MOOVWEB
MOBILE EXPERIENCE OPTIMIZATION
@moovweb
#AskMoovweb

Founded 2010
San Francisco
22+ solution & service partners

Mission Statement
Make mobile transactions
far easier

2014 fastest growing vendor
to IR500 (289% growth)

Google recommended vendor
for multi-screen optimization

INDUSTRY RECOGNITION:

IR500 Fastest Growing Vendor

Google Recommended Vendor

FORRESTER®

Gartner Cool Vendor

yankee group

constellation™ RESEARCH

Retail:

NORDSTROM · FOREVER 21 · macy's · GNC LIVE WELL · THE LIMITED · Bass Pro Shops

bloomingdale's · CHICO'S · belk · 1-800 flowers.com · petco · GYMBOREE

Financial Services:

AIG · AMERICAN EXPRESS · Nationwide On Your Side

Healthcare:

McKESSON · KAISER PERMANENTE

Travel & Hospitality:

TUI · Marriott · Fairmont HOTELS & RESORTS · Thomas Cook · RAFFLES HOTELS & RESORTS · TAUCK

Brands:

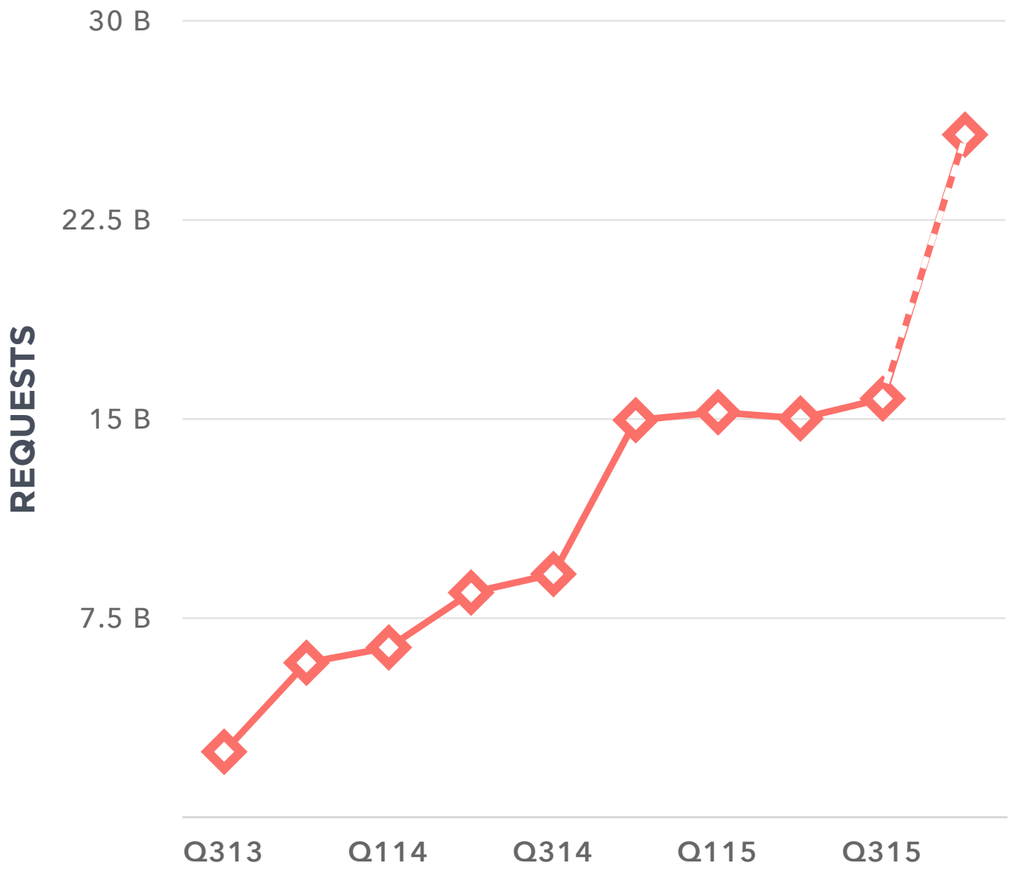
Campbell's · Peet's Coffee AND TEA · American Cancer Society · Nutrisystem · Pep Boys · charlotte russe

B2B & Manufacturing :

