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Gap Inc.'s Mobile Journey

Dave Barrowman

Senior Director of Product Management, Gap Inc.

May 3, 2012

Gap Inc.



2004 – 2006

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- *Should we build a mobile site?*



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2007 – 2009

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- *When should we build a mobile site?*



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2010

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- *We should build a mobile site. Now.*



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If you build it, they will come.

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**Turns out,
even if you DON'T build it,
they will come...**

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Traffic

Gap Inc.



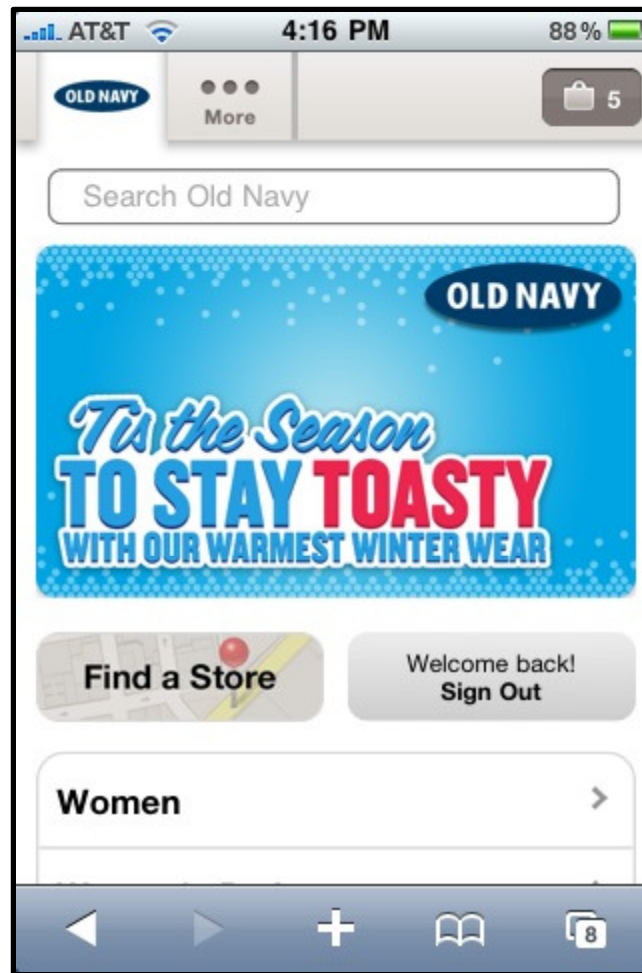
