2012 MOBILE EXECUTIVE SUMMARY

Demanding Consumers Drive Retailers Toward More Sophisticated Mobile Experiences

July, 2012

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I. STATE OF MOBILE

"All key indicators are up, and we expect mobile sites to continue their rapid evolution in order to meet the customer's omni-channel expectations that include efficiencies, cross channel access and merchandising consistent with the best-of-the-web," observes Lauren Freedman, President of the e-tailing group. The goal of our ***3rd Annual Mobile Mystery Shopping*** **Study** was to follow this evolution as the gap between channels narrows, sharing with the ecommerce industry important benchmarks that shape the customer-centric, mobile user experience.

II. METHODOLOGY

Based on our audit of 168 metrics on 50 mobile sites (EG M50), the mobile shopping experience has shown strong improvements in overall efficiency of the experience with more consistent cross-channel branding and evolved merchandising, coupled with a proliferation of promotional tactics. A more direct connection between the mobile customer and their closest store location facilitates shopping the customer's way.

III. TOP PERFORMERS

For the 2nd consecutive year, in conjunction with our ***3rd Annual Mobile Mystery Shopping*** **Study**, we created the ***Mobile Customer Experience Index***, which leverages quantitative analysis to uniquely understand how mobile merchants stack-up against the 50 mobile websites in the e-tailing group study (EG M50), direct competitors and their categories. Mobile websites were scored on a 100-point scale based on an assessment of metrics on five key pages, presence and execution of vital merchandising tactics, along with accessible and effective customer service. Our scoring emphasizes what shoppers truly want and need to shop via mobile.

Last year only five sites studied achieved a score of 80+ on our 100-point scale. This year that number doubled to 10, with the overall average ***Mobile Customer Experience Index*** score increasing from **64.56** to **71.53** -- a significant **11%** increase in these early days of mobile. One of the sites, REI, was recognized for the past two years as a top mobile performer and is still on our top-ten list. Kudos for the stellar execution!

the e-tailing group 2012 Mobile Customer Experience Index Top-5 Performing Websites (Scoring rounded out of a possible 100)	
EG M50 MOBILE MERCHANTS	**2Q '12**
American Eagle Outfitters	87.00
Sephora	84.50
Crate and Barrel	84.00
Nordstrom	83.75
REI	83.00
Staples	82.75
HSN	82.42
Chico's	81.75
eBags	81.32
Best Buy	80.50

IV. CATEGORY PERFORMANCE

The e-tailing group's ***Mobile Customer Experience Index*** was also evaluated on a **category basis**. Four or more merchants were represented in nine out of 13 product categories that comprise the ***Mobile Mystery Shopping Study.*** The aggregated Mobile Index Scores for this 43 merchant subset of the EG M50 are charted here. Notably both Food/Gifting and Apparel, our largest category, saw increases in excess of 20%.

the e-tailing group Mobile Category Index Scores (Scoring rounded of a possible 100)			
CATEGORY (Number of merchants)	2012 Category Score	2011 Category Score	% Change
Health & Beauty (4)	76.81	69.19	11.01%
Mass Merchants (5)	74.38	69.41	7.16%
Accessories/ Shoes (5)	73.81	67.04	10.10%
Apparel (8)	73.66	63.25	16.46%
Sporting Goods (4)	72.69	60.21	20.73%
Department Stores (4)	71.38	60.00	18.97%
Food/Gifting (3)	70.50	55.28	27.73%
Home/Garden (6)	69.80	66.16	5.50%
Technology (4)	68.07	72.62	-6.27%

V. KEY PERFORMANCE INDICATORS

From efficiency that begins with browsing through buying and backend advancements, all KPIs are trending up. Engagement evolution is seen in more compelling shopping experiences along with a broader range of traditional merchandising and promotional tactics. Connections to local stores are critical for this cross-channel shopper and also see strong gains in this research.

With improvements in the overall site **quality**, **usability** and **branding** scores, there is an obvious effort to create more **engaging pages** while optimizing real estate. Creative **merchandising** and **promotional tactics** combine with more feature-rich **content** to move toward a winning experience that more closely mirrors that encountered on ecommerce counterparts.

