



Mobile Presence™ for Retailers

Unbound Commerce offers online Retailers a new way to harness the revenue-generating power of mobile. Unlike “brittle” transcoding services that simply reformat a traditional website for mobile and must be constantly updated, Mobile Presence™ taps into the underlying technology that runs most E-tail sites, and builds an entirely separate revenue-driving mobile site. Only through this approach can capabilities unique to mobile be effectively utilized. Our approach means:

- Maintenance costs are low, because your mobile site does not need to be reconfigured every time you update or change your website.
- Start-up costs are low, because we utilize a pre-built infrastructure that taps into the existing technology “stack” behind most E-commerce sites. All major mobile phone platforms are supported.
- Resources and technology already in-place are leveraged to create a unique, separate mobile site that is able to target the mobile consumer when and **where** they are ready to buy.

Our connector-based architecture makes it easy to extend your existing infrastructure into mobile, to serve mobile customers. We provide out-of-the-box connectors to commonly-used E-commerce applications, like **Endeca, ATG, Yahoo!, Google, and IBM Websphere**. We spent two years building and testing this integration with the technology “stack” most retail websites use so our solution can be deployed rapidly and allows:

- Product catalog and site search
- Merchandizing
- Shopping cart/order management
- Product reviews
- Analytics

Whenever the Need Arises

More touchpoints
= more selling opportunities

Mobile can drive sales to existing channels
- Telesales
- Stores
- Online
in addition to being its own channel



“Since we’ve deployed our (Unbound Commerce) mobile site, mobile conversion rates have gone up 500% and average order value has increased 27%.”
-Mike Neff of Sports Unlimited, a Yahoo! Merchant

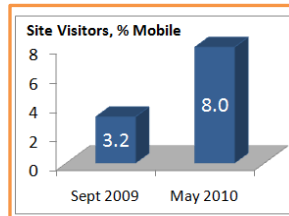
Mobile Commerce expenditures have exceeded \$170 Billion in 2010 and are expected to exceed \$640 Billion by 2014.
- Jupiter Research

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How We Work

We are a Boston-based team focused on helping Retailers tap into the revenue-driving power of mobile and social commerce via location-based and social technologies. We want to exceed your expectations and have worked with top-tier brands, agencies and E-commerce solution providers. With nearly 100 clients using our solution, we invite you to **contact us today** to start tapping into the true potential of mobile and social commerce!

Case Studies



Finish Line is a \$1 billion retailer of athletic footwear and apparel with more than 660 stores in malls across the U.S., and a fast-growing e-commerce business. Finish Line chose Unbound Commerce because they didn't want to simply take their existing web pages and develop a mobile format for them. "Mobile is different," observed Roger Underwood. "Our customers use mobile in places where they don't use our main web site – such as social settings like at friends' homes, or in our stores. Mobile brings different capabilities, like location-awareness and cameras." Customers have embraced their new mobile site and mobile traffic has increased from 3.2% of all site visitors in September 2009, to 11% in November 2010. Beyond E-commerce revenue, mobile site visitors now use click-to-call to reach the telesales center. "Originally, we wanted click-to-call as a way to compensate for our shopping cart limitations. But we now realize that it's an important option when using your mobile phone to place an order," says Underwood.



Six months after its launch, approximately 10% of K&L's daily online traffic was coming from mobile users!

Named by the Wall Street Journal as the best wine Web site in the U.S. (April 2009), California-based **K&L Wines** finds the world's best wines and offers them at the best prices. "Unbound was our first choice because their approach gave us the ability to leverage our existing Endeca deployment," according to Zucker. K&L purchased a license for Unbound's Mobile Presence™ for Endeca software, and Unbound implemented the mobile site. The mobile site is based on Endeca's search and merchandizing technology, giving customers streamlined access to K&L Wine Merchants' product catalog, as well as wine reviews, tasting notes and wine recommendations, using any Web-enabled mobile phone.



"Unbound Commerce's platform has proven to be a great fit with Yahoo Merchant Services. We received very positive feedback from the market trial"

-Paul Boisvert, Yahoo!

Yahoo! has partnered with Unbound Commerce to offer a "plug and play" Mobile Presence™ E-commerce option to all of its 45,000 Yahoo! Merchants. By "tapping the stack" and integrating with the backside Yahoo! API, Unbound allows merchants to quickly and easily start reaping the benefits of mobile commerce, by driving incremental revenue through a mobile channel.

Unbound Commerce offers a **Facebook** social commerce plug-in, so merchants can engage visitors to their Facebook Fan page with complete catalog and commerce capabilities, all within the Facebook environment. Social Commerce is poised to explode in 2011 and Unbound has a complete solution ready to implement today!

To launch a mobile and social commerce site quickly and cost effectively, Unbound Commerce can leverage your existing **Google** product feeds. We just completed our first mobile commerce site build for online retailer Dover Saddlery, using Google APIs.