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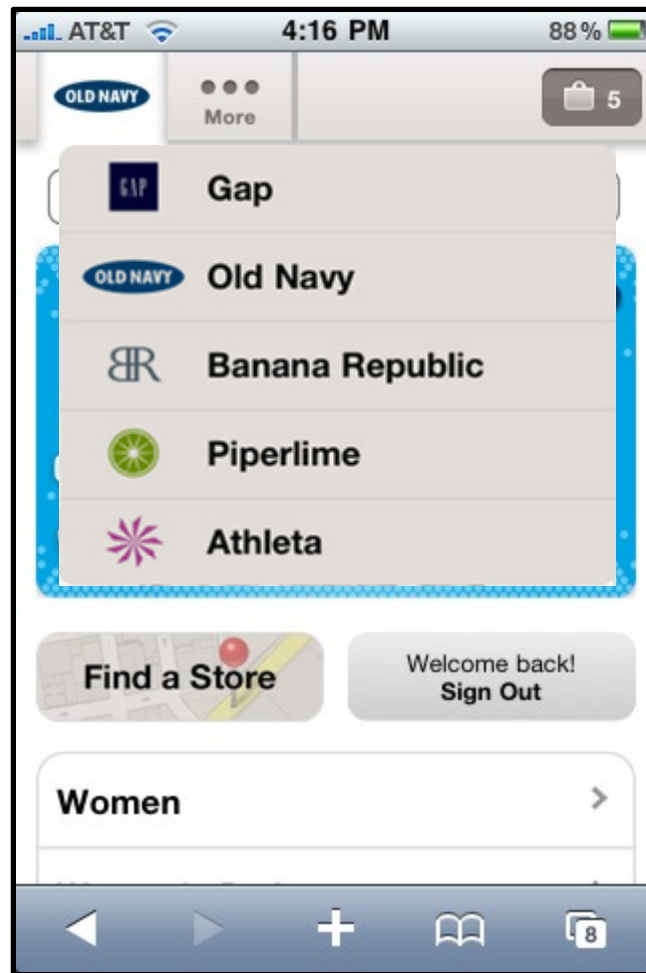
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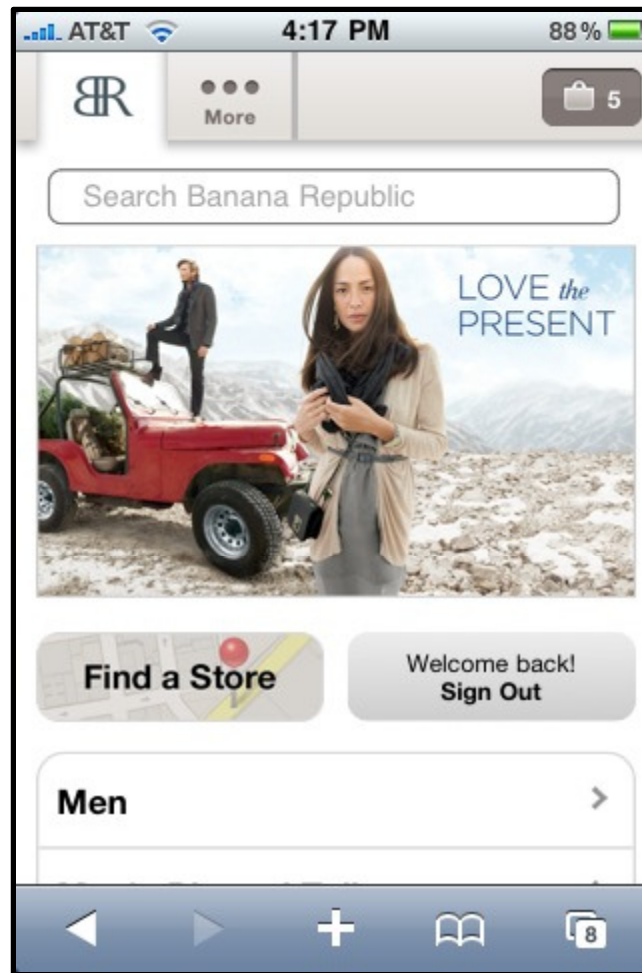
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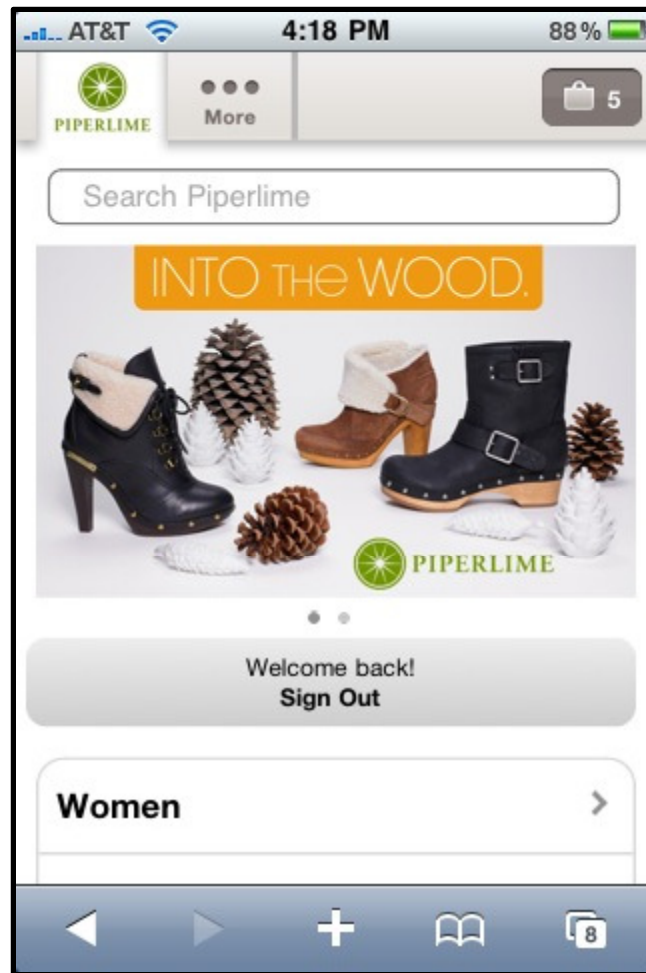
