

Research Report:
**Mobile Presence of
Leading U.S. Retailers**



2ergo

about the **research**

2ergo, a leading provider of mobile strategy and technology solutions, performed a study of the top retailers in the United States to understand how many are optimizing their reach on mobile devices.

We looked at STORES' Top 100 Retailers (including their portfolio companies) and STORES' Top 50 Favorite Retailers.

We classified the resulting **161** retailers into six categories:

- Clothing & Department Stores (including superstores)
- Consumer Electronics
- Grocery, Pharmacy & Convenience Stores
- Home, Office Supply, Automotive & Pets
- Restaurants & Fast Food
- Sporting & Leisure Goods



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**a look at
mobile websites**



This means that

42%

**of retailers
are not
optimized**

for mobile

Mobile Sites by Retailer Category:



SPORTING & LEISURE GOODS

83%



RESTAURANTS & FAST FOOD

74%



CLOTHING & DEPARTMENT STORES

67%



CONSUMER ELECTRONICS

55%



HOME, OFFICE, AUTO & PETS

41%



GROCERY, PHARMACY &
CONVENIENCE STORES

38%



of those with a mobile site,

64%

offer

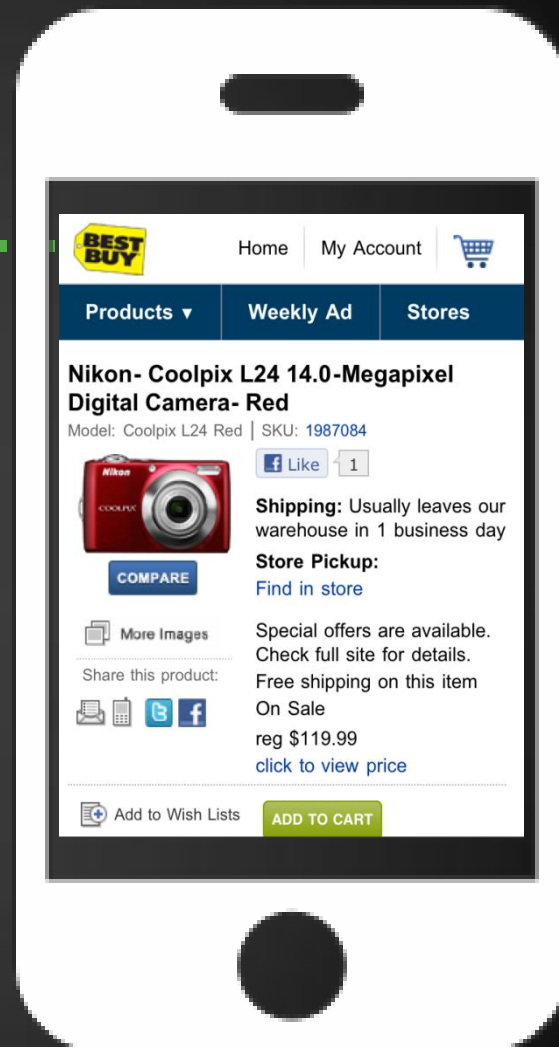
**PURCHASING OF
GOODS & SERVICES**

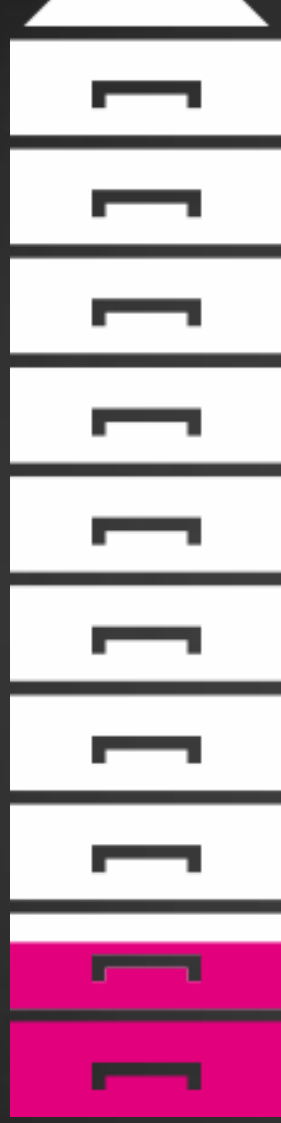
100%

of CONSUMER ELECTRONICS and
HOME, OFFICE, AUTO & PETS
mSites offer mobile commerce

