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Mobile Overview Report

Secrets of Black Friday: Mobile E-Commerce 2016



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2015 to 2016 Comparisons



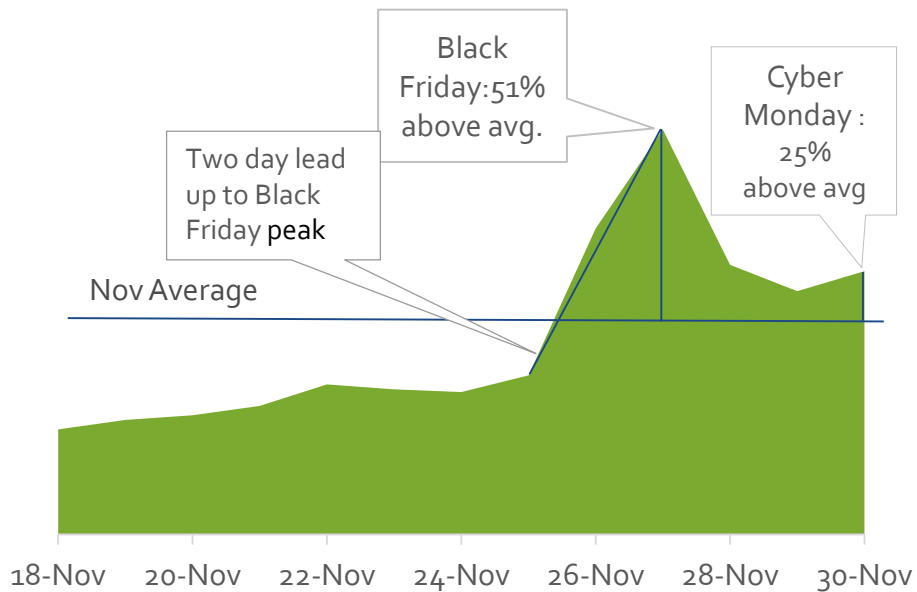
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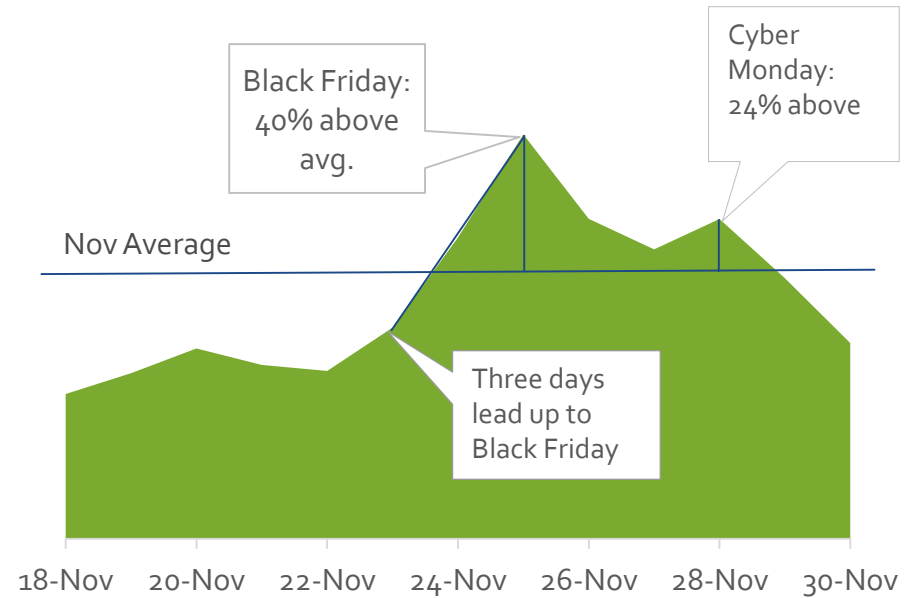
E-Commerce Site Peak Levels Compared to 2015

- More shoppers are going online with their mobile devices than ever before.
- Compared to 2015, the Black Friday E-Commerce website traffic was generally higher overall. The peak level on Black Friday was 40% above the average during the month of November as opposed to 51% in 2015.
- More shoppers are getting a head start on their search for the perfect deal.
- Cyber Monday traffic to E-Commerce sites was also higher this year, but didn't see as large of a spike as last year given the steadier online shopping trend.

