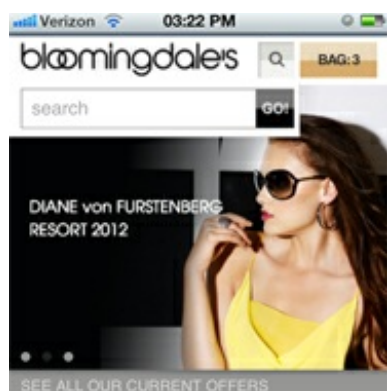


MOBILE

## Luxury retailers top mobile effort IQ: L2 Think Tank

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By KAYLA HUTZLER

Luxury retailers such as Nordstrom, Net-A-Porter and Bloomingdale's are beating out high-end brands in all industries in the mobile field, according to the L2 Prestige 100: Mobile IQ Index from L2 Think Tank.

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L2 celebrated the retailers' use of mobile applications to engage consumers both in-store and out. However, fashion and jewelry brands such as Patek Philippe, Movado, Alexander McQueen and Hermès were found at the bottom of the list due to their lack of a mobile presence and use of Flash that makes Web sites inaccessible from iOS devices.

"Retailers performed, as a group, well above the other industries," said Colin Gilbert, research lead at [L2 Think Tank](#), New York. "Retailers were some of the earliest to recognize the opportunities in mobile and adjust their digital investments accordingly.

"They have been adjusting and investing in mobile for years in a very deliberate fashion," he said. "I also found that looking through the app offering of each of the brands, more than half of the brands have apps but they don't police them very well.

"They don't pull them down if they receive poor reviews and many of the apps lack basic utility and functionality."

The L2 Think Tank's first Prestige 100: Mobile IQ Index took into account factors including mobile sites, mobile apps, mobile marketing and innovation and integration.

Based on a points system, the ranking titles included genius, gifted, average, challenged and feeble in descending order.

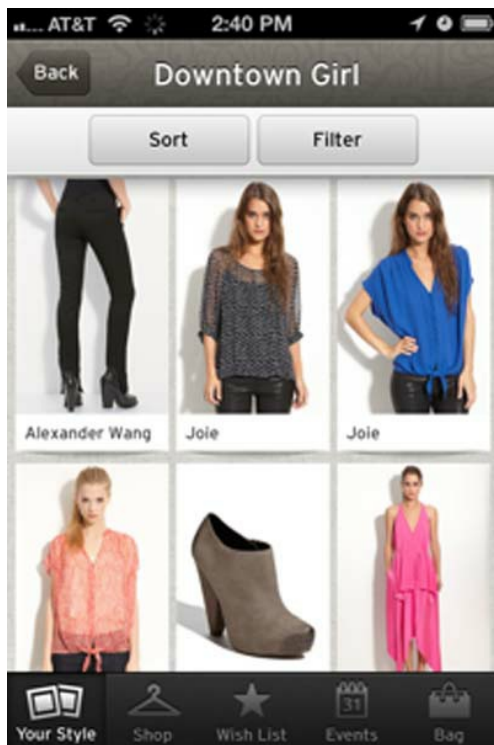
Retail rises above

Luxury and mass retailers dominated the top 10 positions in the Prestige 100: Mobile IQ index.

The top 10 brands in order are Sephora, Nordstrom, Macy's, Net-A-Porter, Bloomingdale's, L'Occitane en Provence, Tiffany & Co., Neiman Marcus, Intercontinental Hotels & Resorts and Estée Lauder.

The employment of mobile apps propelled most of the brands into the top 10, per L2.

For example, Nordstrom was celebrated for its app's ability to link the in-store and mobile experience.



Additionally, Net-A-Porter's multiple unique apps help the marketer expand the reach of in-store promotions and exclusive deals. The retailer's mobile site was also highly-lauded.

Also, Neiman Marcus' separate apps for the iPhone and the iPad that feature gifts and catalogs, respectively, were commended by L2.



Tiffany's What Makes True Love app and related campaign helped launch the jeweler into the top 10.

Meanwhile, L'Occitane's mobile site and app were noted as not being particularly aesthetically-pleasing, but the functionality of both were highly-recognized by L2.

L'Occitane was also the only luxury beauty brand to offer multiples languages on its mobile site.

Estée Lauder's iAd campaign for its Illumination campaign and its highly-functional mobile site is what brought the beauty and skincare brand's mobile IQ into the gifted category.

### Fashion fails

Luxury fashion and jewelry brands comprised the bottom of the mobile IQ index.

The bottom 10 brands were Patek Philippe, Movado, Baccarat, Oscar de la Renta, Balenciaga, Alexander McQueen, Hermès, Piaget, Salvatore Ferragamo, Fendi and Procter & Gamble's Sk-II skincare brand.

The biggest mistake these brands made was to include Flash on their regular Web sites, which hindered the user experience from Apple devices such as the iPad and iPhone.

Additionally, many of the brands did not have a mobile site or app in place, and those that did not had not updated the material in quite some time.

For example, Patek Phillippe's dependency on Flash caused L2 to place the brand last, along with the message, "Please note: the 'next generation' doesn't use Flash."

Overall, only two-thirds of the rated luxury brands maintain a mobile-optimized site and one-third of these mobile development efforts do not yet support commerce, per L2 Think Tank.

Furthermore, less than 20 percent of the brands looked at created unique content for the iPad, the mobile device which is becoming most popular amongst affluent consumers.

"Non-participation is the biggest mistake luxury brands are making in mobile," Mr. Gilbert

said. “I think it is because mobile is challenging for a lot of the brands we were looking at. “[Many] luxury brands are just getting good at conventional digital strategies such as ecommerce or social media,” he said. “So to extend that to this new dimension is a challenge from both a resource perspective and a strategy perspective.”

Final Take

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