Mobile Retail *Report*


NEWSTORE

2016 Mobile Retail *Report*

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State of Mobile Retail

The future of retail is mobile. Most brands and retailers know this already as they watch consumers roaming their stores with smartphones in hand. Everyone, from shoppers to employees, remains within inches of their own mobile device 24 hours a day.

But how have brands shifted to meet the needs of a mobile-first world? The answer is not so well.

Researchers have tried to answer this question by dissecting various aspects of omnichannel, from in-store technology adoption to native app conversion. This approach further distances the industry from understanding the true nature of the retail experience in a world dominated by mobile. This is probably because it exists in a vacuum, away from the shop floors and digital properties where omnichannel manifests itself.

NewStore has taken a holistic research approach by investigating 112 leading retail brands from both in-store and online perspectives, all through the lens of mobile. This research did not take place behind computer screens. Instead, we used our mobile devices and visited well-known stores in both New York City and Boston. We bought and returned items online and offline, performed extensive analyses of web apps and native apps across hundreds of variables, and surveyed the prevalence of technology deployment in stores.

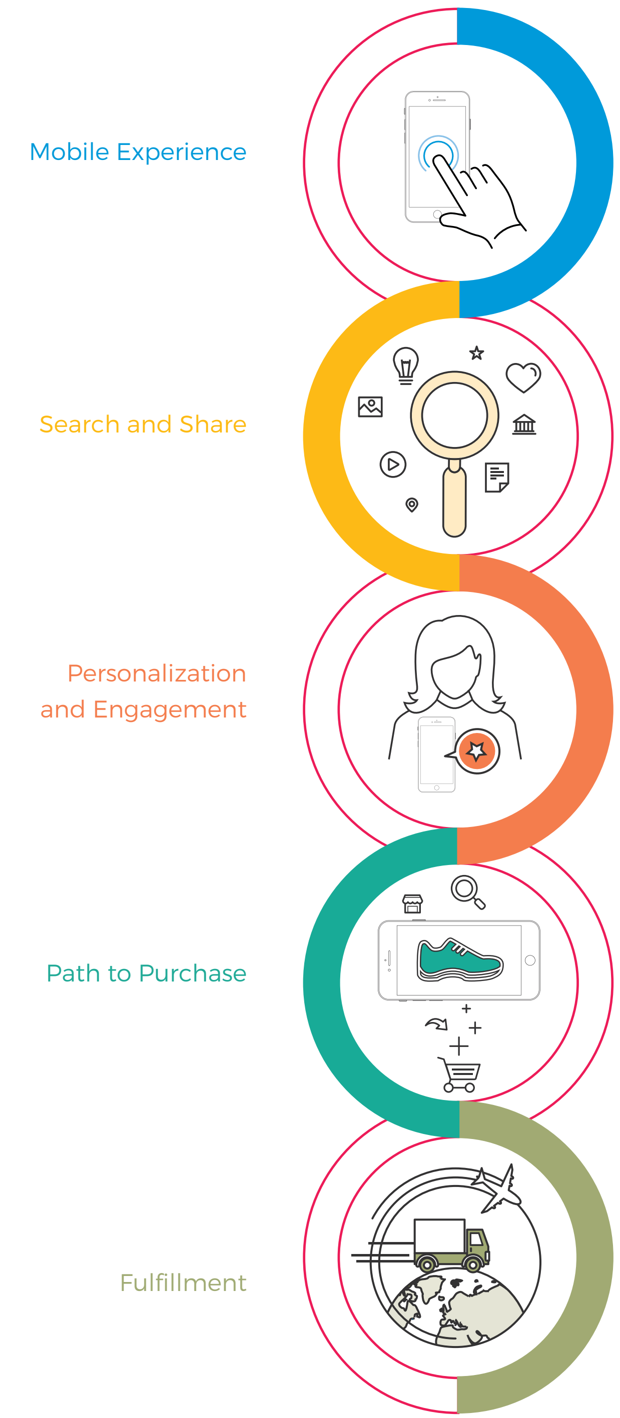
The results of our efforts are compiled in this document – the world's first *Mobile Retail Report*, which measures how well the industry as a whole is integrating mobile into every aspect of the customer experience.

OUR CREDENTIALS

Founded in 2015 by ecommerce pioneer Stephan Schambach of Intershop and Demandware, NewStore specializes in delivering an extraordinary end-to-end shopping experience for consumers by raising the omnichannel bar with one-touch purchases, scalable clienteling, and on-demand delivery – all optimized for the small screen.

Our comprehensive online and in-store research was divided into five categories based on a typical customer and store associate journey. We then reviewed the quality of personalization and level of engagement offered by retailers, while tracing our steps through the path to purchase and fulfillment options. Finally, finishing with the return and post sale engagement process.

Each category received a percentage ranking and grade:



KEY FINDINGS

The overall takeaway from our research is that while consumers are living in a mobile-first world, the retail industry clings perilously to the past. For example, native apps are basically missing in action, despite strong data showing their value in improving conversion and raising engagement. When retailers do offer a native app, only about half allow consumers to actually make a purchase on it. Even worse, very few retailers promote their apps among customers and store associates, sabotaging their chances of success before they even begin.

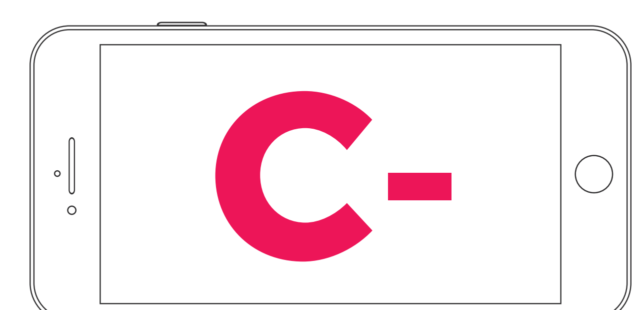
While the world is busy musing about omnichannel, few brands are delivering a true omnichannel experience, despite mobile providing an opportunity to actually bridge the gap between the online and offline customer journey.

Many industry players are still in the nascent stage of "mobilizing" their brands. They rarely achieve transparent inventory for all stakeholders, modern fulfillment through on-demand delivery, social sharing capability, or app-enabled store associates. There are waves of new solutions readily available to bring these concepts to life, but many retailers have not even dipped their toes into the water.

Other proven advanced retail technologies that allow for frictionless payment, line busting, and endless aisles are slowly rolling out, but most brands – even those with celebrated reputations for luxurious in-store experiences – are behind on the technology adoption curve.

As a whole, the 112 brands we studied scored a collective C-minus across the customer journey, with 43.9 points out of a possible 100 for mobile achievement.

Overall Mobile Achievement Grade:



Mobile Retail Report: Methodology

The 2016 *Mobile Retail Report* chronicles the results of extensive research of 112 luxury, lifestyle, and fashion retail brands to evaluate their mobile capabilities, mobile readiness, and mobile acuity. This research focused on native apps, mobile websites, in-store, and the omnichannel functionalities they deliver. The analyses also examined the quality and maturity of consumers' in-store experiences with custom apps and mobile websites.

Research Objectives:

- Determine the penetration of native apps (both iOS and Android), and assess the functionality and robustness of available native apps
- Evaluate the differences in user experience between mobile websites and native apps
- Benchmark retailers' progress towards adopting comprehensive omnichannel strategies and solutions
- Measure how well the industry as a whole is integrating mobile technologies into the customer journey
- Determine the use of in-store mobile technology on customer engagement

As many as 500 data points were collected on each brand – 122 in-store, 143 related to the mobile web, and up to 258 on the native apps for those that had them. Each category was scored on the level of technology implementation and mobile acuity found in that area. Aggregated category grades ranged from C-plus to D-minus with mobile experience gaining the best (C+) and fulfillment the worst (D-).

