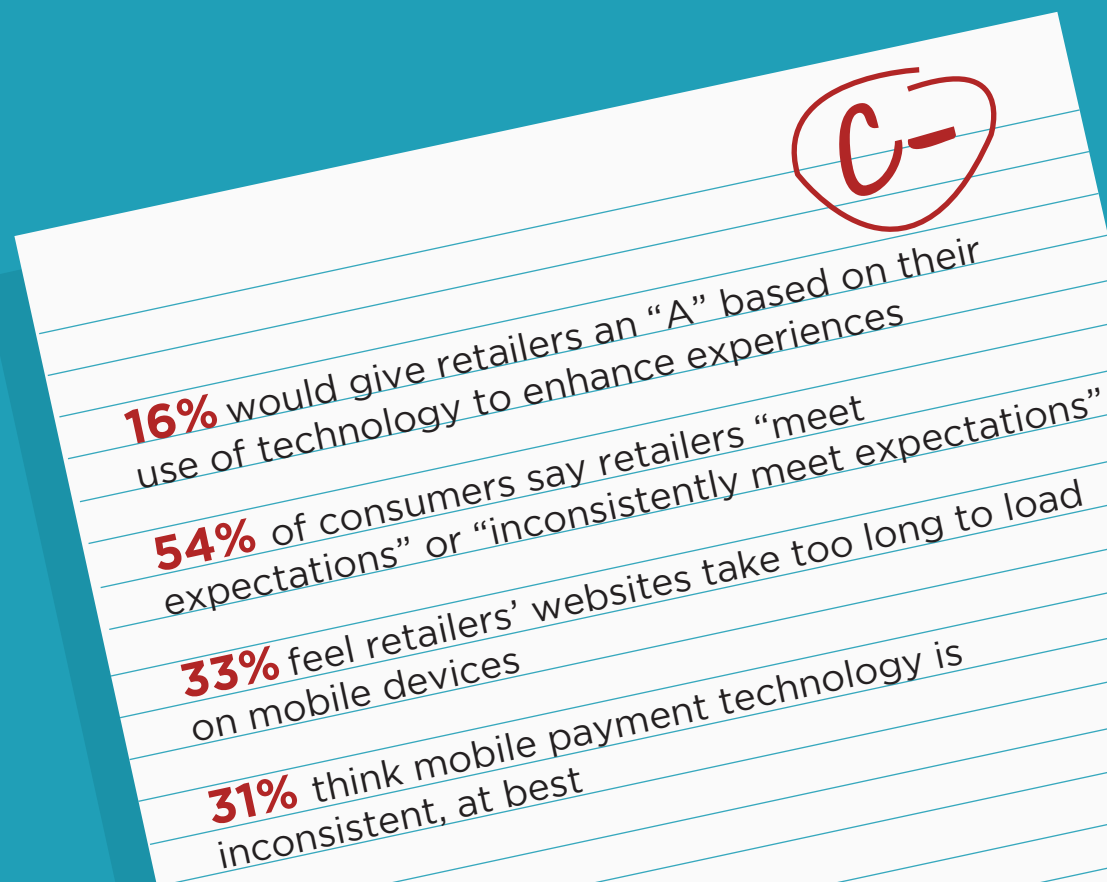
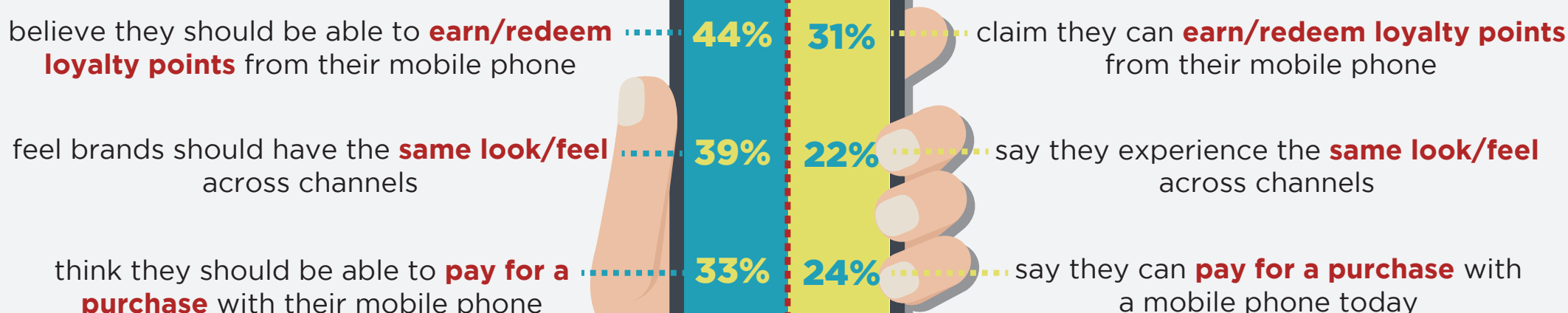




Consumers' Mobile Technology Expectations vs. Reality

An independent study of the mobile technology experiences of 1,000 consumers in the U.S. found...