JOHN DEERE · Panasonic · EPSON · LINCOLN ELECTRIC · brother · DANAHER

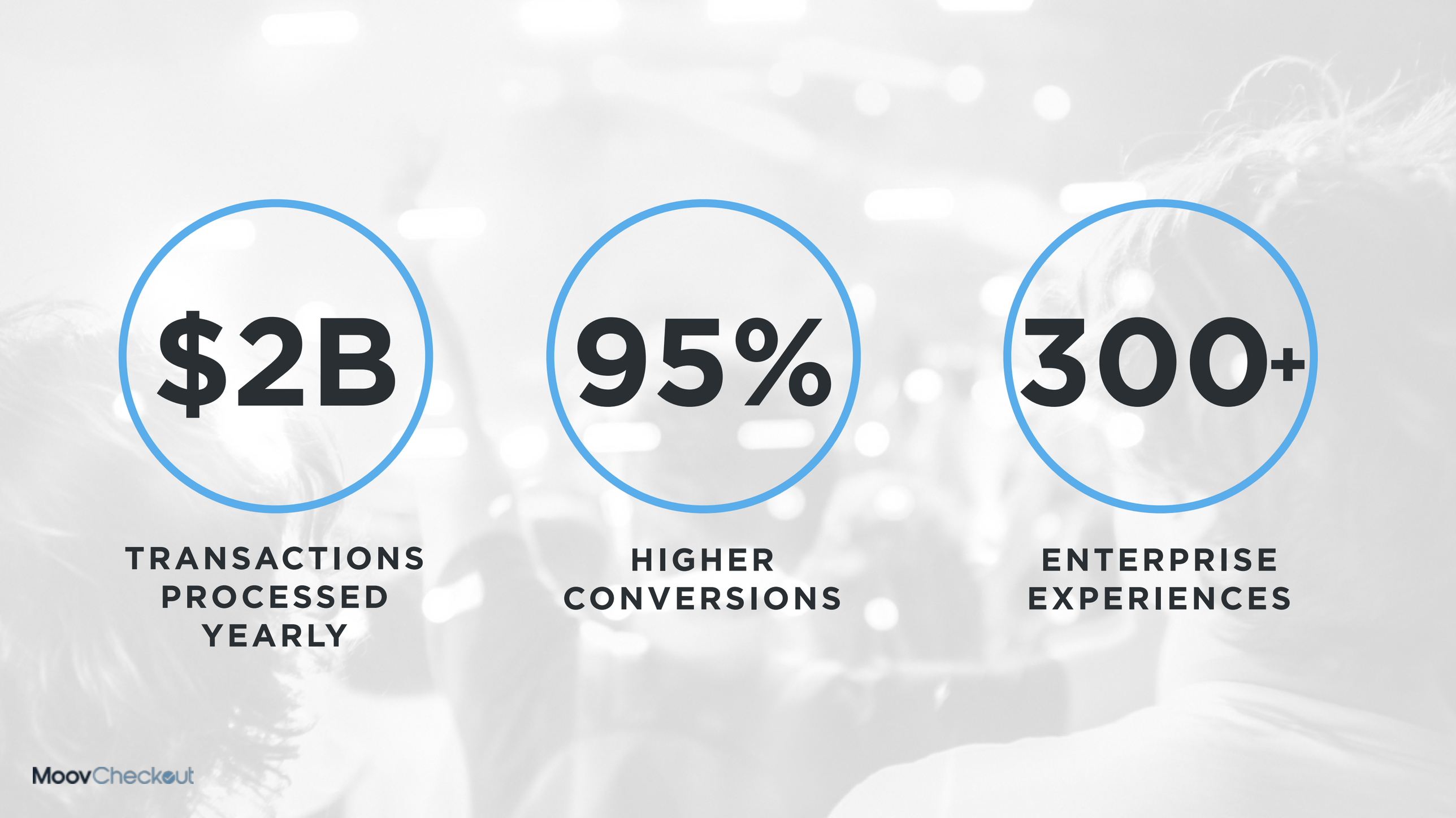
MoovCheckout

Tremendous growth



10x growth in traffic since 2013

MoovCheckout



MoovCheckout

Conversions: 95% higher

petco

Mobile and Tablet
Sitewide UI/UX Updates
Tablet Customized Checkhout Path

↑ Mobile Conversions
36%

↑ Tablet: Cart Funnel
26%

GNC

Mobile and Tablet
Mobile PDP
UX Optimizations
Streamlined Payment Flow

↑ Mobile Conversions
38%

↑ Tablet Conversions
11%

Pep Boys

Mobile
Refreshed Design