2015 Peak Traffic Levels



2016 Peak Traffic Levels



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Early vs. End of November Comparisons

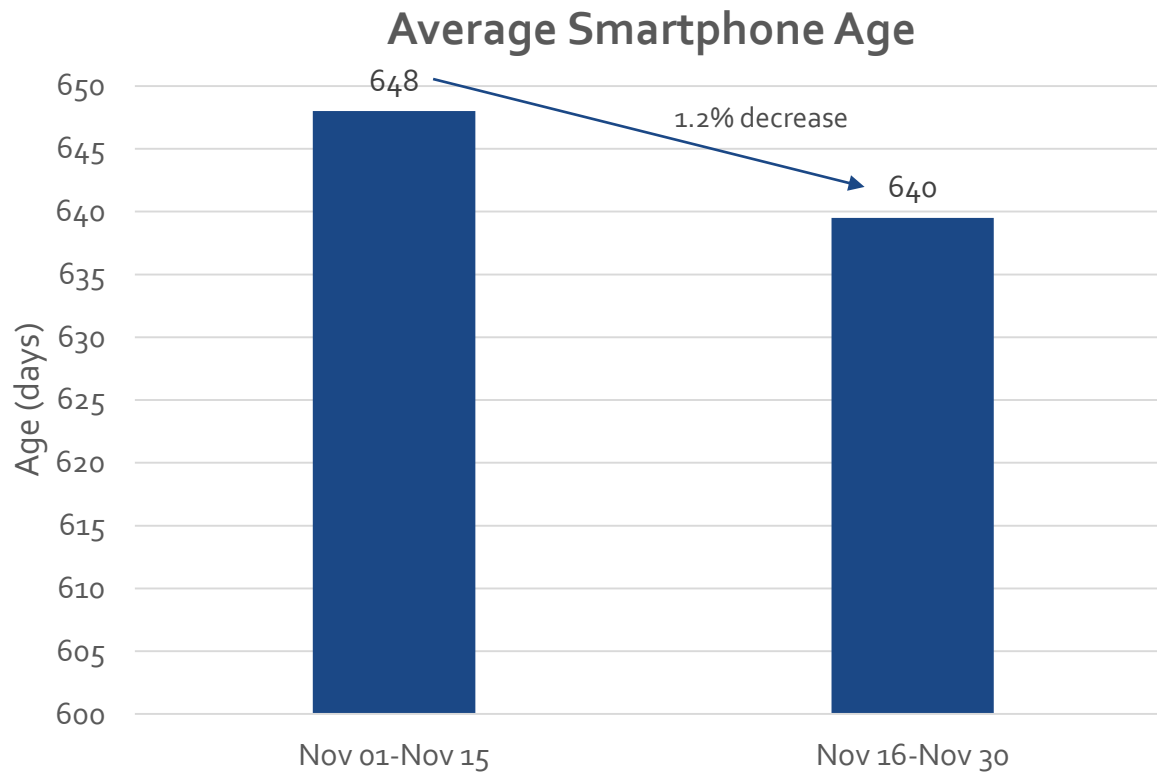


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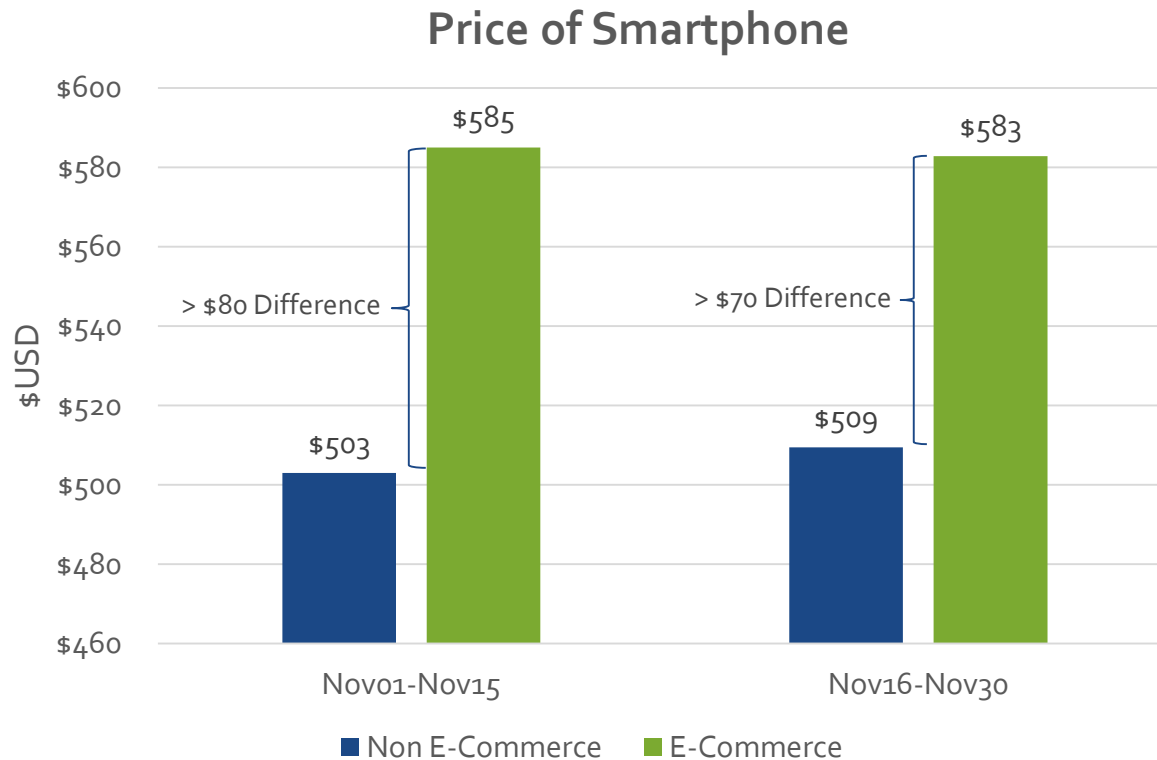
Smartphone Age Impacts of Black Friday

- More people with newer devices are shopping on E-Commerce sites closer to Black Friday and Cyber Monday.
- The average age drops 1.2% during the Black Friday season.
- This means that E-Commerce sites need to be optimized for newer devices for Black Friday and Cyber Monday.
- Perhaps more people are buying new devices and using them around Black Friday and Cyber Monday.
- People with newer devices may be comparison shopping online while also in stores during Black Friday.



Device Price and Type of Website

- Both before the 15th of November and after there is not a significant drop off in high-priced devices visiting E-Commerce sites.
- This is significant as compared to the previous data which indicates a drop off in age of phones visiting E-Commerce sites closer to Black Friday because of the general demand of all users to shop online.
- The device price or "Release_MSRP" data is a constant indicator of willingness to pay and higher engagement with E-Commerce sites.
- E-Commerce sites should target consumers with higher-priced devices throughout the year.



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E-Commerce vs. Non E-Commerce Comparisons