Category / Score	Native App	Mobile Web	In-Store
Mobile Experience / C+	Touch ID In-Store promotion of app Download incentive Download prompt	Google Mobile Rank Images scale correctly Font sizes scale Store locator	Store Wi-Fi available Customer devices Associate mobile
Search and Share / C	Search richness Real-time inventory Product ratings Product reviews Brand content Social sharing	Search richness Real-time inventory Product ratings Product reviews Brand content Social sharing	Associate mobile Inventory visibility
Personalization and Engagement / C-	Register for account Loyalty options Learn preferences	Register for account Loyalty options Learn preferences	Beacons Purchase visibility Follow-up messages
Path to Purchase / D	Online history Wish list / favorites Customer service link Five or fewer taps Formless payment Card pic recognition	Online history Wish list / favorites Customer service link Five or fewer taps Formless payment Card pic recognition	Mobile checkout easy pay Associate assist mobile Add to app cart Self-checkout
Fulfillment / D-	In-store pickup Rapid delivery Store returns via app Store exchanges via app Buy online, return in-store	In-store pickup Rapid delivery Store returns via web Store exchanges via web Buy online, return in-store	Fulfill from store Last mile Return via customer profile Personal information query

Mobile Experience

Industry Grade: **C+**

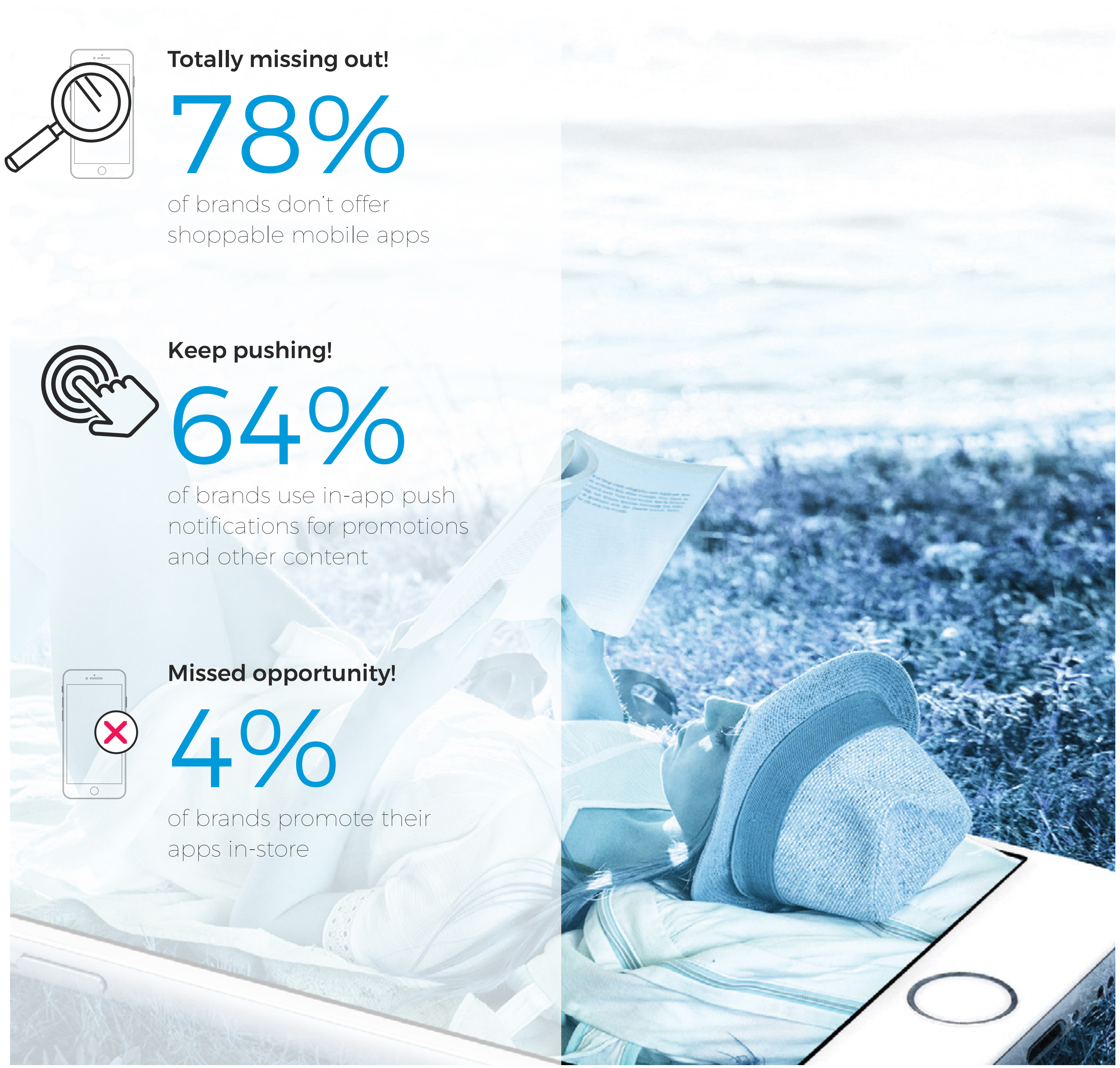
A compelling mobile experience is essential to building a brand's meaning for today's mobile consumer, and a challenge for retailers who have relied for years on the physical stores as the only source of the "real" brand experience. To be clear, the physical store still provides the core of a brand's meaning, but a "real" brand experience for consumers has no walls.

In our definition, the mobile experience entails everything from mobile websites, native apps, cross-channel shopping, and in-store technology such as Wi-Fi. All of these are necessary pillars for retailers to thrive. The smartphone is the remote control for all.

The customer journey often begins on the mobile web. This is a natural starting point for people casually browsing a brand and experiencing it for the first time. Nearly all brands selling through the mobile web have mobile-optimized sites with images and fonts that scale to the small screen. But to keep moving the needle for mobile websites, brands need to evolve past responsive websites and keep increasing site speed to facilitate easier browsing.

As customers become more loyal, brands need to offer a range of dedicated experiences, such as clienteling, video, dynamic look-books, and social integrations. These are all best actualized in native apps.

Even so, only 22% of the retailers we surveyed offer mobile apps that can be used for making purchases. An additional 21% have non-shoppable apps that show products or have other features, but do not allow transactions to be completed through the app. Brands are leaving precious opportunities on the table for converting loyal customers and minting new ones.



Totally missing out!

78%

of brands don't offer shoppable mobile apps

Keep pushing!

64%

of brands use in-app push notifications for promotions and other content

Missed opportunity!

4%

of brands promote their apps in-store

Of the native apps we evaluated, 96% delivered a different, more intimate, and more functional experience than the mobile web. We also found that not many retailers are taking full advantage of mobile technology, such as push notifications (64%), Touch ID (29%), and universal linking (8%).

Every brand can offer differentiated experiences and make use of the unique elements of a native app, but they have to put in the time to make it work.

Even if a brand has a world-class app, customer acquisition and growth need to be a priority. Of the companies that have shoppable apps, a miniscule 4% promote the app in-store, and only one in five offer any incentive for downloading it. The "build it and they will come" approach is doomed. Hope is not a strategy.

A further look inside the store reveals a slightly more positive outlook. Almost a third of store associates now have access to some mobile device for clienteling, but that still leaves the majority of associates without transparency to customer data. If enabled, the use of mPOS for checking real-time inventory and in-store fulfillment can have a meaningful impact on the overall customer experience.

