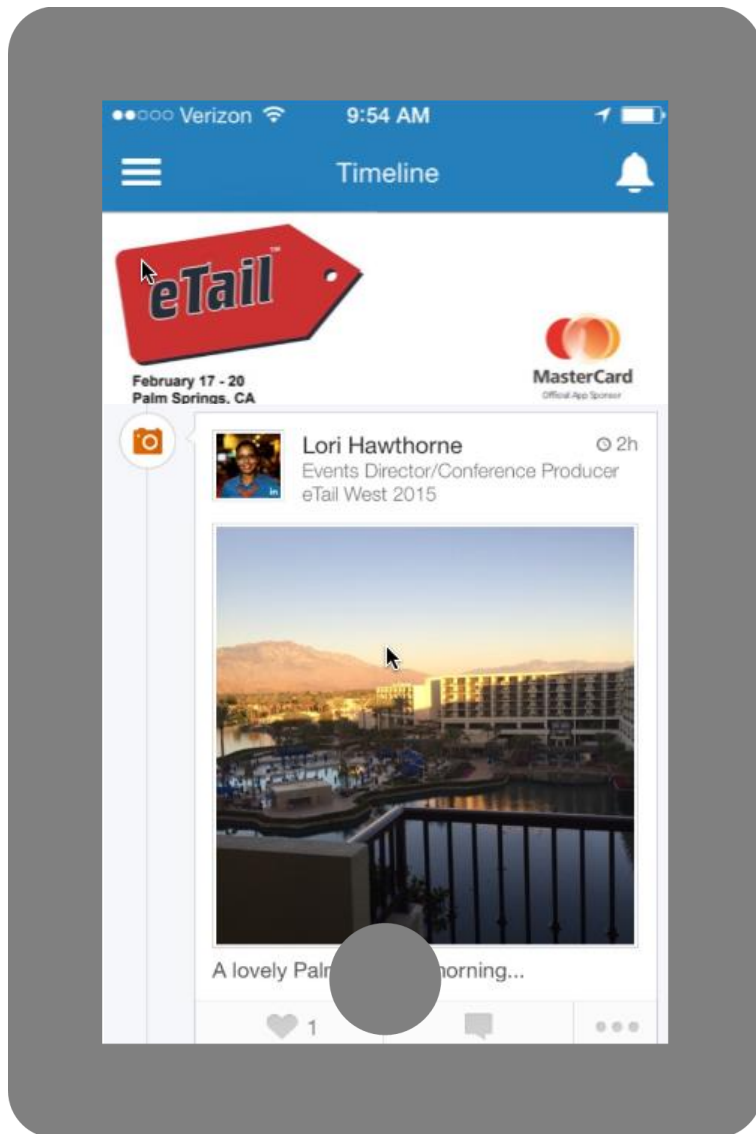




Making the Internet fast, reliable and secure

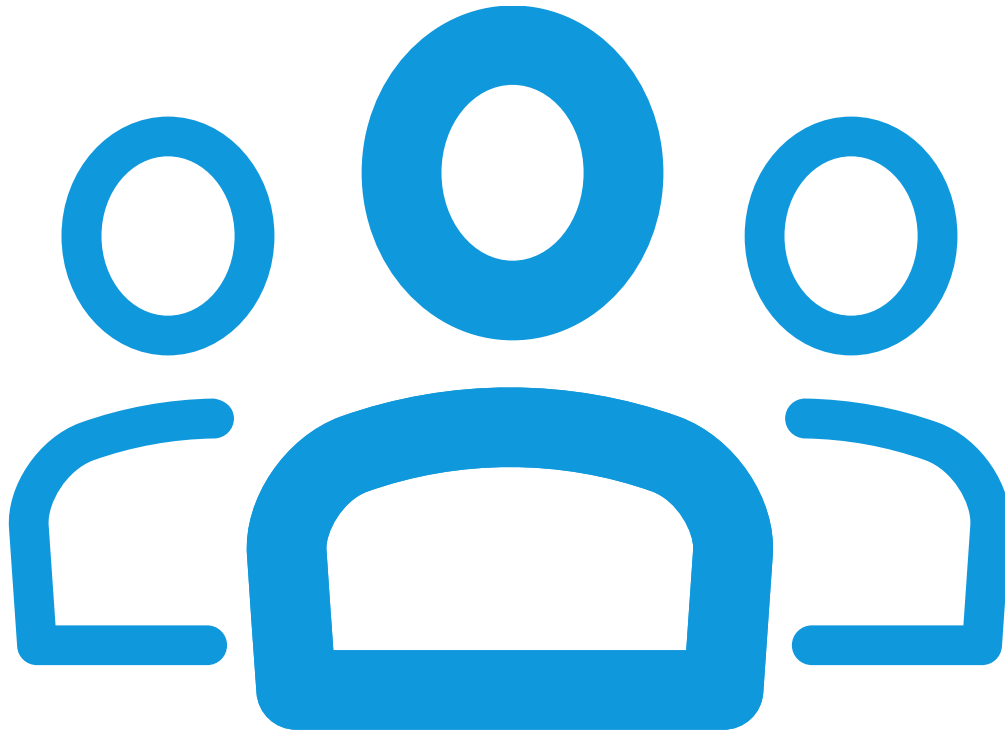
Jason E Miller , Chief Strategist Commerce



DOWNLOAD
the eTail app
to participate in the
upcoming surveys.