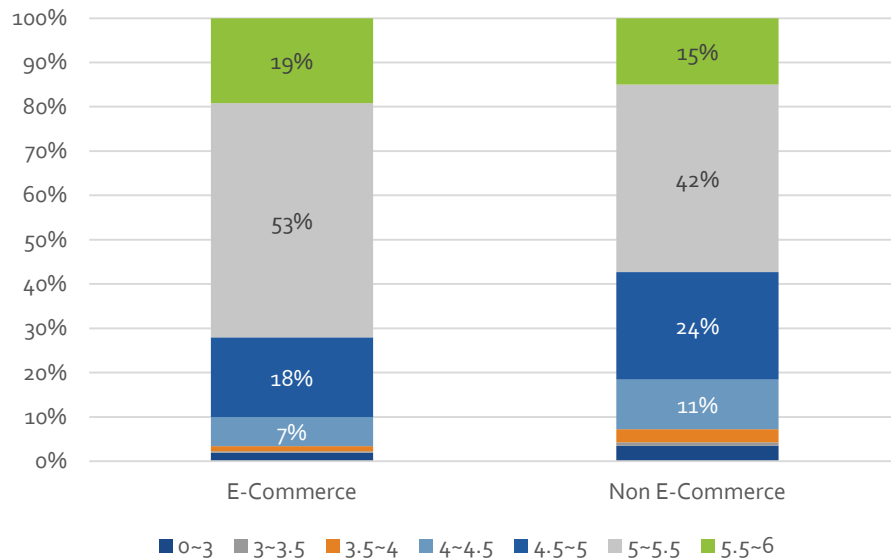
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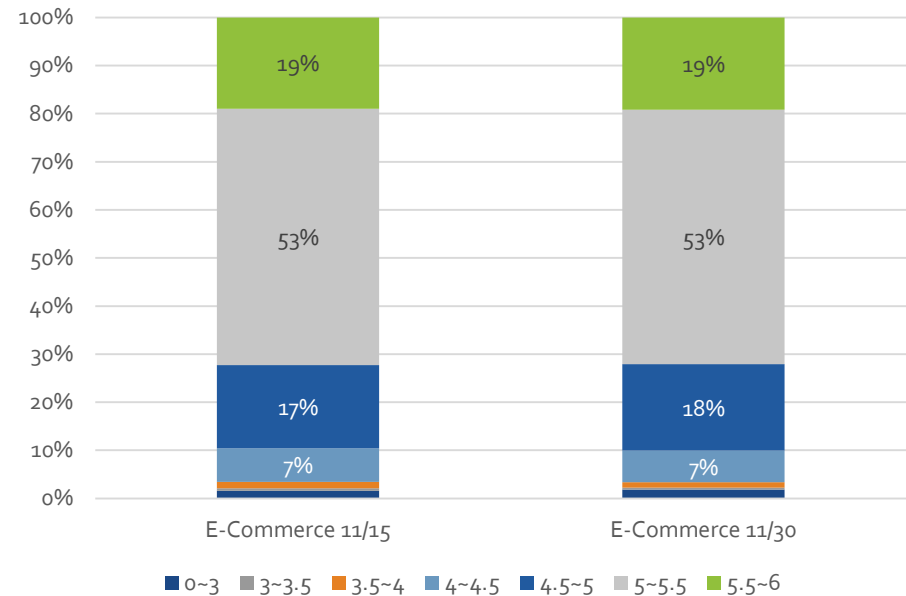
Android Smartphones by Size of Screen for E-Commerce Sites

- 5-5.5" sized smartphone screens were overall the most popular screen for both E-Commerce and Non E-Commerce website viewers.
- Around the holidays, marketers and advertisers should prepare for slightly more smaller screens to be viewing their E-Commerce site than usual. (1% increase in 4.5-5" screened devices)
- Generally, the trend of people with larger, higher priced phones, indicating a higher willingness to pay, visit E-Commerce sites more frequently than Non E-Commerce sites.
- Apple smartphones are not included because they are relatively stable.

Android Traffic of E-Commerce vs. Non E-Commerce by Screen Size



Android Traffic of E-Commerce Sites : Before and After Black Friday by Screen Size



