THE TAPPING POINT

SMARTPHONES AND TABLETS NOW DRIVE MORE
DIGITAL COMMERCE GROWTH THAN COMPUTERS
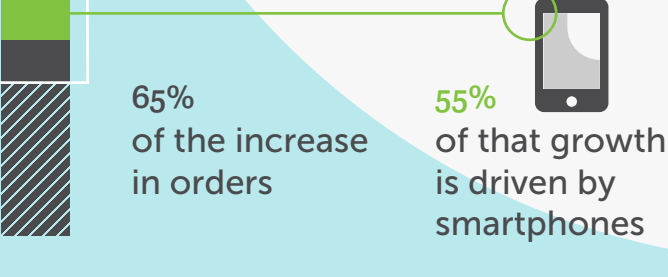
TAP DEVICE [noun] –
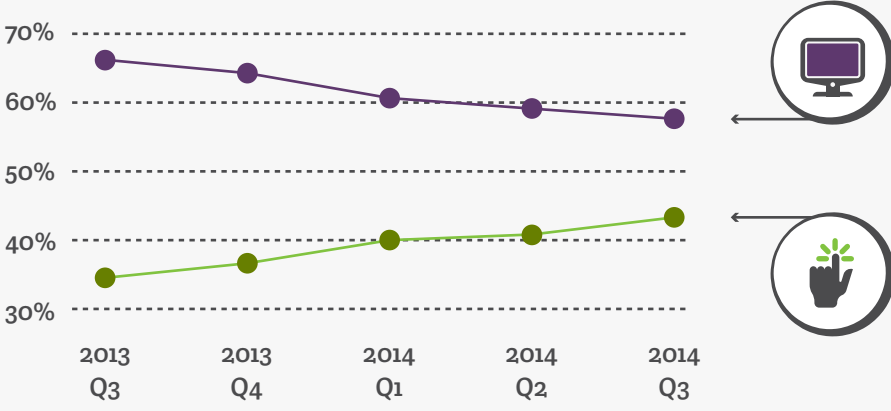Refers to smartphones and tablets,
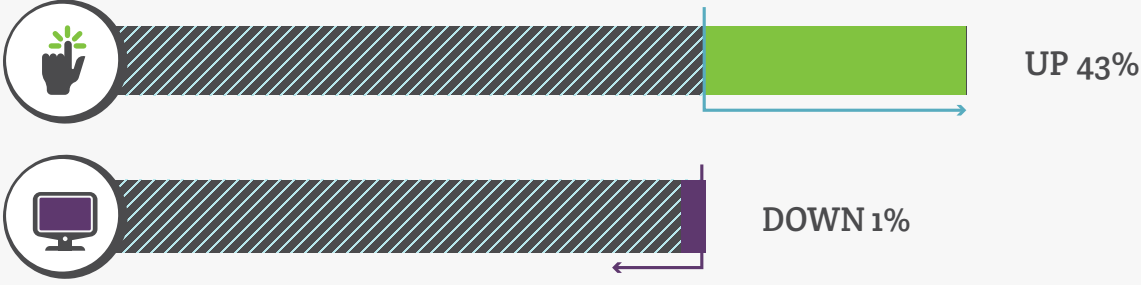replacing the often ambiguous term 'mobile.'

GROWTH IS ON TAP   Tap devices account for:

65%
of the increase
in orders

55%
of that growth
is driven by
smartphones

TAP CONTINUES TO STEAL VISIT SHARE

70%
60%
50%
40%
30%

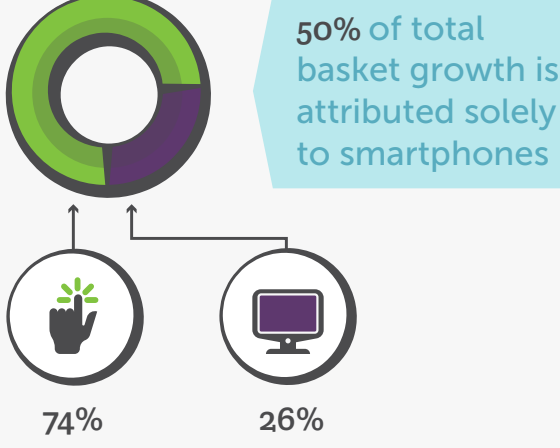2013 Q3   2013 Q4   2014 Q1   2014 Q2   2014 Q3