Still, retailers won't get very far with mobile consumers without in-store Wi-Fi. Well below half offer it at 38%. Relying on cellular connections within a physical building is never going to provide the consistency required for a seamless experience. Wi-Fi is quickly becoming a ubiquitous commodity and is essential, particularly in stores located in cities that experience high traffic from international visitors who rely heavily on Wi-Fi for data. Brands need to get moving on this. And so, the 112 brands we researched earned a C+ for Mobile Experience.

Mobile Experience

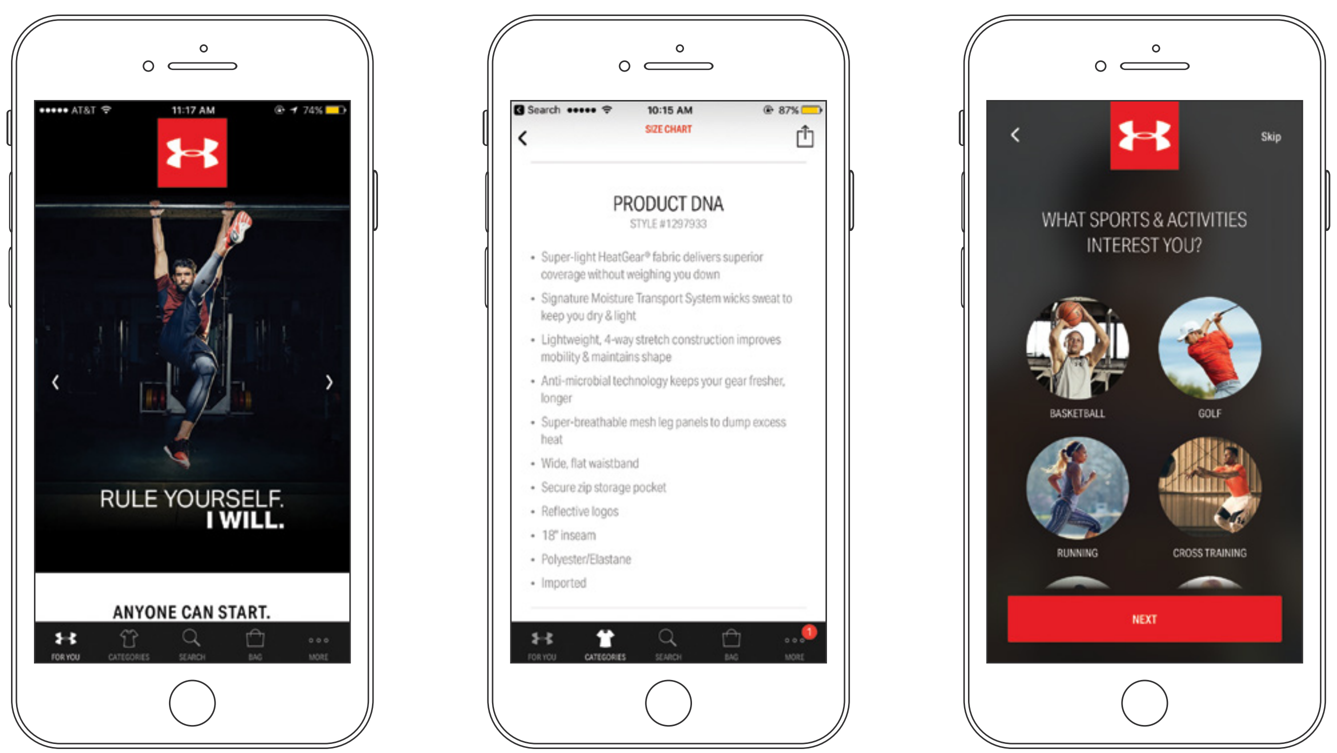
Industry Grade: C+

TOP OF THE CLASS

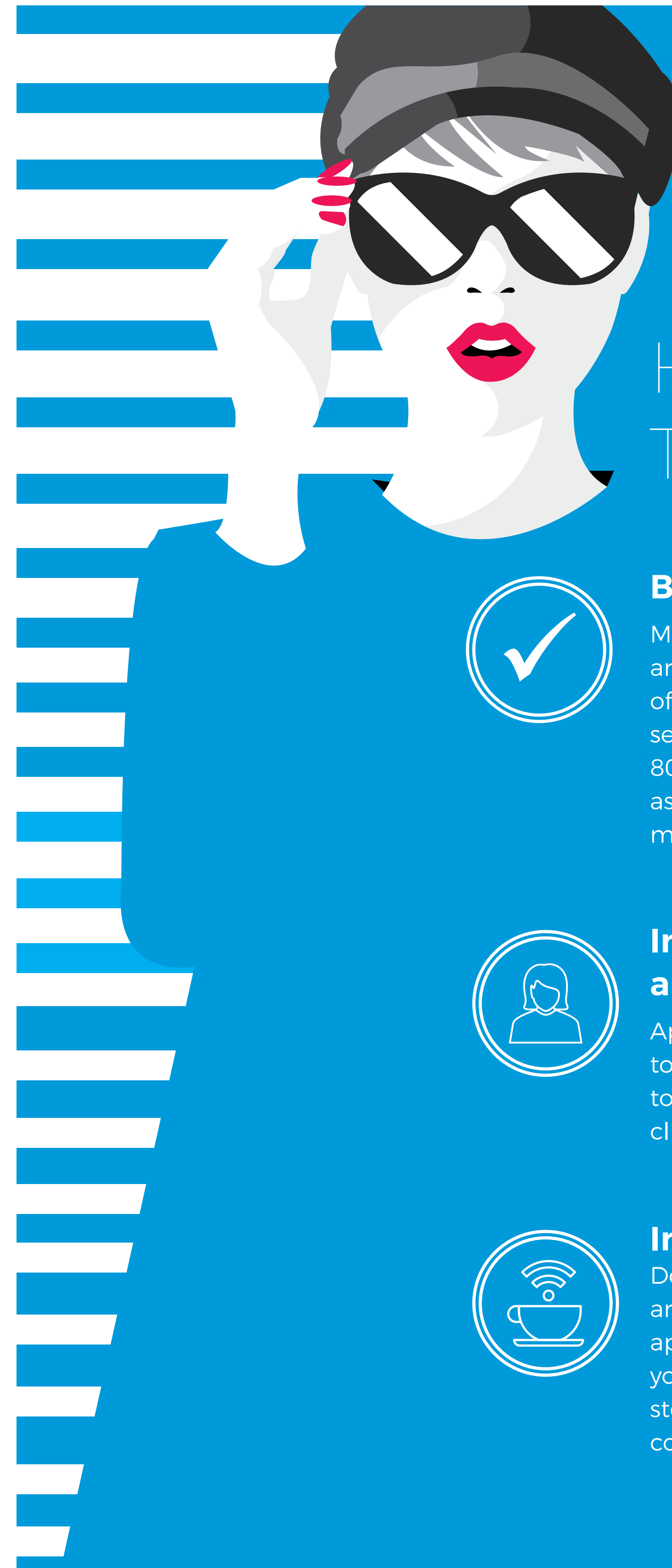
Under Armour's native app allows users to optimize their mobile experience by choosing who the user shops for (men, women, boys, or girls), what sports they are interested in, as well as which celebrities and athletes they like.

In practice, the personalization feature has not been perfectly honed. The banners of featured products on the home page vary only slightly for the different settings – but for consumers, the option to express who and what interests them delivers a more connected experience with the brand.

While their personalization functionality may be slightly lacking, Under Armour's interface is engaging and easy to use. Finding a specific item is a breeze. The app provides detailed product info, the ability to share products via a phone's sharing capabilities, and supports suggestions for additional products you might like.