Streamlined Checkout

↑ Conversions
48%

1-800 flowers.com

Tablet
Streamlined Checkout Flow
Optimized Touch Points for Users

↑ Conversions
64%

↑ Revenue
60%

Shopping has completely evolved

Mobile behavior is different

Touch

Small
Screen Size

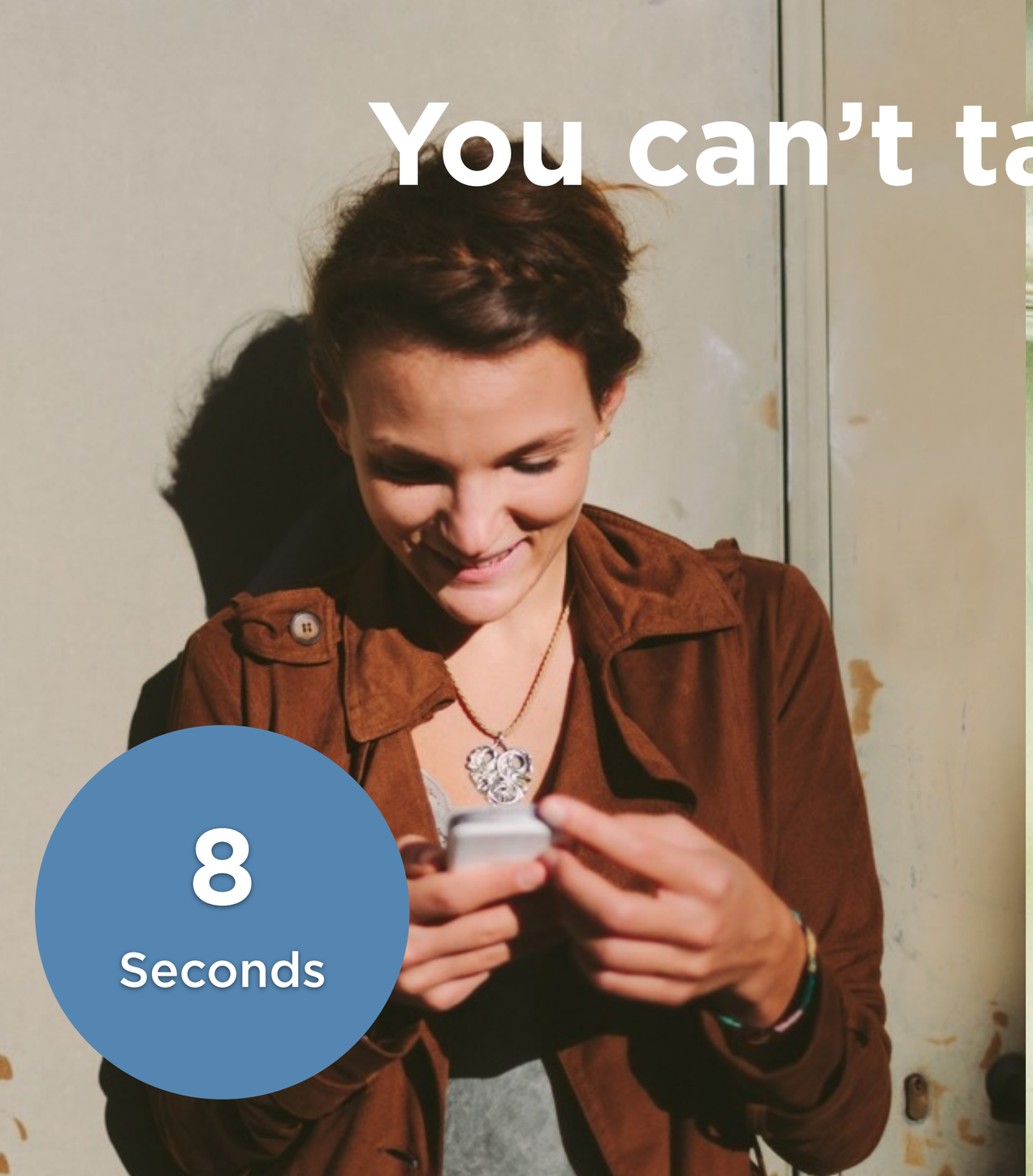
Swipe
Actions

Use in
Transit

and changing

MoovCheckout

You can’t take chances



8
Seconds

9
Seconds

Pain exists industry-wide

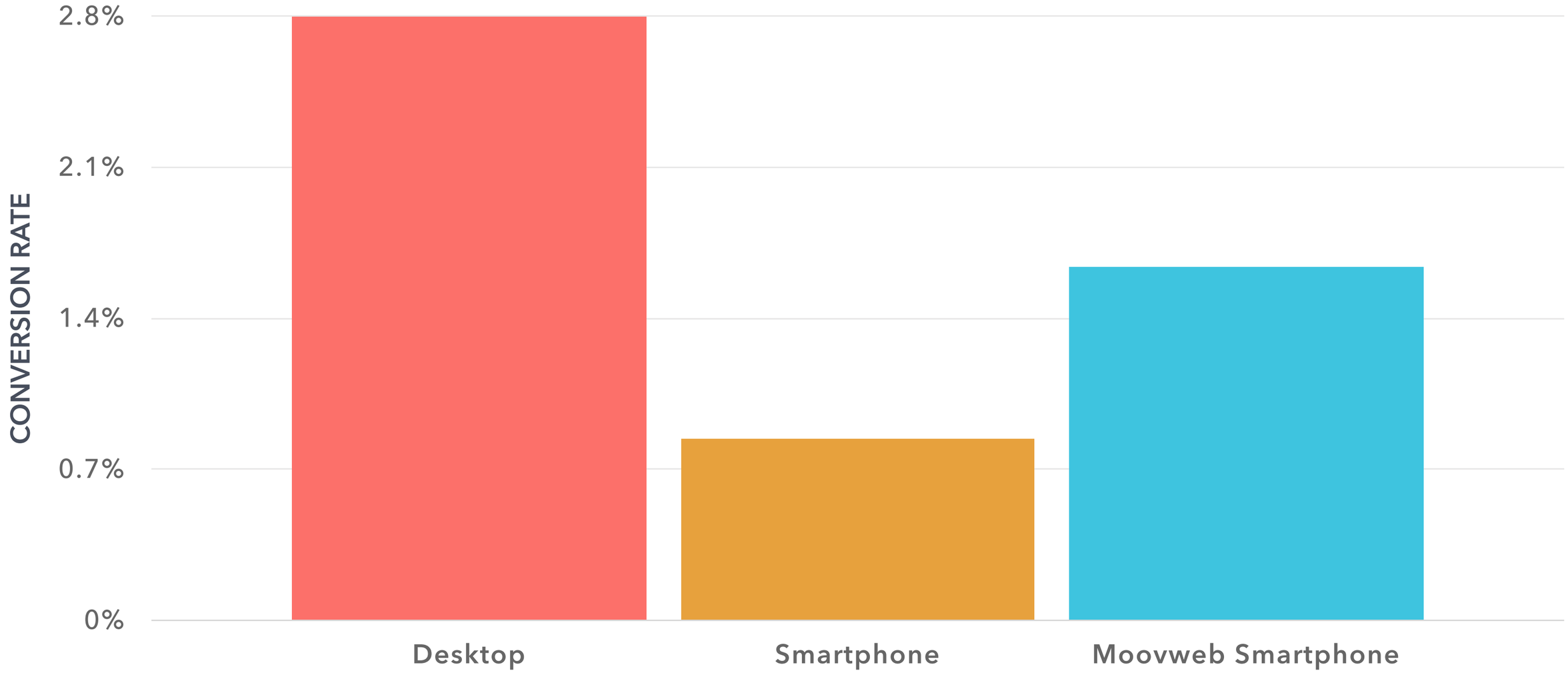
High Abandonment Rate

Disruptive Checkout

Slow Response Times

Source: Kissmetrics

