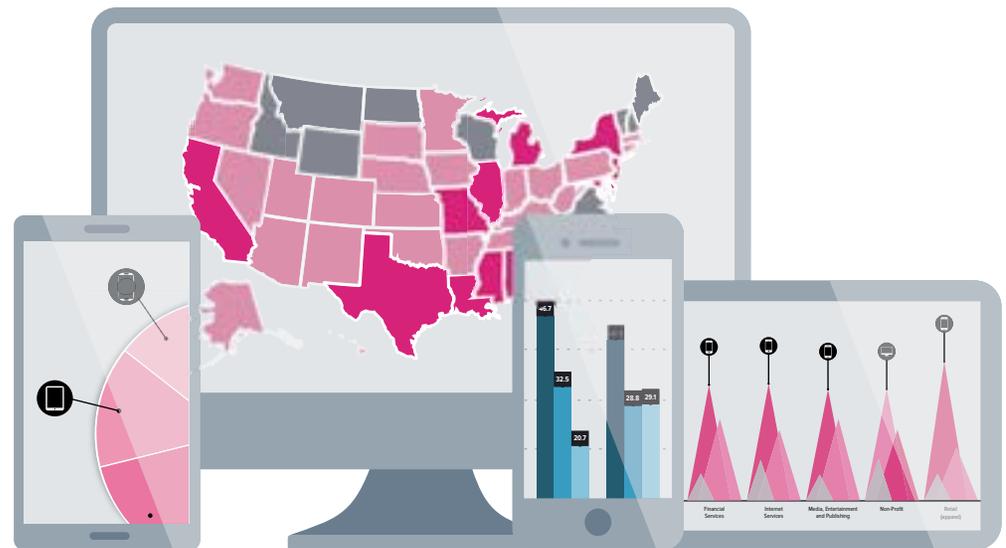




US Consumer Device Preference Report:

2015 Year in Review



EXECUTIVE SUMMARY

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 of the US Consumer Device Preference Report is based on data collected from 6.03 billion emails we analyzed in 2015, January through December, with highlights from Q4.

KEY FINDINGS

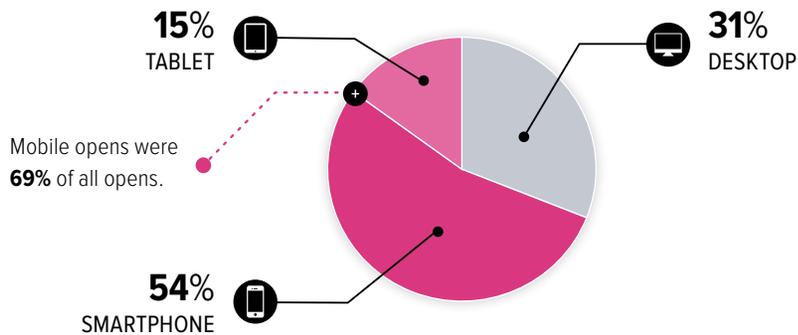
- Q4 email activity was heavily influenced by the holidays. 69% of all opens were on mobile devices, but retail mobile opens spiked as high as 90% during the weeks leading up to Christmas. Many shoppers shifted back to desktops to make purchases, proving that desktop activity is not dead.
- The increase in mobile email opens we've seen in previous years stalled out at around 66% for the first three quarters of the year, but higher mobile activity over the holidays in Q4 brought the annual mobile open average up to 68%.
- Of the 1.4 million conversions we saw in email this year, 53% happened on a desktop. The retail apparel industry is the exception — averaging a 62% mobile conversion rate for 2015.

2015 Q4 HIGHLIGHTS

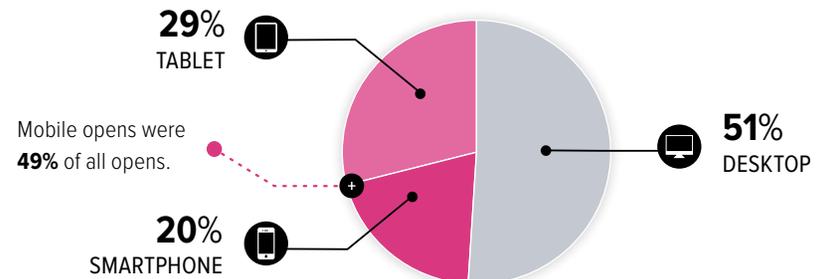
Q4 email activity is usually influenced by the holidays, and 2015 was no exception. Across industries, 69% of opens were on mobile devices. But on-the-go holiday shoppers caused a significant spike in retail mobile opens — going as high as 90% during the weeks leading up to Christmas.

