



PATH TO PURCHASE

# MOBILE

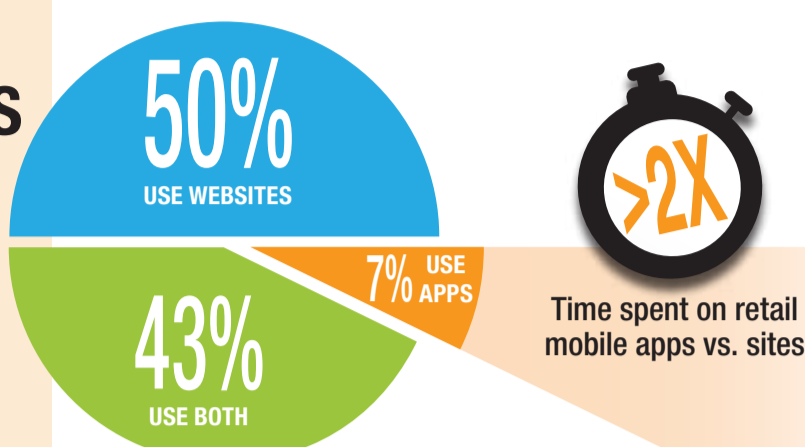
## RETAIL

Mobile Represents Significant Portion Of Online Retail Shopping

1/3 OF ALL ONLINE RETAIL ACTIVITY COMES FROM MOBILE



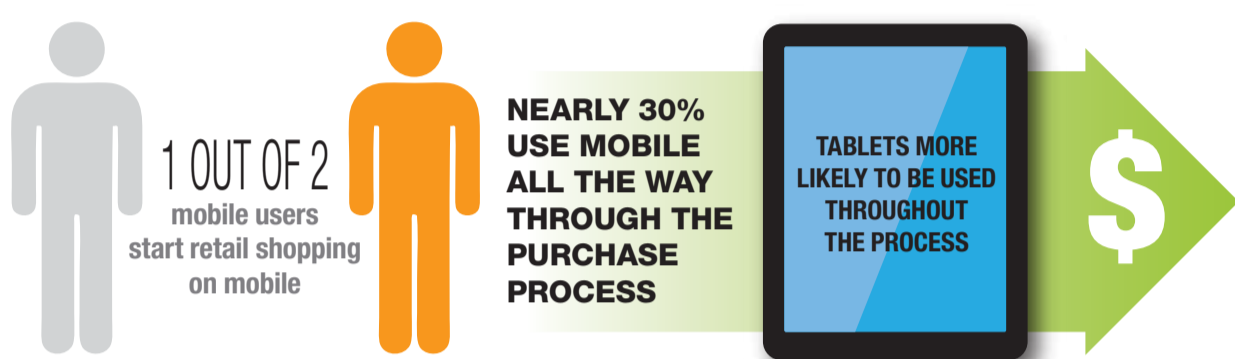
### APPS VS. SITES



Websites have higher consumer reach; Apps have higher engagement

Shoppers Shifting To Using Mobile Exclusively For Retail

42% of mobile retail searchers use mobile exclusively to research purchases



### TOP 3 TYPES OF RETAIL SEARCHES

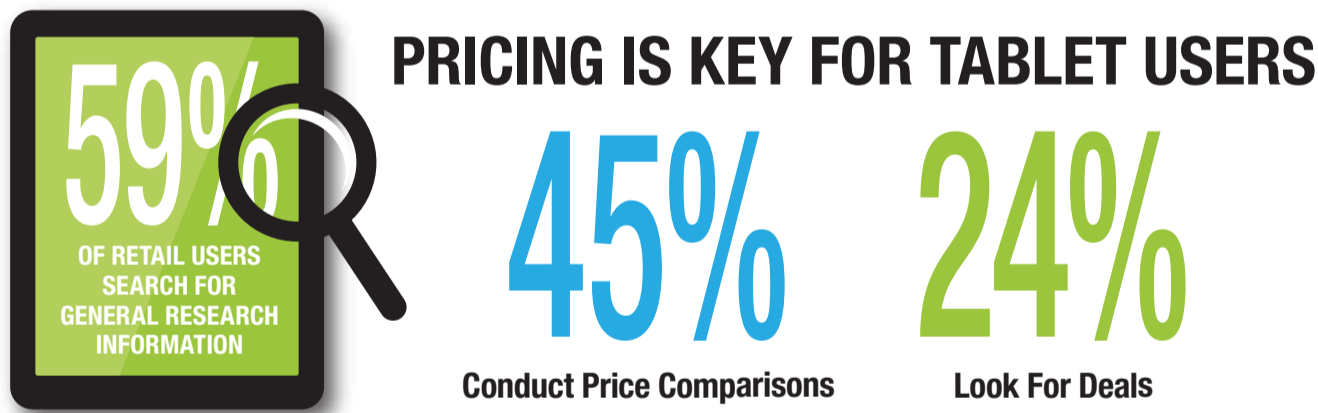
Apparel | Electronics | Home Improvement

