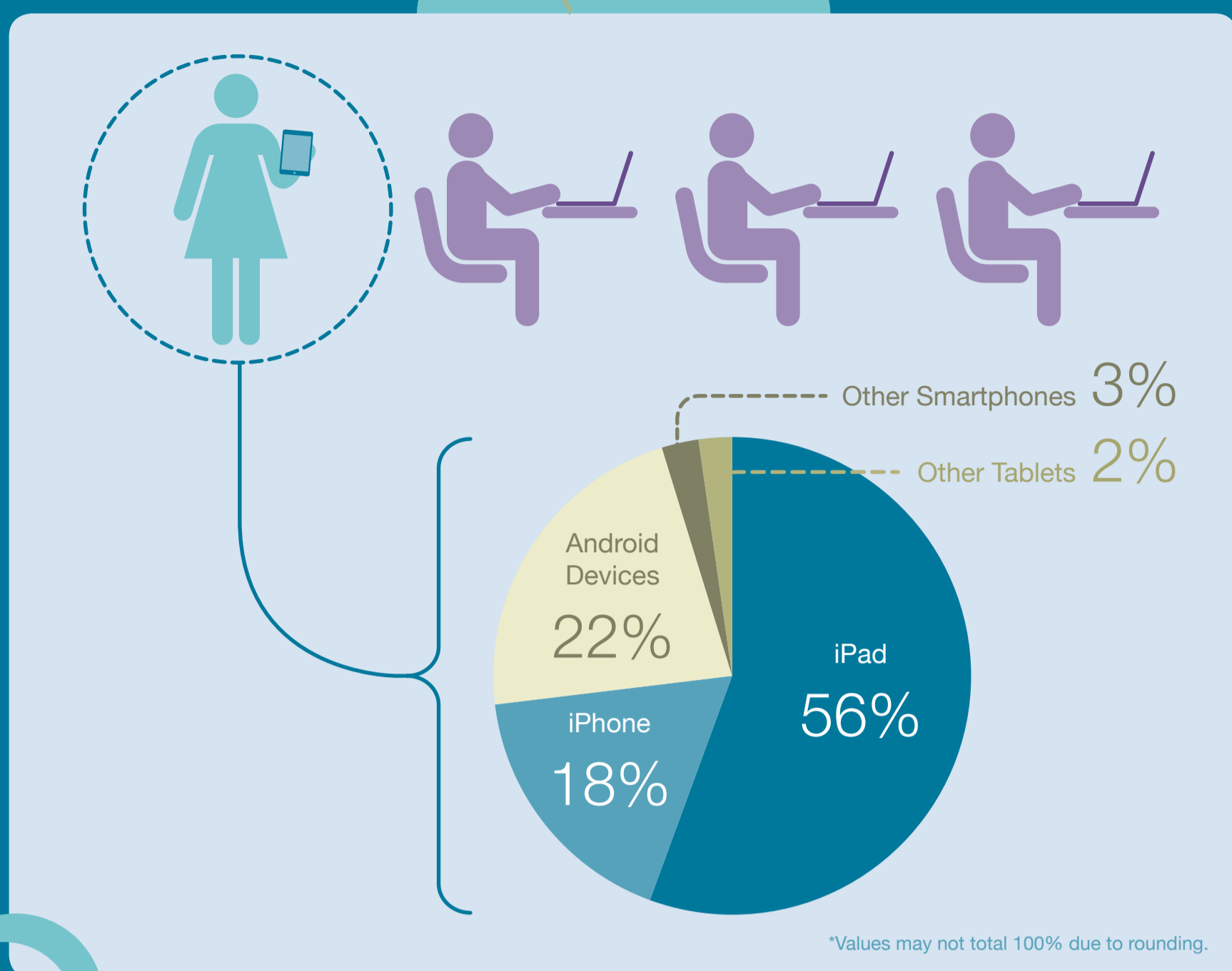


Mobile Shopping on Boxing Day 2012

Shopping by Device

BOXING DAY 2012

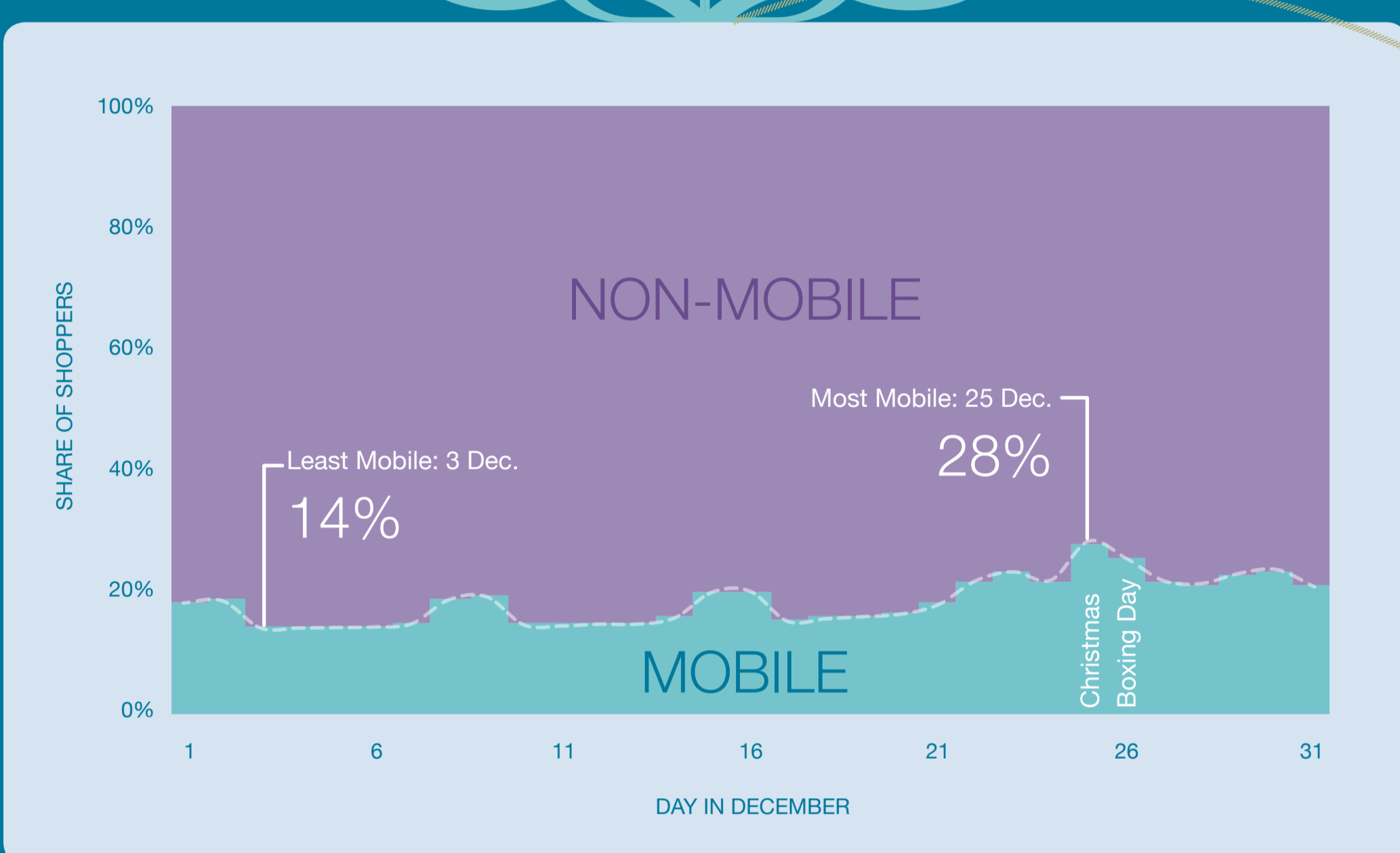
- One in four online shopping visits were on a mobile device on Boxing Day 2012. 75% of visits were on desktops or non-mobile computers.
- Apple devices dominate mobile shopping for a total of 74% of all visits. Other smart phones accounted for a quarter of mobile shopping visits. Other tablets had just over 2% share.