CUSTOMER EXPERIENCE

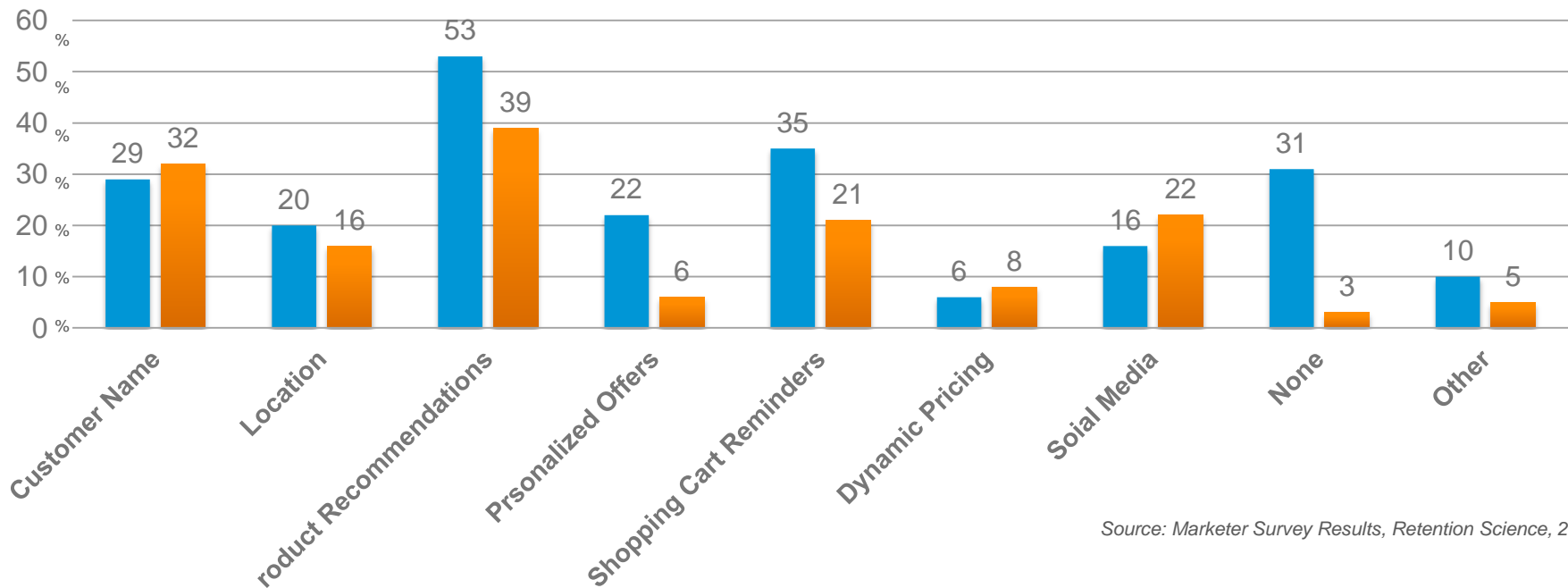


PERSONALIZATION

In a 2014 Forrester survey 75% of the retailers put Personalization Technology as their top investment priority.

