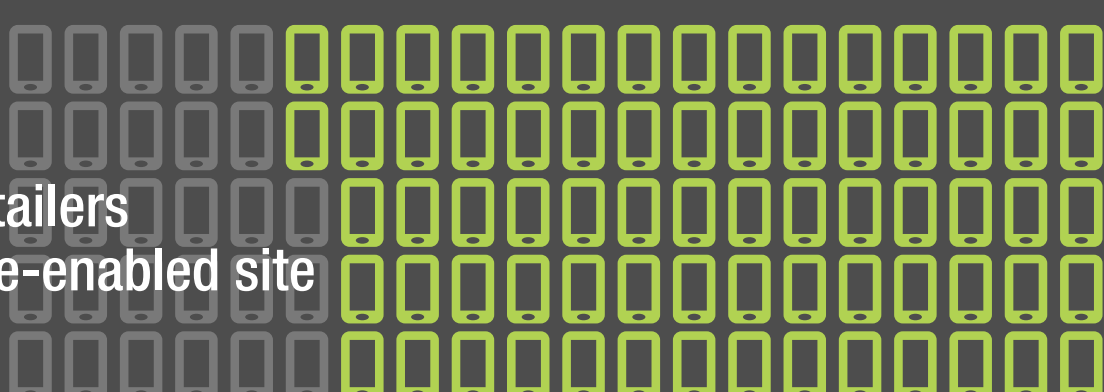


2013 Mobile Commerce Conversion Index

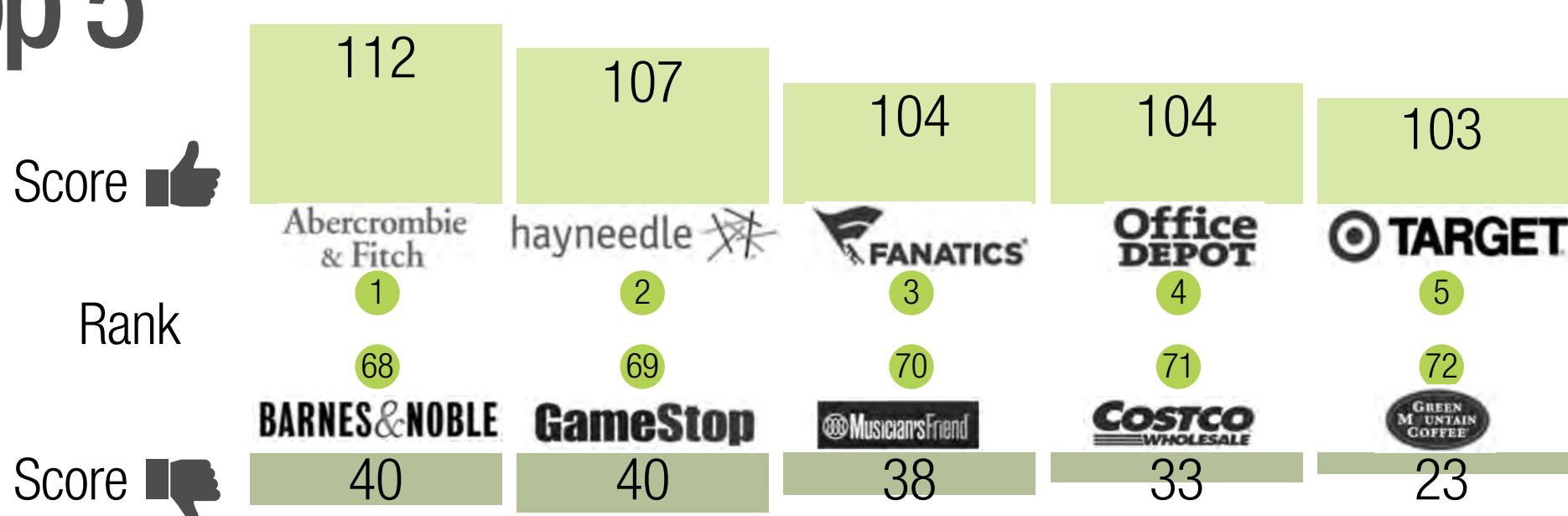
A ranking of the top 100 Internet retailers' ability to convert mobile traffic to mobile sales

Only **72%** of the top 100 Internet retailers have a mobile commerce-enabled site