Share of Mobile Shopping

DECEMBER 2012

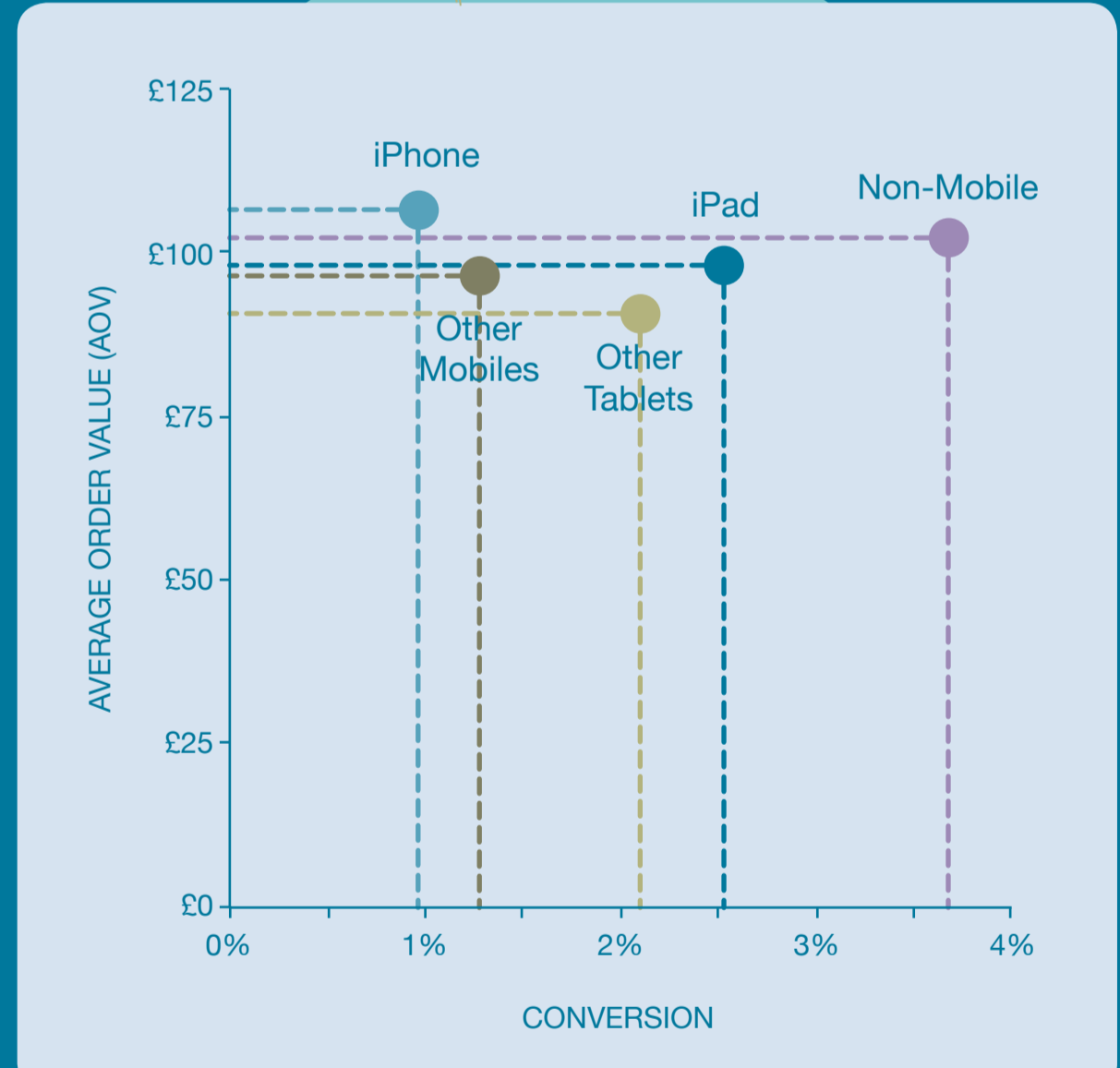
- Mobile usage grew steadily from the beginning of the month through Christmas and Boxing Day, when it peaked.
- On 1 Dec., about 19% of shoppers were on a mobile platform. By 25 Dec., the share had climbed to 28%.



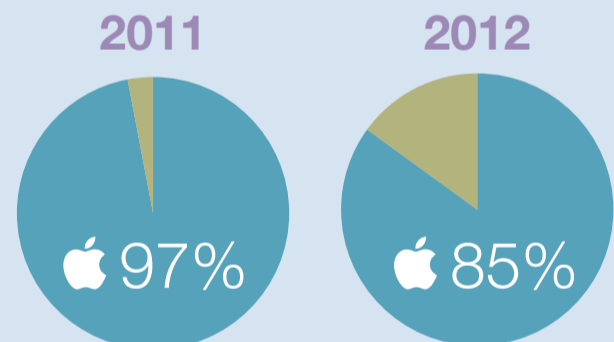
Conversion & AOV

25 - 31 DECEMBER

- Screen size matters! Desktops produced the highest conversion at 3.7%, followed by iPads at 2.5%, and mobile phones around 1%.
- Apple devices drive higher AOV than non-Apple devices—£106.48 for iPhone and £98.25 for iPad.