Some of those same shoppers shifted back to desktop for conversions, however — even apparel shoppers, who typically prefer mobile devices for purchases. Although 67% of apparel conversions were mobile throughout the quarter, that number dropped as low as 52% during the holiday shopping season. The holidays proved that while mobile optimization for emails should be a top priority, desktop activity is not dead.

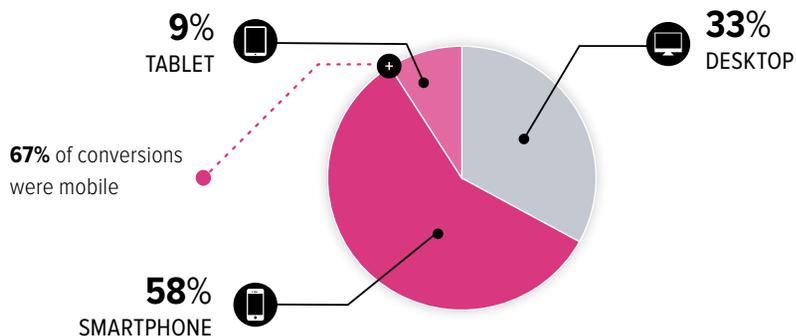
EMAIL OPENS BY DEVICE



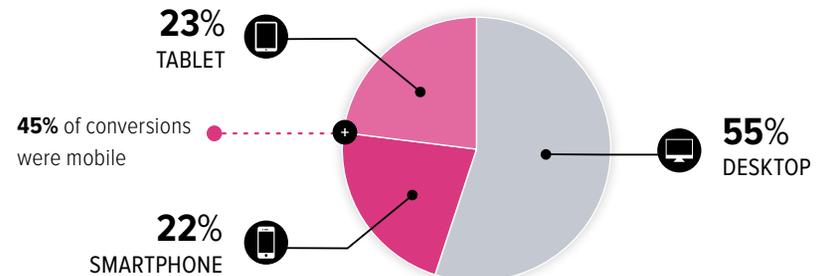
EMAIL CONVERSIONS BY DEVICE



EMAIL CONVERSIONS BY INDUSTRY: RETAIL APPAREL

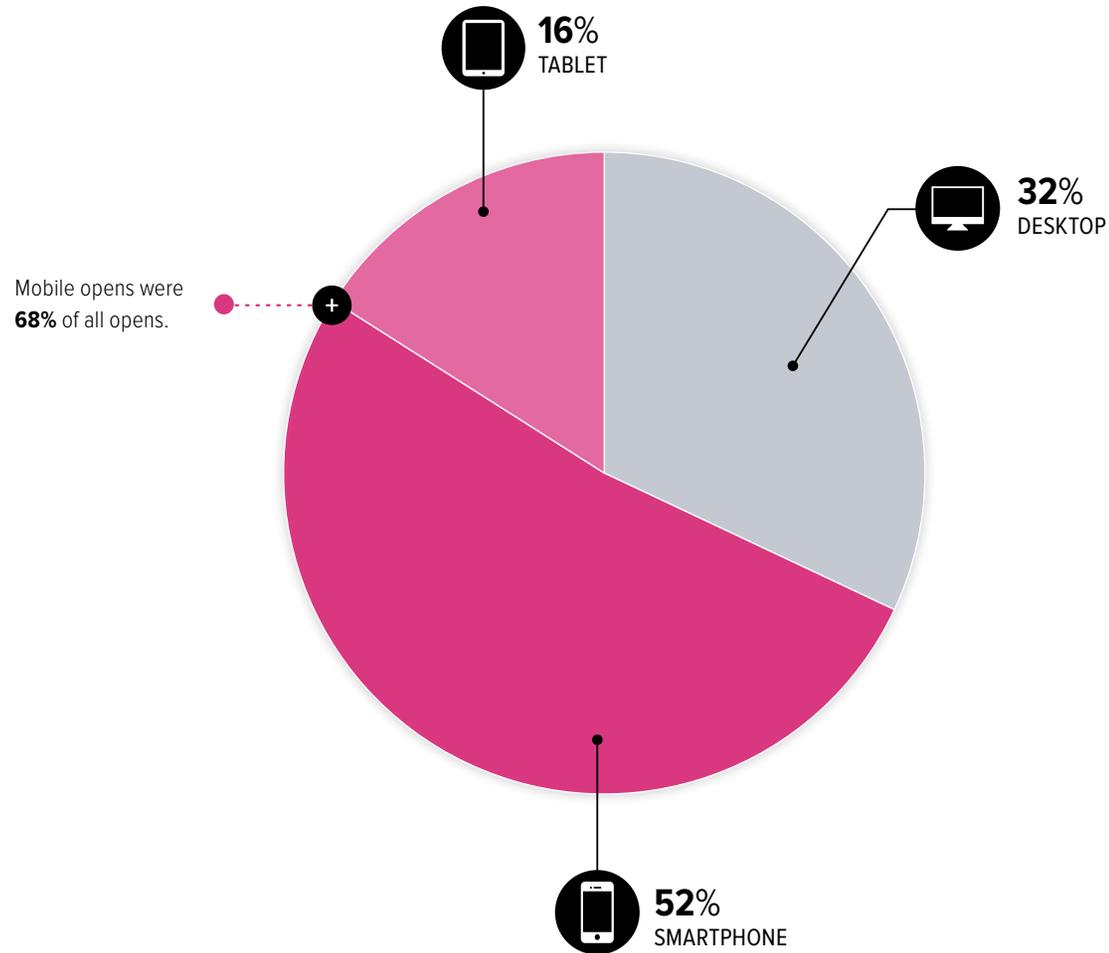