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Device Breakdown



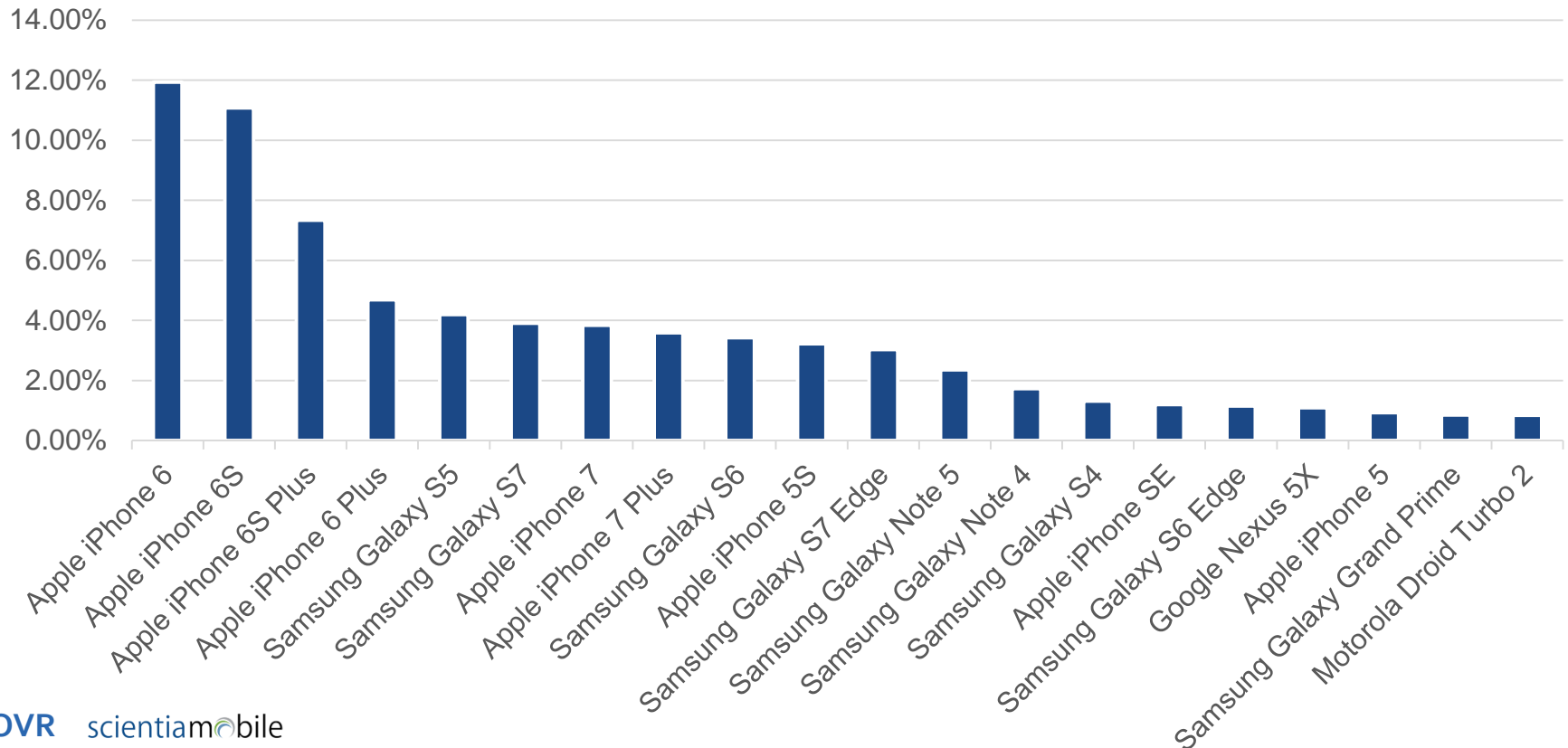
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Top Smartphones this Black Friday

- iPhone 6 models are the top four smartphones used this Black Friday season.
- Samsung Galaxy S5 and S7 came in fifth and sixth, beating Apple's iPhone 7 and 7 Plus.
- Apple smartphones were more than 47% of the top 20 smartphones.
- Samsung made up almost 22% of the top 20 smartphones.
- Google and Motorola both had about 1% of the share of the top 20 smartphones.

