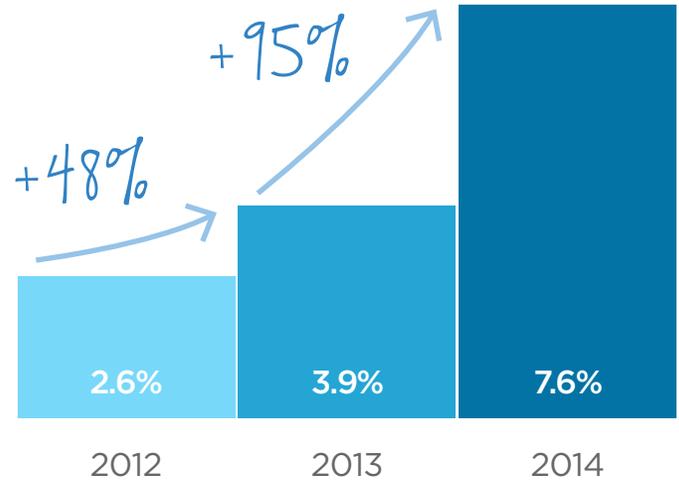


Buying On Phones Thanksgiving Weekend Nearly Doubles Year Over Year

More online consumers still buy via tablets - but growth is flat.

Data collected from nearly 5 million purchases this holiday weekend shows more customers than ever before are relying on their mobile devices to buy. In fact, when compared to 2012 - mobile shopping increased 187% this holiday season.

Bizrate Insights, a division of Connexity, utilized its Point-of-Sale survey invitation data to reveal these consumer buying trends.



Thanksgiving Weekend Online Purchases Via a Hand-Held Mobile Device 2012-2014

“ The increase in purchases via a mobile phone speaks not only to consumer demand, but also to retailers’ ability to successfully meet consumers where, and how they want to shop. ”

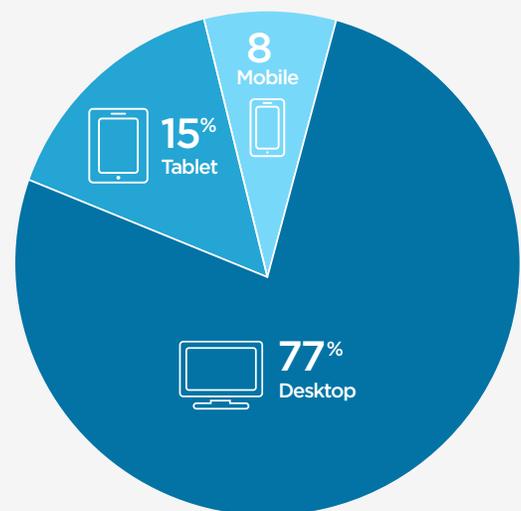
Hayley Silver

Vice President, Bizrate Insights

Another interesting trend: the percentage of shoppers relying on their mobile devices was highest on Thanksgiving Day, perhaps an indication of the growing importance of Thanksgiving Day sales - even when away from home - and the role that mobile plays in meeting consumer demand during the holiday.

Surprisingly, purchases on a tablet were flat to down year over year (2014 over 2013) for the holiday weekend. However, despite mobile phones’ strong growth this holiday season, tablets still hold a bigger piece of the digital market - with roughly 15% of online consumers buying via their tablet, compared to 8% via mobile phones.

Data collection and methodology: This Bizrate Insights Device Tracker was conducted via the Bizrate survey platform with data collected immediately after purchasing from the Bizrate Network of over 5,000 e-commerce retailers in the US and Canada. Data for this Bizrate Insights Device Tracker was collected from over 4.8 million online purchases from November 27 - 30, 2014. Prior years’ data was collected November 28-December 1, 2013 (n>4.7 million) and November 22-25, 2012 (n>4.1 million).



Thanksgiving Weekend Online Purchases By Screen Size