EMAIL CONVERSIONS BY INDUSTRY: RETAIL NON-APPAREL



2015 OPENS BY DEVICE

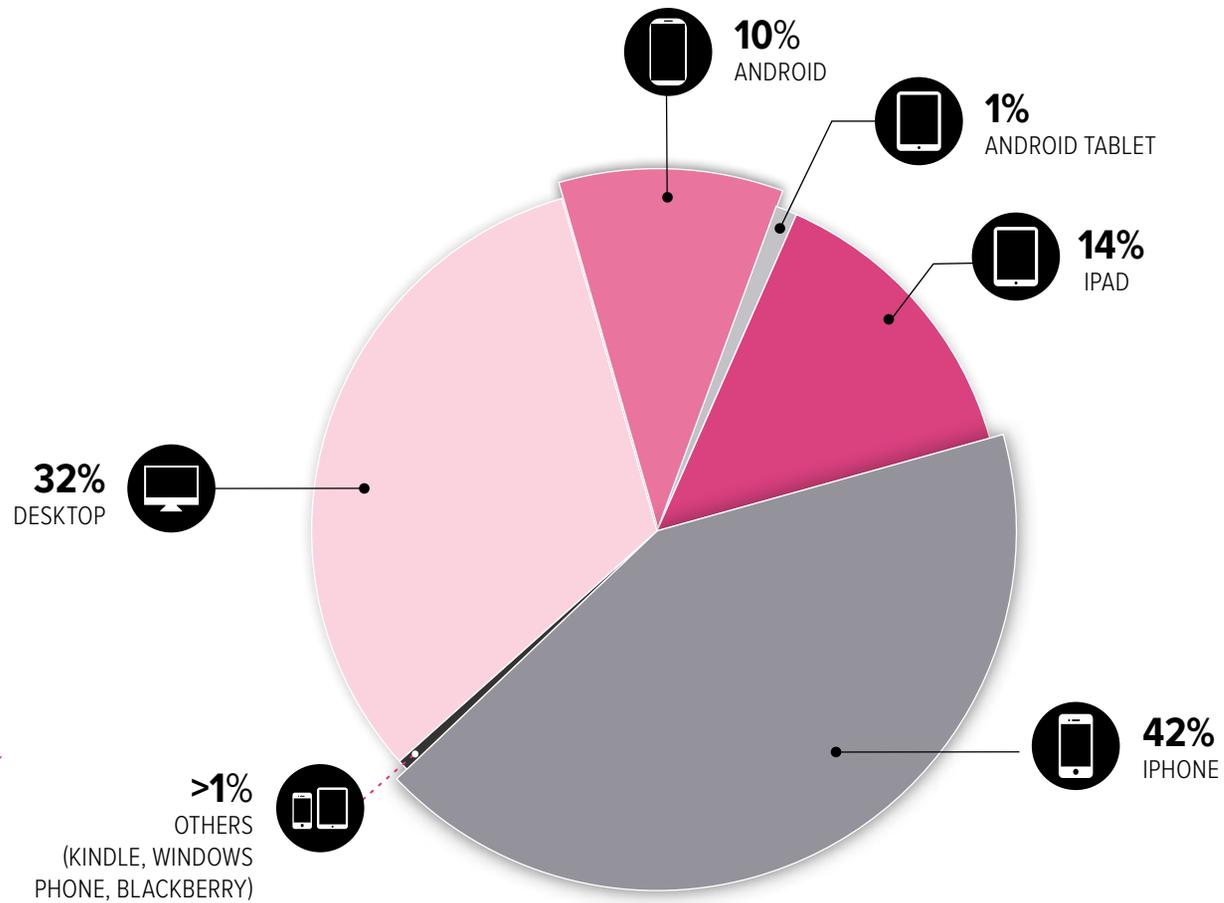
We ended 2014 with mobile accounting for 66% of opens, and the numbers hovered there throughout the first three quarters of 2015. However higher mobile activity over the holidays in Q4 brought the annual mobile open average up to 68%.



EMAIL OPENS BY DEVICE

OPENS BY DEVICE TYPE

Breaking down email opens even further, of the 6.03 billion emails we analyzed, iOS devices accounted for most opens. iPhone was the most frequently used device for opens — at 42%. Desktop came in second and iPad third.