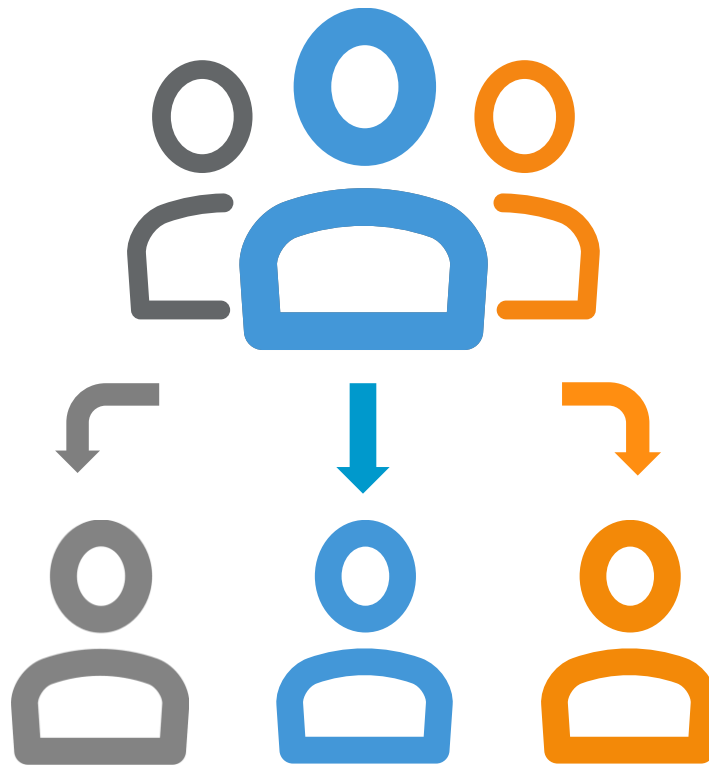
Website Personalization

■ Budgets > \$1m ■ Budgets < \$1m

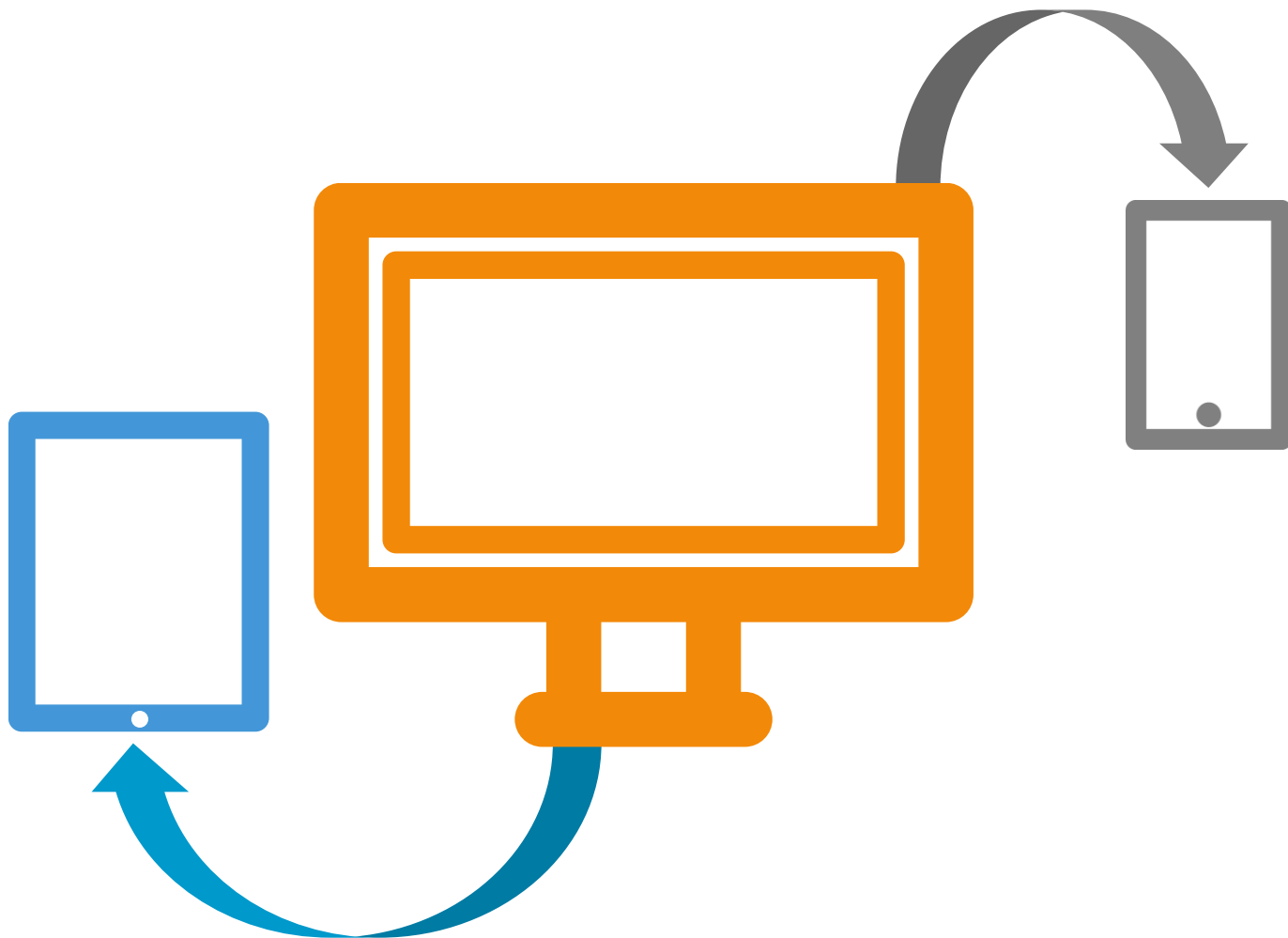


Source: Marketer Survey Results, Retention Science, 2014

PERSONALIZATION

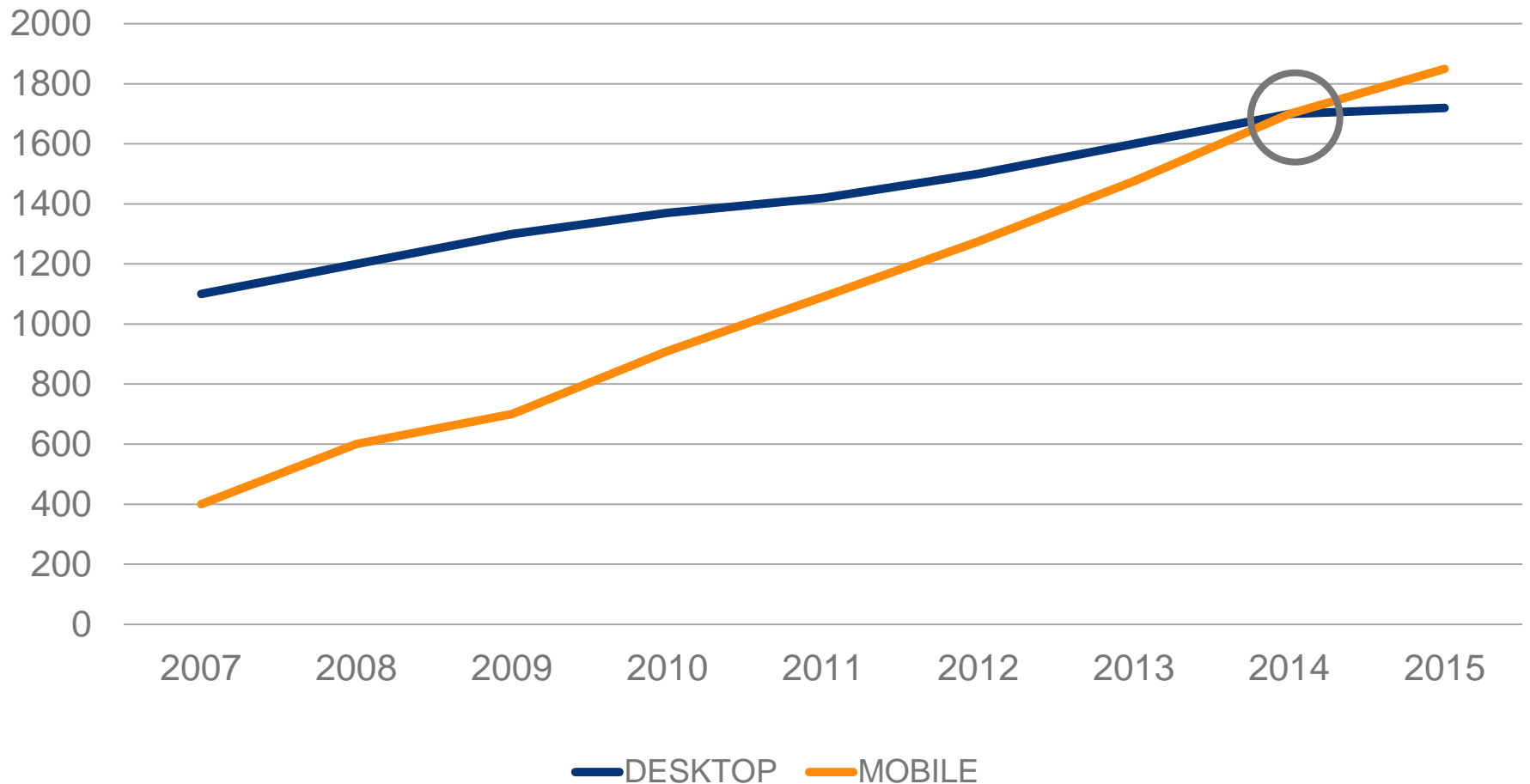






MOBILE

Number of Global Users (Millions)