Key Performance Indicators	Definition	EG M50 2Q12	EG M50 2Q11	% Change
Overall Score (1-10; 10=Best)	Assessment of usability, branding, merchandising, promotions, store locator, product page and social engagers	7.66	6.36	20%
Usability Rating (1-5; 5=Best)	Based upon site accessibility, keyword search functionality, cart efficiencies	3.99	3.78	6%
Cross-Channel Branding (1-3; 3=consistently Branded)	Consistency experience across all channels	2.81	2.43	16%
Merchandising Tactical Deployment (1-3; 3= Best)	Effectiveness with which merchandising is executed throughout the site	2.42	2.17*	9%
Promotional Tactical Deployment (1-3; 3=Best)	Effectiveness with which promotional strategies are executed throughout the site	2.59*	1.98*	31%

the e-tailing group 3rd Annual Mobile Mystery Shopping Study — *Subset of metrics

VI. KEY PAGE PERFORMERS

A. Home Page

The home page is the "first impression" and sets the tone for the remainder of the mobile shopping experience. Shoppers can hit the ground running with a home page that affords **quick entrance** into some of the top merchandise categories.

Home Page Quality	Merchant Bests
Combination of merchandising branding, appeal and navigation	1800 Flowers, American Eagle Outfitters, Aveda, Foot Locker, REI, Staples, Steve Madden

B. Category Page

The category page should be leveraged to **draw customers in**; it is a "gateway" to the merchandise customers are seeking and eventually might purchase.

Category Page Quality	Merchant Bests
Combination of merchandising, consistent branding and navigation	Coach, Harry & David, HSN, Sundance

C. Search Results

Merchants continue their efforts to provide **search tools** that help customers to **find it fast**; product is made the star on search results pages that remain **uncluttered**.

Search Results Quality	Merchant Bests
Useful refinement options in a shoppable format	Barnes & Noble, Best Buy, JCPenney, Sears, Sephora

Search Features	Merchant Bests	EG M50 2Q12	EG M50 2Q11
Refine Results Options	American Girl, Crate & Barrel, Crutchfield, J. Crew, Office Depot	66%	49%*
Landing Page Sorts	Footlocker, L.L. Bean, Lowes, Sears, Toys R' Us	84%	64%*
Shop by Attribute	Anthropologie, Dell, Macy's, Pottery Barn, Victoria's Secret	60%	50%
the e-tailing group 3rd Annual Mobile Mystery Shopping Study			**Subset of metrics*

D. Product Page

A comprehensive product page should **intrigue** with engaging **product enhancements** and **entice** with **relevant recommendations** that encourage shoppers to buy more.

Product Page Quality	Merchant Bests
Product information is presented in an easy to follow, informative and engaging manner	Chico's, Crate & Barrel, Nordstrom, Sephora, Steve Madden

Product Page Features	Merchant Bests	EG M50 2Q12	EG M50 2Q11
Recommended Products	Gap, Amazon, Bath & Body Works, Best Buy, Staples	62%	28%
Link to Others in Category/Designer	Barnes & Noble, Buy.com, Container Store	22%	12%
Alternative Views	Brookstone, Coach, Garnet Hill, HSN	72%	52%
Ratings/ Reviews	Dell	86%	76%
Share	Dick's Sporting Goods, Lane Bryant, Nordstrom, Target	48%	18%
the e-tailing group 3rd Annual Mobile Mystery Shopping Study			**Subset of metrics*

E. Shopping Cart

With more merchants implementing a **stepped checkout** or **collapsible cart interface** combined with the greater integration of **product recommendations** and the overall increase in the **checkout rating**, it is clear that strides have been made that improve the mobile checkout process.

Shopping Cart Quality	Merchant Bests
Emphasis on efficiency, convenience and branding continuity	American Eagle Outfitters, Lane Bryant, Nordstrom, Pottery Barn

Shopping Cart Features	Merchant Bests	EG M50 2Q12	EG M50 2Q11
Delineated/Stepped Checkout	DSW, J. Crew, Petsmart, Staples	60%	31%*
Collapsible Cart	American Eagle Outfitters, Coach, Sears	10%	4%*
Recommended Products Beyond Product Page	Amazon, Best Buy, Chico's, Garnet Hill, Nordstrom	26%	16%*
One-Click Settings	Amazon, Chico's, JCPenney, Office Depot, Pottery Barn	25%*	26%
Rating of Checkout Process (1-3; 3=Best)	eBags, GNC, Office Depot, Saks Fifth Avenue, Walmart	2.48	2.38
the e-tailing group 3rd Annual Mobile Mystery Shopping Study			**Subset of metrics*

F. Customer Service Center

The ideal customer service center should include **comprehensive** ordering, shipping and return information in addition to detailed **contact options**.

