

TRAVEL & HOSPITALITY

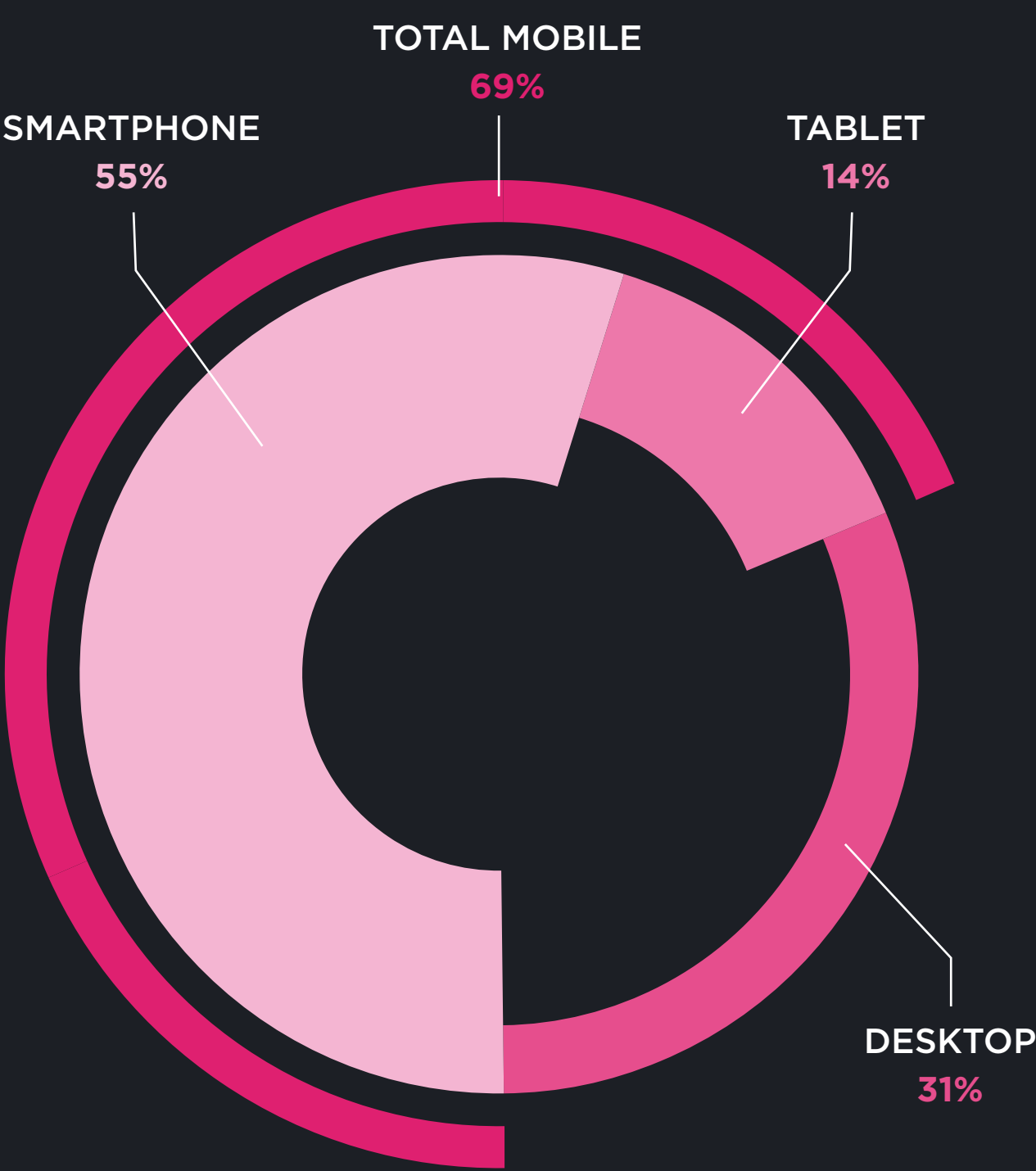
CONSUMER DEVICE PREFERENCE REPORT: Q3 2016

Movable Ink’s US Consumer Device Preference Report was first released in 2013 and provides insight into consumers’ adoption and use of smartphones, tablets and desktop computers and how they engage with email while using their preferred devices. This edition is based on data collected in the third quarter of 2016, July through September.