...the result is growth in visits from tap, and declining
visits from computers

UP 43%

DOWN 1%

TAP DEVICES DRIVE BASKET GROWTH

Share of basket growth
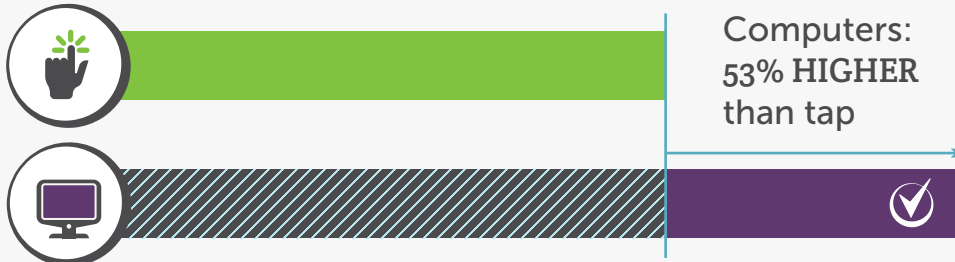
50% of total
basket growth is
attributed solely
to smartphones

74%   26%
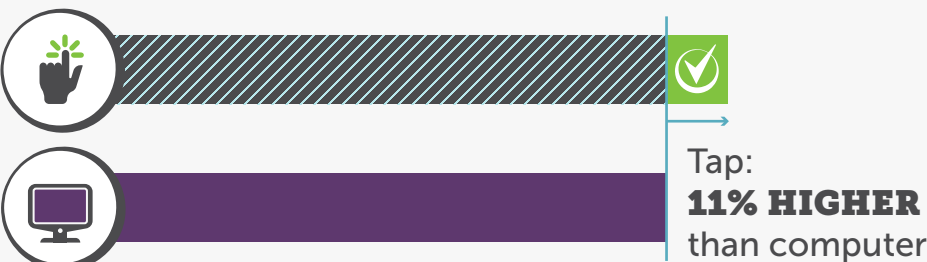
Increase in total
baskets created

66%
growth

9%
growth
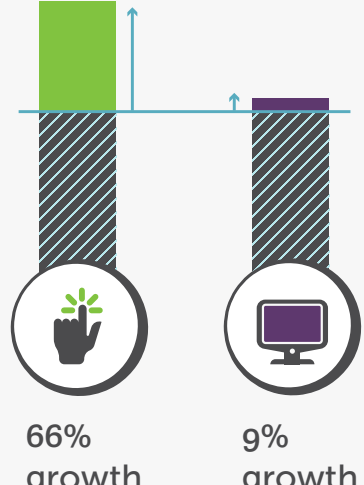
TAP DEVICES BEAT COMPUTERS AT CHECKOUT

Computers start more checkouts, but tap beats computers at
completing them.

Checkout starts

Computers:
53% HIGHER
than tap

Checkout completions

Tap:
11% HIGHER
than computer
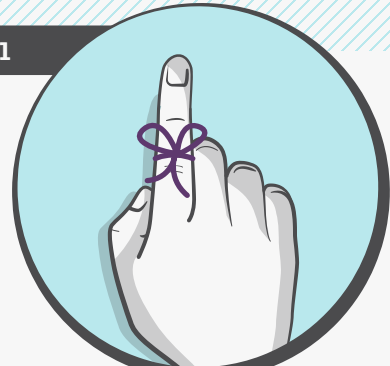
TAP DOMINATES ORDER GROWTH

Order growth

65%   35%

KEY TAKEAWAYS

1
Think 'Shopper-first' to
ensure a smooth
cross-device experience.

2
Reduce noise in on-site
search– place relevant
products first!

3
Extend basket life and allow
shoppers to email their baskets
to reduce cart abandonment.

demandware
move faster, grow faster