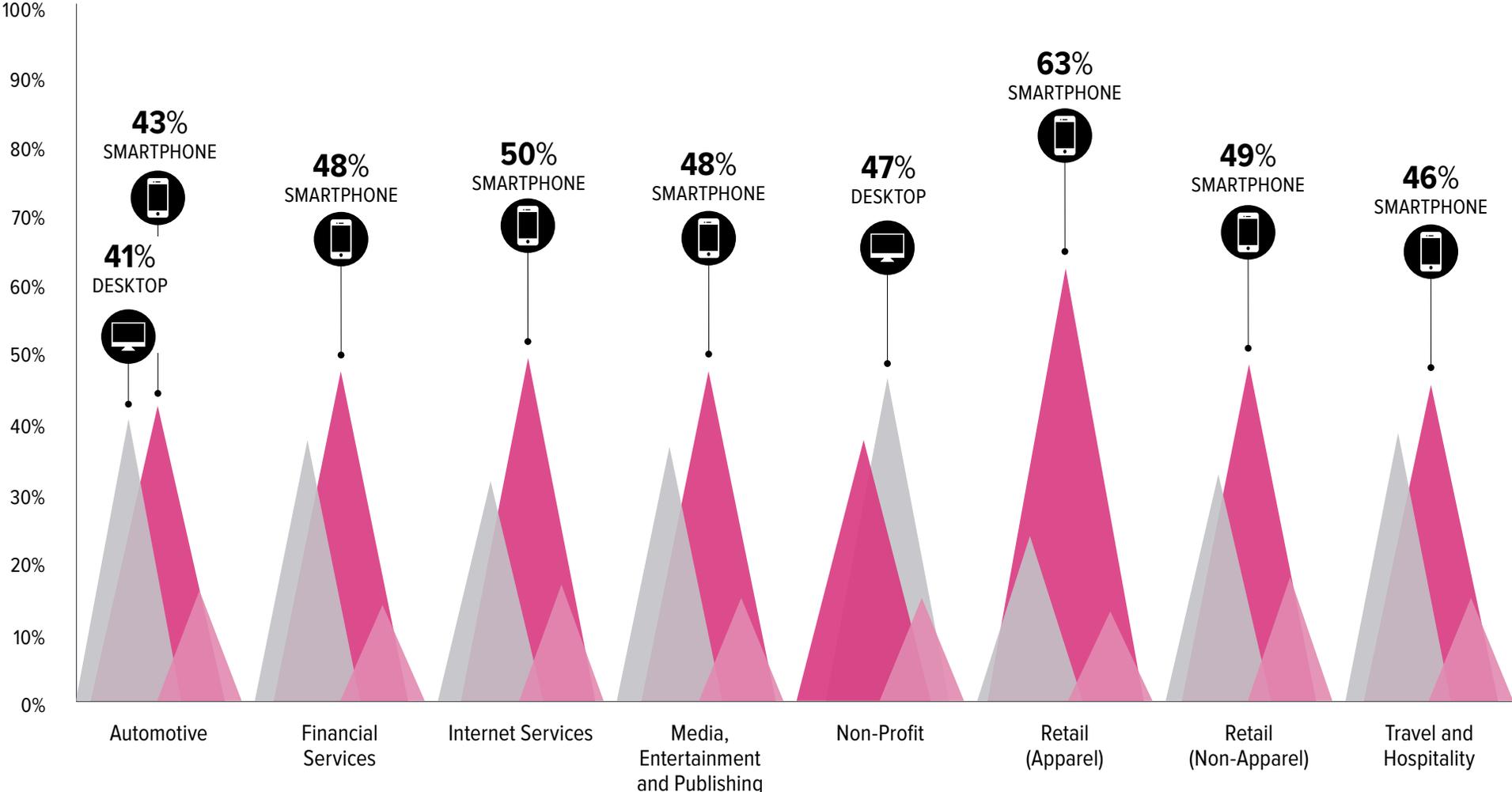


EMAIL OPENS BY DEVICE TYPE

OPENS BY VERTICAL

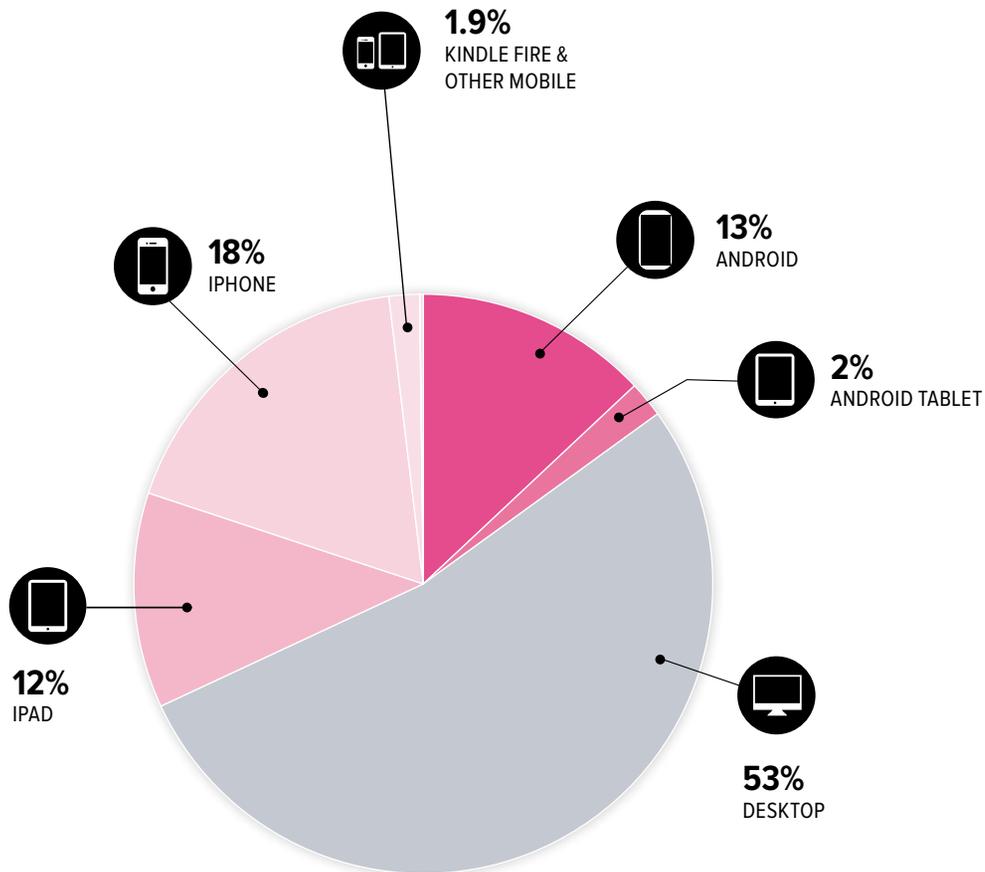
Consumers consistently showed a strong preference for email opens on smartphones across verticals — with apparel shoppers topping the list at 63%, followed by Internet Service consumers at 50%. The non-profit audience continues to be the leader in desktop opens at 47%.