Under Armour's app is best-in-class for the end-user experience



HOW TO MAKE THE GRADE

Build a Consistent Brand Experience

Mobile apps and websites promote higher conversion rates and more customer spending, so make sure you have strong offerings in both areas. Some retailers think they have to invest separately in native apps and the mobile web. In fact, about 80% of the infrastructure development, content, and campaign assets can be shared between the two to provide richer and more consistent experiences – so there is no reason to hesitate.

Incentivize Adoption by Associates and Customers

Apps bring merchants, associates, and customers closer together. Retailers should have an aggressive mobile strategy to empower, train, and incentivize sales associates to engage in clienteling, line busting, fulfillment, and easy returns.

Install Public Wi-Fi In-Store

Do not miss an opportunity to provide a highly valued service and easy access to search the store's mobile website or mobile app. Consider it like oxygen. It's never really a priority unless you are without it. A Wi-Fi investment has to be made in each store, and until that is done, mobile-optimized omnichannel commerce will not be a reality.

Search and Share

Industry Grade: C

It is well known that a majority of consumers use search engines to gather product information to make purchase decisions. On mobile, search is even more important because of the limited screen real estate. Shoppers who visit a mobile website are looking for accurate information quickly, whether it is for checking availability, finding store locations, or making a quick purchase.

Online shoppers are accustomed to personalized browsing results that are relevant to their purchase history and preferences. Search is also essential to the in-store experience, especially around inventory availability. Shoppers are strongly influenced about which store to visit based on what appears to be in stock. The possibility for disappointment is enormous if this is done poorly.

Among the retailers that have native apps, only 24% display real-time inventory. And, only 22% of brands with mobile websites offer inventory visibility. This absence means fewer store visits and lost revenue. It also highlights the severe disconnect between mobile apps and the mobile web. Retailers are treating these two mediums as different technologies with different customer paths, when they should be applied to the same journey and used in tandem.

Shopping has always been a social activity, and is even more so since the advent of social media. Customers trust the opinions of others – and therefore social integrations and reviews are foundational shopping features. Only 45% of the companies we evaluated display product ratings and reviews on the mobile web, even though this is an industry standard. Of the few native apps available a little more than half provide ratings and reviews.

Seek and ye shall find!

24%

of brands display real-time inventory on their apps

You've got the power!

18%

of store associates are empowered with real-time inventory information on a mobile device

Show and tell!

:(

2%

of brands allow for customers to share their purchases on social media

Product pairings also drive engagement and increase basket size. But only 43% of brands are upselling and cross-selling on the mobile web, and only 40% of the available apps have this capability.

Brand merchandising is not just about selling products. It is about enticing customers with a holistic experience, which includes related content like photos, videos, and stories. Retailers are catching on and providing branded content, such as product showcases and access to red carpet and runway events – 64% within their apps and 63% on the mobile web.

Social media's popularity is largely driven by the smartphone; however, many brands do not take full advantage of it. Only 2% of mobile websites and 6% of native apps allow customers to share their purchases through social media. When it comes to sharing individual product details, retailers fare significantly better, with 76% of mobile websites and 60% of native apps having this capability, but there is still room for improvement. This opportunity for free product promotion and social validation should not be overlooked.

When searching for real-time inventory in the store, associates are still heavily reliant on POS systems that stay in a fixed location and are not flexible for customers browsing around the store. In-store, only 18% of brands have inventory visibility through mobile devices. This means sales associates often have to walk away from the customer to determine true availability, which is far from an intimate luxury experience.

Despite a few bright spots, brands need to put the right products in front of the right people as quickly as possible on the mobile web and with native apps. Social and sharing features are still behind what the technology can offer, and well-below the expectations of a "Snapchat Instagram" population, earning the industry a solid C.

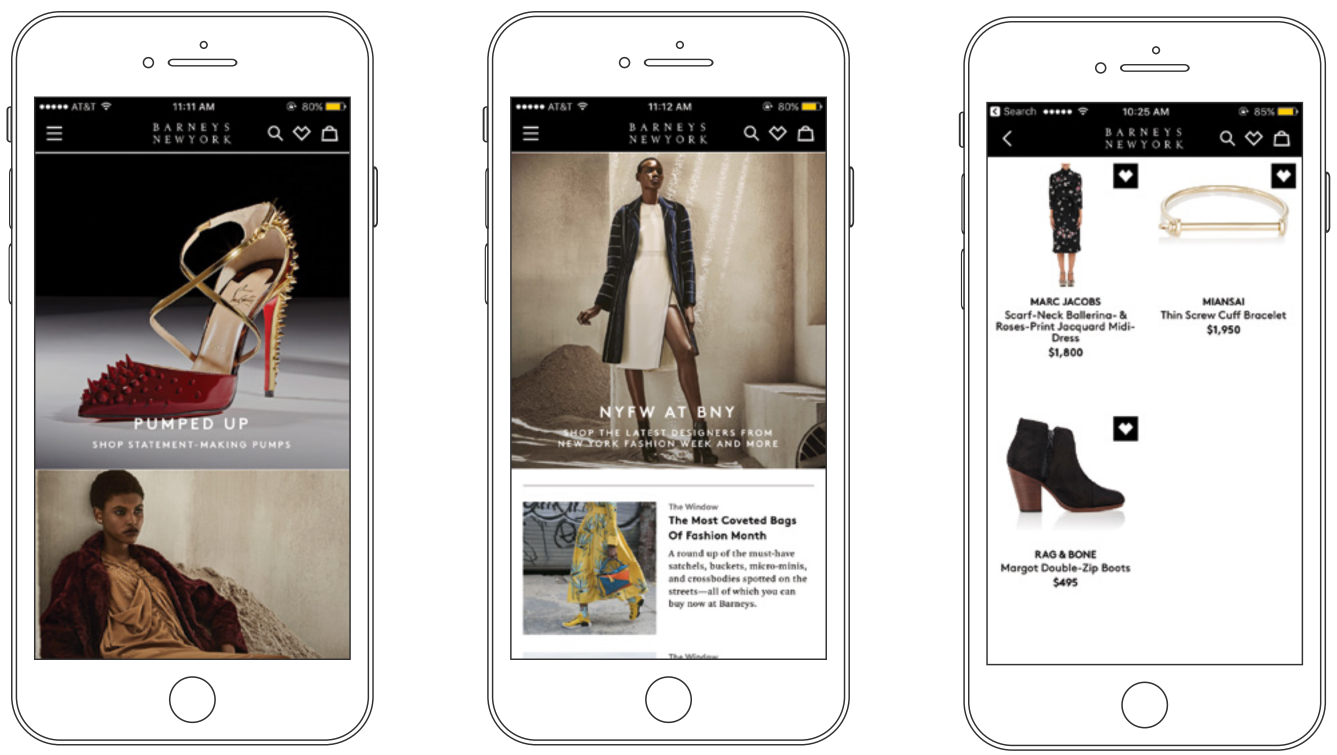
Search and Share

Industry Grade: C

TOP OF THE CLASS

The Barneys New York app opens to branded photographs linking consumers to keep up with what is current – such as the upcoming season's products or to shop what has been seen on the runway at NY Fashion Week. Scroll down a little further, and you see the latest fashion stories that have been posted to the app, in addition to featured categories.

Barneys has made its home page a place to connect with their customers, and they execute well on the basics. Shoppers can find what they want, add an item to a favorites list for later, and see related products – all on an attractive and easy-to-use platform. It's a luxury experience that moves seamlessly with you as you walk into Barneys on Madison Avenue.