Customer Service Center Quality	Merchant Bests
Organized hub for information and contact information	Bath & Body Works, Gap, Sephora, Sundance, Target.com

Customer Service Center Features	Merchant Bests	EG M50 2Q12	EG M50 2Q11
Dedicated Customer Service Area/Help/FAQ's	1-800 Flowers, Anthropologie, Brookstone, DSW, Victoria's Secret	64%	64%
800# or Toll-Free #	American Eagle Outfitters, Crutchfield, Dell	90%	88%
Contact via Email	Anthropologie, Coach, eBags.com, Foot Locker	64%	70%
the e-tailing group 3rd Annual Mobile Mystery Shopping Study			**Subset of metrics*

VII. CROSS-CHANNEL CONNECTORS

While the majority of sites have a **retail locator** (95%), and this has remained constant since the last study, the quality and evolution of features is helping to close the cross-channel gap. Of the 44 sites that have store locations, 82% enable **geolocation** from the store locator vs. 54% last year. Wisely, 50% of store merchants now allow shoppers to **locate desired products at local stores** with 64% enabling **geolocation** and 34% offering **store pick-up** of these items. Clearly mobile merchants are gaining a better understanding about some of the unique needs of the "on-the-go" shopper.

Customer-Store Connectors	Merchant Bests	EG M50 2Q12	EG M50 2Q11
Retail Locator	Barnes & Noble, Finish Line, Office Depot, Sephora, Walmart	95%*	95%
Geolocator	Best Buy, Crate & Barrel, Petsmart, REI, Target	82%*	54%*
Quality of Retail Locator (1-5; 5= Best)	Crate & Barrel, L.L. Bean, Target.com	4.27*	4.06*
Store Product Locator	Chico's, Coach, Container Store, Macy's, Staples	50%*	41%*
Geolocation	American Eagle Outfitters, DSW, Lowes, Nordstrom, Sears	64%*	N/A
Store Pick-Up	Best Buy, Container Store, Foot Locker, Lane Bryant, Walmart	34%*	22%*
the e-tailing group 3rd Annual Mobile Mystery Shopping Study			**Subset of metrics*

VIII. MERCHANDISING BEST PRACTICES

Merchandising and Promotions

Whereas initially merchants simply wanted a mobile presence so that they could "keep up with the Joneses", they now see that when done right, it can be a **profitable channel**. **Creative merchandising** and **promotional tactics** combine with more feature-rich content to move towards an engaging experience that more closely mirrors that encountered on their ecommerce counterparts.

Merchandising and Promotional Features	Merchant Bests	EG M50 2Q12	EG M50 2Q11
Merchandising Tactical Deployment (1-3 3=Best)	Aveda, Gap, HSN, Sephora, Target, Victoria's Secret	2.42	2.17*
Promotional Tactical Deployment (1-3 3=Best)	American Eagle Outfitters, Bath & Body Works, Best Buy, Saks Fifth Avenue, Toys 'R Us	2.59*	1.98*
the e-tailing group 3rd Annual Mobile Mystery Shopping Study			**Subset of metrics*

A. Custom Content

While last year less than ¼ (22%) of mobile merchants included **product-oriented guides and tips**, this year, 30% have beefed up content. **Video content** was also on the move, up from 16% last year to 26% this year with over half (54%) of the sites that had video, featuring it on their product pages.