MOBILE DESKTOP TABLET

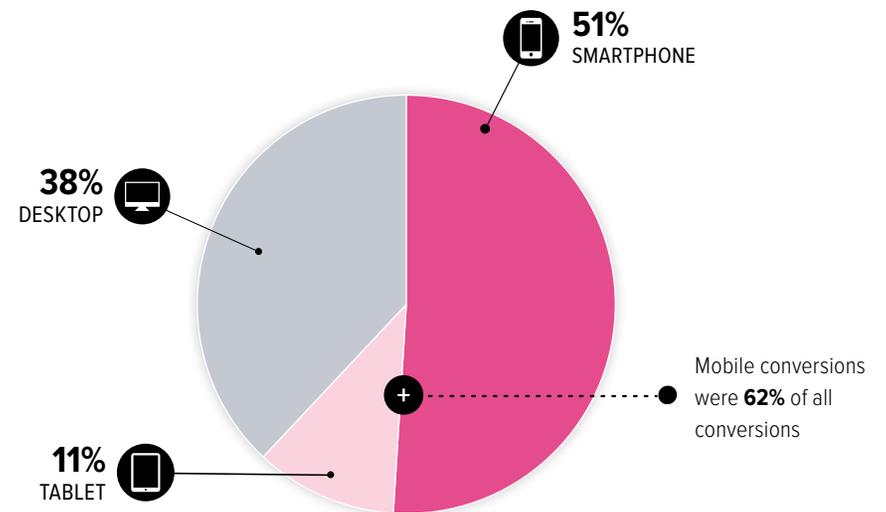


CONVERSIONS BY DEVICE

Of the 1.4 million conversions we saw in email this year, 53% happened on desktop. While, it's common to see consumers across industries switch from mobile devices to desktops to make purchases, the retail apparel industry is the exception. The average mobile conversion rate for the apparel industry in 2015 was 62%.