Mobile conversions lag



MoovCheckout

Source: Monetate, Moovweb

SOLUTION

MoovCheckout: The only solution to the mobile checkout problem

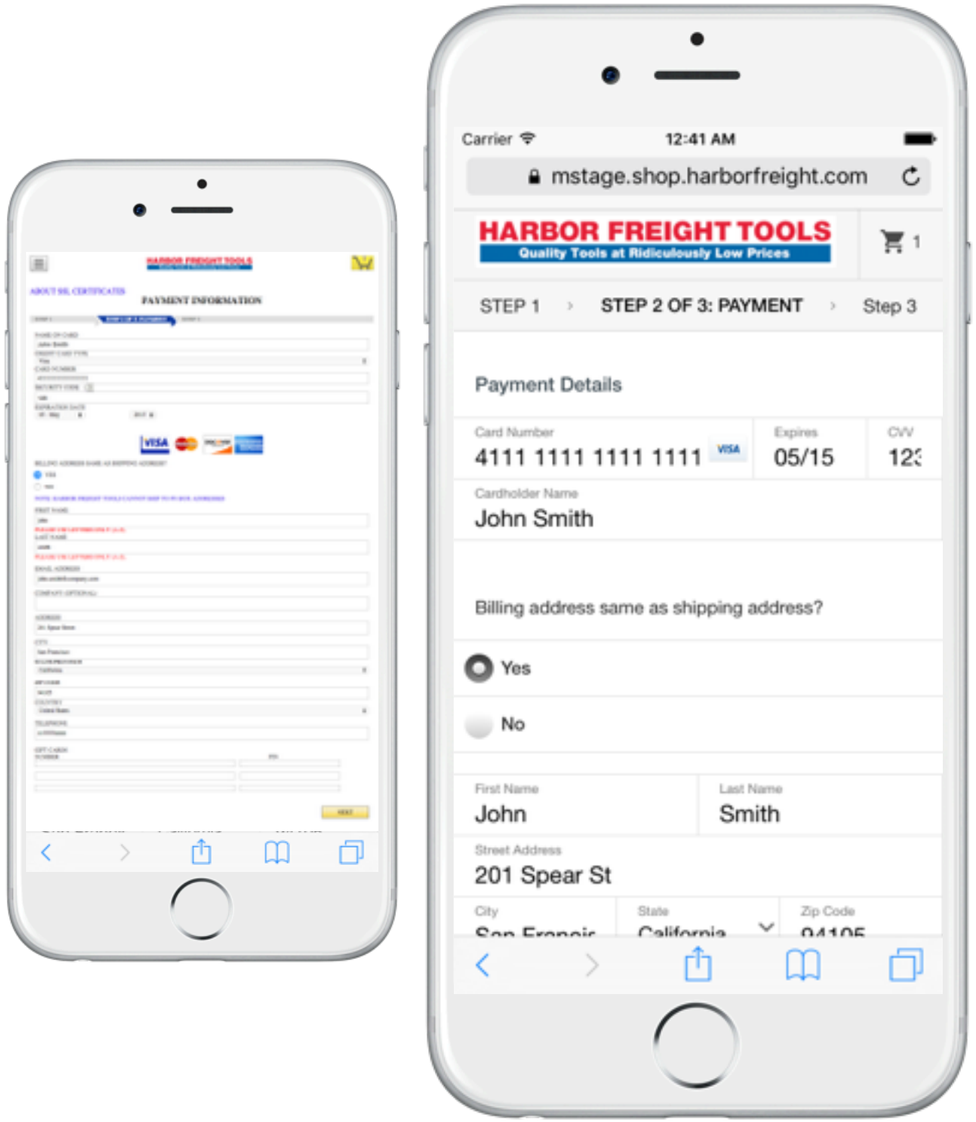
MoovCheckout

The Industry's First Solution to Create the Most Optimized Checkout Experience

Increase conversion rates

Gain rich insights

Make changes instantly



MoovCheckout Catalyst

Out of the box UX enhancement

Taxonomy of over 400 elements

Instant integration

Best practices developed from 300+ experiences and incorporating Baymard's best practices

