



the e-tailing group press release

American Eagle Outfitters Aces the e-tailing group's 2015 Mobile Mystery Shopping Index

Mobile Momentum Powers Transactions and Consumer Connections to In-store Shopping

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STATE OF MOBILE

Key themes emerged from the e-tailing group's comprehensive review of 50 retailers focusing on key pages and a task-driven orientation among shoppers relative to mobile behavior. The investments being made in mobile are paying off as an evolved customer experience is being put forth by the best retailers. Merchandising permeates the site experience and information tactics from the product page to category content support shopper decision-making. Inventory transparency is the foundation of omnichannel shopping behavior as product lookup and pickup are everyday behavior for many shoppers where access to one's profile across channels begins to see traction.

"Similar to the evolution of the desktop shopping experience, mobile has hit its stride. Retailers are taking a holistic approach from branding, assortment and even promotions. They have learned to effectively layer in merchandising and deliver customer-service destinations to best meet the needs of an "on the go" shopper with a smartphone to purchase. The integration of these elements coupled with the all-important omnichannel connectors allows shoppers to make the choices that are convenient for them.

An accompanying report, *Mobile Momentum* highlights study metrics and illustrates best practices along with roadmap recommendations for 2016 and is [available here](#).

METHODOLOGY

The e-tailing group recently completed their 6th Annual Mobile Shopping Survey of 50 retailers evaluating 6 top tasks consumers are likely to perform along with the overall usability of the mobile experience on 4 key pages (home page, search results, product and shopping cart pages) where 172 metrics were evaluated.

Goal

- Benchmark the current state of key pages for 50 retailers to explore the shopping experiences and year over year performance changes
- Assess how mcommerce stacks up for 50 retailers that make up the e-tailing group's M50 index
- Highlight the evolution of mcommerce and best practices seen across an array of retailers

TOP PERFORMERS

Top Performing Retailers

In 2015, though average scores were higher across the study (72.09 vs 71.60), only 4 retailers scored 80 points, given our more stringent grading system. It's interesting to note that 3 of those retailers (denoted with an *) had 80+ scores in 2014 as well. The next 6 retailers round out our top 10 and are neck and neck beginning with a score of 77.50.

American Eagle Outfitters*	82.25
Coach	82.25
QVC*	81.94
The Men's Wearhouse*	81.00
The North Face	79.50
Office Depot	79.25
Victoria's Secret	78.75
Tory Burch	77.75
Neiman Marcus	77.50
Steve Madden	77.50

RETAILERS INVEST IN KEY PAGE IMPROVEMENT

Home page and product page performance was on par with 2014's formidable effort. Significant improvements were made in the search results starting with type ahead functionality. Navigational access, including consistency of filtering and sort results across channels, saw year over year gains as well.

The shopping cart was also in line to evolve and retailers' efforts were rewarded. Efficiencies were seen in everything from click to checkout, pre-populated profile information and delineated stepped checkout. Each of these goes a long way in saving mobile shoppers time and averting abandonment at the critical checkout juncture.

Retailers who achieved perfect or near perfect scores for these 4 pages are called out along with some of our favorites featured throughout the report. Not surprisingly, some retailers are listed for multiple pages, underscoring their key page contribution relative to their overall performance.

	Potential Points	2015 Average	2014 Average	Points Received	Top Retailers
KEY PAGES	20.00	16.01			
Home Page	5.00	4.42	4.33	5.00	Gap, Neiman Marcus, QVC, Staples, Steve Madden, The Men's Wearhouse, Tory Burch, Victoria's Secret
Search Results	5.00	3.59	2.12	4.50+	Best Buy, eBags, JCPenney, Lane Bryant, Office Depot, Sears, Walmart
Product	5.00	4.11	4.10	4.75+	HSN, Lane Bryant, Macy's,

Page					Nordstrom, QVC, Steve Madden, Tory Burch
Shopping Cart	5.00	3.89	3.35	4.50+	Crutchfield, JCPenney, L.L. Bean, Neiman Marcus, Nordstrom, The Men's Warehouse, The North Face, Walmart, Target

THE BIG PICTURE FROM A TASK PERSPECTIVE

The e-tailing group took a task-based approach in order to evaluate the shopping experience from the customer's perspective. A series of metrics that make up the study comprise each task with scoring weighted accordingly. Based on the individual scores, we have determined an excellence threshold that we felt retailers should achieve and those who did in fact meet these levels are noted. In every aspect of the shopping experience, there remains room for improvement. What becomes clear is that mobile experiences are still a case of the "haves" and "have nots" where those that fall below the cracks must emulate the behavior of those retailers who are investing heavily in this channel.

