



NEWS RELEASE

Limelight Networks(R) Research Identifies Mobile Commerce Features That Will Drive Conversions This Holiday Season and Beyond

11/17/2011

TEMPE, Ariz., Nov. 17, 2011 (GLOBE NEWSWIRE) -- **Limelight Networks, Inc.** (Nasdaq:LLNW) today released research confirming that mobile shopping is becoming an increasingly significant factor in driving sales and overall brand affinity. The survey results prove that retailers who create smooth, rich mobile experiences can increase conversions and build their brands with consumers purchasing on their mobile devices, on their computers, and in the store. The study found that:

- One-third of those who use Internet-connected mobile devices to research and purchase products on shopping sites do so frequently (weekly or monthly)
- Three-quarters report using their mobile device to research products that they will ultimately buy on their computer or in a store
- Mobile shopping expectations mirror expectations for the desktop – respondents want speedy experiences, rich media like product videos, and easy-to-use sites
- 80% report instantly abandoning their shopping experience if they have a bad experience using their Internet-connected mobile device

Respondents Use Mobile Devices to Purchase Regularly

Respondents were asked how often they use their Internet-connected mobile device to purchase products other than downloadable apps, games, eBooks, and music:

- 34% purchase regularly (once every 1-2 months) or very often (more than once a week)
- 33% purchase occasionally (once every 3-6 months)

Research on Mobile Phones Drive Purchases in the Store and on the Desktop

The survey asked respondents where they complete purchases after they have researched a product on their Internet-connected mobile device but did not purchase the product on that device:

- 76% have purchased a product at the store after they have researched the product on their Internet-connected mobile device but did not purchase it on that device
- 72% have purchased a product on the retailer website on the computer after they have researched the product on their Internet-connected mobile device but did not purchase it on that device

Further, 71% of respondents report using their Internet-connected mobile device to research products while they are physically in the store.

"Even if respondents do not complete purchases on their Internet-connected mobile devices, they are using their devices as a source of product information before making purchases elsewhere," said David Hatfield, Senior Vice President, Sales and Marketing, Limelight Networks. "The mobile device has emerged as a gateway to retail engagement across multiple selling channels, and therefore retailers who maximize the mobile shopping experience are best positioned to increase sales and overall brand loyalty."

Expectations for Mobile Shopping Features

Survey respondents ranked the importance of mobile shopping features to making the experience of researching and/or purchasing products on their Internet-connected mobile device a good one:

- 88% ranked the time it takes for the site to load or appear on the screen as extremely important or important
- 88% ranked providing detailed product images on the site (for example, "zoom in" product photography or product videos) as extremely important or important
- 82% ranked mobile site optimization, or how the site appropriately fits the screen (for example, no side-to-side scrolling), as extremely important or important

"Consumers do not want to wait – they want to immediately begin shopping on their mobile devices, making the time it takes to begin viewing, searching, and clicking on a site absolutely critical," stated Jonathan Cobb, Mobility Solutions, Limelight Networks. "Equally important to speed is the availability of rich product imagery, which provides the detailed information that consumers need when purchasing on their phones or researching the products they will buy in store or on the computer."

Site Abandonment

Respondents were asked how they respond to a bad shopping experience on their Internet-connected mobile device:

- 62% abandon the site on their mobile device and return to the site at a later date using a computer
- 21% complete their research and/or purchase using their mobile device but will never return to the site in the future if they can avoid it
- 18% abandon the site on their mobile device and seek alternative brands using their mobile device

"Consumers are unwilling to suffer less than optimal mobile shopping experiences, with 80% reporting that they will instantly abandon a bad experience," said David Reisfeld, GM, Content Delivery Solutions, Limelight Networks. "Although 62% of respondents noted that they intend to return to the retailer at a later date using a computer, the retailer has still lost the immediate purchase and cannot guarantee that the buyer will ultimately complete the purchase in the future. Even worse, almost 40% of respondents indicated that they will actively avoid a retailer's unsatisfactory mobile site."

Written Responses

The survey asked respondents to provide written responses to two questions. The first question asked them to describe the ideal shopping experience when using their Internet-connected mobile device to research and/or purchase products on a shopping site. The following comments are representative of the write-in responses received:

- "The site loads quickly"
- "Finding the products that I want right away" / "information is readily available"
- "Easy to navigate the site (i.e. no side-to-side scrolling, mobile-friendly layout, page fits perfectly on my screen)"
- "Being able to see clear and detailed product images, videos, and other features (i.e. zoom-in zoom-out, product reviews)"
- "When the mobile site is just as easy as using my computer"
- "Quick and smooth throughout the transaction process"
- "Search feature should be fast, accurate, and results fit on my screen"

The second question asked respondents to state their biggest pet peeves when using their Internet-connected mobile device to research and/or purchase products on a shopping site. The following comments are representative the write-in responses received:

- "It takes a long time for the site to load"
- "When it's hard to find the product information that I'm looking for right away (i.e. images don't load, text unreadable)"
- "When the mobile version of the site does not have what I need (in contrast to regular website)"
- "Not offering features like detailed product images or pictures (unable to enlarge or zoom)"
- "When there is no mobile app or mobile website"
- "The mobile site or app freezes up, delays, or crashes"
- "When the site doesn't make you feel safe and secure through the transaction process"
- "Not offering information like product descriptions or reviews"

Survey Respondents

Of the 520 respondents who completed the survey:

- 83% have researched and purchased a product on a shopping site using their Internet-connected mobile device
- 17% have simply researched products on a shopping site using their Internet-connected mobile device

Initially, a total of 1,052 consumers entered into the survey. The first question asked consumers to select from a list which, if any, Internet-connected mobile device they own. Only those who own smartphones that use an iOS, Android, or Windows operating system (OS) and/or who own a tablet could continue taking the survey, which included 771 respondents. Respondents were then asked if they had previously researched and/or purchased a product on a shopping site using their Internet-connected mobile device. Respondents who answered "yes" were allowed to continue the survey, which included 520 respondents. Thus, a total of 520 respondents completed the survey, and only their responses are included in the results.

- 73% of all initial respondents own smartphones that use an iOS, Android, or Windows operating system (OS) and/or who own a tablet (771 out of 1,052)
- 67% of respondents who own smartphones that use an iOS, Android, or Windows operating system (OS) and/or who own a tablet have researched and/or purchased products on a shopping site using their Internet-connected mobile device (520 out of 771)
- Almost 50% of all initial respondents own smartphones that use an iOS, Android, or Windows operating system (OS) and/or who own a tablet and have used their device to research and/or purchase products on a shopping site (520 out of 1,052)

About Limelight Networks, Inc.

Limelight Networks, Inc. (Nasdaq:LLNW) provides solutions that enable business and technology decision makers to

profit from the shift of content and advertising to the online world, the explosive growth of mobile and connected devices, and the migration of IT applications and services into the cloud. Our worldwide customers use Limelight's massively scalable software services that engage audiences, enhance brand presence, analyze viewer preferences, optimize advertising, manage and monetize digital assets, and ultimately help build stronger customer relationships. For more information, please visit <http://www.limelightnetworks.com> or follow us on Twitter at www.twitter.com/llnw.

Copyright © 2011 Limelight Networks, Inc. All rights reserved. All product or service names are the property of their respective owners.

CONTACT: Media Contact:
Heather Miller
215-867-8600 x239
media@llnw.com

Source: Limelight Networks