MoovCheckout

Business Manager

Field level insights

Benchmarks

Shopper segmentation

Control

Test/Iterate

alibris

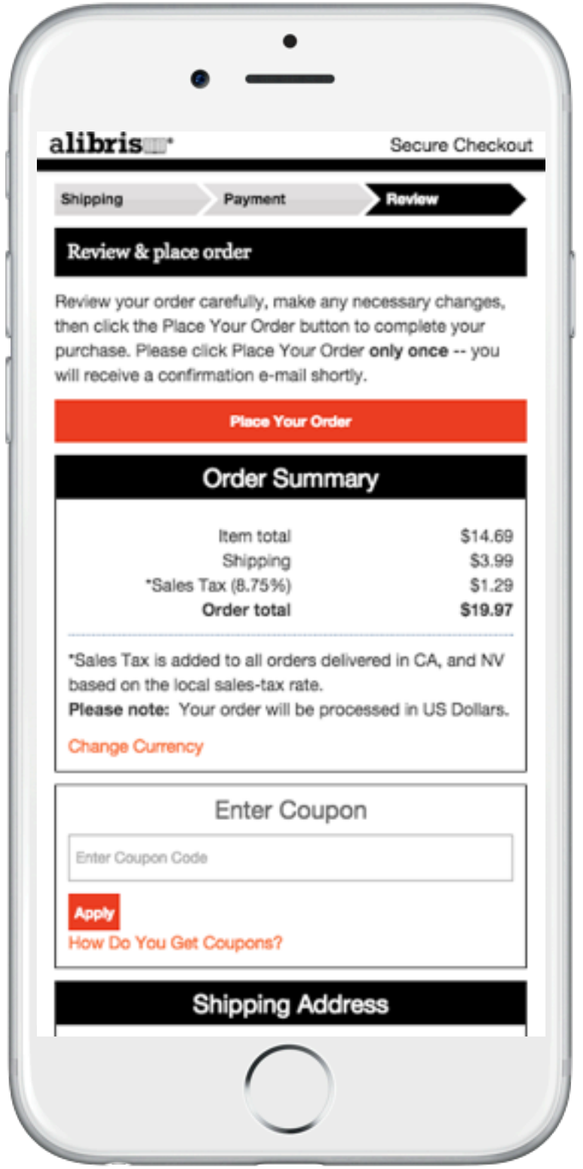
Bass Pro Shops

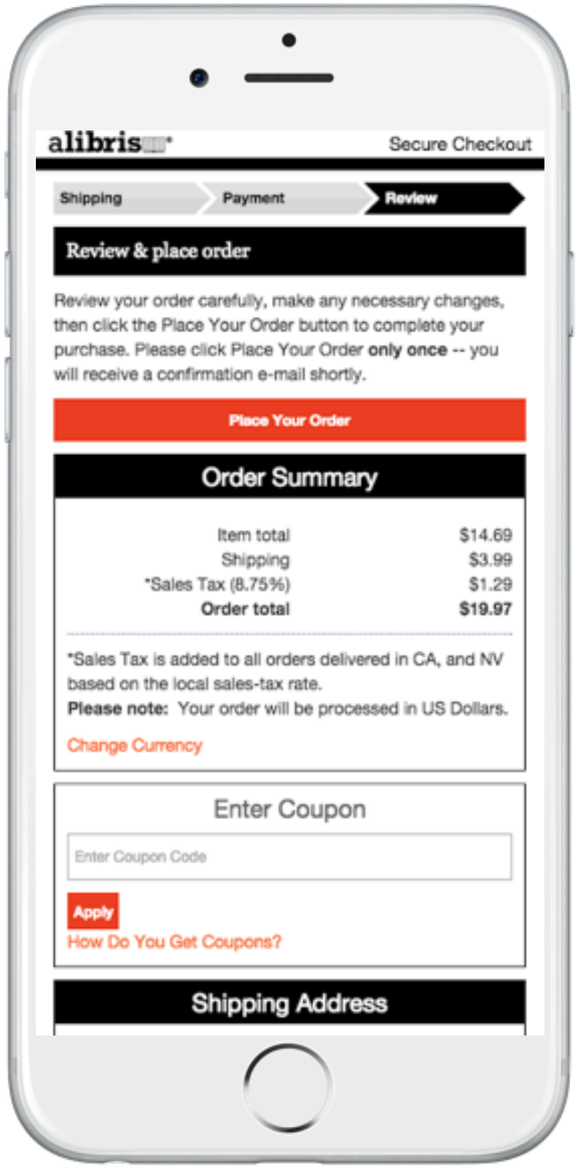
Panasonic

Pep Boys

MoovCheckout presents unique insights and actionable data that we can use to make mobile site changes and decisions about our eCommerce business. **During our Back to School promotion, which is our Black Friday, we got a 17% increase in conversion rates and a 29% increase in revenue per visit**

Ben Bartels
Director of eCommerce & Marketing
Alibris


alibris
Secure Checkout
Shipping
Payment
Review
Review & place order
Review your order carefully, make any necessary changes, then click the Place Your Order button to complete your purchase. Please click Place Your Order only once -- you will receive a confirmation e-mail shortly.
Place Your Order
Order Summary
Item total $14.69
Shipping $3.99
*Sales Tax (8.75%) $1.29
Order total $19.97
*Sales Tax is added to all orders delivered in CA, and NV based on the local sales-tax rate.
Please note: Your order will be processed in US Dollars.
Change Currency
Enter Coupon
Enter Coupon Code
Apply
How Do You Get Coupons?
Shipping Address