The Barneys app does a fantastic job showcasing their various brands

HOW TO MAKE THE GRADE

Cross-Sell and Upsell on Mobile

Mobile shoppers want to have inspiring and engaging experiences, and brands should offer customers multiple options and an extended selection. To increase conversion rates and total order value, make sure you are cross-selling and upselling on product detail pages.

Publish Richer Branded Content

Mix together fashion with videos, ideas, and articles with links to new collections. Allow social media sharing of individual items in native apps and on the mobile web so that shoppers can send links to their friends describing offerings they like.

Enable Product Ratings and Reviews

Shoppers want to see the opinions of previous buyers. Candid ratings and reviews help them think about and visualize what it would be like to own that product. By setting expectations realistically, costly returns can be avoided.

Personalization and Engagement

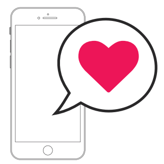
Industry Grade: **C-**

Retail, at its core, is the process of matching a buyer with a seller. This is easier said than done, but there is a growing set of tools that enables retailers to put the right products in front of the right people. True personalization means that the messaging, customer service, sales, and merchandising are individually tailored for each customer. Every experience is targeted to offer what the customer likes and wants based on previous interactions, promoting loyalty and stronger long-term relationships.

The good news is that the omnichannel gap is showing signs of closing, with almost two-thirds of stores giving associates visibility into consumer past purchases made both online and offline. This is crucial, because it empowers sales associates to do a better job of catering to customers and to understanding their preferences.

Retailers commonly reward frequent shoppers with loyalty programs, and access to those accounts is provided in 88% of native apps and 94% of mobile websites. However, despite knowing a lot about their customers, many merchants struggle with personalized post-sale communications. It is understandable that in-store follow-up is relatively low since consumers hate to give personal data and fill in forms. Therefore, brands are foregoing opportunities to cross-sell using available purchase history, evidenced by the fact that only 27% of brands sent personalized communication after an online purchase.

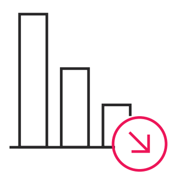
In-store beacons have been available since 2013, but none of the retailers we researched are currently using them to identify returning customers and deliver more personalized experiences. Beacons have great promise, but brands are not yet making those investments and implementing relevant uses. This fact, combined with poor post-purchase communication following in-store visits, puts the Personalization and Engagement score well below potential at a C-.



Show some love!

88%

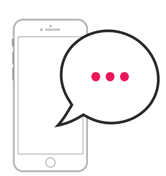
of brands offer access to a loyalty account through an app



More data, more problems.

27%

of brands send personalized email communication



Hello, anyone out there?

1%

of brands follow-up an in-store purchase with personalized communication

What communication options were available for reaching out to a store associate?

Providing a stellar customer experience is quickly becoming the biggest competitive differentiator in a crowded price-conscious market. Clienteling is the current trend, empowering store associates to build stronger relationships with their clients through technology. However, of all the brands researched, only 11% of store associates offered a personal mobile number to connect, and 12% a personal email address. Conversational commerce was nowhere to be seen.

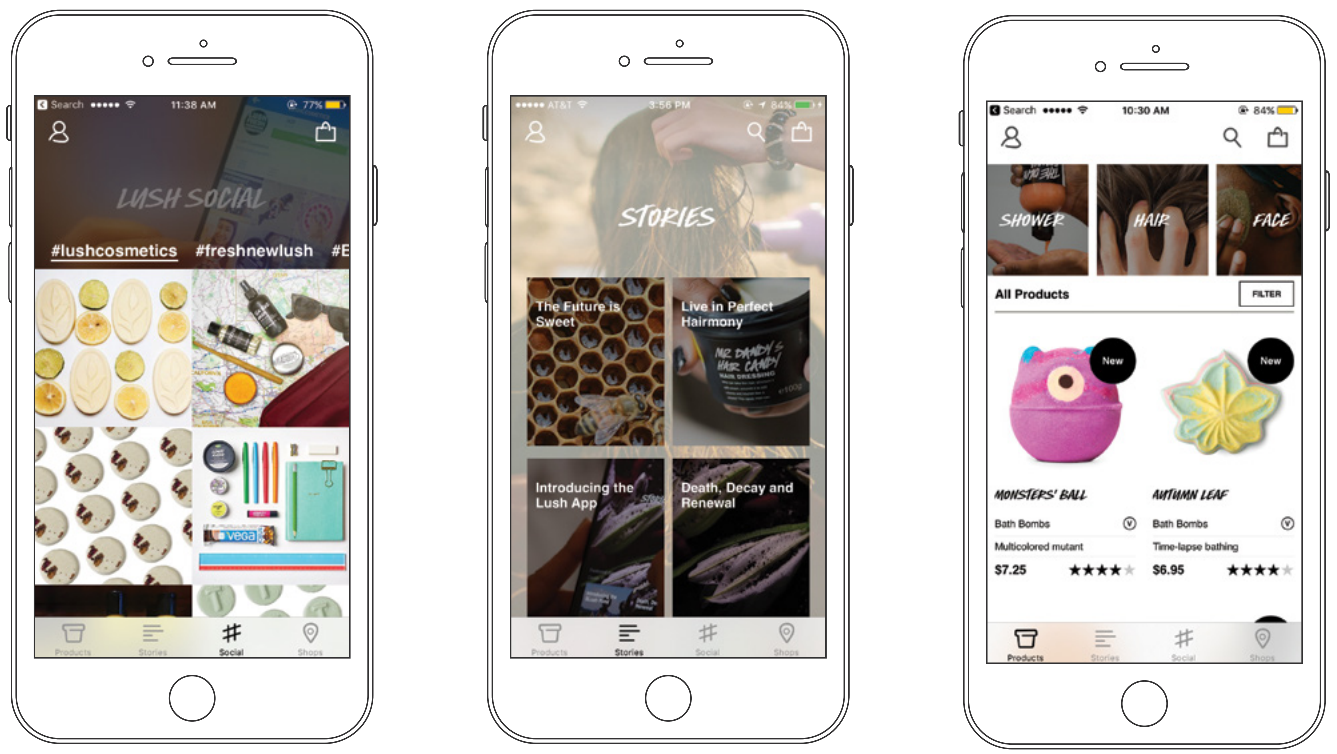
Personalization and Engagement

Industry Grade: C-

TOP OF THE CLASS

LUSH's app is attractive and intuitive, and allows consumers to search based on criteria that might be expected for a cosmetic company, such as when (in the bath) or where (on the hair) one would use the product. In addition to these, it adds a personal touch – allowing customers to find selections by desired scent or even based on feeling.

The sentiment of personalization does not stop there. The app has a "stories" tab, which allows users to read about a range of topics that relate back to cosmetics, and a "social" tab, which provides an in-app way to connect with LUSH and consumers who use their products – with a nice bonus of being able to view and shop each of the products featured in the tab.



You won't get lost in LUSH's vast catalog thanks to personalized search recommendations

HOW TO MAKE THE GRADE

Leverage Consumer Data

Native apps and mobile websites must be able to mine available data and learn consumer preferences. This enables brands to show relevant products to customers in the right contexts. Retailers need state-of-the-art analytics to collect and analyze the data clearly and cleanly.

Maintain Continuous Personalized Communications

Most retailers know who their registered customers are. The next step is to coordinate individual accounts with post-purchase follow-up and continuous engagement both in-store and online. The shopping journey is a virtuous circle, and not a straight line with an end.