TASKS	Potential Points 80.00	Average Points 55.03	Excellence Threshold	Retailers Reaching Execution Threshold
Browse the Home Page	10	6.71	9.00	American Eagle Outfitters, Coach, Kate Spade, Neiman Marcus, Steve Madden, Urban Outfitters, Victoria's Secret, Walmart
Check For Product At Retail Store	10	6.58	9.75	Advance Auto Parts, Best Buy, Coach, Crate&Barrel, Macy's Nordstrom, Neiman Marcus, Office Depot, Sears, Staples, The Home Depot, Walmart, Walgreens
Find a Product	14.75	9.41	11.00	Crutchfield, eBags, JCPenney, Kate Spade, Lane Bryant, QVC, Sears, The Men's Warehouse
Research a Product	11.50	8.84	10.50	Apple, Crutchfield, Dick's Sporting Goods, eBags, Macy's, QVC, Tory Burch
Buy a Product	26.75	18.55	22.00	American Eagle Outfitters, Footlocker, L.L. Bean, Office Depot, PetSmart, Victoria's Secret
Seek Customer Service	7.00	4.98	7.00	American Eagle Outfitters, Crutchfield, eBags QVC, Tory Burch, Victoria's Secret

THE E-TAILING GROUP MOBILE CHECKLIST

- Be proactive taking a 1-brand approach to your business maintaining consistency across all channels and ensure that customers can connect with your brand via 800#, email contact form or email address
- Create a multi-dimensional merchandising strategy that includes a combination of merchandising and promotional tactics on the home page and throughout the site as enticements to drive visitors deeper, rather than hiding them on interior pages that might never be viewed by the shopper
- Provide sophisticated search that allows customers to quickly find product with filters and

sorts that gives customers control, labeling products site wide to capture shopper attention

- Provide a retail locator that includes comprehensive information - geolocation, driving directions/maps, store hours, and clickable phone numbers to ensure your customers arrive at their destination ready to purchase
- Embrace inventory lookup and the ability to reserve and pick up products to efficiently connect customers to your stores
- Enhance product pages with comprehensive product information, relevant recommendations, product photos that can be enlarged/viewed from other angles, change colors, and provide rich media along with meaningful ratings and reviews
- Explore the right level of supporting category content to embellish the experience, tapping into video for optimal engagement
- The checkout process should be convenient and streamlined with a minimal number of steps including choice of payment options and 'buy with confidence' builders along the journey
- Monitor your mcommerce experience to maintain parity, but more importantly stay ahead of your category and the industry's best
- Customer service should be readily available as a destination and smartly integrated and customers should have all the information necessary to make a purchase (shipping, return policy, etc.)

THE RETAILERS (EG M50)

Advance Auto Parts	Dick's Sporting Goods	Kay	PetSmart	The Men's Wearhouse
Amazon	eBags	Kohl's	QVC	The North Face
American Eagle Outfitters	Estee Lauder	L.L. Bean	REI	Tory Burch
Apple	FTD	Lane Bryant	Saks Fifth Avenue	Toys 'R Us
Barnes & Noble	Finish Line	Lenovo	Sears	Ulta
Best Buy	Foot Locker	Lowe's	Sephora	Urban Outfitters
Burberry	Gap	Macy's	Staples	Victoria's Secret
Coach	HSN	Neiman Marcus	Steve Madden	Walgreen's
Crate&Barrel	JCPenney	Nordstrom	Target	Walmart
Crutchfield	Kate Spade	Office Depot	The Home Depot	Williams-Sonoma

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 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.



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Share the details!

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