Custom Content Features	Merchant Bests	EG M50 2Q12	EG M50 2Q11
Guides/Tips	American Eagle Outfitters, Crutchfield, Lowes, REI	30%	22%
Streaming Video	Buy.com, Foot Locker, JCPenney, Sephora, Victoria's Secret	26%	16%
Product Page	Brookstone, Chico's, HSN, Pottery Barn, Staples	54%*	N/A
the e-tailing group 3rd Annual Mobile Mystery Shopping Study			**Subset of metrics*

B. Gifting

An increased number of mobile sites (82%) offer **gift cards** to their time-pressed shoppers. And while seasonality is certainly a factor, only 36% of mobile sites presented a **gift center**; this is dramatically less than the EG100 (91%). Modest improvements were seen, however, with **gift services**: 40% offered optional **gift wrap/boxes**, 44% included the ability to enclose a **gift message** and 36% enabled gifts to be sent to **multiple addresses**. It seems that mobile merchants are becoming somewhat more conscious of the mobile gift shopper.

Gifting Features	Merchant Bests	EG M50 2Q12	EG M50 2Q11
Gift Certificate/Gift Card	American Eagle Outfitters, Amazon, Finish Line, Nordstrom	82%	62%
Gift Center	1800 Flowers, Coach, Pottery Barn, Sephora, Sundance	36%	44%
Gift Wrap/ Box Available?	Bath & Body Works, REI, Victoria's Secret	40%	31%*
Multiple Ship-To Addresses	Best Buy, Crate & Barrel, Harry & David, L.L. Bean, Walmart	36%	14%*
the e-tailing group 3rd Annual Mobile Mystery Shopping Study			**Subset of metrics*

IX. THE E-TAILING GROUP MOBILE ESCALATION CHECKLIST

1. Throughout the site, use branded messaging, visual merchandising, promotional offers and rich content to "translate" the ecommerce experience to the small screen and **close the cross-channel gap**.
2. **Sell** by creating a flawless shopping experience; eliminate dead links and remove any obstacles that would keep the shopper from completing their transaction.
3. Be mindful of creating content-laden, **streamlined** page layouts without compromising accessibility; shopping should still be convenient from any page in the site.
4. Help customers to **find it fast** by providing relevant refinement options for keyword searches.
5. Don't bury rich features within the site; make all content **accessible** through the navigational structure as customers on the move won't necessarily take the time for deep site exploration.
6. If select features like guides, product configurators or customization options cannot be supported on the mobile device, don't include them; you won't **hook 'em** with features that are non-existent or inaccessible.
7. **Create an omni-channel** experience by making membership-based ecommerce features, like account information and shopping lists, easily accessible on the mobile device.
8. Enable shoppers to **reach out and touch someone** by emailing product details to friends, sharing product information or engaging with the merchant on social networking sites.
9. **Narrow the divide** between you and your customers, providing a way for shoppers to contact you where choices of a clickable 800# and email are advisable.
10. Keep pace with the changing mobile landscape, **implementing** site improvements and always **testing** them for usability and performance

APPENDIX I: THE EG M50

EG M50=Mobile Merchants 2Q12				
1-800 Flowers	Buy.com	eBags	JCPenney	Saks Fifth Avenue
Amazon	Chico's	Finish Line	L.L. Bean	Sears
American Eagle Outfitters	Coach	Foot Locker	Lane Bryant	Sephora
American Girl	Container Store	Gap	Lowes	Staples
Anthropologie	Crate & Barrel	Garnet Hill	Macy's	Steve Madden
Aveda	Crutchfield	GNC	Nordstrom	Sundance
Barnes & Noble	Dell	Harry & David	Office Depot	Target
Bath & Body Works	Dicks Sporting Goods	Home Depot	Petsmart	Toys R Us
Best Buy	Discovery Channel	HSN	Potterybarn	Victoria's Secret
Brookstone	DSW	J Crew	REI	Wal-Mart

APPENDIX II: THE COMPANY

The e-tailing group, inc. serves as the multi-channel merchant's eye, bringing a merchant's sensibility to evolving the multi-channel shopping experience. A Chicago-based consultancy, they provide practical strategic perspectives and actionable merchandising solutions to merchants selling online as well as to enabling technology firms.

For more background about this research study, including a list of merchants surveyed or for additional information on the e-tailing group, inc. please contact Lauren Freedman at LF@e-tailing.com or visit the e-tailing group website www.e-tailing.com.

