

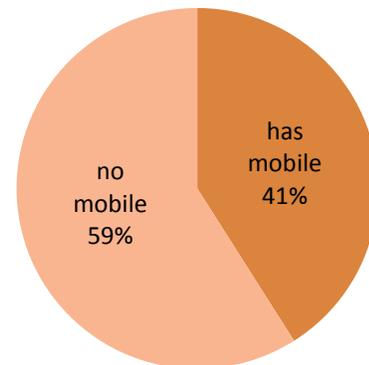
# Mobile Web Survey

November 2010

Mobile marketing encompasses a wide array of technologies and channels: apps, websites, text messaging, and advertising. Circle44 Mobile's web survey focuses on the websites specifically designed for the mobile handset.

## WHAT'S CHANGED?

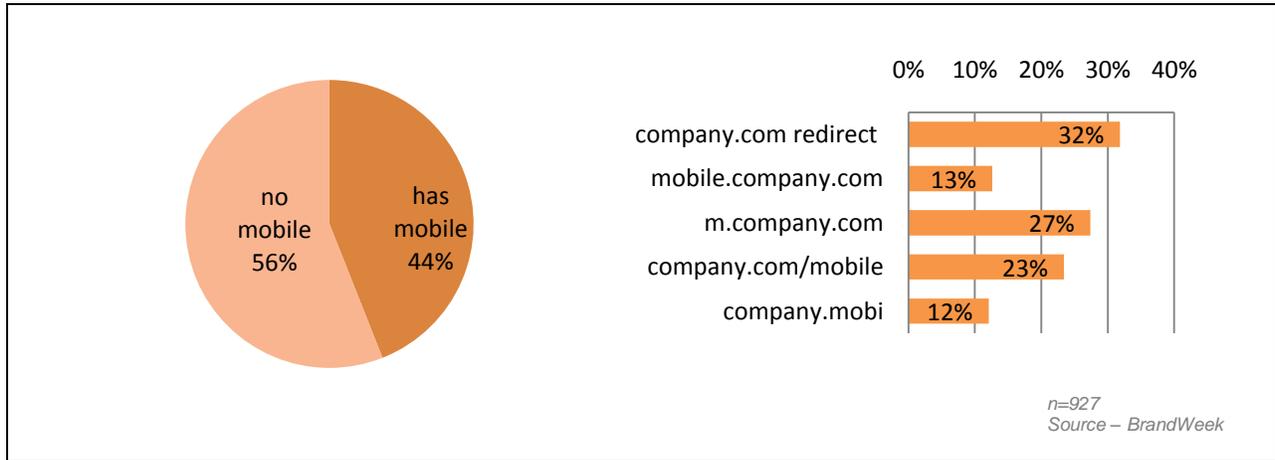
The biggest gain in mobile this month came from retailers, including mobile site launches from two grocery store chains (Costco & Wawa) and Lowe's Home Improvement Stores. Smart Ones frozen dinners also launched a new mobile site, as did Papa Murphy's restaurant chain. The Costco and Wawa sites offer the most functionality, including store locators and the ability to browse products. Furthermore, Wawa's site allows visitors to sign up for their newsletter and obtain employment information. Smart Ones' site has excellent product information and also includes a locator/where to buy feature.



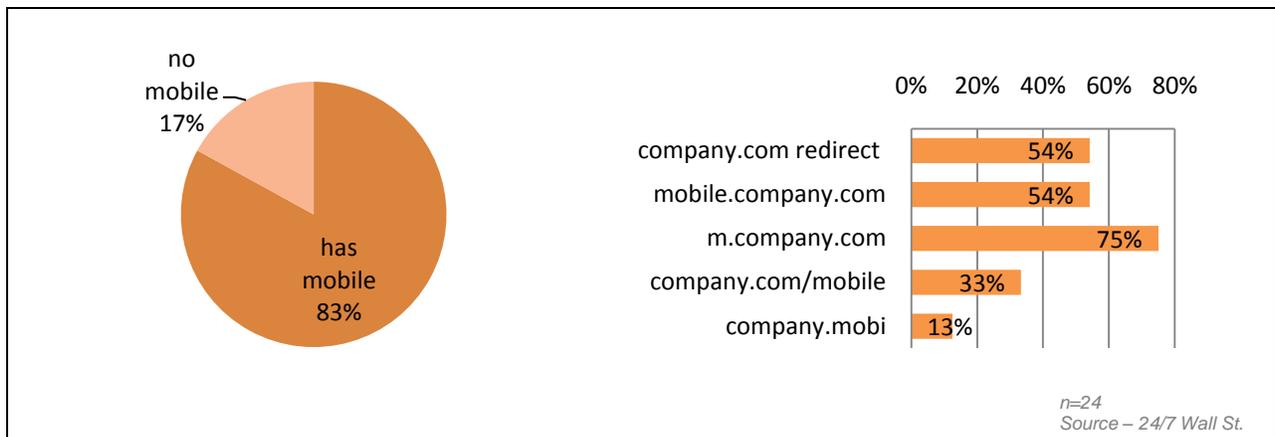
Notable new mobile sites include (from left to right): Smart Ones, Papa Murphy's, & Costco Stores