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OPENS

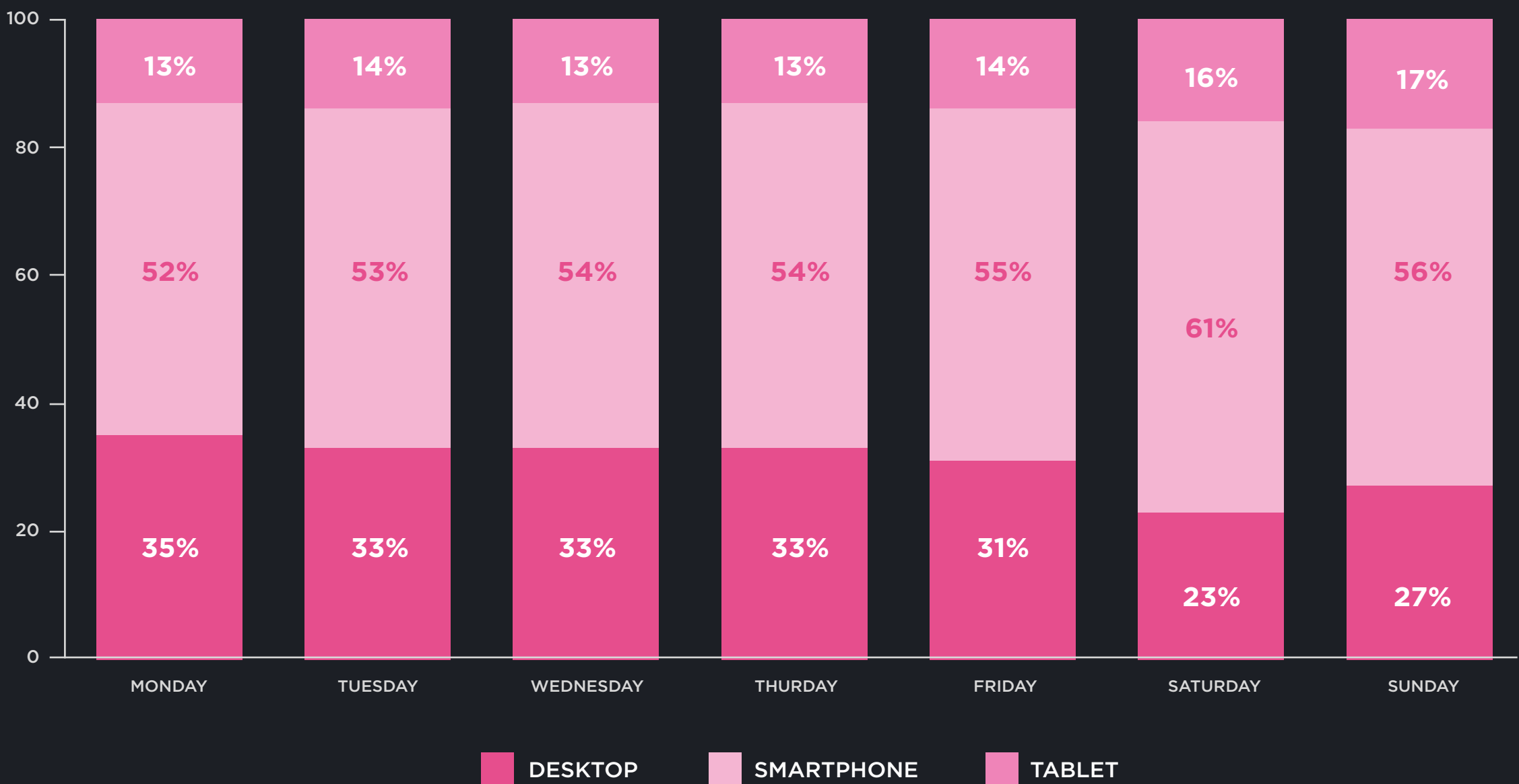
MOBILE OPEN RATES RISE. More vacation planners and road warriors opened travel & hospitality emails on their mobile devices this quarter. The industry saw 69% of opens on mobile devices—up 2% from Q2.