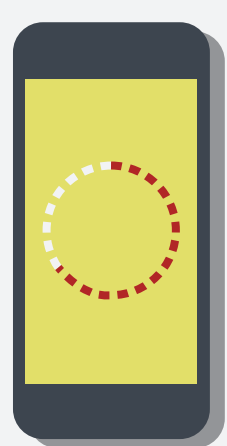
CONSUMERS' EXPECTATION VS. REALITY



CONSUMERS GIVE RETAILERS A GRADE OF C/D

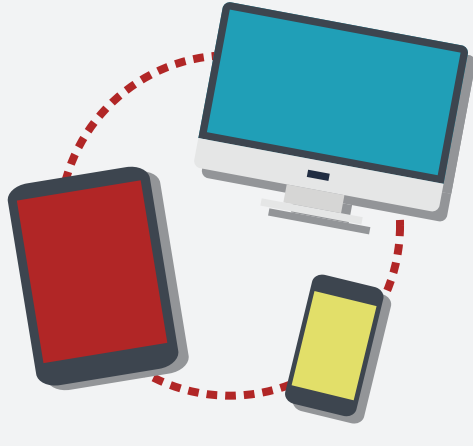
RETAIL REPORT CARD: INCONSISTENT MOBILE EXPERIENCES

Consumers rank the most frustrating part of their current shopping experiences:



42%

Slow mobile load times



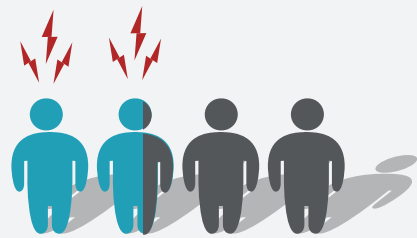
37%

Inconsistent user experience



26%

Not enough information accessible via mobile devices



45%

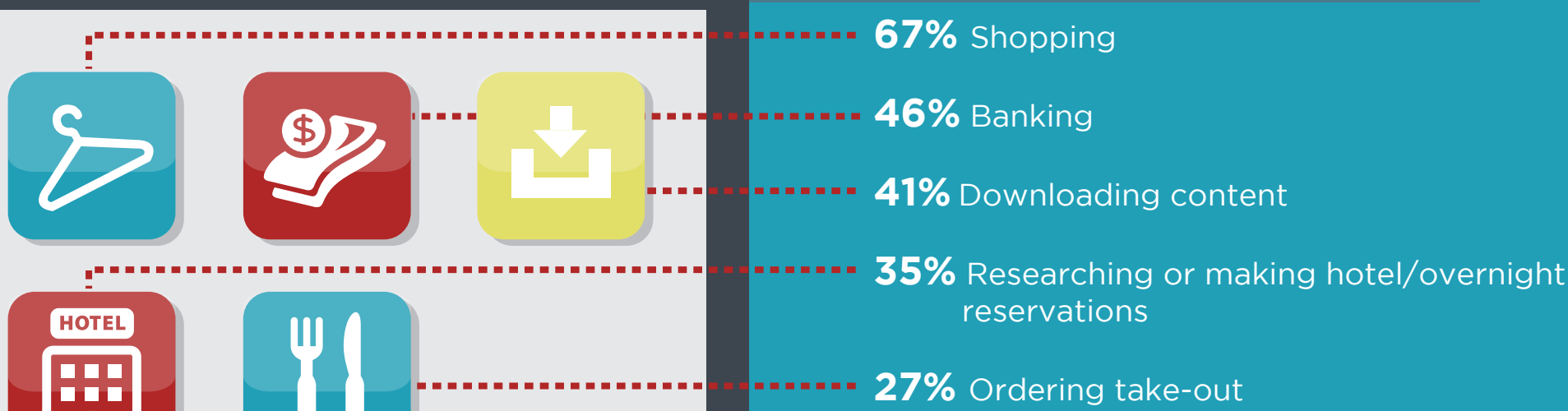
of consumers feel that the user experience across multiple mobile devices is inconsistent and frustrating



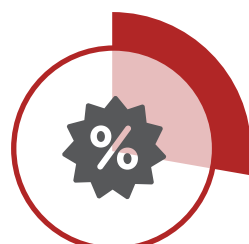
36%

choose to only use certain devices for certain activities – those they feel are best-suited for each activity

HOW CONSUMERS USE MOBILE DEVICES



Which industry uses technology most effectively to enhance consumer experiences?



28%

Retailers



24%

Airlines



17%

Hotels/
Accommodations

CONSUMERS SPEAK UP: WHAT CREATES POSITIVE EXPERIENCES

Consumers rank what contributes to an overall positive shopping experience:



79%

friendly customer service



69%

speedy checkout process



50%

easy-to-use mobile app



46%

personalized promotions/
deals