INDUSTRY SURVEY

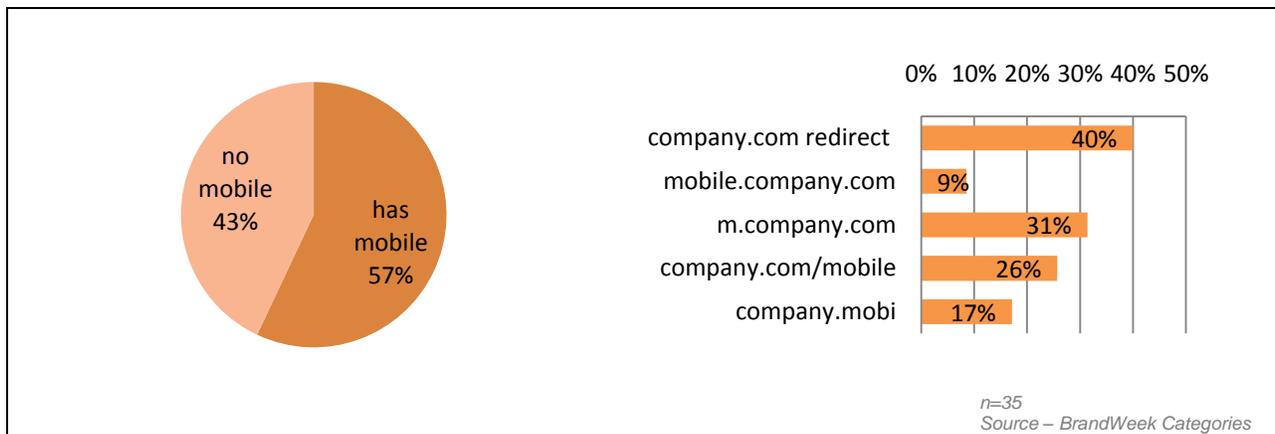
TOP 1000 US BRANDS



NEWS

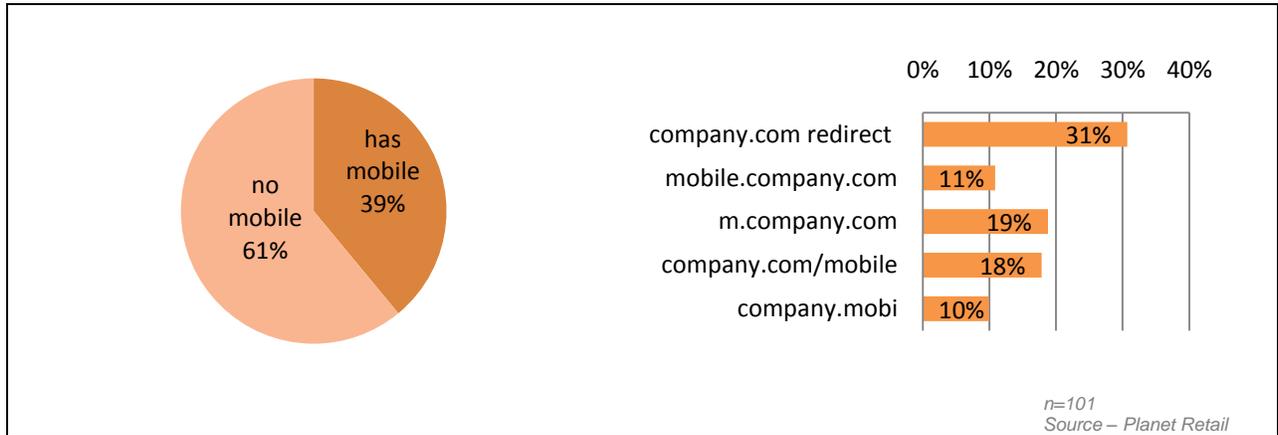


FOOD & BEVERAGE

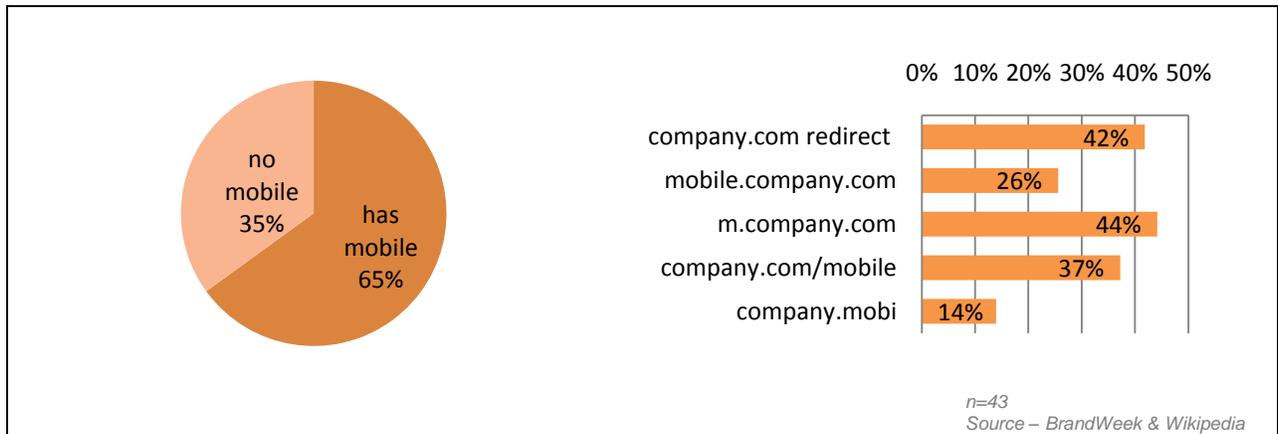


INDUSTRY SURVEY

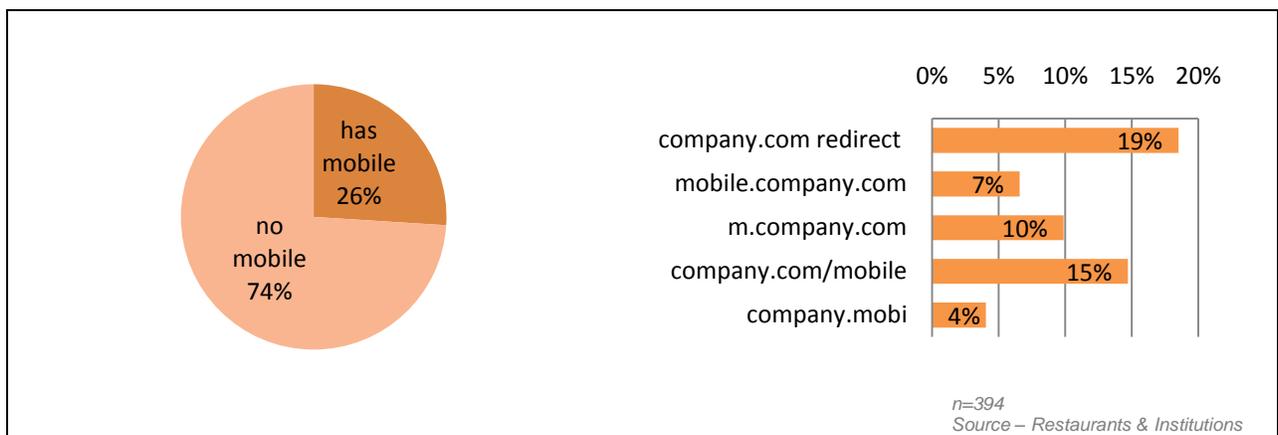
RETAILERS



AUTOMOTIVE INDUSTRY



RESTAURANTS



## METHODOLOGY

The November 2010 Circle44 Mobile survey was conducted during the first week of November 2010. All data was collected based on the experience of an iPhone user visiting the selected websites. Top brand lists were based on the best available data at the time of the survey. To create the best equity possible, brands that were created with staggered release timing, such as movies and video games, were not included in the survey.

The main domain for each brand, as reported by a Yahoo search, was examined through five versions: the domain itself, mobile.domain.com, m.domain.com, domain.com/mobile and domain.mobi. The resulting page was analyzed to determine if it was in fact a mobile-friendly web page. For the purposes of this survey, mobile-friendly is defined as a site designed specifically for a smaller screen, less than 640x480.

## ABOUT CIRCLE44 MOBILE

Circle44 Mobile, a unit of DigiKnow, is a mobile marketing agency that develops campaigns, systems and tools to connect people with clients' ideas and products through mobile technologies. We are experts in knowing their customers and how these customers use technology. Equally important, we are experts in knowing how to use creativity to leverage insights and in how to deliver the technologies to exploit them.

Often referred to as the third-screen, mobile phones, and more specifically smart phones, have already become a part of our everyday lives. We believe that this expansion will continue to the point that Internet-enabled phones will be the only kind of phones the next generation of consumers will ever know. Circle44 is continually learning and adjusting its digital marketing recommendations to meet ever-changing market. From mobile web, to applications, from text-messaging to mobile advertising, we know the mobile space and how it can be engaged for client success.



*Notable new mobile sites include (from left to right): Famous Dave's (from October), Wawa Stores, & Lowe's*