

# US BLACK FRIDAY: TIME TO RETHINK YOUR MOBILE APP EXPERIENCE?

More than 25% of sales on Black Friday will be done using a mobile device in 2018 making mobile experience more important than ever. Consumer satisfaction with mobiles apps of retailers that went into insolvency in 2018 was lagging behind the industry leaders.

## Average mobile app rating

**Top-5 US Retailers** by FY2017 revenue  
(n=1.5m)

Major US Retailers\* **filing for bankruptcy** in 2018  
(n= 16k)



Revenue	Name	Rating
\$486bn	Walmart	4.5
\$178bn	Amazon	3.5
\$129bn	Costco	3.1
\$118bn	Walgreens	4.4
\$115bn	Kroger	4.7

Revenue	Name	Rating
\$17bn	Sears	3
\$9.5bn	SE Grocers**	2.1
\$2.7bn	Bon-Ton	2.5
\$2.5bn	Tops	3.7
\$1.3bn	Claire's	3.4

\*Major Retailer threshold is >\$50mn of annual revenue  
 \*\*The rating represents Winn-Dixie's app owned by SE Grocers  
 \*\*\*% share of customers that have given a rating of 1 or 2 stars out of 5

Mobile sales are expected to represent around 40% of e-commerce sales in 2018 and 45% in 2019.

Close to 30% of the US consumers will be making purchases on their mobile devices during Black Friday 2018.

Out of 13 Major Retailers\* filing for insolvency in 2018 only 6 were offering a mobile app to their customers.

6 Major Retailers filing for insolvency in 2018 had a larger proportion of customers unsatisfied with their mobile experience than the industry leaders (42% vs 8%, respectively).