Only 7%

of GROCERY, PHARMACY & CONVENIENCE
mSites offer mobile commerce



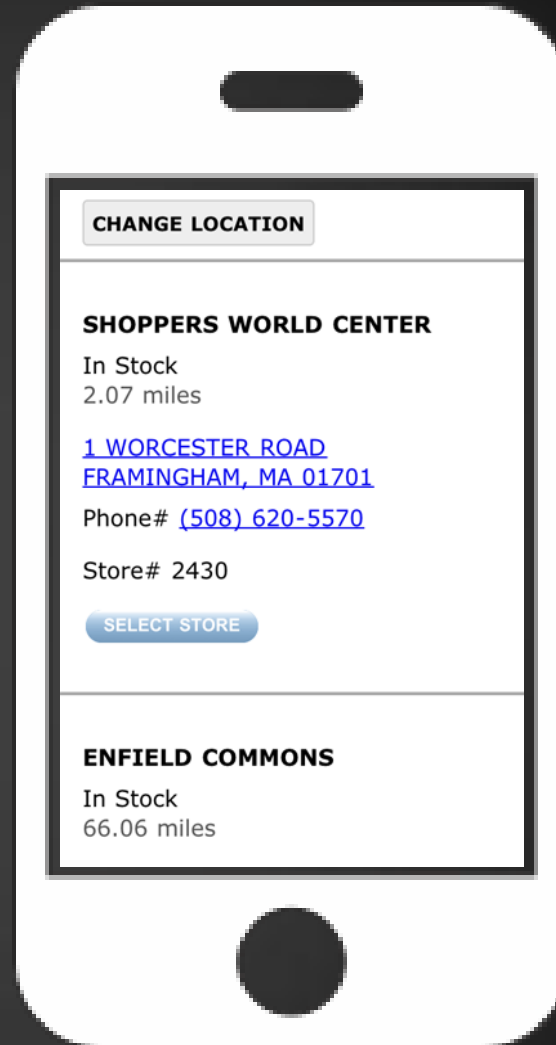
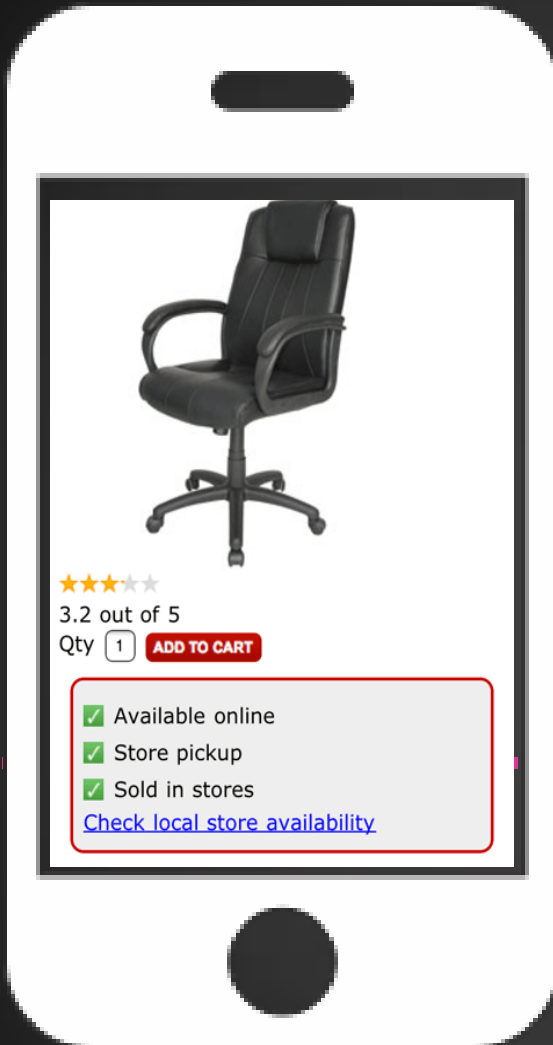