APPENDIX III: SUMMARY

Feature or Functionality	e-tailing 50 2Q12	e-tailing 50 2Q11	% change	e-tailing 100 4Q11
	% Penetration	% Penetration		% Penetration
OVERALL EXPERIENCE				
Overall Score (1-10 10=Best)	7.66	6.36	20%	N/A
Efficiency				
Usability Rating (1-5 5=Flawless)	3.99	3.78	6%	N/A
Branding				
Cross-Channel Consistency (1-3 3=Consistently Branded)	2.81	2.43	16%	N/A
Navigation				
Top Level Navigation (1-3 3=Includes Merchandising Tactics)	2.50	2.35	5%	N/A
Open Top Level Navigation	50%	N/A	N/A	N/A
Hidden Navigation	4%	N/A	N/A	N/A
Expandable Navigation	32%	N/A	N/A	N/A
Link to Categories	36%	N/A	N/A	N/A
Available From All Pages	40%	N/A	N/A	N/A
MERCHANDISING/PROMOTIONS				
Top Level Category Range (1-2 2=Same As Ecommerce Site)	1.78	1.77	1%	N/A
Product Range (1-2 2=Same As Ecommerce Site)	1.97	1.87	5%	N/A
Home Page				
Text/Navigation Only	10%	22%	-55%	N/A
Graphics	78%	78%	0%	N/A
Slide Show	36%	N/A	N/A	53%
Merchandising Tactics	100%	88%	14%	N/A
Visual Merchandising (graphics of merchandised groups)	70%	61% (44 sites)	15%	N/A
Merchandising via Navigation or Labeling	90%	93% (44 sites)	-3%	N/A
Merchandising Tactical Deployment (1-3 3=Plethora Of Tactics)	2.42	2.17 (44 sites)	9%	N/A
Promotional Strategies	96%	94%	2%	N/A
Mobile Only Promotions	4% (48 sites)	9% (47 sites)	-56%	N/A
Promotional Tactical Deployment (1-3 3=Plethora Of Tactics)	2.59 (48 sites)	1.98 (47 sites)	31%	N/A
INFORMATION GATHERING				
Find A Store Location				
Store Locations	44 stores	39 stores	6 stores	80 stores
Retail Locator	95% (44 sites)	95%	0%	99% (80 sites)
Stores Listed By State Only	7% (42 sites)	3% (37 sites)	133%	N/A
By City/State	79% (39 sites)	70% (37 sites)	13%	N/A
Zip Code	90% (39 sites)	95% (37 sites)	-5%	N/A
Geolocator	82% (39 sites)	54% (37 sites)	52%	N/A
Directions to Location	90% (42 sites)	73% (37 sites)	23%	N/A
Map	90% (42 sites)	89% (37 sites)	1%	N/A
Store Hours	83% (42 sites)	73% (37 sites)	14%	N/A

*X % (Y sites) denotes a metric that is a subset of the main metric. Y represents the number of sites within the category where the particular metric is present, and X is the percentage of sites within the category where the metric is present that also include the subset metric.

