

2015 CONSUMER SURVEY RESULTS: Mobile Apps, Payments, and Holiday Shopping

Conducted by GPShopper
and comScore



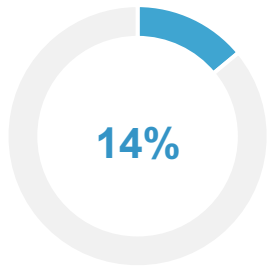


THE 2015 GPSHOPPER / COMSCORE MOBILE SHOPPING AND PAYMENTS SURVEY

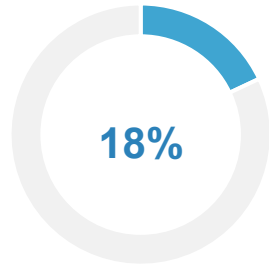


A survey of 1,189 U.S. adults
who shop on their phones,
conducted in September 2015 for
GPSopper by digital measurement
firm comScore.

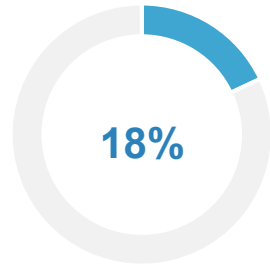
SURVEY DEMOGRAPHICS (AGE)



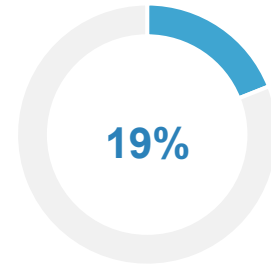
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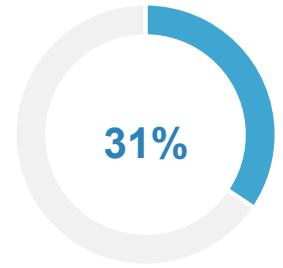
22 - 34



35 - 44

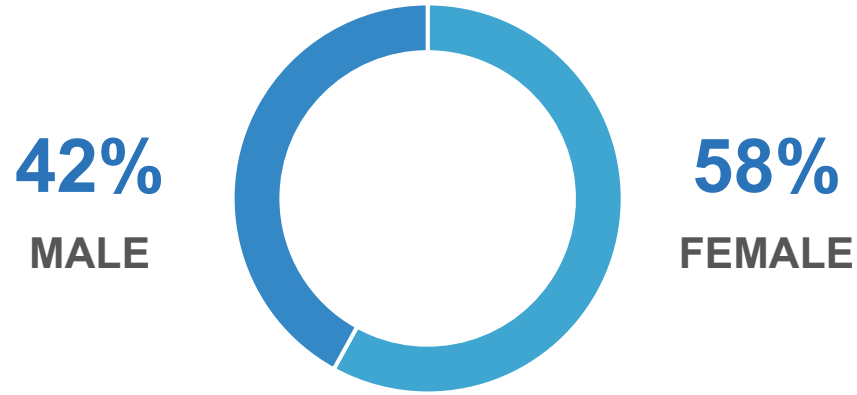


45 - 54

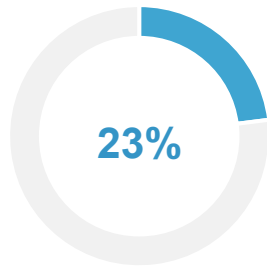


55+

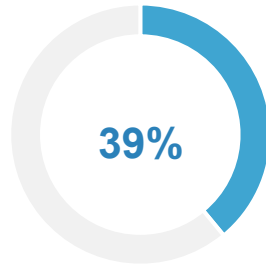
SURVEY DEMOGRAPHICS (GENDER)



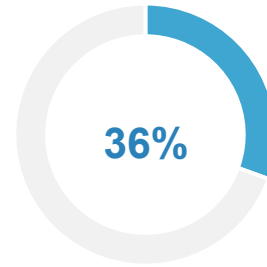
SURVEY DEMOGRAPHICS (HOUSEHOLD INCOME)



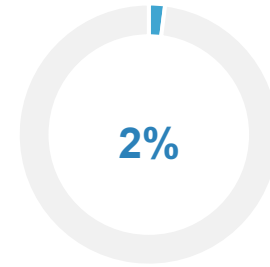
< \$50K



\$50K - 100K

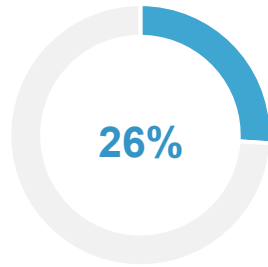


\$100K +

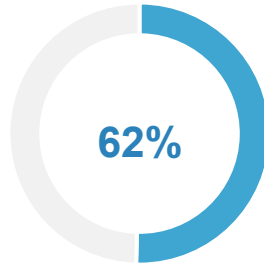


PREFER NOT TO
ANSWER

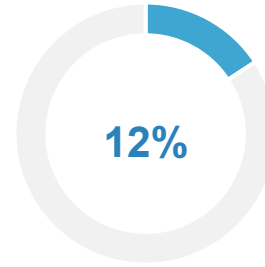
SURVEY DEMOGRAPHICS (RESIDENCE)