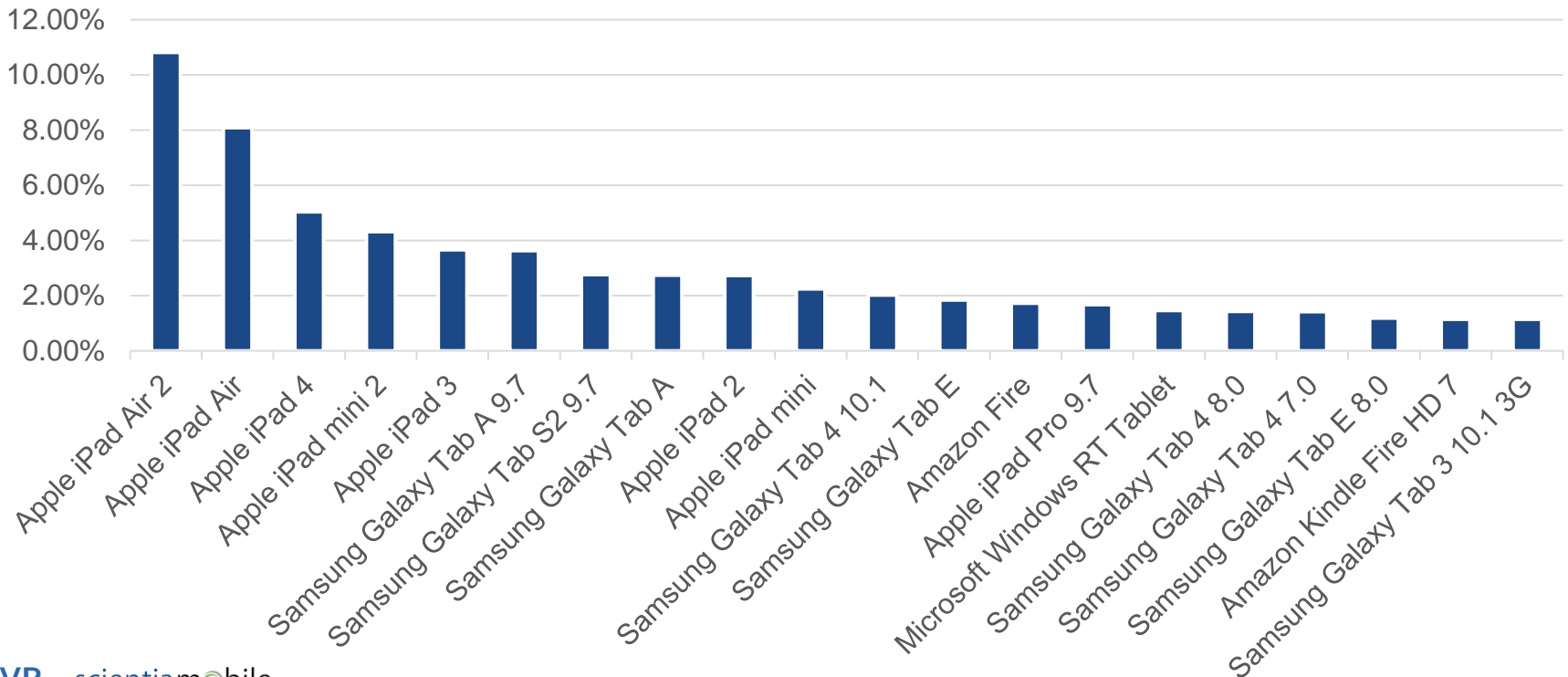
Top Smartphones by Model



Top Tablets this Black Friday

- iPad Airs performed well, taking the top two positions and the iPad Air 2 making up more than 10% of the share and the iPad Air making up more than 8%.
- Again, Apple devices took the top four spots as Samsung Galaxy came in 5th, 6th., and 7th with their Galaxy Tabs.
- The tablet market was more diversified than the smartphone market, with Apple coming in with more than 38% of the top 20 tablets as opposed to 47% in the smartphone market..
- Samsung made up more than 18% of the top 20 tablets..
- Amazon led Microsoft with almost 3% of the top 20 tablets and Microsoft had about 1.5% of the top 20 tablets.

Top Tablets by Model



About ScientiaMobile

- ScientiaMobile provides the industry's most accurate and flexible device detection solution, helping customers deliver great web experiences and manage the increasingly fragmented mobile device ecosystem. ScientiaMobile sells WURFL, a constantly-updated repository that catalogues thousands of devices and their capabilities and provides access to them via range of API languages. The WURFL framework enables many organizations, including Fortune 500 companies, to effectively design and analyze web experiences for an ever-growing range of smartphones, tablets, smart TVs, and game consoles.
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