Share of Mobile Sales

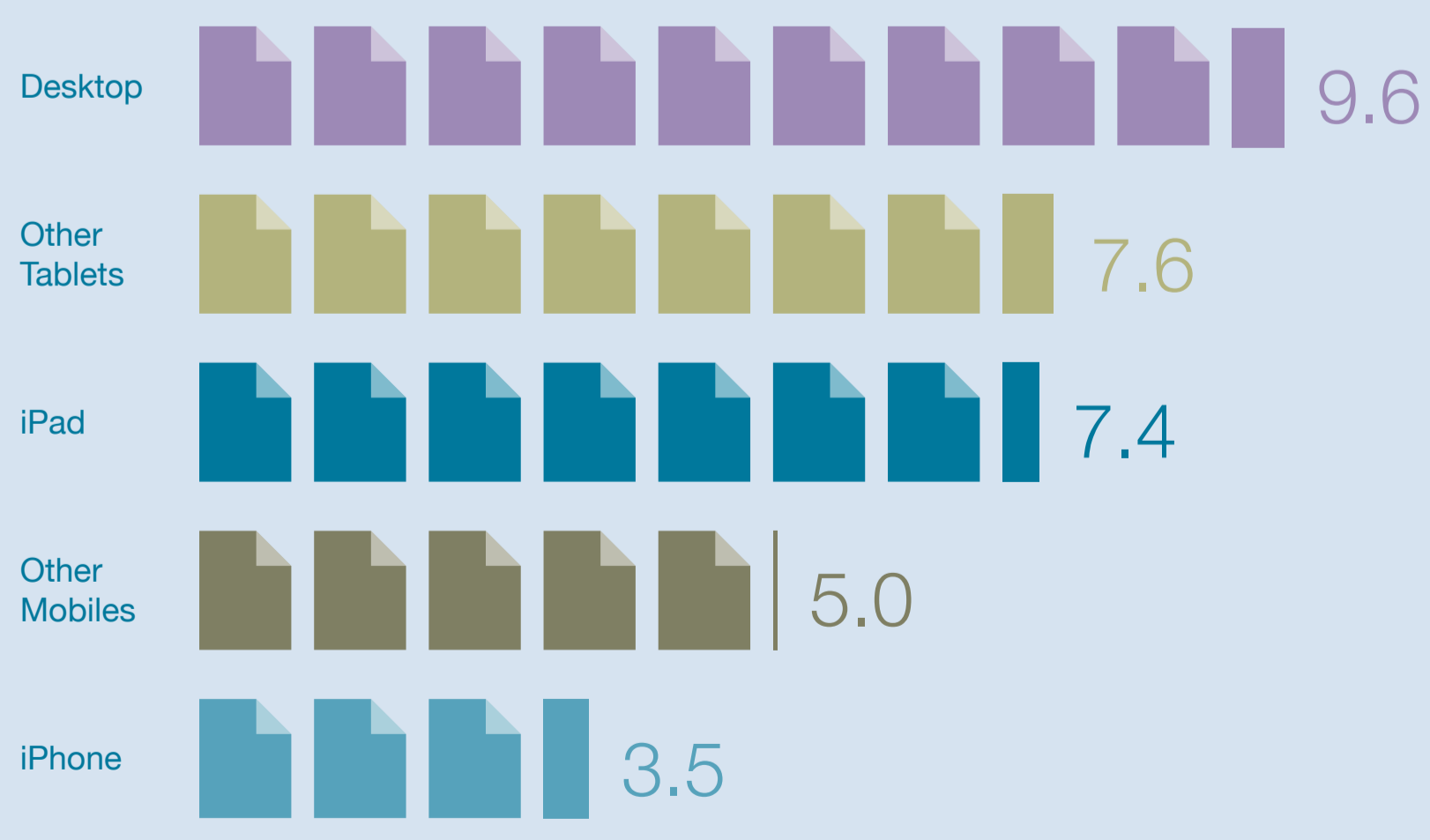


DECEMBER 2012 VS 2011

- Share of mobile sales from Apple devices dropped 12% from 2011 to 2012.

Session Length

AVERAGE PAGE VIEWS PER SESSION



25 - 31 DECEMBER

- Shoppers have the longest shopping sessions on desktop computers, and the shortest when on mobile phones. Tablets strike a happy medium for the on-the-go shopper.

Methodology

This RichRelevance 2012 Boxing Day Shopping Insights™ study is based on an analysis of 322 million shopping sessions which took place in December 2012. The online retail sites are all UK-based and include mass merchants as well as small and specialty retailers.