

PITTSBURGH, Nov. 30, 2013 /PRNewswire/ -- Branding Brand, the leading [mobile commerce platform](#) [to top](#) retailers, today announced the results of its Mobile Commerce Index for Thanksgiving Day, which showed substantial increases in consumers shopping on smartphones.

The Branding Brand [Mobile Commerce Index](#) identifies retail trends across a sample of Branding Brand's clients in various industries, including apparel, health and beauty, and home goods. The Index is the largest collection of data on commerce sites specifically designed for smartphones, as opposed to non-optimized desktop sites with mobile traffic.

According to Branding Brand, 152 smartphone-optimized sites produced the following Thanksgiving Day results:*

- 7,218,935 visitors (66.92% iOS; 32.68% Android)
- 46,069,186 page views (66.49% iOS; 33.08% Android)
- 117,850 orders (69.82% iOS; 29.99% Android)
- \$92.55 average order value (\$93.71 iOS; \$90.01 Android)
- 32.67% of total e-commerce traffic came from smartphones

**The above numbers do not include data from Branding Brand apps or tablet properties.*

Compared to 2012, the Branding Brand Mobile Commerce Index showed the following year-over-year gains for the 46 smartphone sites tracked during both periods:

Mobile Visits Grow, but Revenue Explodes: Thanksgiving Day Sales on Smartphone-optimized Websites

Written by Australian Business

- Visits increased 68.66%
- Page views increased 102.62%
- Average order value increased 15.71%
- Mobile sales increased 258.18%

"Even though Thanksgiving Day visits were up 69 percent, revenue increased by 258 percent," said Chris Mason, co-founder and CEO of Branding Brand. "Consumers are becoming increasingly comfortable shopping on phones."

Additional reports on the entire Thanksgiving through Cyber Monday period, including data on peak mobile shopping times, will be released throughout the week at brandingbrand.com/data

ABOUT BRANDING BRAND: Branding Brand powers mobile commerce sites and apps for over 200 of the world's leading retailers, including American Eagle Outfitters, Costco, and Ralph Lauren . Founded in 2008 by three friends from Carnegie Mellon University , the company launched a mobile platform at the end of 2009 to seamlessly extend brands into optimized experiences for smartphones, tablets, and in-store. It is now the largest m-commerce provider to the Internet Retailer Top 500. For more information, visit www.brandingbrand.com , or follow [@brandingbrand](https://twitter.com/brandingbrand) on Twitter.

SOURCE Branding Brand

RELATED LINKS <http://www.brandingbrand.com>