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OPENS BY DAY

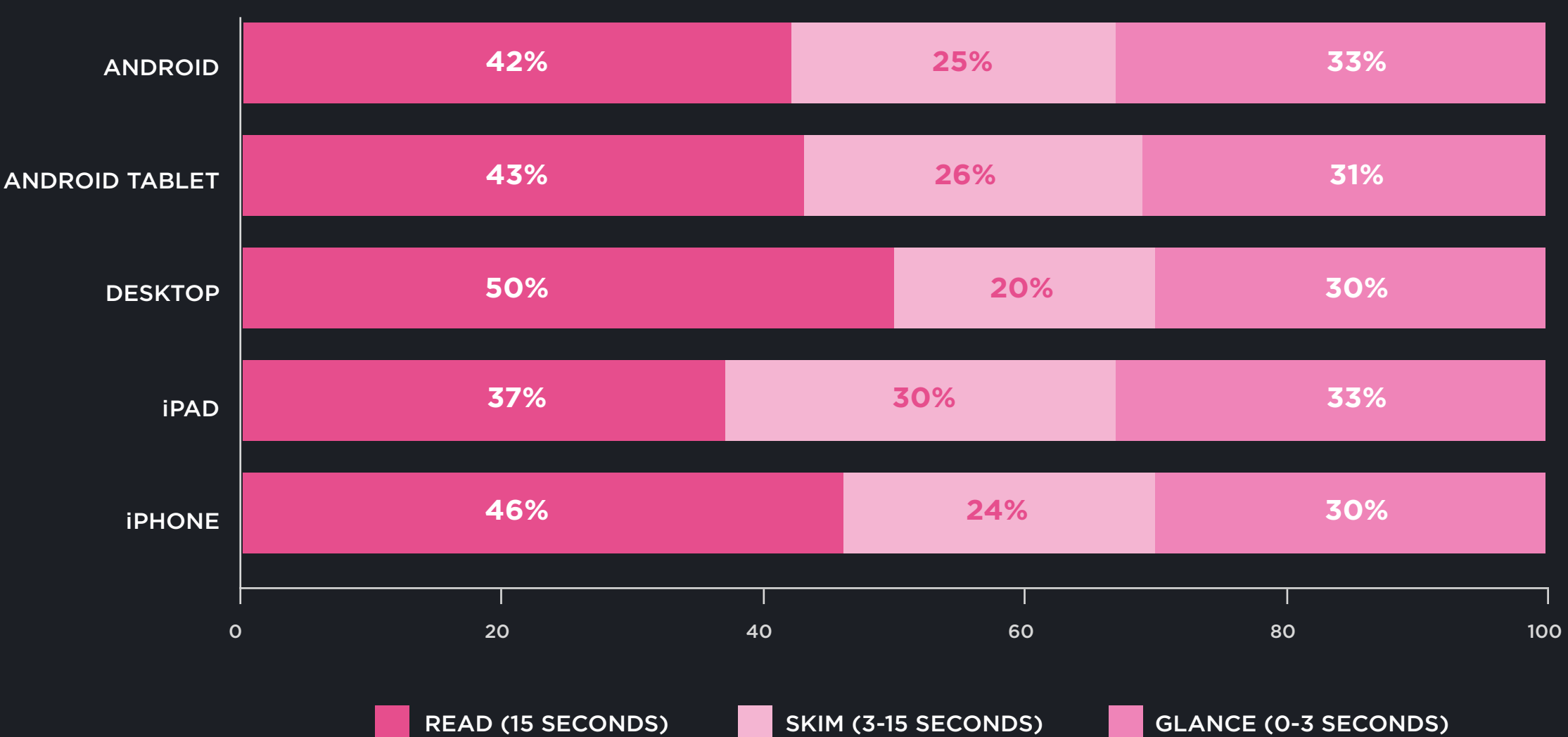
MOBILE OPENS SPIKE EVEN HIGHER ON SATURDAYS. Travel & hospitality emails were opened on mobile devices 78% of the time on Saturdays—making mobile-friendly experiences even more important for weekend sends.



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READ LENGTH BY DEVICE

MORE TIME SPENT READING ON DESKTOP. Of all reading devices, consumers spent the longest amount of time reading travel & hospitality emails on desktops. 50% of emails opened on desktops were read for 15 seconds or more.



Disclaimer: Charts are based on data collected through Movable Ink’s contextual marketing platform between July 1 – September 31, 2016. Analysis of opens was conducted on detectable devices, which does not include Gmail opens. The analysis accounts for 3 billion email opens across the US.

Note about conversions: One other company was removed due to its high percentage of overall transactions.

ABOUT MOVABLE INK

Founded in 2010, Movable Ink pioneered the application of contextual experiences to email and has powered over 150 billion live impressions. Movable Ink clients can use any email service provider to deliver dynamic content that changes, in real-time, according to the context of each individual consumer. More than 350 innovative companies including *The Wall Street Journal*, eBay, Finish Line and Saks Fifth Avenue use Movable Ink to Market in the Moment and optimize their email campaigns to drive ROI. The company is headquartered in New York City with offices in London and San Francisco. For more information, visit movableink.com.