of those with a mobile site,

17%

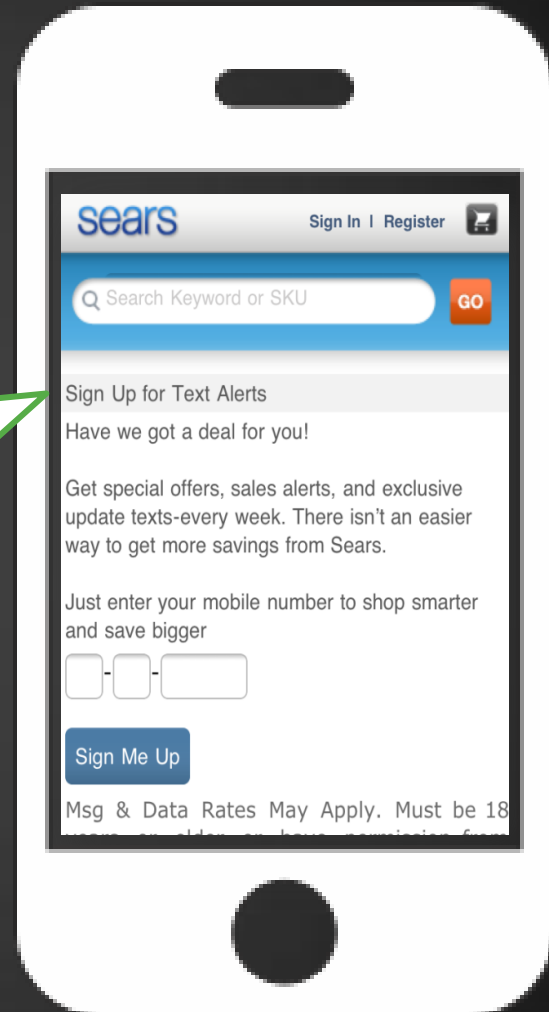
offer
inventory
locators





Inventory locators are most common in
Consumer Electronics (50%) & Home, Office, Auto & Pets (43%)

only **14%**
of top U.S. retailers include an
SMS OPT IN
on their mobile website



**a look at
smartphone applications**





This means that

50%

DO NOT

have a presence in the major app stores

Smartphone Apps by Retailer Category:



SPORTING & LEISURE GOODS

67%



CONSUMER ELECTRONICS

64%



HOME, OFFICE, AUTO & PETS

59%



CLOTHING & DEPARTMENT STORES

49%



GROCERY, PHARMACY & CONVENIENCE STORES

49%

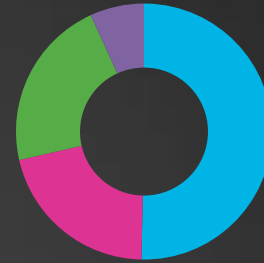


RESTAURANTS & FAST FOOD

35%

on how many

SMARTPHONE



ONE

platforms have top
retailers launched
apps?



apps

Platforms included in study:



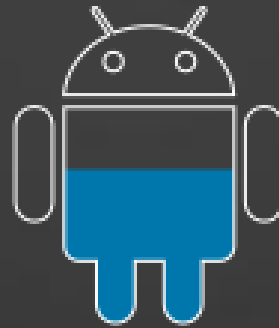
which **app platform** do top

RETAILERS

choose?



96%



56%



17%

of those retailers with an app...

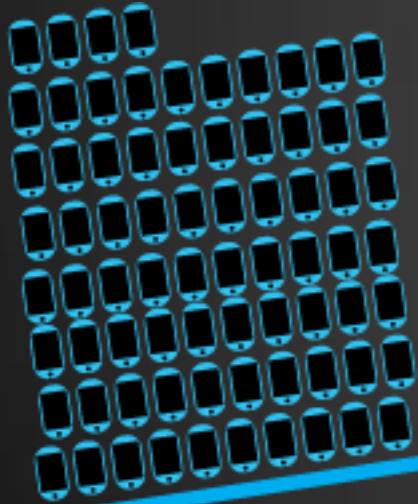


Clothing & Department Stores	100%	61%	12%
Consumer Electronics	86%	71%	9%
Grocery, Pharmacy & Convenience	94%	33%	5%
Home, Office, Auto & Pets	91%	73%	6%
Restaurants & Fast Food	100%	50%	4%
Sporting & Leisure Goods	100%	50%	17%

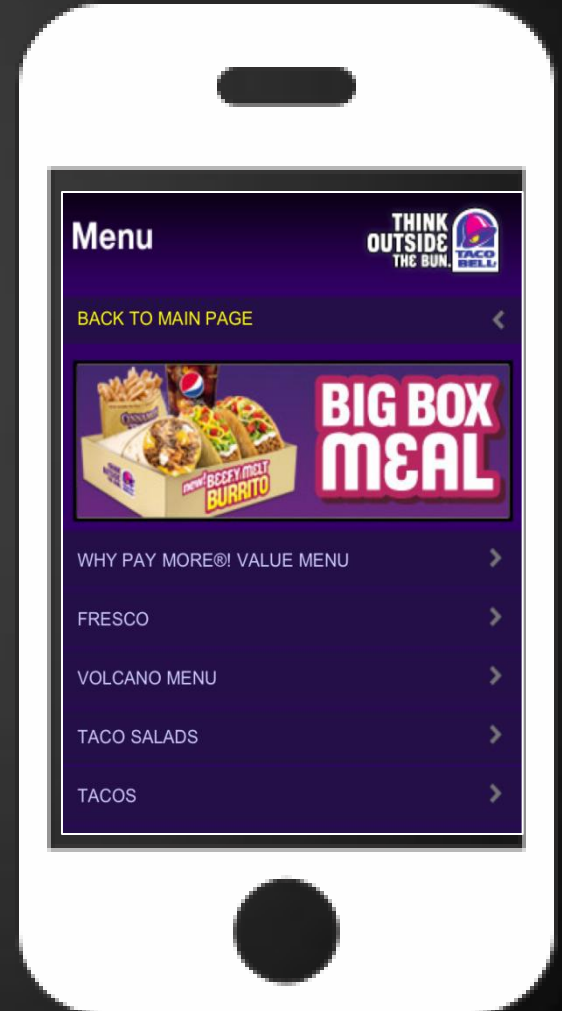
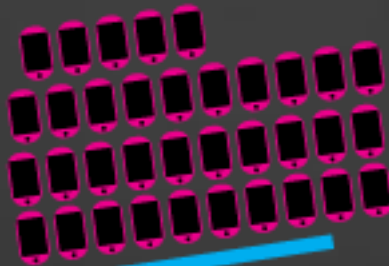
**comparing
mobile sites vs. apps**