***N/A denotes a feature that was not measured

Feature or Functionality	e-tailing 50 2Q12	e-tailing 50 2Q11	% change	e-tailing 100 4Q11
	% Penetration	**% Penetration**		**% Penetration**
Store Phone Number	100% (42 sites)	97% (37 sites)	3%	N/A
Clickable Link	95% (42 sites)	94% (36 sites)	1%	N/A
Manual Dial	5% (42 sites)	6% (36 sites)	-17%	N/A
Store Features	45% (42 sites)	24% (37 sites)	88%	N/A
Quality of Retail Locator (1-5 5= Best)	4.27 (42 sites)	4.06 (37 sites)	5%	3.4 (79 sites)
Mobile Store Locator Accessible From Google	80% (44 sites)	51% (37 sites)	57%	N/A
Dealer Locator	18% (11 sites)	31% (13 sites)	-42%	53% (30 sites)
Check In-Store Product Availability				
Store Product Locator	50% (44 sites)	41% (37 sites)	22%	34% (80 sites)
Geolocation	64% (22 sites)	N/A	N/A	N/A
Store Pick-Up				
Ecommerce Store Pick-Up	43% (44 sites)	28% (39 sites)	54%	31% (80 sites)
Mcommerce Store Pick-Up	34% (44 sites)	22% (37 sites)	55%	N/A
Print/Weekly Circular	14%	14%	0%	21% (95 sites)
Zip Code Entry	100% (7 sites)	86% (7 sites)	16%	N/A
Geolocator	71% (7 sites)	29% (7 sites)	145%	N/A
Site Access				
Mobile Redirect from Main Site URL?	98%	96%	2%	N/A
Via Google Search	100% (49 sites)	100% (48 sites)	0%	N/A
Via URL Entry	100% (49 sites)	100% (48 sites)	0%	N/A
Search/Shop				
Number of Clicks from Main Category to Product	4.02	3.74	7%	N/A
Keyword Search	100%	94%	6%	100%
Keyword Search Accessible From All Pages	70%	70% (47 sites)	0%	N/A
Open Interface	94%	N/A	N/A	N/A
Accessible Via Expandable Interface	16%	N/A	N/A	N/A
Top Location	98%	96% (47 sites)	2%	N/A
Bottom Location	14%	23% (47 sites)	-39%	N/A
Middle Location	2%	23% (47 sites)	-91%	N/A
Phrase Autocomplete	22%	N/A	N/A	42%
Advanced Search/Product Finders	16%	N/A	N/A	39%
Refine Results Interface				
Exposed	9% (33 sites)	N/A	N/A	N/A
Expandable	36% (33 sites)	N/A	N/A	N/A
Drop-Down	52% (33 sites)	N/A	N/A	N/A
Other (Pop-Up, Radio Buttons)	9% (33 sites)	N/A	N/A	N/A
Refine Results Options	66%	49% (47 sites)	35%	93%
Price	76% (33 sites)	61% (23 sites)	25%	82% (93 sites)
Brand	72% (29 sites)	52% (23 sites)	38%	79% (68 sites)
Color	66% (32 sites)	43% (21 sites)	53%	66% (89 sites)
Category	58% (33 sites)	65% (23 sites)	-11%	86% (93 sites)

*X % (Y sites) denotes a metric that is a subset of the main metric. Y represents the number of sites within the category where the particular metric is present, and X is the percentage of sites within the category where the metric is present that also include the subset metric.
***N/A denotes a feature that was not measured

Feature or Functionality	e-tailing 50 2Q12	e-tailing 50 2Q11	% change	e-tailing 100 4Q11
	% Penetration	% Penetration		% Penetration
Other (Pre-Orders, Fashion Trends, etc.)	58% (33 sites)	48% (23 sites)	-21%	61% (93 sites)
Sale	45% (33 sites)	17% (23 sites)	165%	32% (93 sites)
Size	45% (33 sites)	15% (20 sites)	200%	48% (89 sites)
Top Rated/Ratings	34% (29 sites)	22% (18 sites)	55%	27% (81 sites)
Product Type	24% (33 sites)	17% (23 sites)	41%	N/A
Gender	24% (33 sites)	N/A	N/A	14% (93 sites)
What's New	24% (33 sites)	13% (23 sites)	85%	25% (93 sites)
Material	21% (33 sites)	13% (23 sites)	62%	16% (93 sites)
Channel-Merchant Exclusives	15% (33 sites)	N/A	N/A	11% (93 sites)
Top Sellers	12% (33 sites)	9% (23 sites)	33%	12% (93 sites)
Department	9% (33 sites)	13% (23 sites)	-13%	86% (93 sites)
Features	9% (33 sites)	N/A	N/A	N/A
Style	9% (33 sites)	N/A	N/A	N/A
Availability	9% (33 sites)	N/A	N/A	9% (93 sites)
Age	6% (33 sites)	N/A	N/A	4% (93 sites)
Occasions	6% (33 sites)	N/A	N/A	N/A
Rating of Refinement Options (1-3 3=Best)	2.38 (33 sites)	2.61 (23 sites)	-7%	N/A
Faceted Navigation	76% (33 sites)	87% (23 sites)	-13%	74% (97 sites)
View All	18%	11% (47 sites)	64%	53%
Landing Page Sorts	84%	64% (47 sites)	31%	89%
Price Low-High	86% (42 sites)	80% (30 sites)	8%	97% (89 sites)
Price High-Low	83% (42 sites)	77% (30 sites)	8%	96% (89 sites)
Ratings/Top Rated	58% (36 sites)	54% (28 sites)	7%	65% (77 sites)
Best Match/Relevancy	57% (42 sites)	50% (30 sites)	14%	49% (89 sites)
Top Sellers	50% (42 sites)	53% (30 sites)	-6%	55% (89 sites)
What's New	40% (42 sites)	47% (30 sites)	-15%	56% (89 sites)
Name/Alphabetical	21% (42 sites)	40% (30 sites)	-48%	38% (89 sites)
Brand	21% (38 sites)	21% (29 sites)	0%	16% (80 sites)
Price	12% (42 sites)	13% (30 sites)	-8%	N/A
Sales/Specials	7% (42 sites)	10% (30 sites)	-30%	3% (89 sites)
Featured	7% (42 sites)	N/A	N/A	6% (89 sites)
Other (Recommended, Featured)	5% (42 sites)	10% (30 sites)	-50%	18% (89 sites)
Shop by Attribute	60%	50%	20%	N/A
Shop by Brand	85% (27 sites)	48% (42 sites)	77%	84% (83 sites)
Shop by Size	27% (30 sites)	47% (44 sites)	-43%	29% (94 sites)
Shop by Color	14% (29 sites)	7% (46 sites)	100%	33% (94 sites)
Shop by Price	17% (30 sites)	4%	325%	22%
Descriptive Phrase Search	Varies	Varies	N/A	Varies
Correct Results Found	98%	98% (47 sites)	0%	98%
1st Page Relevancy (1-5)	4.88	4.89 (47 sites)	0%	4.8
Misspelled Phrase	Varies	Varies	N/A	Varies
Correct Results Found	92%	68% (47 sites)	35%	89%
1st Page Relevancy (1-5)	4.28	3.24 (47 sites)	32%	3.97

