding Brand aggregate client data, 2010-2012 (Google Analytics, Coremetrics, Omniture)



**92%** Industry-wide, sites designed for tablets convert at about 92% of the desktop conversion rate.

**75%** Our clients' current tablet users convert at about 75% of the desktop conversion rate.



**20%** Industry-wide, site designed for tablets have an AOV 20% higher than the desktop AOV.

**4%** Our client's current tablet users have an AOV 4% higher than the desktop AOV.



**A BRANDING BRAND  
DEDICATED TABLET SITE  
WOULD CONSERVATIVELY**

Raise tablet conversion to **90%** of its desktop conversion

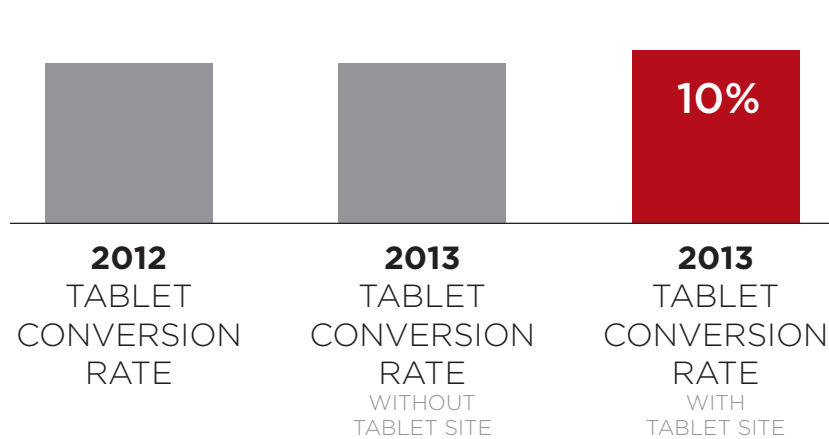
Increase AOV to **115%** of desktop AOV

## TABLET POTENTIAL: IMPLICATIONS

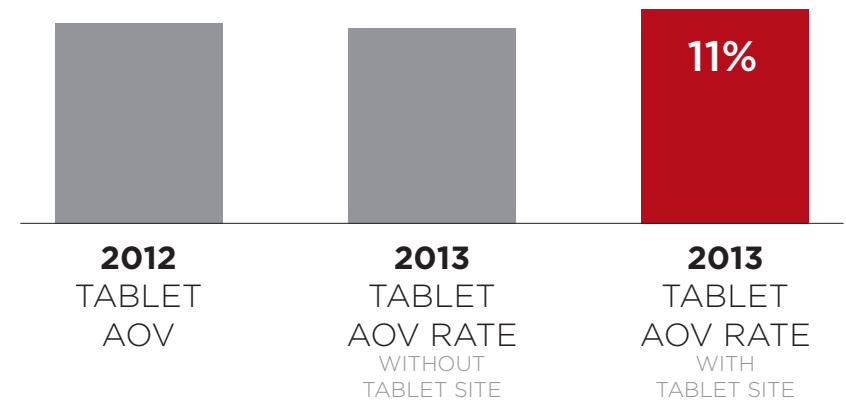
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Potential Total Tablet Revenue = Potential Tablet Conversion  
Rate \* Projected Visits \* Potential AOV  
Source: Branding Brand aggregate client data, 2010-2012  
(Google Analytics, Coremetrics, Omniture)

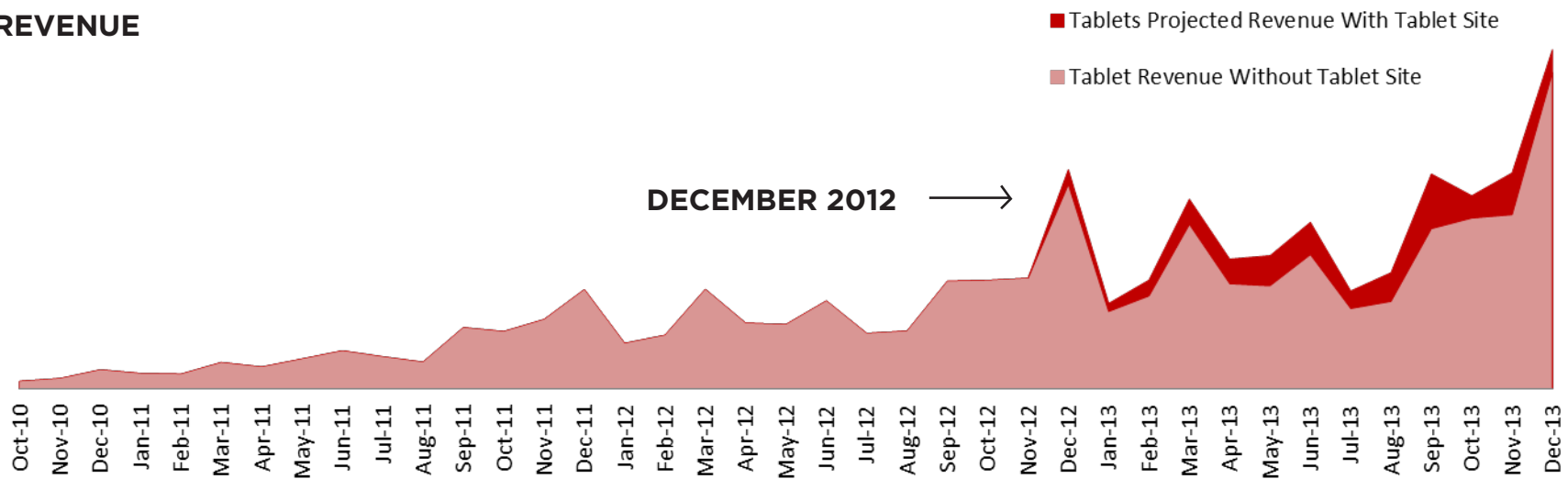
### CONVERSION RATE



### AOV RATE



### REVENUE



\*Assuming \$100k in tablet revenue per month

**IN AN AVERAGE MONTH\***

**+ \$19,000**

**IN 2013**

**+ \$228,000**

**OR**

**19% MORE  
TABLET REVENUE**