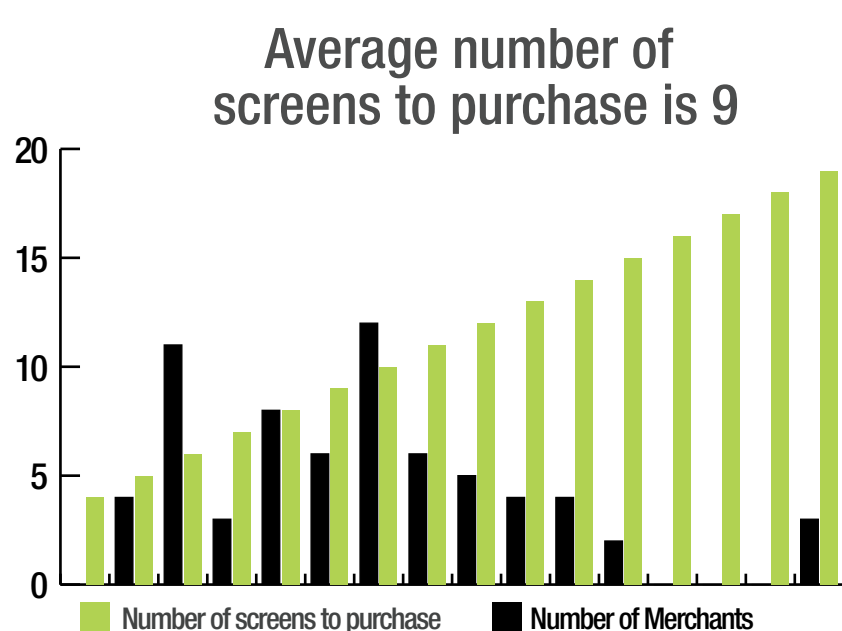
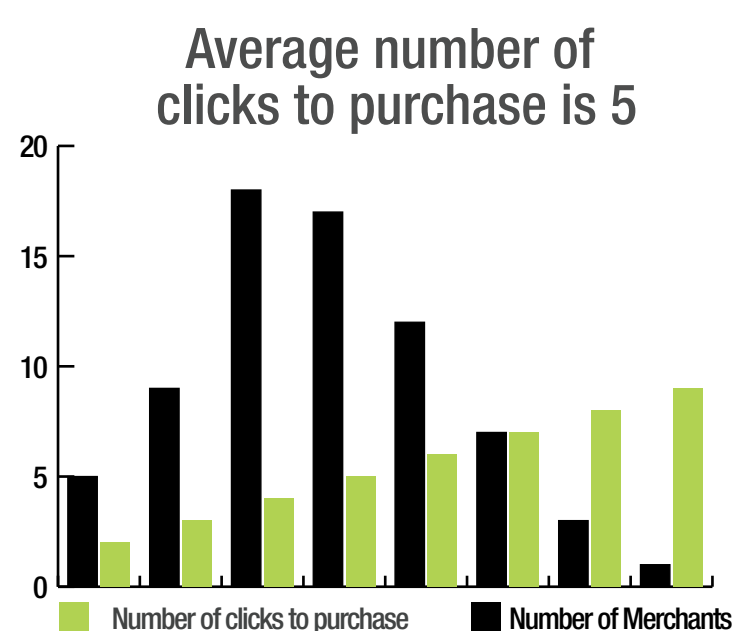
Many retailers not prepared to capture mobile sales this holiday season

Top 5



Bottom 5

28% of the top 100 retailers have no mobile site, only a mobile-optimized home page, or are not mobile commerce-enabled



12% of the top 100 had exceptional user interfaces (ui). Toys R Us, Victoria's Secret, Foot Locker, Office Max, LL Bean, Macy's, FTD, Hayneedle, Dick's Sporting Goods, 1-800-Flowers, Abercrombie & Fitch, and Vitacost had zero points deducted.



Microsoft

SONY

Have no mobile site or only a mobile-optimized home page

Average Load Time



3.41 sec

Average UI Deductions



-7 points

Average Social Media Bonus



8 points

WORST

STAPLES

12.37 sec

WORST

RueLaLa

-23 points

WORST

ESTÉE LAUDER

0 points

25% of the top 100 with a mobile commerce-enabled site force customers to register