

Black Friday Sales on Smartphone-optimized Websites up 187%

Written by Australian Business

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 Black Friday, which showed continued growth 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 Black Friday results:*

- 9,319,715 visitors (66.62% iOS; 32.97% Android)
- 60,992,791 page views (65.86% iOS; 33.67% Android)
- 174,111 orders (70.59% iOS; 29.15% Android)
- \$93.20 average order value (\$94.18 iOS; \$90.88 Android)
- 34.36% 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:

- Visits increased 75.65%
- Page views increased 88.32%

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- Average order value increased 22.08%
- Mobile sales increased 186.54%

"We're continuing to see strong performance across our sample of retail smartphone sites," said Chris Mason, co-founder and CEO of Branding Brand. "Mobile is quickly becoming a larger piece of the pie."

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.

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