Drive Integration

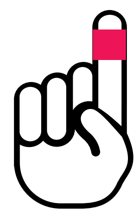
The customer journey is multi-faceted – online, mobile, social, and in-store. Sites and apps should be interconnected, all sharing the same data and content repositories. When retailers can start connecting the dots and viewing the missing links, true omnichannel success becomes more attainable.

Path to Purchase

The Path to Purchase is the measure of how easy retailers make it for consumers to advance from adding items to a shopping cart – either in-store, online, or using a native app – all the way through to a successful checkout. This includes the number of taps it takes to get to checkout, the fields required to make a purchase, and the availability of frictionless payment.

For example, we found that many brands are struggling to simplify the mobile purchase experience, with the average transaction requiring 21 fields to be completed. Some of the leaders are trying to reduce the number of steps by offering one-touch options, such as PayPal (55%). This is an area where the industry could make quick improvements. This has very real bottom-line implications on mobile conversion, which already converts at one-third of the rate of desktop sites.

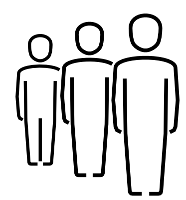
In-store, mobile POS is still a dream for many retailers, with only 14% empowering their associates to finish a checkout using mobile devices. Retailers commonly force consumers to pay at cash registers, which can be overcrowded and detract from the brand experience. Only 11% of brick-and-mortars accept Apple Pay, even though it has been available to retailers for some time, and is quicker and more secure than credit card payments.



Sore fingers?

21

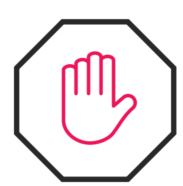
fields, on average, have to be completed for a mobile purchase



Get in line!

14%

of brands offer a mobile POS



Do NOT do it yourself.

1%

offer self-checkout options in-store

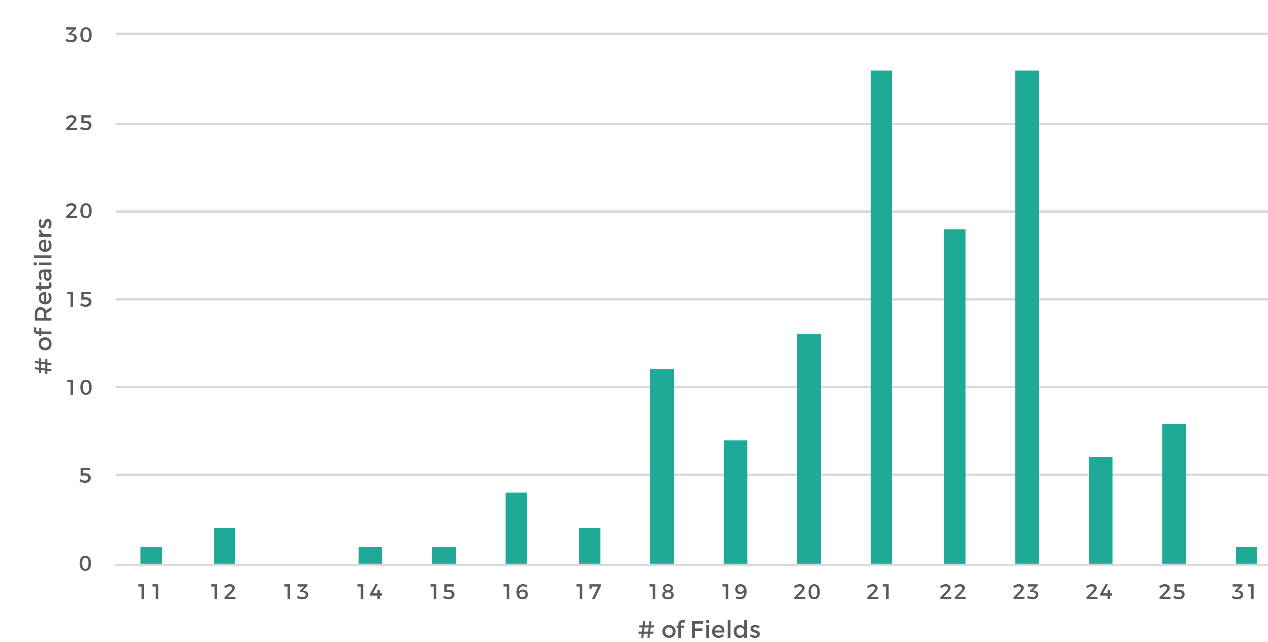
Industry Grade: D

While 13% of brands we researched offer buy online/pickup in-store, none of them allow for transactions started in the app or mobile website to be completed in-store. This is another opportunity for retailers to empower associates to improve clienteling and bridge the gap between online and in-store. It is common for shoppers to start a purchase online and complete it in the store, and more retailers need to implement the technology to support this behavior.

Self-checkout in-store is only offered by 1% of the brands we checked, possibly due to the risks of theft. For this to work, tight inventory controls, such as using RFID, must be in place – potentially a larger investment than many retailers are willing to make. But they should consider the tradeoff of potential increase in sales versus the management of loss prevention.

Either driven by a lack of awareness or an unwillingness to invest in readily available technologies, the 112 retailers in our study scored a D in this category.

How many fields were required to complete a purchase?



One of the major reasons shoppers abandon their online cart is because of the number of fields required to make a purchase. Our research indicated that best-in-class brands were able to complete a transaction with just 11 fields, while others required up to an additional 20. Regardless, the recent release of Apple Pay for the mobile web should drastically decrease the amount of fields required to complete a transaction.

Industry Grade: D

TOP OF THE CLASS

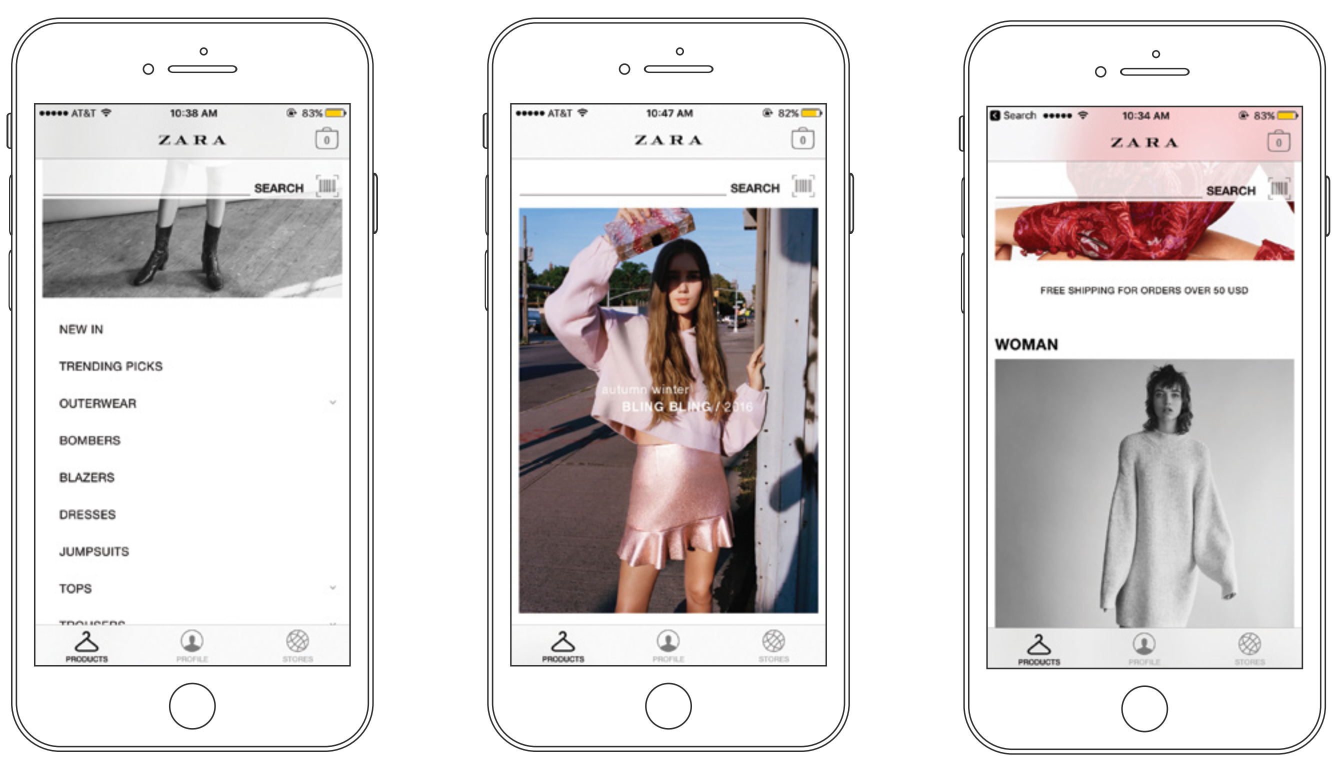
Zara puts a spin on traditional product filtering by having customers decide the initial category of interest by scrolling through brand images on the home page. The customer can choose fashion based on age and gender, as usual, but on top of that, can shop different styles of the upcoming season.