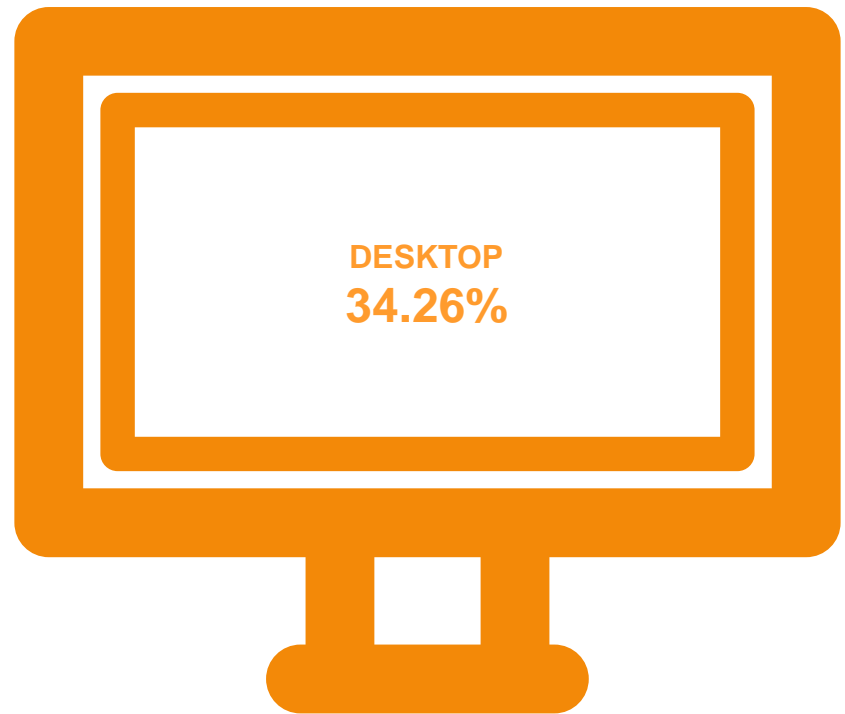
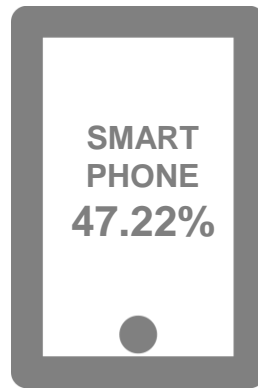
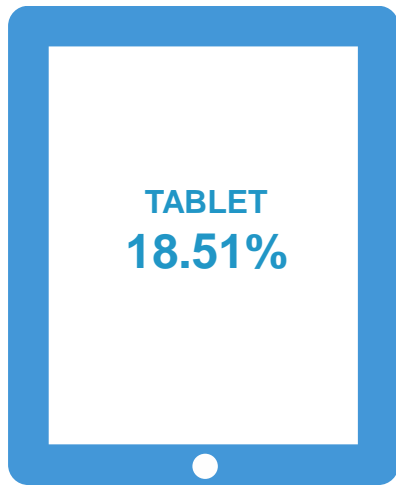