*X % (Y sites) denotes a metric that is a subset of the main metric. Y represents the number of sites within the category where the particular metric is present, and X is the percentage of sites within the category where the metric is present that also include the subset metric.
***N/A denotes a feature that was not measured

Feature or Functionality	e-tailing 50 2Q12	e-tailing 50 2Q11	% change	e-tailing 100 4Q11
	% Penetration	% Penetration		% Penetration
Custom Content				
Product Compare	4%	N/A	N/A	38%
Guides/Tips	30%	22%	36%	74%
Streaming Video	26%	16%	63%	83%
Product Page	54% (13 sites)	N/A	N/A	69% (83 sites)
Product Page Enhancements				
Product Page Format				
Open Format	42%	N/A	N/A	N/A
Tabbed Format	20%	N/A	N/A	N/A
Expandable Interface	60%	N/A	N/A	N/A
Recommended Products	62%	28%	121%	99%
Link To Others In Category/Designer	22%	12%	83%	42% (99 sites)
Guides/How To	80% (15 sites)	N/A	N/A	48% (83 sites)
Zoom	64%	42%	52%	89%
Alternative Views	72%	52%	38%	90%
Color Change	45% (49 sites)	45% (47 sites)	0%	71% (93 sites)
Product Information Depth (1-3 3=Comparable To Main Site)	2.90	2.88	-3%	N/A
Ratings/ Reviews	86%	76%	13%	85%
Social/Mobile				
Refer/ E-Mail Product Details To A Friend	44%	34%	29%	82%
Text Product Details To a Friend	4%	N/A	N/A	N/A
Blog	8%	N/A	N/A	50%
Mobile Apps	66%	74% (47 sites)	-11%	66%
Mobile Apps Promoted	61% (33 sites)	51% (35 sites)	20%	65% (66 sites)
SMS Alerts Sign-Up	28%	30% (47 sites)	-7%	31%
Link to Social Networking Site	48%	18%	167%	95%
"Like" Button	42%	10%	320%	71%
Google +	10%	N/A	N/A	30%
Pinterest	6%	N/A	N/A	N/A
Share	48%	18%	167%	71%
Gift Services				
Gift Certificate/Gift Card	82%	62%	32%	95%
Mailed Certificate/Card	88% (41 sites)	94% (31 sites)	-6%	89% (95 sites)
Electronic Certificate/Card	61% (41 sites)	42% (31 sites)	45%	75% (95 sites)
Mobile Gift Card	5% (41 sites)	N/A	N/A	N/A
Check Gift Card Balance	14%	19% (47 sites)	-26%	N/A
Gift Center	36%	44%	-18%	91%
Gift Center Rating (1-3 3=best)	2.14 (18 sites)	1.83 (22 sites)	17%	N/A
Gift Services				
Gift Wrap/ Box Available?	40%	31% (49 sites)	29%	65%
Gift Message Available?	44%	39% (49 sites)	13%	78%
Add Item to Wish List	38%	26%	46%	56%
Multiple Ship-To Addresses	36%	14% (49 sites)	157%	42%