alibris
Secure Checkout
Shipping
Payment
Review
Review & place order
Review your order carefully, make any necessary changes, then click the Place Your Order button to complete your purchase. Please click Place Your Order only once -- you will receive a confirmation e-mail shortly.
Place Your Order
Order Summary
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Shipping $3.99
*Sales Tax (8.75%) $1.29
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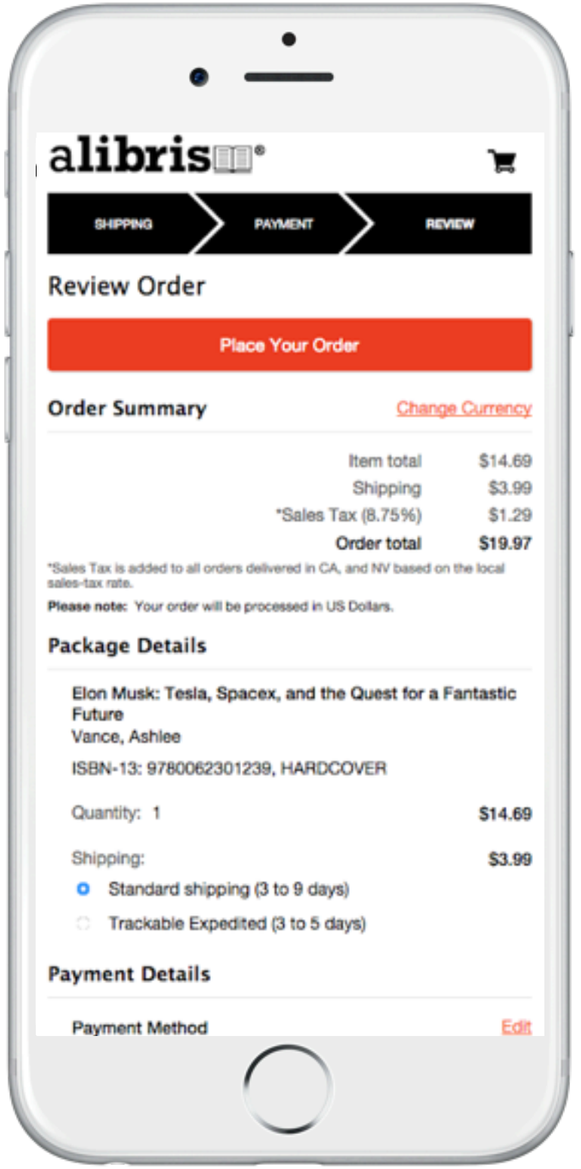
Change Currency
Enter Coupon
Enter Coupon Code
Apply
How Do You Get Coupons?
Shipping Address


alibris
SHIPPING
PAYMENT
REVIEW
Review Order
Place Your Order
Order Summary
Change Currency
Item total $14.69
Shipping $3.99
*Sales Tax (8.75%) $1.29
Order total $19.97
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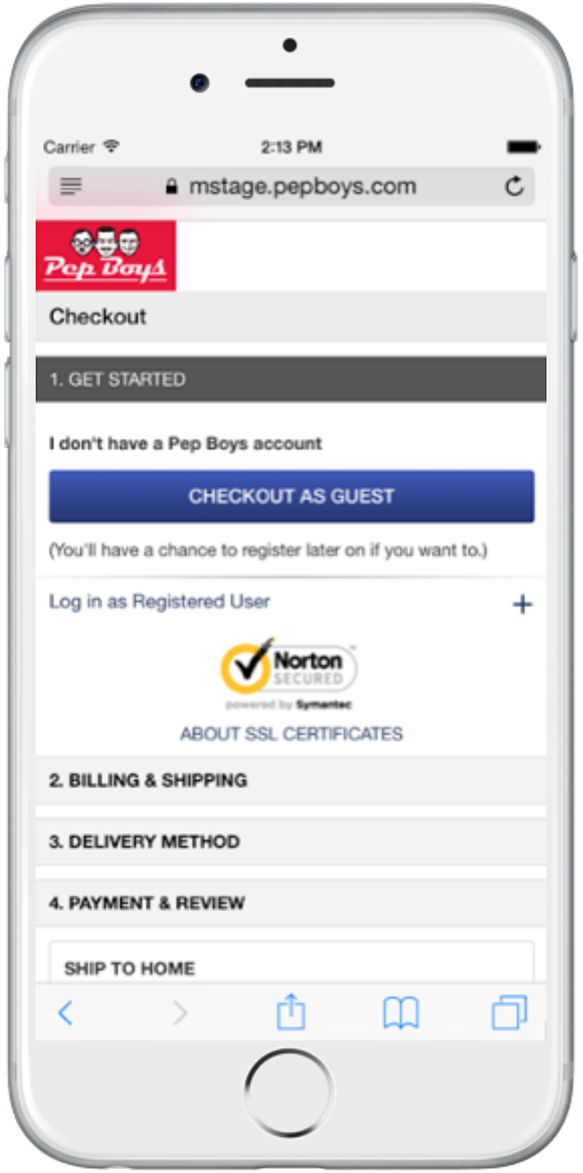
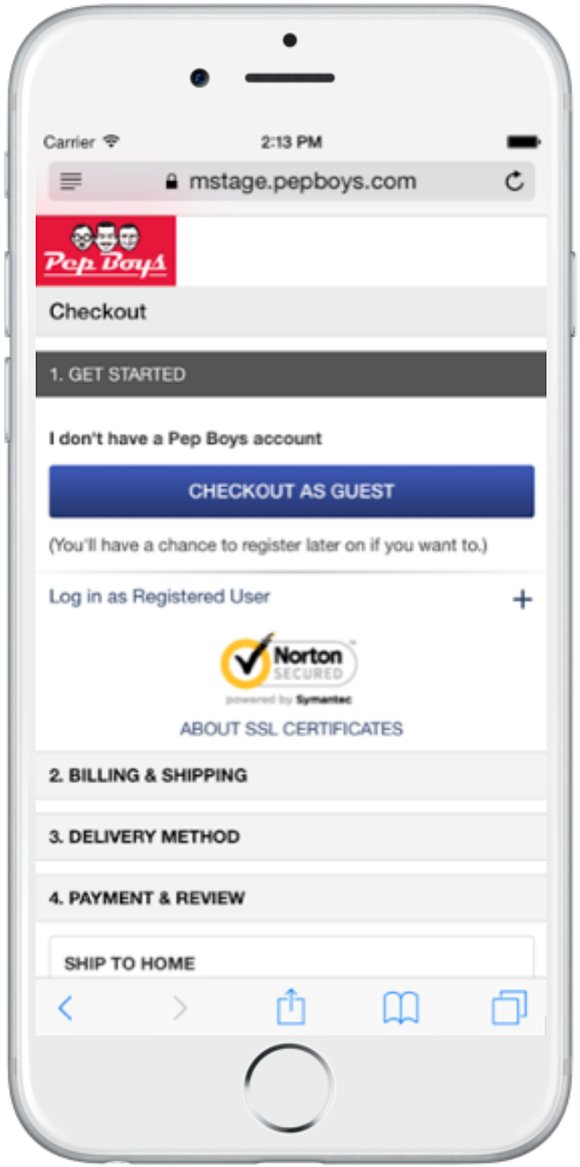
Please note: Your order will be processed in US Dollars.
Package Details
Elon Musk: Tesla, Spacex, and the Quest for a Fantastic Future
Vance, Ashlee
ISBN-13: 9780062301239, HARDCOVER
Quantity: 1 $14.69
Shipping: $3.99
Standard shipping (3 to 9 days)
Trackable Expedited (3 to 5 days)
Payment Details
Payment Method
Edit


