



## the e-tailing group

**Plan and prioritize 2012 cross-channel investments smartly; comprehensive website and mobile audits \$999 each**

How does your website or mcommerce stack up against your competitors?

What will you do to compete against Amazon and other top retailers who are gaining market share?

What initiatives must you prioritize to maintain holiday momentum?

Is your ecommerce and mobile roadmap ready to ratchet-up to satisfy today's demanding consumers?

**invest in a holiday audit**



### **Cross-Channel Customer Experience Audit**

Audit your brand's website and receive the e-tailing group's comprehensive index of your website and brand experience

### **Cross-Channel Customer Experience Audit**

Whether you were one of the EG100 selected to be part of the e-tailing group's 13th Annual Mystery Shopping Study or looking to understand how your site stacks up against these best-in-class merchants, ratchet-up your website for 2012.

Deliverables:

- Snapshot of the cross-channel user experience
- 300 brand, social, merchandising, mobile, and customer service metrics in 25 tool sets
- Key page scorecard
- Baseline merchant scorecard vs. category of choice and EG100 merchants
- Room for improvement prioritization



### **mCommerce Customer Experience Audit**

Audit your brand's mcommerce experience and receive the e-tailing group's comprehensive index of your website and brand experience for the growing mobile marketplace

**contact us**

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### **mCommerce Customer Experience Audit**

Whether you were one of the EGMobile50 from the e-tailing group's 2nd Annual Mobile Shopping Study or looking to understand how your mobile experience stacks up against these best-in-class merchants, ensure your time-starved shoppers can efficiently and effectively navigate your mcommerce environment.

Our "100-point" mcommerce scorecard is based on 3 critical components:

#### *1. Key Page Analysis*

- Home Page
- Category Page
- Product Page
- Shopping Cart
- Customer Service

#### *2. EG 5-Scenario Shopping Evaluation*

- Find-a-Store
- In-Store Product Availability
- Search and Find Product
- Go Through the Checkout Process Up to the Point of Submitting Order
- Customer Service Accessibility

#### *3. Shopper Experience Assessment*

- Usability
- Branding and Cross-Channel Consistency
- Navigation
- Merchandising and Promotions including SMS
- Gifting

Deliverables:

- Baseline merchant scorecard vs. category of choice and EGMobile50 merchants
- EG 5-scenario shopping evaluation
- Key page scorecard
- 113 metrics
- Room for improvement recommendations

**"Being best-in-class is more important than ever as consumers connect with your brand across many touch points. Take advantage today of the e-tailing group's 2 holiday audits and be ready to prioritize the tactics and tools to drive your 2012 cross-channel strategies."**

Lauren Freedman  
President, the e-tailing group

### **Available benchmarking categories:**

Apparel, Accessories, Department Stores, Mass Merchants, Sporting Goods, Technology

**Sample scorecards, metrics, and process available upon request.**

**Sign up for either or both of these \$999 discounted values by September 16, 2011; delivery January 2012**