*X % (Y sites) denotes a metric that is a subset of the main metric. Y represents the number of sites within the category where the particular metric is present, and X is the percentage of sites within the category where the metric is present that also include the subset metric.
***N/A denotes a feature that was not measured

Feature or Functionality	e-tailing 50 2Q12	e-tailing 50 2Q11	% change	e-tailing 100 4Q11
	% Penetration	% Penetration		% Penetration
CUSTOMER SERVICE				
Membership/My Account				
My Account Area	68%	58%	17%	N/A
Able To Edit Profile Info?	76% (34 sites)	N/A	N/A	N/A
Requires Membership	4%	10% (48 sites)	-60%	11%
Able To Sign-In?	98%	96%		N/A
Universal Password (same username/password for both ecommerce and mcommerce sites)	100% (49 sites)	100% (48 sites)	0%	N/A
Ability to Save Password	10% (49 sites)	6% (48 sites)	67%	N/A
Ability to Request Forgotten Password/ Reset Password	92% (49 sites)	71% (48 sites)	30%	N/A
Ability to Create an Account/Register	84%	65% (48 sites)	29%	N/A
Ability to Create List/Save Items On Main Site	84%	84%	0%	N/A
Wish List/Shopping List/Favorites	95% (42 sites)	90% (42 sites)	6%	56%
Saved Cart	12% (42 sites)	14% (42 sites)	-14%	6%
Retrieve Shopping List/Saved Items	52% (42 sites)	40% (42 sites)	30%	N/A
Mcommerce Ability to Save Items/Save Entire Cart	28%	17% (47 sites)	65%	N/A
Shared Cart	56%	N/A	N/A	N/A
Pre-Populated Customer Information	98% (49 sites)	98% (47 sites)	0%	98%
One Click Settings	25% (48 sites)	26% (47 sites)	-4%	51%
Online Order Status	80%	N/A	N/A	98%
Shopping- Buy An Item				
Shopping Cart				
Persistent Cart	86%	58%	48%	97%
Fast Buy/Direct To Cart Buying/ Quick Look	24%	24%	0%	71%
Delineated/ Stepped Checkout	60%	31% (49 sites)	94%	88%
Collapsible Cart	10%	4% (49 sites)	150%	17%
Neither Delineated Nor Collapsible	40%	67% (49 sites)	-40%	N/A
International Shipping	34%	N/A	N/A	49%
The Order				
How Many Clicks To Checkout?	4.98	5.78 (49 sites)	-14%	4.83
Recommended Products Beyond Product Page	26%	16% (49 sites)	63%	87%
Rating of Checkout Process (1-3 3=Flawless/Effortless)	2.48	2.38	4%	N/A
Customer Service Contact				
Dedicated Customer Service Area/Help/FAQ's	64%	64%	0%	N/A
Phone Contact				
800# Or Toll-Free #	90%	88%	2%	100%
Clickable Phone Number Link	100% (45 sites)	98% (44 sites)	2%	N/A
Manual Dial	0% (45 sites)	2% (44 sites)	-100%	N/A
Phone Number Visible/Clickable On Home Page	62% (45 sites)	68% (44 sites)	-9%	75%
Accessibility of 800# (1-3 3= Most Accessible)	2.31 (45 sites)	2.34 (44 sites)	-1%	2.46
Email Contact				
Contact Via Email	64%	70%	-9%	N/A
Contact Us Form	66% (32 sites)	63% (35 sites)	5%	N/A
Contact Via Email Address	38% (32 sites)	43% (35 sites)	-12%	N/A
Clickable Email Link?	100% (12 sites)	93% (15 sites)	8%	N/A
Manual Entry	0% (12 sites)	7% (15 sites)	-100%	N/A

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***N/A denotes a feature that was not measured