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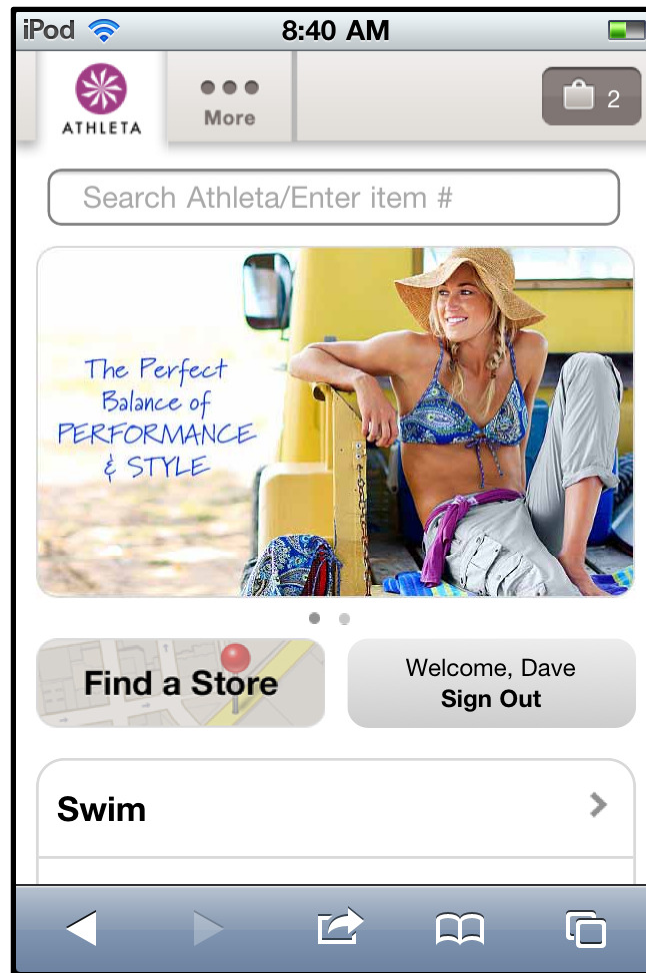
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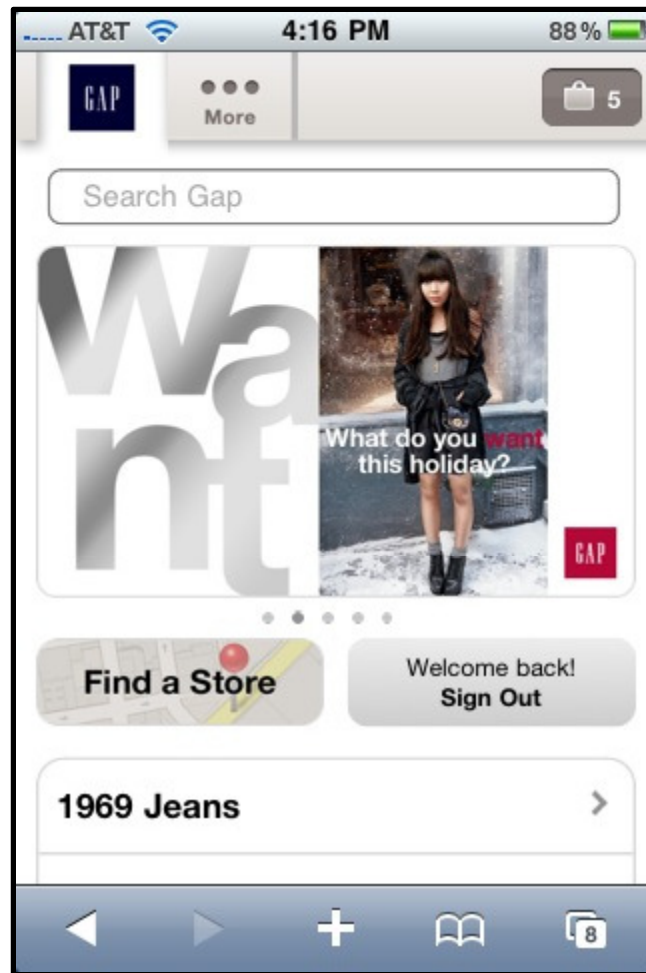
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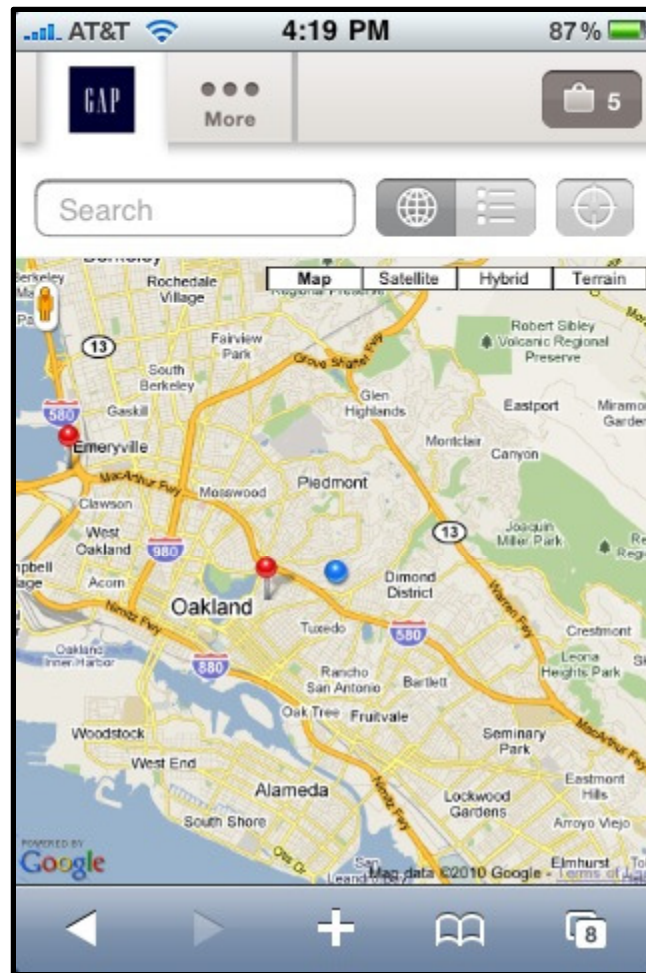
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