Need work clothes? Shop the Monday to Friday looks.

Need something a little more fun? Shop the Bling Bling looks.

Some of these categories involve a fair amount of subjectivity, but an app's purpose is to engage consumers on a deeper level, and providing these unique shopping categories does just that.

And for Zara, the mobile experience is not isolated – bring your phone into the store and scan barcodes to have product info brought up through the app.



Zara is frictionless from app to aisle

HOW TO MAKE THE GRADE

Implement Formless Online Payments

Less friction means better conversion. Retailers should promote options like Apple Pay and Android Pay to allow transactions to be completed with five taps or less, and eliminate registration to make payments quick, secure, and easy for customers pressed for time.

Enable In-Store Line Busting

No one wants to stand in line. Cash register bottlenecks disappear when store associates are empowered to complete the entire checkout process anywhere in the store using a smartphone or tablet. Apple Stores have made this famous, and other smart retailers are catching up to build better relationships with customers and improve in-store convenience.

Offer Endless Aisles

Online shopping and the physical experience should be blended into one. Do not let an out-of-stock item mean a lost sale. Wish lists saved online can become seamless purchases. Store associates should engage with customers to answer questions, show products in person, help find additional upsell choices, and increase total customer value.

Fulfillment

Industry Grade: **D-**

Imperfect fulfillment is one of the biggest obstacles to a delightful customer journey.

The industry has an immediate opportunity to offer better fulfillment options to customers, and improve substantially the level of convenience and timeliness of product deliveries.

In-store pickup is an ideal place to start. It allows customers to order online while also coming into the store, which opens the possibility of upselling. But only 22% of retailers offer in-store pickup through native apps. This highlights that omnichannel is still a hurdle for some in providing a full range of convenient fulfillment options.

Last mile delivery of digital purchases is rare, with only 2% of retailers offering that option to urban and suburban locations within a few hours of purchase. Retailers are leaving revenue on the table by failing to offer these options.

Hassle-free returns is another area for potential differentiation. The returns process is a time when retailers can deliver another exceptional experience and win the long-term loyalty of the customer. In-store 77% are able to handle online returns without a paper receipt using only their customer database, which makes it easier for customers. Still, the average return takes more than four and a half minutes.

While retailers are currently doing rather poorly across the dimensions of fulfillment, earning them a frightening D-, we expect this area to soar in the next 12 to 18 months, as we hear rumblings of many programs ready to emerge.

Convenient.

22%

of brands provide buy online, pickup in-store through their app

Going extra mile.

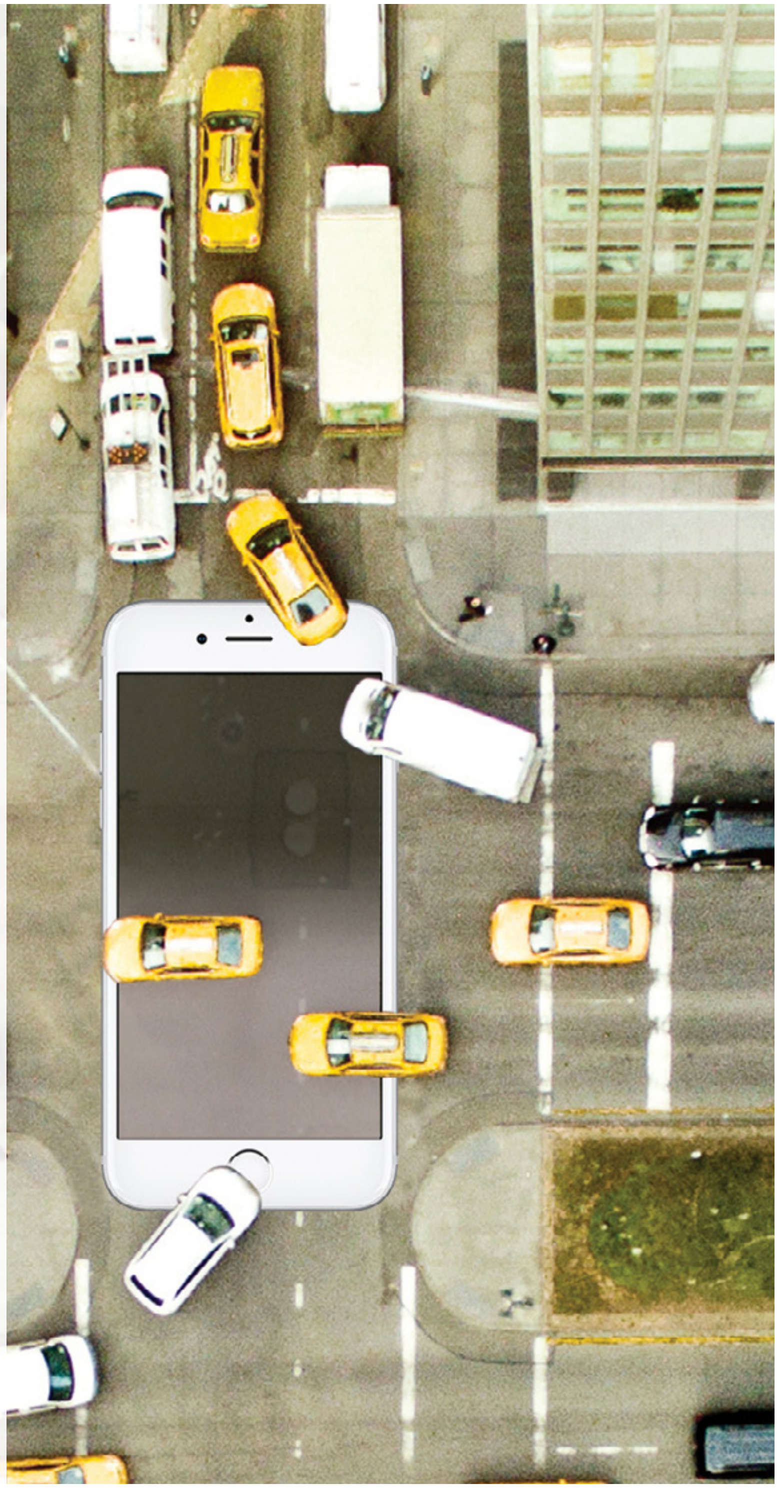
2%

of brands provide last-mile delivery in New York City or Boston

I know you!