Location Most Important To Retail Smartphone Users

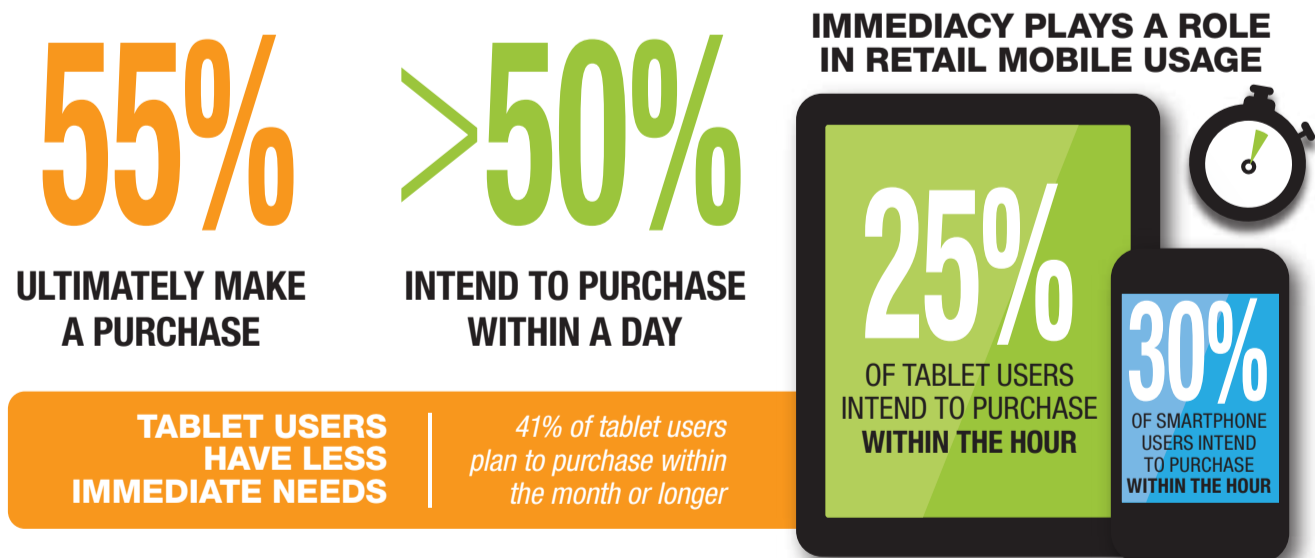
### RETAIL SMARTPHONE SEARCHERS



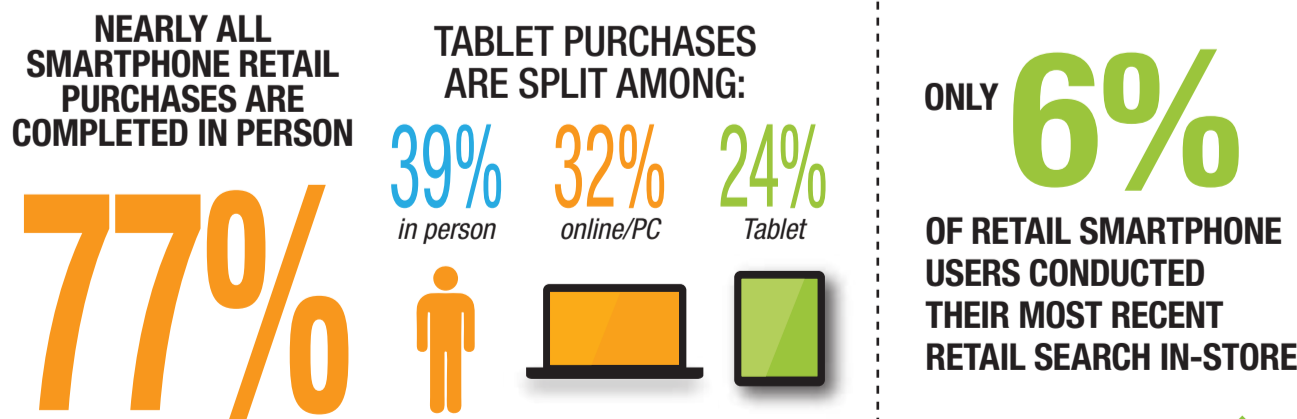
Retail Tablet Usage Driven By Deeper Research Needs



Mobile Retail Users Convert – Many Within The Hour



Mobile Showrooming Overhyped



mobilepathtopurchase.com

Source: xAd/Telmetrics Mobile Path-to-Purchase Study 2013. Visit mobilepathtopurchase.com for more info.