Source: Morgan Stanley Research

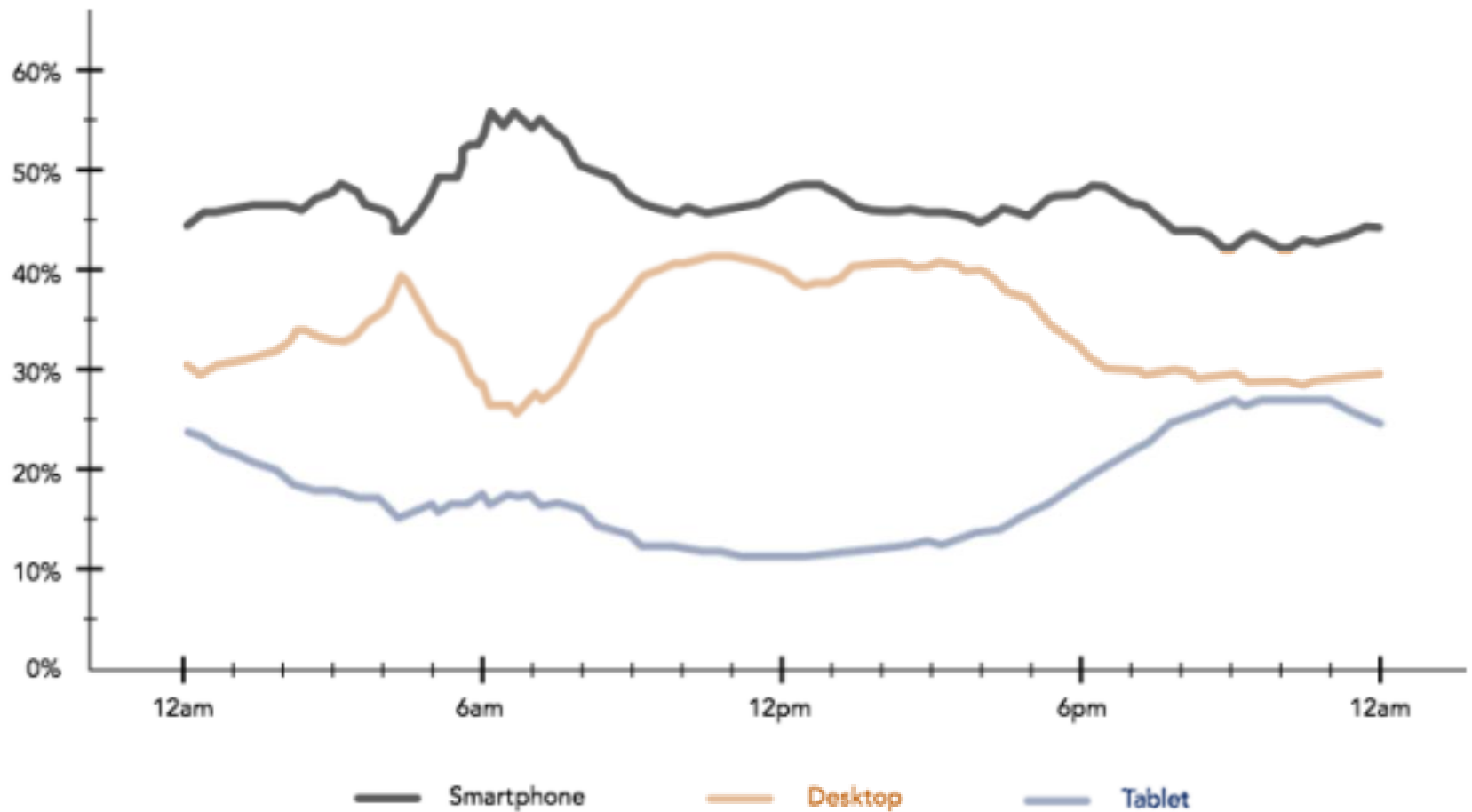


CUSTOMER TOUCHPOINTS

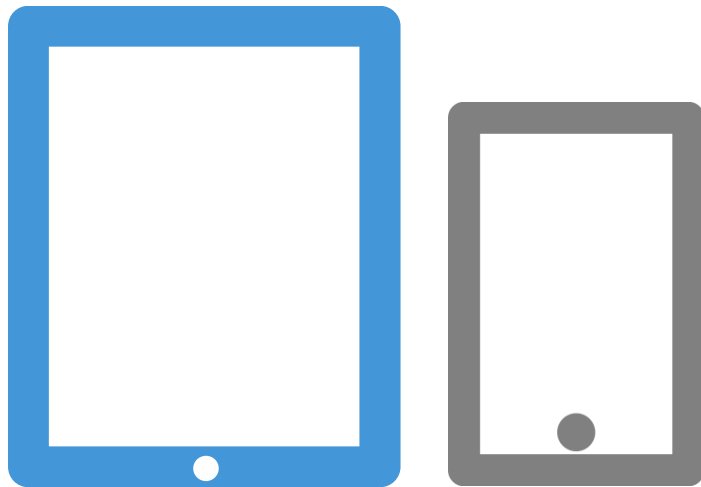
66%



CUSTOMER TOUCHPOINTS



A third of all requests to Akamai are from mobile and tablet users and the number of asset requests are growing by 1% per month.



1/3

MOBILE TRAFFIC

9%

**JUN
2012**

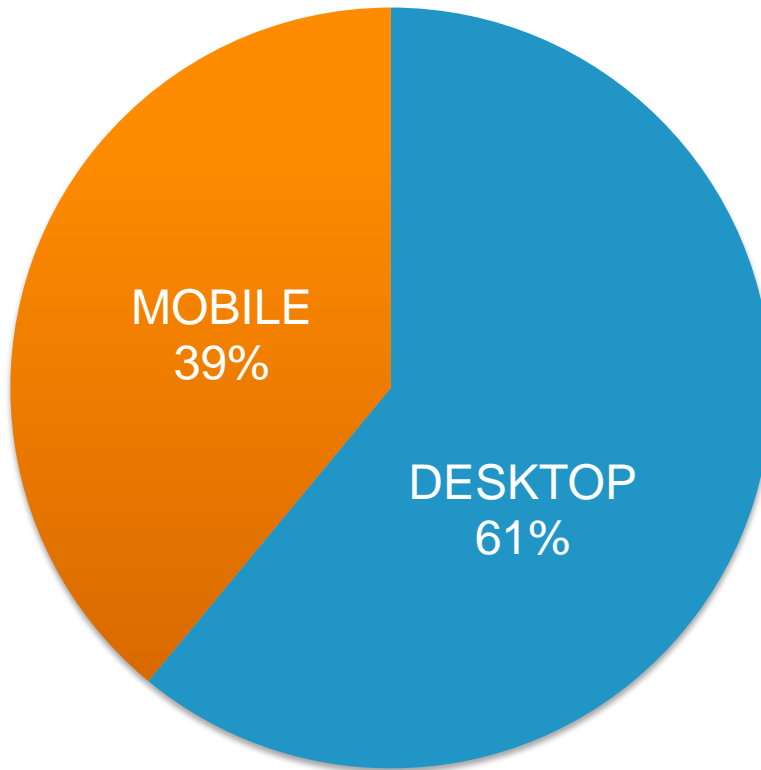


36%

**DEC
2014**

MOBILE HOLIDAY GROWTH – Akamai's RUM

Mobile vs Desktop Traffic



- Mobile device use hit seasonal high at **50%** at 5 p.m. ET on Thanksgiving day and mobile traffic averages were at 44%
- UK holiday mobile traffic was 45%

INTERESTING HOLIDAY DATA



The Monday prior to Thanksgiving saw 100% growth in peak page views per minute

100%

INTERESTING HOLIDAY DATA



Cyber Monday was the peak traffic day at 13 million page views per minute, a 16% increase over last year

16%

INTERESTING HOLIDAY DATA



Average peak
browsing times
shifted from 1 p.m. ET
in 2013 to 9 p.m. ET in
2014

9PM

INTERESTING HOLIDAY DATA



**Black Friday:
Biggest shopping
day in the UK**

£810m

INTERESTING HOLIDAY DATA



Black Friday:
In the US grew
26%YOY to
\$1.51billion

\$1.51b

INTERESTING HOLIDAY DATA



Still have some catching
up to do with Singles
Day and Alibaba sales at
\$9.3 billion

\$9.3b

POLL QUESTION:

How as retailers do you think your marketing campaigns contributed to some of these changes in user behavior?