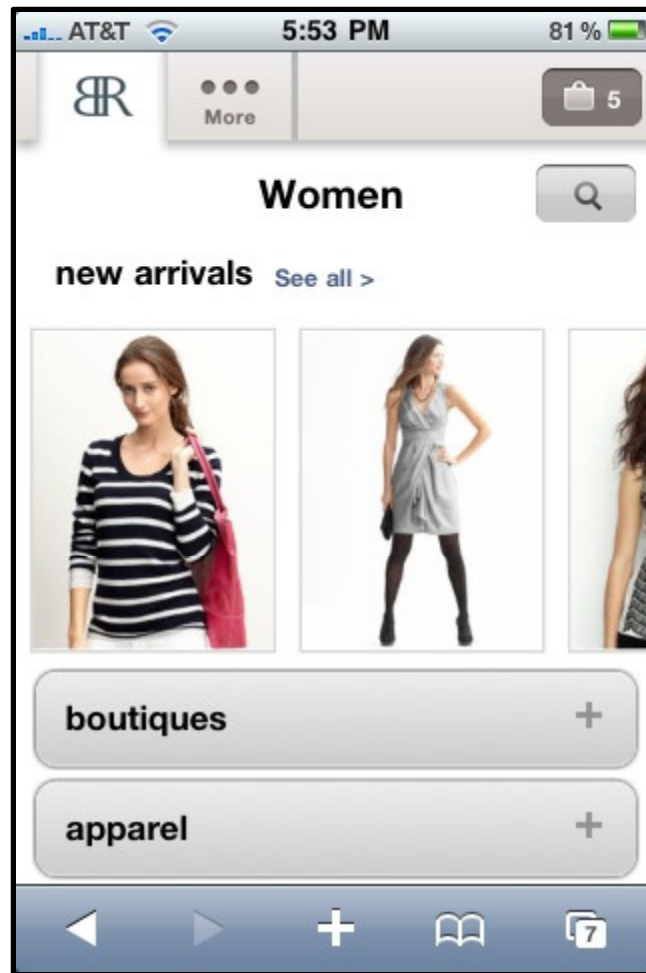
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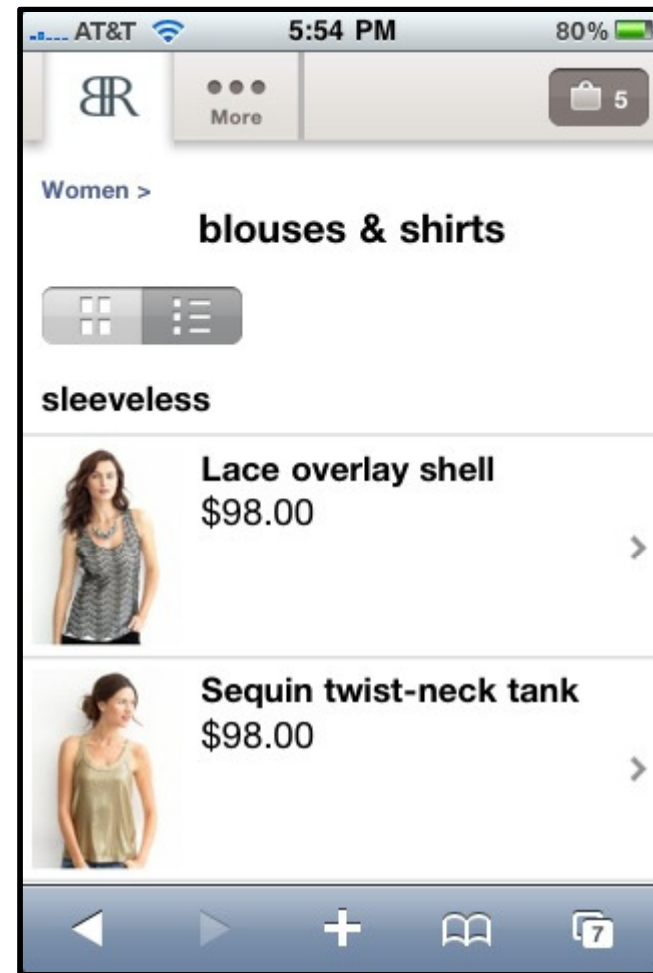
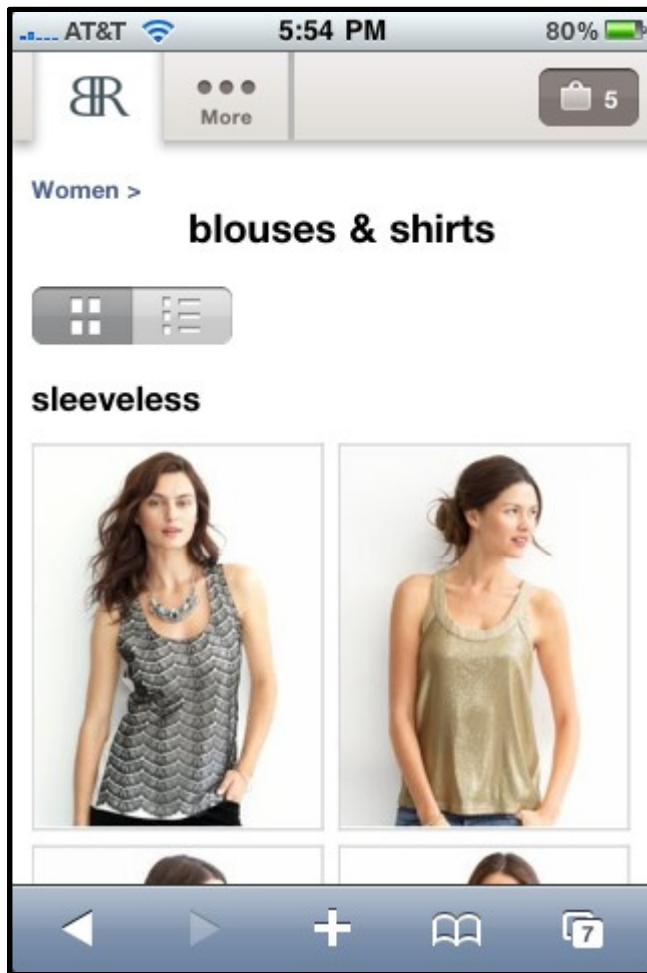
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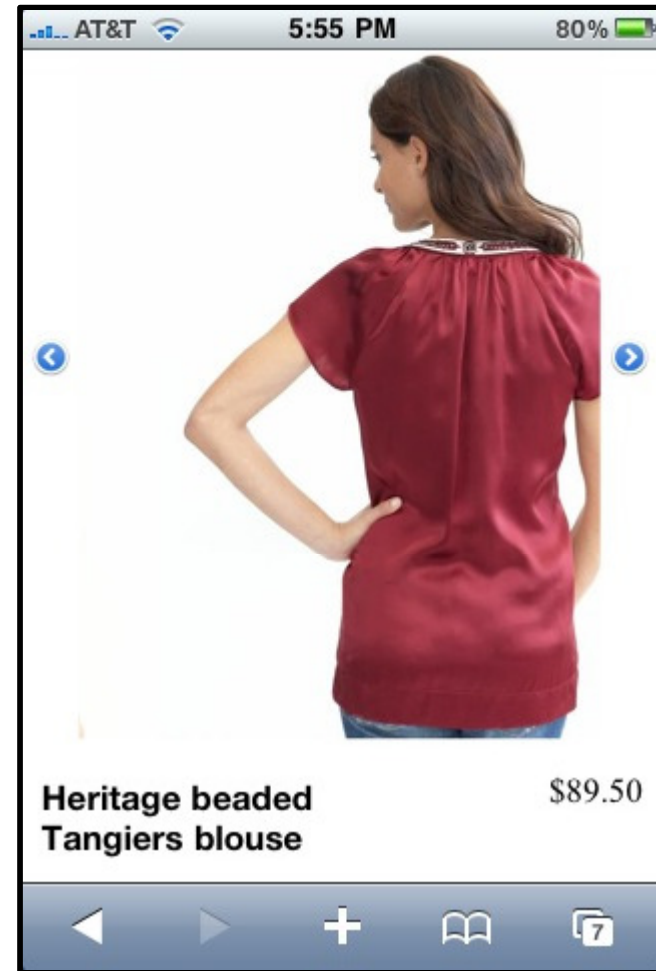
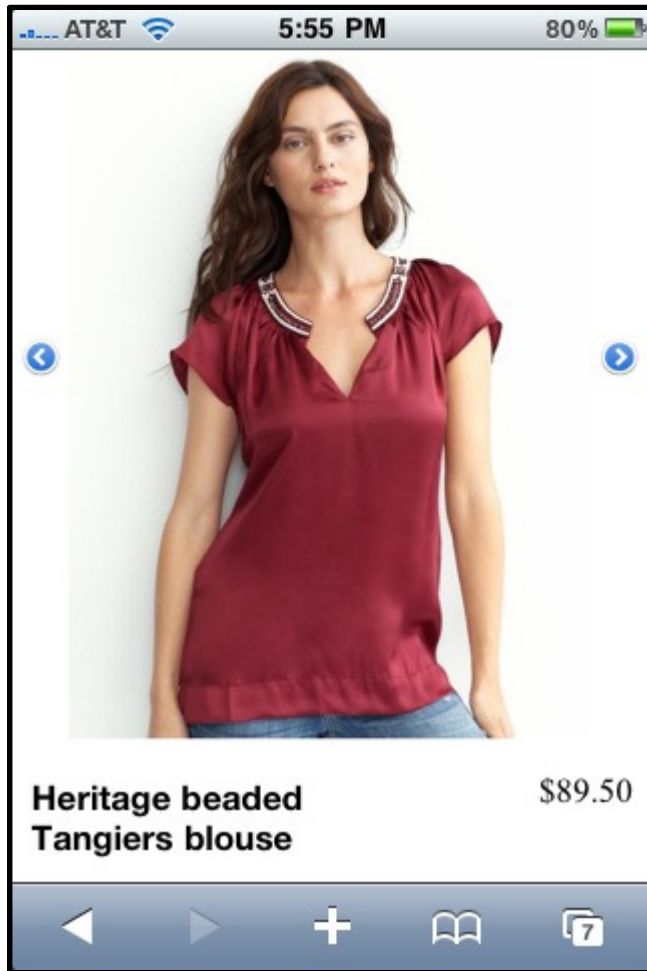