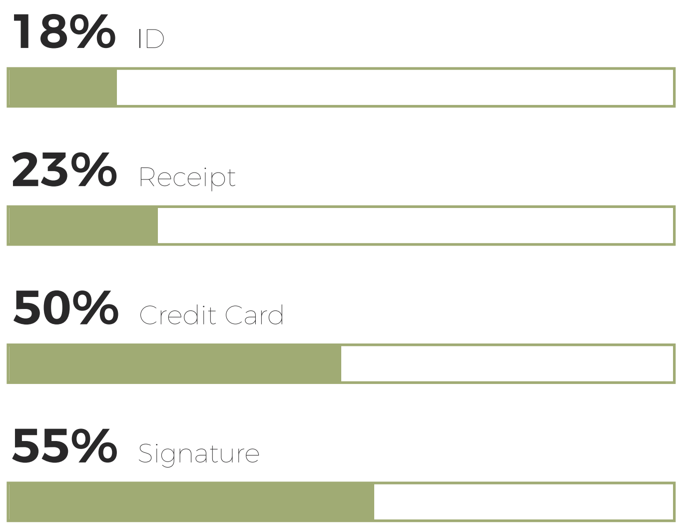
77%

of brands allow for online returns to be completed in-store without a physical receipt



What documentation was needed to complete an in-store return?

Returns. It's a dirty word with retailers but it's an unfortunate reality of our industry. While returns are an inconvenience for consumers, they're also a pain for store associates who can spend hours out of their day requiring the customer to complete return paperwork. There seems to be little consistency with what data is required during a return, with 50% of retailers requiring the physical credit card the purchase was made on, and 23% requiring the original receipt.



Fulfillment

Industry Grade: **D-**

TOP OF THE CLASS

Nordstrom has a long history of empowering their employees to create long-lasting customer relationships; therefore, it's no surprise that they are on the forefront when it comes to customer-centric fulfillment. Whether it's their non-existent return policy or their latest offering to *Buy Online Today, Receive Today*, they have always put the customer first.

In order to continue to serve customers at the highest level, they have partnered with UberRUSH to get merchandise in customers' hands within a few hours of purchase. Consumers' lives are as hectic as ever, and the ability to make a "last minute" purchase online and still receive it almost immediately is just another demonstration of Nordstrom's long history of customer service.

HOW TO MAKE THE GRADE

Modernize Fulfillment

Many retailers have separate inventory for their stores and online channels. Every warehouse can be a store, and every store a warehouse. Systems should be in place that establish control of inventory in all channels, and give associates visibility into everything. Fulfillment is made from the nearest location that has the item in stock to wherever the customer wants to receive it.

Provide Last Mile Express Delivery

Delivery partners such as Uber, Lyft, Deliv, and Postmates can provide rapid local delivery in select markets. As an added touch, ensure that customers have transparency into when the delivery is going to occur, and that it arrives when promised.

Allow Omnichannel Returns

Regardless of where the original order was placed, retailers should allow buyers to initiate and make returns through any channel. Items purchased online should be returnable in stores, and vice versa. This offers customers the chance to exchange an item for a more suitable one, and provides retailers with opportunities for upselling, cross-selling, and customer loyalty. There is only one brand for your consumer, and they expect extraordinary attention at every touchpoint.

Taking the Next Steps

The disparities between physical and digital commerce are due in part to legacy platforms that were never intended for mobile-first commerce. Evolving from in-store to the desktop web and then to the smartphone was not part of the big picture or future-proofing plans when those platforms were implemented five or ten years ago.

Today's ecommerce paradigm has yet to fully embrace the radical shift towards mobile, which now enables a continuous brand experience, increased loyalty, greater satisfaction, and more purchases more often.

How can brands take advantage of the missed opportunities outlined in the sections above and create the perfect omnichannel experience for mobile customers?

The future of retail is continuous, mobile omnipresence, not discontinuous silos of technology.

All of the grades and statistics displayed throughout this report are an aggregate of the 112 retailers included in our research.

What's your score?

Find out at www.newstore.com/myscore

7 For All Mankind
adidas
AG
Allen Edmonds
Aritzia
Ashley Stewart
avenue
BALLY
BALMAIN PARIS
BANANA REPUBLIC
BARE ESCENTUALS
BARNEYS NEW YORK
Bath&Body Works
BCBGMAXAZRIA
Brooks Brothers
BURBERRY
BVLGARI
Calvin Klein
CAROLINA HERRERA NEW YORK
carter's
Cartier
CHANEL
CHARLES TYRWHITT
CLUB MONACO
COACH
COLE HAAN
Columbia
Crabtree & Evelyn LONDON
Dior
DKNY
DOLCE & GABBANA
DVF
ecco
ELIE TAHARI
ETHAN ALLEN
giggle
GIORGIO ARMANI
GUCCI
HARLEY-DAVIDSON
HELMUT LANG
HENRI BENDEL NEW YORK
HERMÈS
HOT TOPIC
BOSS
icebreaker MERINO
J.CREW
Jack Wills
JIMMY CHOO
john varvatos
JOHNSTON & MURPHY
JONATHAN ADLER
journelle
KAREN MILLEN
kate spade NEW YORK
KENNETH COLE
Kiehl's
LACOSTE
Louboutin
LOUIS VUITTON
LUCKY BRAND
LUSH
maje
MARC JACOBS
MCM
MZ WALLACE
NARS
NAUTICA
new balance
NINE WEST
NIXON
Oscar de la Renta
patagonia
PRADA
PINK
PUMA
rag & bone NEW YORK
POLO RALPH LAUREN
REBECCAMINKOFF
REBECCA TAYLOR
Reebok
REISS
Samsonite
sandro
SCOTCH & SODA
SOREL
SPERRY
ST. JOHN
STEVE MADDEN
stride rite
swatch
TED BAKER LONDON
THE ART OF SHAVING
THE NORTH FACE
Theory
TIFFANY & CO.
Timberland
TOM FORD
TOMMY HILFIGER
TORY BURCH
TRINA TURK
TRUE RELIGION
UNIQLO
VANS
VERSACE
VICTORIA'S SECRET
VINCE CAMUTO
vineyard vines
WOLVERINE
Yves Saint Laurent
ZARA

About NewStore

For the world's leading brands, NewStore is the only mobile retail platform built entirely from a mobile perspective, and integrates with existing ecommerce platforms.

NewStore raises the omnichannel bar with one-touch purchase, scalable clienteling, and on-demand delivery — all optimized for the small screen.

Founded by Stephan Schambach, NewStore has developed a mobile retail platform that empowers brands to deliver an extraordinary end-to-end shopping experience for consumers.

We're here to help you make the grade.

Disclaimer: This report is the result of research done by NewStore, Inc. and reflects NewStore's analysis and assessments of the subject matter. NewStore does not represent or warrant that the use of the guidance in this report will lead to any particular outcome or result. Additionally, this report is not intended to provide any legal, taxation or accountancy advice.

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The NewStore mobile retail platform empowers brands to deliver an extraordinary end-to-end shopping experience for consumers. Built entirely from a mobile perspective, it integrates with existing ecommerce platforms such as Demandware, SAP Hybris, Oracle ATG, and Magento. NewStore raises the omnichannel bar with one-touch purchase, scalable clienteling, and on-demand delivery — all optimized for the small screen. Founded by Stephan Schambach, creator of Demandware, NewStore boosts conversion, promotes engagement, unifies online and offline, and modernizes fulfillment. NewStore is headquartered in Boston. For more information, visit www.newstore.com.

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