- A) We started our holiday specials earlier
- B) We ran our holiday specials later
- C) We didn't change our holiday plan from 2013

Some additional interesting data points



Green Monday

**7.1 Million page
views per minute**

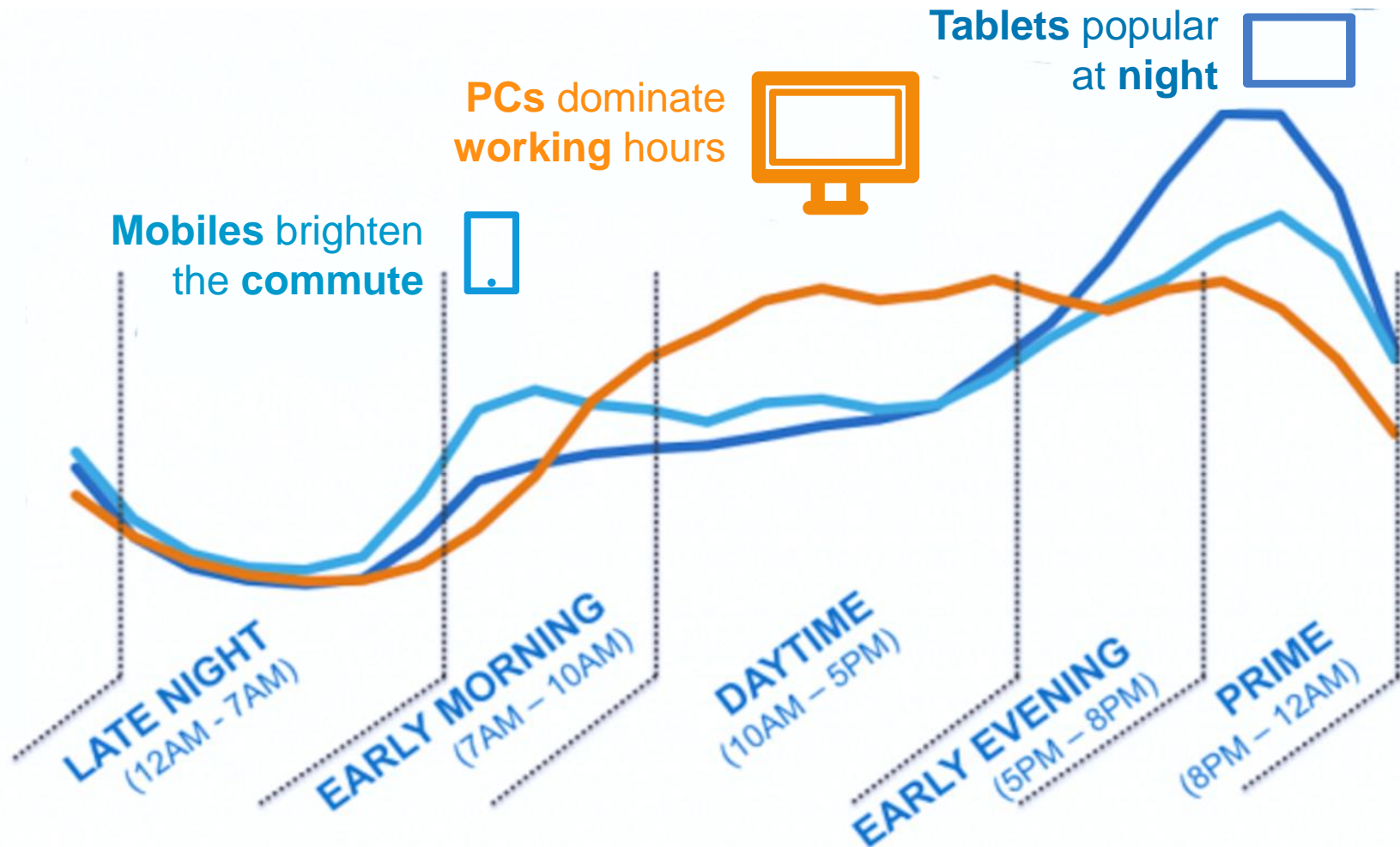
Some additional interesting data points



Cyber Attacks

**Kona Client Reputation
flagged more than 5700
attackers IP's on Black
Friday before they could
launch malicious requests**

PREFERENCES THROUGHOUT THE DAY



RETAILERS AND MOBILE CONVERSION LAG



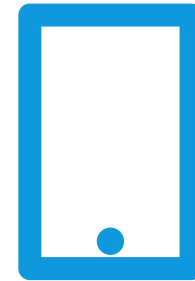
82%

PURCHASED
IN - STORE



45%

PURCHASED
ONLINE
(desktop/tablet)