Which channel do Restaurants & Fast Food prefer?

74% have mSites



35% have apps



Which channel do Groceries, Pharmacies & Convenience Stores prefer?



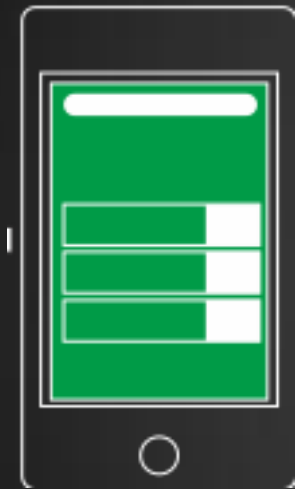
38% have mSites



49% have apps

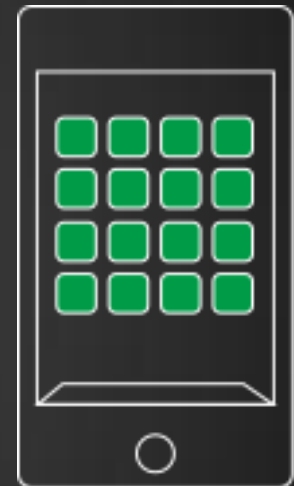


single brand retailers



67% have a mobile site

have a mobile app **44%**



VICTORIA'S
SECRET



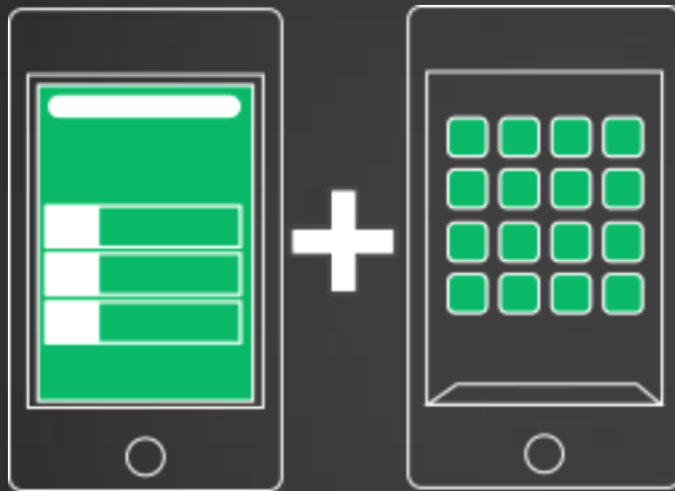
IKEA

DELL™



BANANA REPUBLIC

non-store retailers



67%

have BOTH a mobile site
and at least one mobile app

[compared to 31% of retailers with stores]



summary

- 1** Almost three-quarters of top retailers have a mobile presence through an mSite or App, but many are still **missing key opportunities** to generate revenue and engagement through the mobile channel
- 2** Slightly more retailers have an mSite than an application, recognizing that the **mobile web has broader reach**; with continued browser enhancements such as HTML5, this trend will likely continue
- 3** Retailers prefer to launch iPhone apps, but could **extend reach** with Android; BlackBerry will likely remain “out of stock”
- 4** Features included on mSites and Apps vary by retailer category, but all retailers would do well to capture **mobile opt-ins** as SMS still has the widest reach
- 5** Retailers should be thinking about the mobile phone as not only a stand-alone distribution channel, but also a way to drive customers to physical stores and interact with existing **customer loyalty programs**

2ergo

2ergo is a provider of mobile strategy and mobile technology solutions across many sectors, including retail. We help companies create mobile experiences that increase consumer engagement and drive customer loyalty.

Data is accurate as of June 2011.

For a list of the retailers included in this study, please contact us.

info@2ergo.com

703.879.3400

www.2ergo.com