Carrier
2:13 PM
mstage.pepboys.com
Pep Boys
Checkout
1. GET STARTED
I don't have a Pep Boys account
CHECKOUT AS GUEST
(You'll have a chance to register later on if you want to.)
Log in as Registered User
Norton SECURED
powered by Symantec
ABOUT SSL CERTIFICATES
2. BILLING & SHIPPING
3. DELIVERY METHOD
4. PAYMENT & REVIEW
SHIP TO HOME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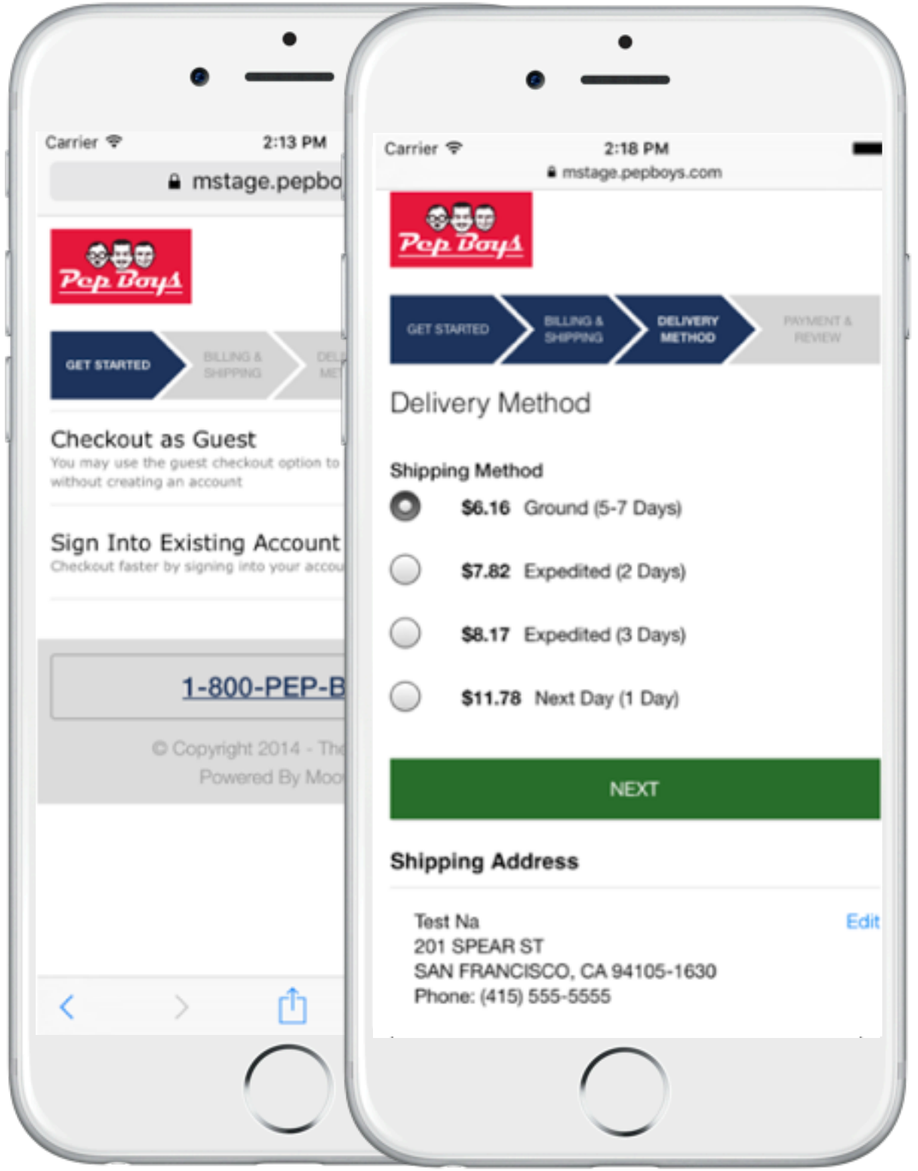
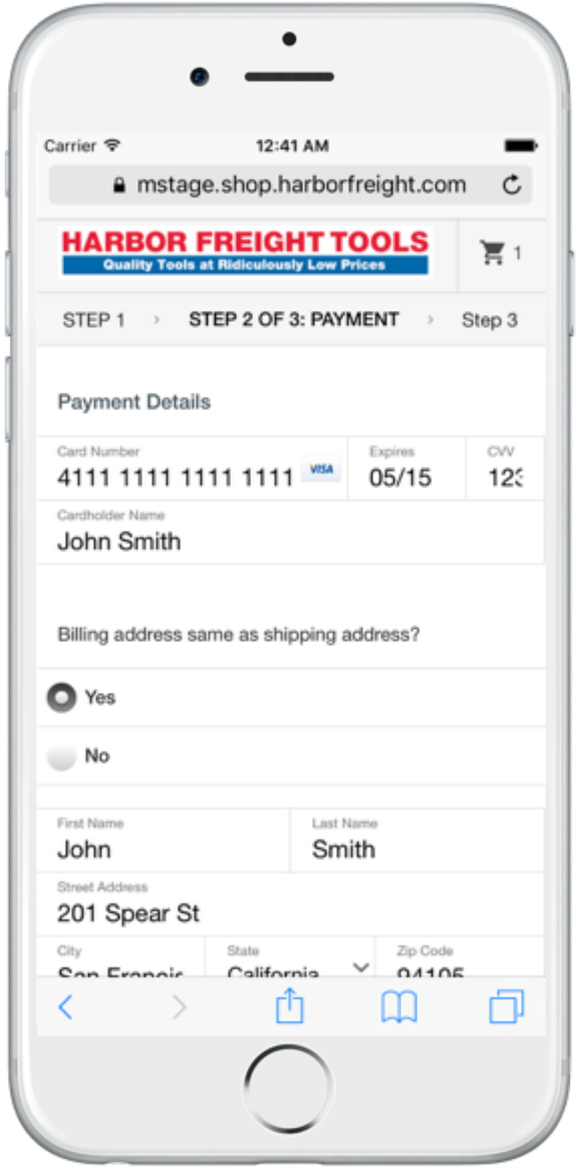
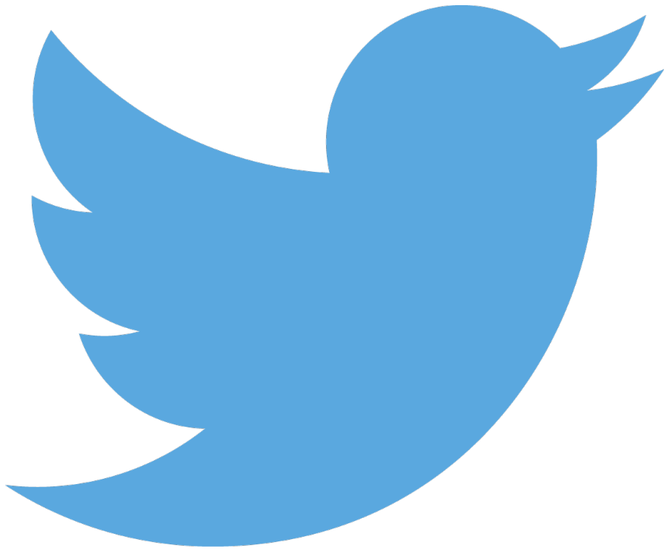