URBAN



SUBURBAN



RURAL



2/3 of shoppers

HAVE 3+ SHOPPING APPS ON THEIR PHONES



80% of shoppers

USE A MOBILE SHOPPING APP EVERY
MONTH...NEARLY 40% USE AT LEAST 3
MONTHLY

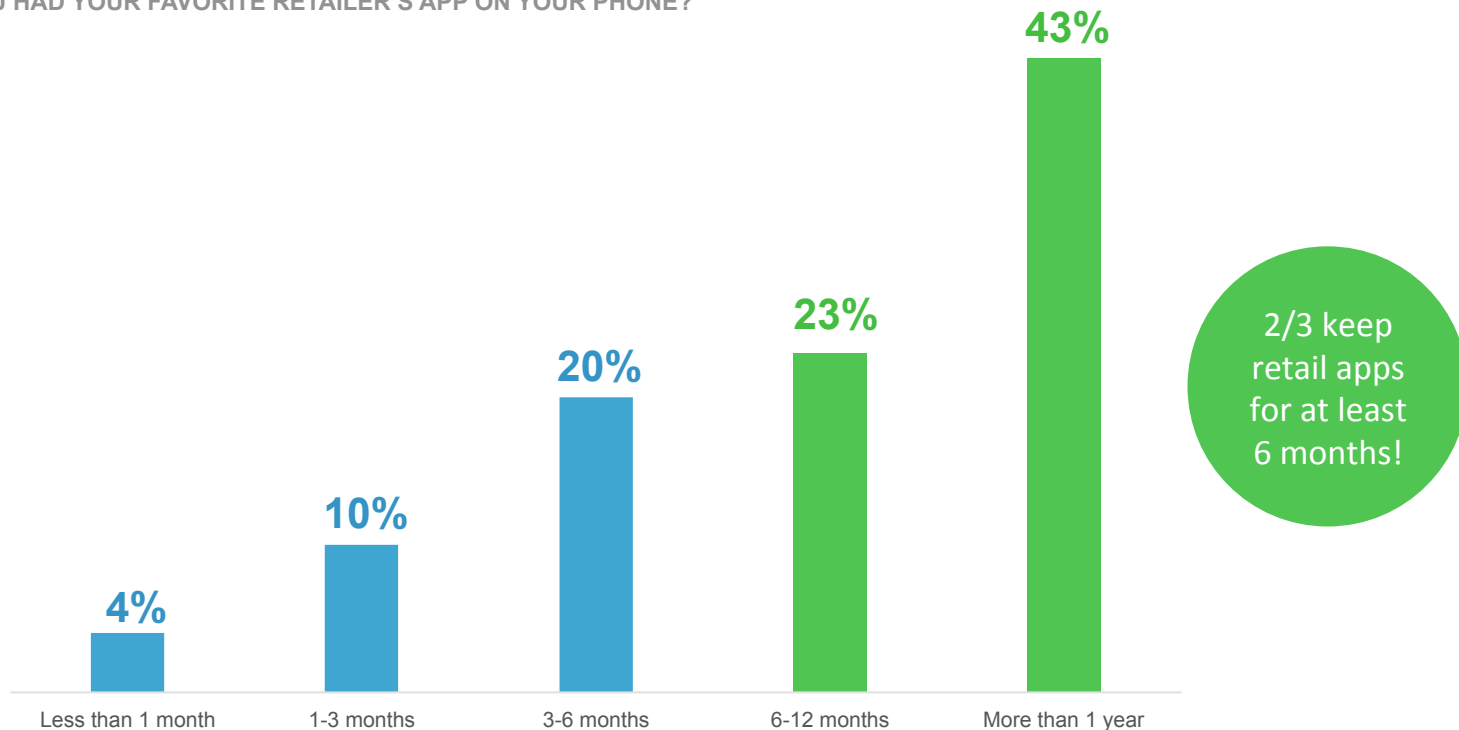


75% of shoppers

HAVE THEIR FAVORITE RETAILER'S APP
ON THEIR PHONES

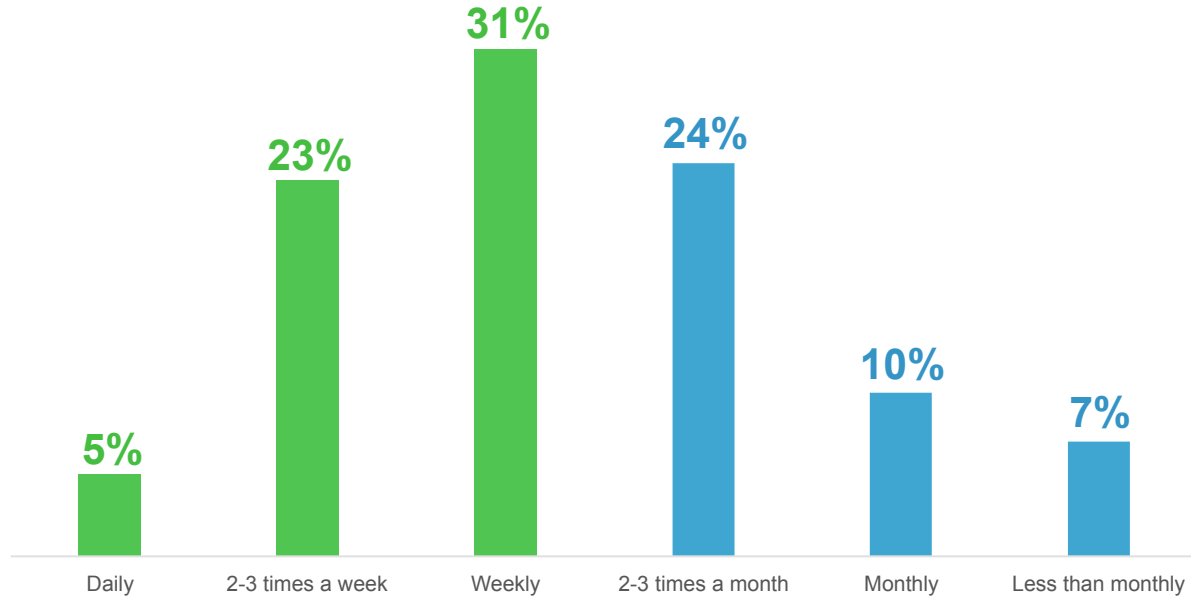
FAVORITE RETAIL APPS HAVE STAYING POWER ON CONSUMERS' PHONES

HOW LONG HAVE YOU HAD YOUR FAVORITE RETAILER'S APP ON YOUR PHONE?



60% OF MOBILE SHOPPERS USE THEIR FAVORITE RETAILER'S APP WEEKLY OR MORE

HOW OFTEN DO YOU USE YOUR FAVORITE RETAILER'S MOBILE APP?



LOYALTY, MOBILE EXCLUSIVE AND LOCATION TOOLS KEEP YOUR BEST CUSTOMERS ENGAGED

WHICH FEATURES ARE THE MOST IMPORTANT CONTRIBUTORS TO YOUR SATISFACTION WITH A SHOPPING APP?

MOST IMPORTANT APP FEATURES	%
My Favorite Store/Brand	53%
Loyalty club activities	40%
Mobile-exclusive offers	38%
App experience better than mobile web site	38%
Location-specific tools	27%
One-touch mobile payments	20%