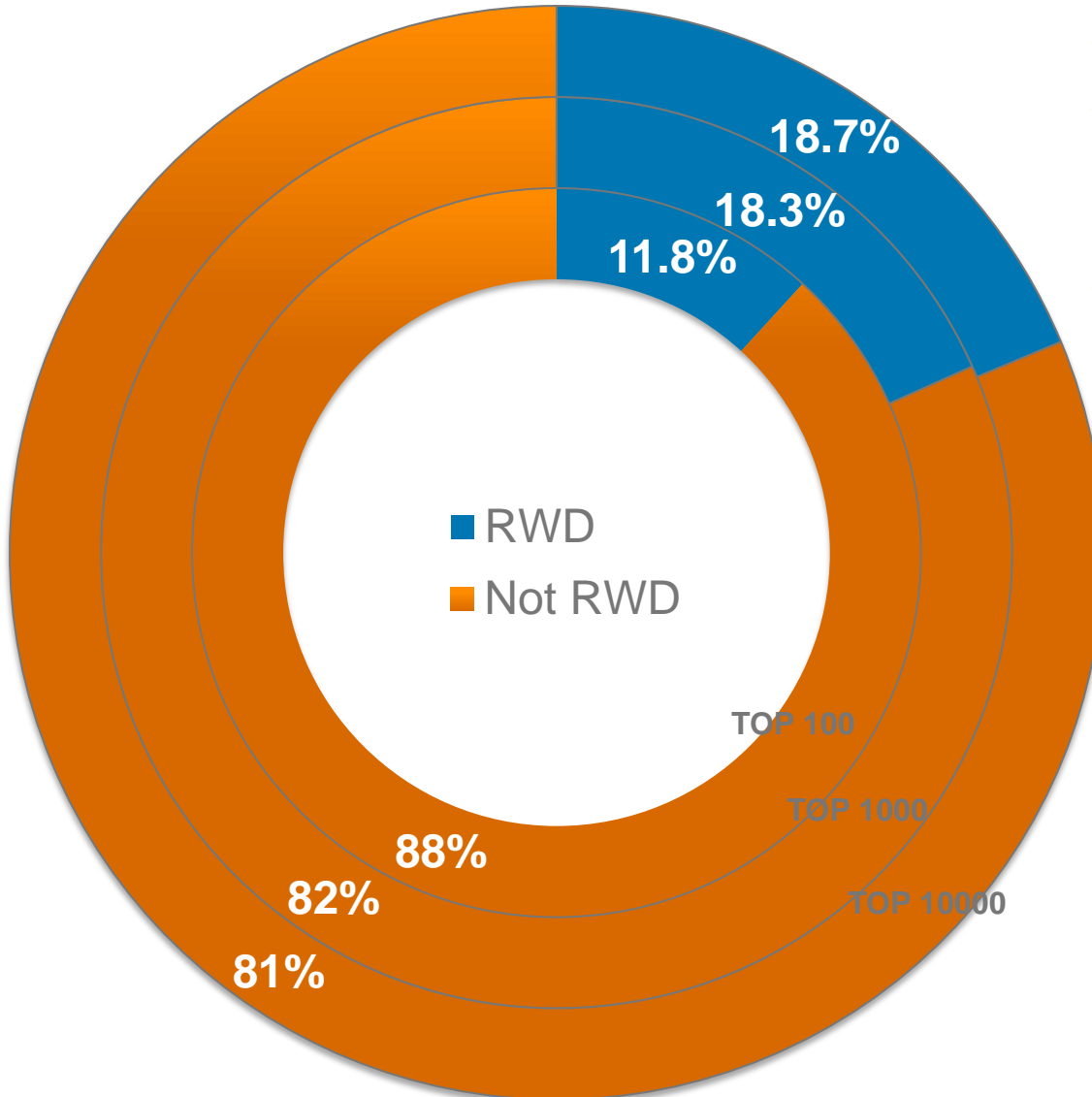


17%

PURCHASED
MOBILE PHONE
(directly on phone)

Sites that display differences between the desktop and mobile versions are “hybrid”
From the desktop site

RESPONSIVE DESIGN



- Google recommends
- Adoption is gaining speed but many sites are still using legacy desktop
- Single code base



RESPONSIVE IMAGES TEST ON ~500 WEBSITES

TIM KADLEC:

Why do we need
Responsive Images?
72% less image weight



Viewport Size	Avg. Original Size
360	603.89kB
760	622.53kB
1260	635.43kB

Avg. Resized Savings
436.08kB
329.47kB
265.06kB

Adaptive Image Compression

ORIGINAL
IMAGES

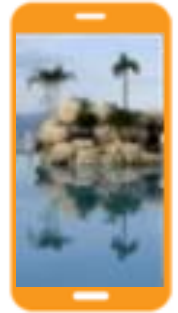
OPTIMIZED
WITH AKAMAI



1.1
MB
MOBILE

83%
SMALLER

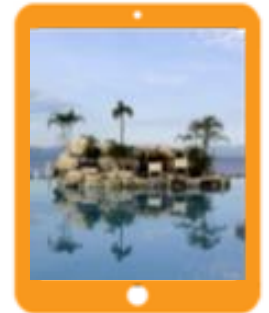
188
KB
MOBILE



1.1
MB
TABLET

82%
SMALLER

197
KB
TABLET



POLL QUESTION:

What is your top priority for 2015?

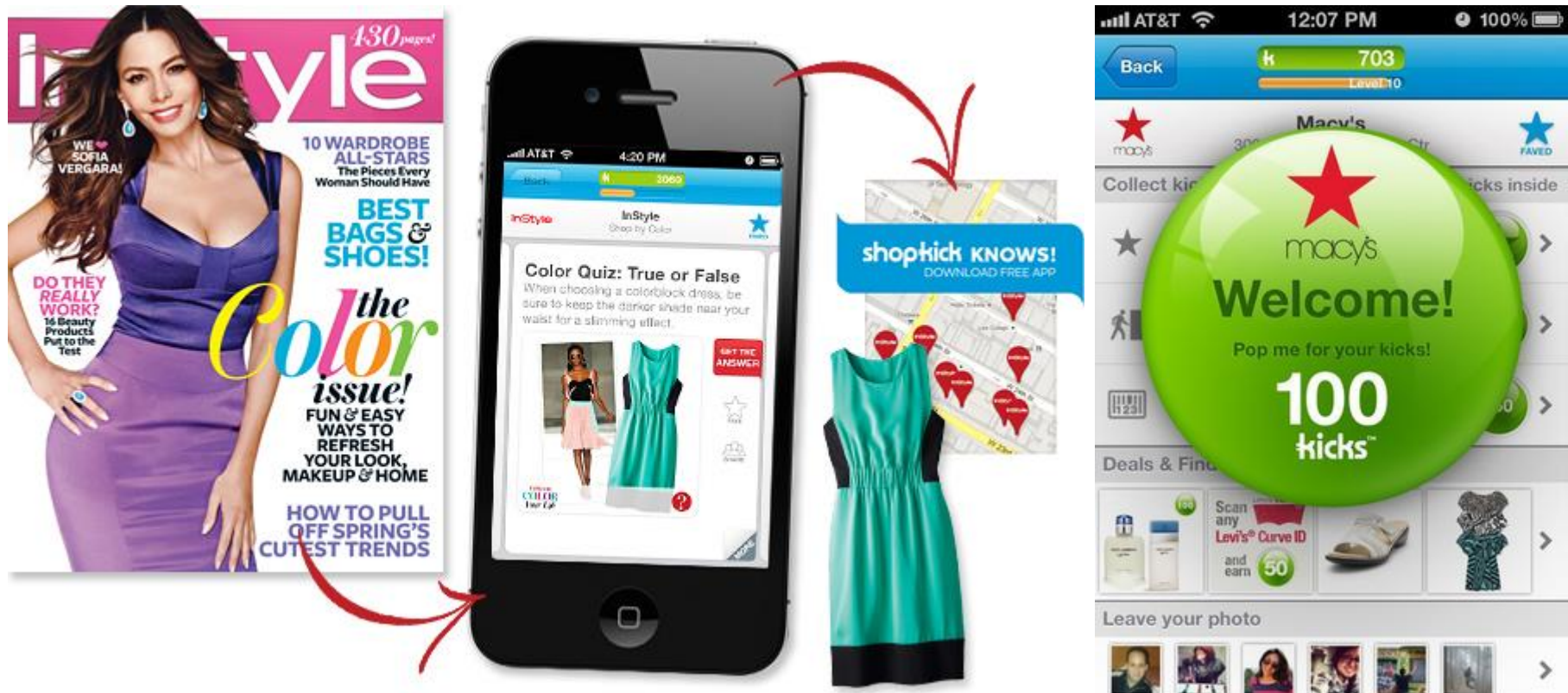
- A) Personalization
- B) Responsive Design
- C) M. Site
- C) Image/Asset Management
- D) Mobile App