Carrier
2:13 PM
mstage.pepbo
Pep Boys
GET STARTED
Checkout as Guest
You may use the guest checkout option to
without creating an account
Sign Into Existing Account
Checkout faster by signing into your accou
1-800-PEP-B
© Copyright 2014 - Th
Powered By Moo
Carrier
2:18 PM
mstage.pepboys.com
Pep Boys
GET STARTED
BILLING & SHIPPING
DELIVERY METHOD
PAYMENT & REVIEW
Delivery Method
Shipping Method
$6.16 Ground (5-7 Days)
$7.82 Expedited (2 Days)
$8.17 Expedited (3 Days)
$11.78 Next Day (1 Day)
NEXT
Shipping Address
Test Na
201 SPEAR ST
SAN FRANCISCO, CA 94105-1630
Phone: (415) 555-5555
Edit

HARBOR FREIGHT TOOLS
ABOUT SSL CERTIFICATES
PAYMENT INFORMATION
NAME ON CARD
John Smith
CREDIT CARD TYPE
Visa
CARD NUMBER
SECURITY CODE
VISA
BILLING ADDRESS SAME AS SHIPPING ADDRESS?
YES
NO
NOTE: HARBOR FREIGHT TOOLS CANNOT SHIP TO PO BOX ADDRESSES
FIRST NAME
LAST NAME
EMAIL ADDRESS
COMPANY (OPTIONAL)
ADDRESS
CITY
San Francisco
STATE/PROVINCE
California
ZIP CODE
COUNTRY
United States
TELEPHONE
GIFT CARDS
NUMBER
PIN
NEXT

HARBOR FREIGHT TOOLS
ABOUT SSL CERTIFICATES
PAYMENT INFORMATION
NEXT


Carrier
12:41 AM
mstage.shop.harborfreight.com
HARBOR FREIGHT TOOLS
Quality Tools at Ridiculously Low Prices
1
STEP 1 › STEP 2 OF 3: PAYMENT › Step 3
Payment Details
Card Number
4111 1111 1111 1111
Expires
05/15
CVV
123
Cardholder Name
John Smith
Billing address same as shipping address?
Yes
No
First Name
John
Last Name
Smith
Street Address
201 Spear St
City
State
Zip Code



MoovCheckout

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