SECURITY, LOYALTY AND OFFERS ARE THE KEYS TO DRIVING IN-STORE MOBILE PAYMENT ADOPTION

WHAT CAN RETAILERS AND MOBILE WALLET PROVIDERS DO TO GET YOU TO MORE FREQUENTLY USE YOUR PHONE TO PAY FOR GOODS IN-STORE?

NEEDED FROM RETAILERS & WALLET PROVIDERS	%
Better assurances of security	43%
Increase locations that accept	40%
Better combine with loyalty and coupons	37%
Better promote in-store	33%
Make process less confusing	24%



MOBILE HOLIDAYS 2015

We also asked mobile shoppers how they plan to use mobile devices this holiday season.

MOBILE IS A POWERFUL IN-STORE TOOL

HOW WILL YOU USE YOUR PHONE FOR HOLIDAY SHOPPING?

INTENDED MOBILE PHONE USE	%
Research products	54%
Compare prices in-store	46%
Communicate with friends and family about gifts	39%
Seek additional product information in-store	31%
Locate/navigate to stores	28%
Check product inventory	24%
Purchase products in apps	22%
Purchase products on sites	21%



MORE THAN JUST COUPONING THIS HOLIDAY SEASON... LOYALTY, REVIEWS, AND LOCATION

WHICH APP FEATURE WILL YOU USE TO SHOP DURING THE HOLIDAYS?