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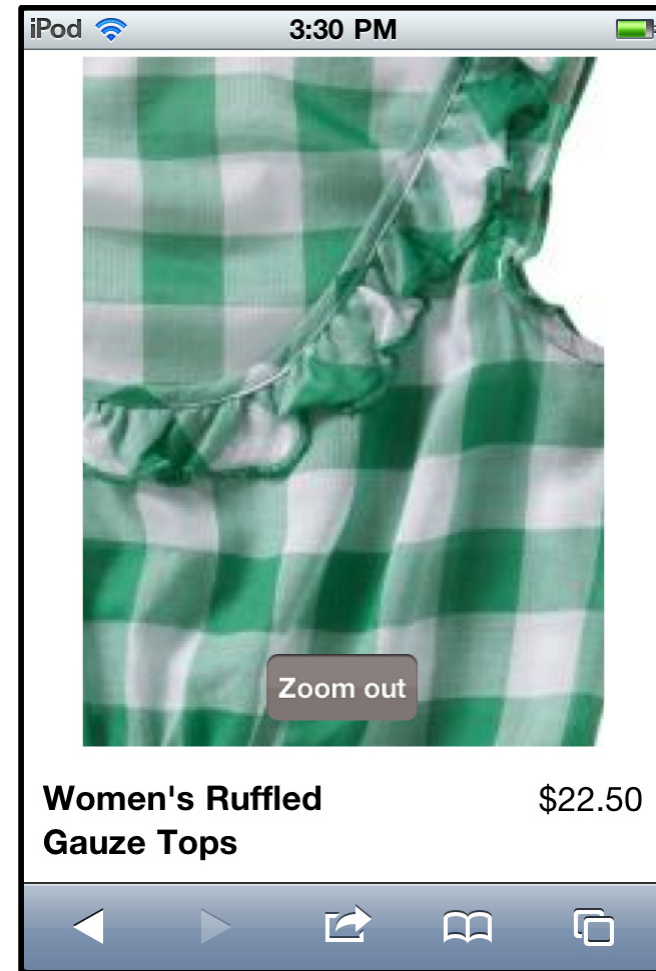
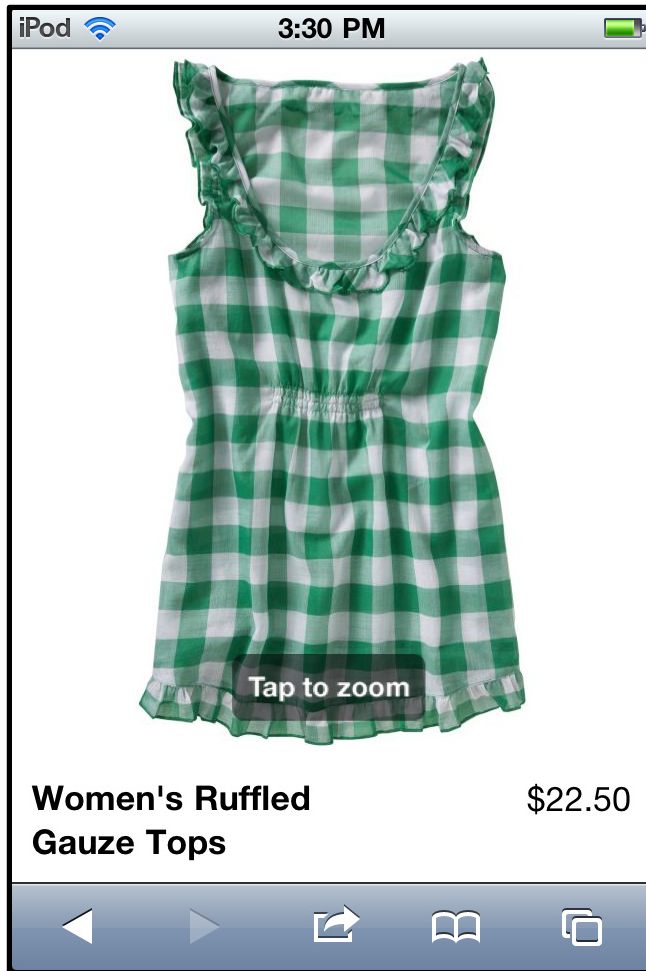
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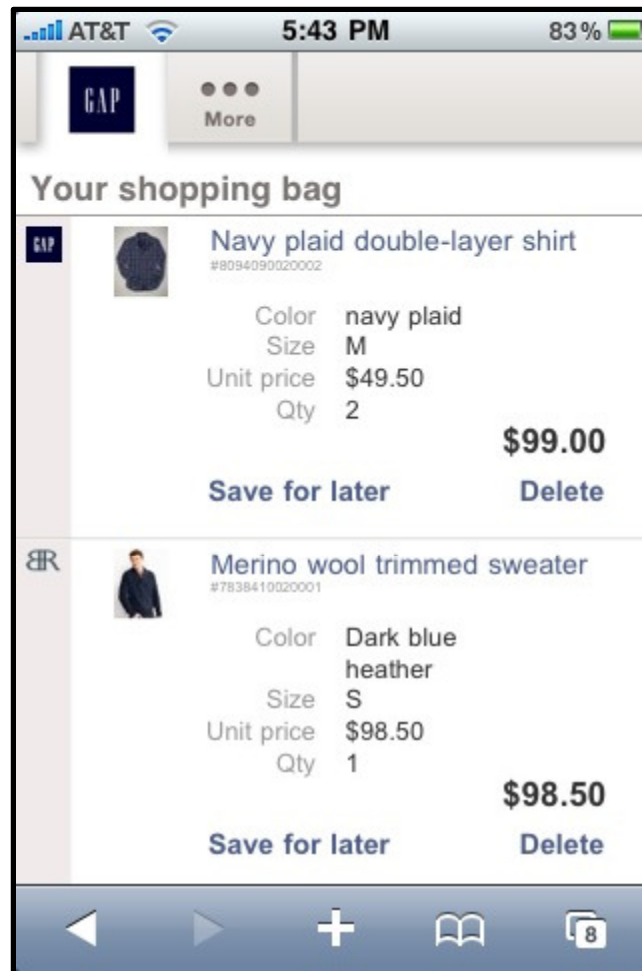
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Results