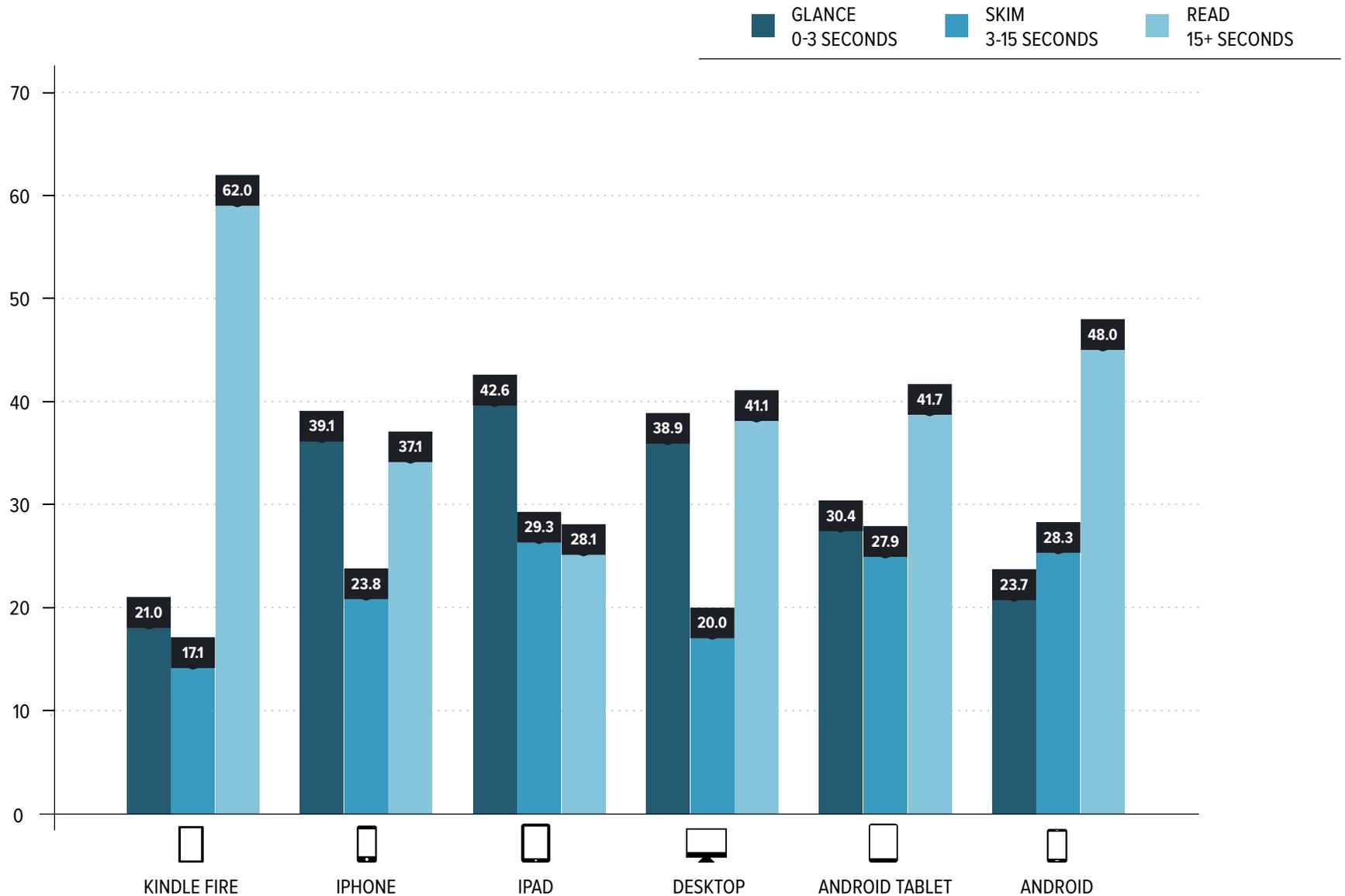
EMAIL CONVERSIONS



EMAIL CONVERSIONS: RETAIL APPAREL

EMAIL READ LENGTH BY DEVICE

Throughout the year, we saw the majority of mobile activity happening on iOS devices, but these same users spent the least amount of time reading emails — most for less than 3 seconds. Kindle and Android users spent the most time in email. 62% of Kindle users spent 15 seconds or more reading their emails, followed by 48% of Android smartphone users.



ABOUT THE REPORT

METHODOLOGY

Charts are based on data collected through Movable Ink's contextual marketing platform between January 1 – December 31, 2015. They reflect aggregate statistics across Movable Ink's customer base, which includes more than 300 companies from the retail, travel, financial, media, and telecommunications industries and account for 6.03 billion email opens across the country unless otherwise stated. Because determining email opens requires images to the load, the percentages for some devices might be over or underrepresented.

CONTACT

For media inquiries, questions, or feedback on this report, please contact our research team at research@movableink.com.



ABOUT MOVABLE INK

Founded in 2010, Movable Ink pioneered the application of contextual marketing to email. 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 customer. More than 300 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, please visit www.movableink.com.



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