MOST USED APP FEATURE	%
Mobile coupons	49%
Customer reviews	46%
Loyalty account	37%
Store locator	35%
Barcode scanner	29%
Product recommendations	24%
Local inventory status	22%



MOBILE APPS: THE ULTIMATE BLACK FRIDAY LINE BUSTER

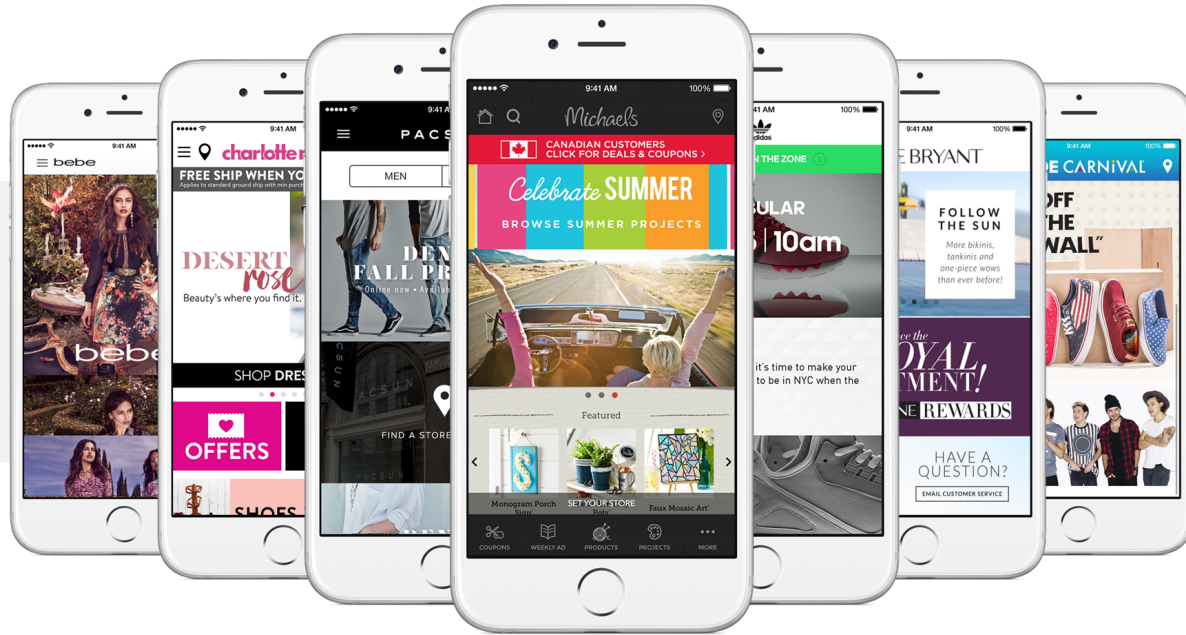
WHAT WILL YOU DO IN YOUR FAVORITE RETAILER'S MOBILE APP DURING THE HOLIDAYS?

INTENDED RETAIL APP USE	%
Track deals and prices	55%
Buy gifts for others/ship to me	47%
Black Friday/Cyber Monday	47%
Shop for deals rather than go to store	42%
Build a wish list	34%
Buy gifts for others/ship to them	33%
Share gift ideas	33%
Buy gifts for myself	30%



GPSHOPPER

WE CREATE BEST-IN-CLASS NATIVE MOBILE APPS FOR RETAILERS & BRANDS



Our platform offers 200+ in-store, commerce, loyalty, marketing features for iOS and Android.



NOVEMBER

WISH LISTS & GIFTS

Leverage holiday Wish Lists and Gift Guides to drive app downloads.

IN-APP VIDEO

Amp up your in-app video for prime Thanksgiving Day viewing.

26

THANKSGIVING

LOAD AND SCALE TESTING

Prepare for Black Friday traffic with load and scale testing.

27-29

BLACK FRIDAY WEEKEND

PUSH & BANNER REMINDERS

Set customer expectations with push and banner reminders of your ground shipping cutoffs.

25

CHRISTMAS

DECEMBER

MORE HOLIDAY RETAIL RESOURCES

Download GPSshopper's 2015 Holiday Planning Calendar for 30+ mobile messaging tips and deadlines

go.gpshopper.com/2015-holiday-planning-calendar-for-retailers

QUESTIONS?

Contact Us

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www.gpshopper.com