ONE TOUCH CHECKOUT



- Near Field Communication
- Apple Pay
- Google Wallet
- PayPal

LOCATION BASED SHOPPING



Macy's says it plans to expand its partnership with Shopkick from a small pilot in the retailer's flagship stores in New York and San Francisco to a national roll-out that will include over 4,000 beacons in Macy's locations across the US.

INTERACTIVE RETAIL



IMPROVING CUSTOMER EXPERIENCE IN STORE

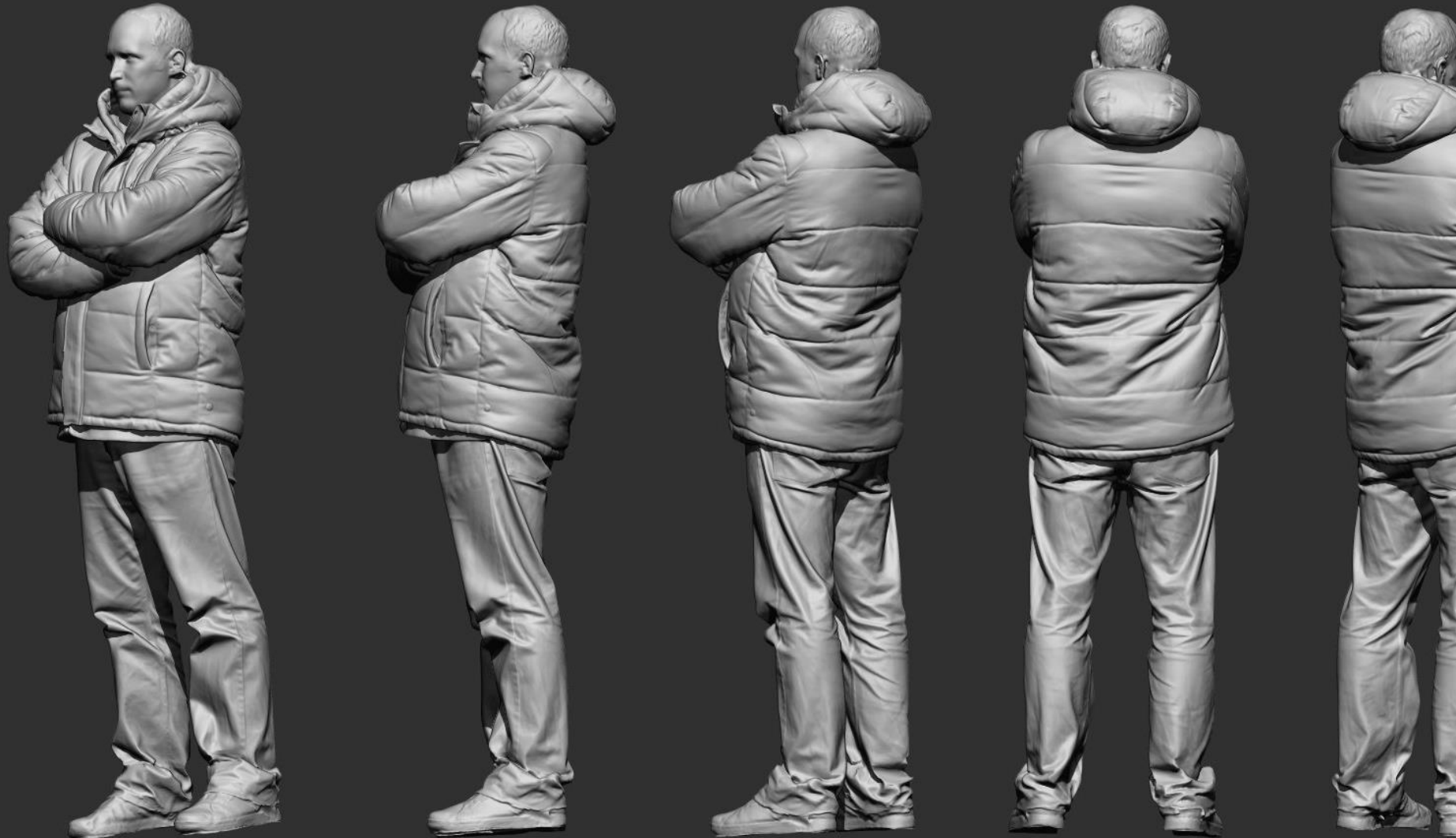


Shoppers who use dressing rooms are 70% more likely to buy versus those that just browse.

VIRTUAL DRESSING ROOMS



3D Body Scanners



CLICK AND COLLECT



Of UK customers surveyed 61% cited avoiding delivery charges and 53% the greater convenience offered as their biggest motivations for choosing click and collect.

Personalization

Importance of Mobile
RECAP
Responsive Design

Omni Channel Customer Experience