Gap Inc.

- Immediate impact to mobile conversion and revenue per visit
- Increased engagement with store locator from mobile visitors

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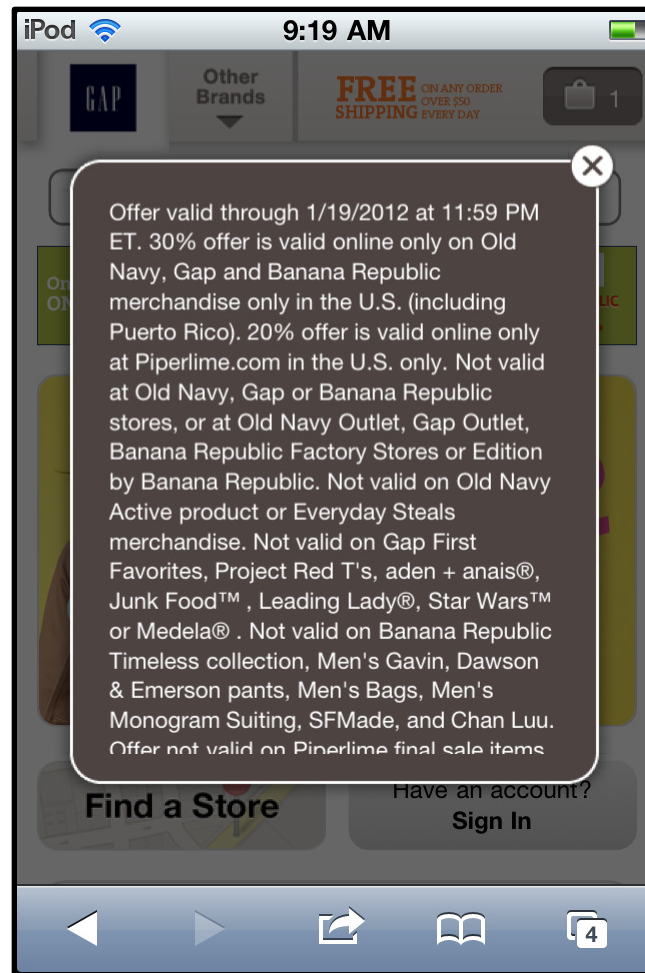
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Traffic

Gap Inc.



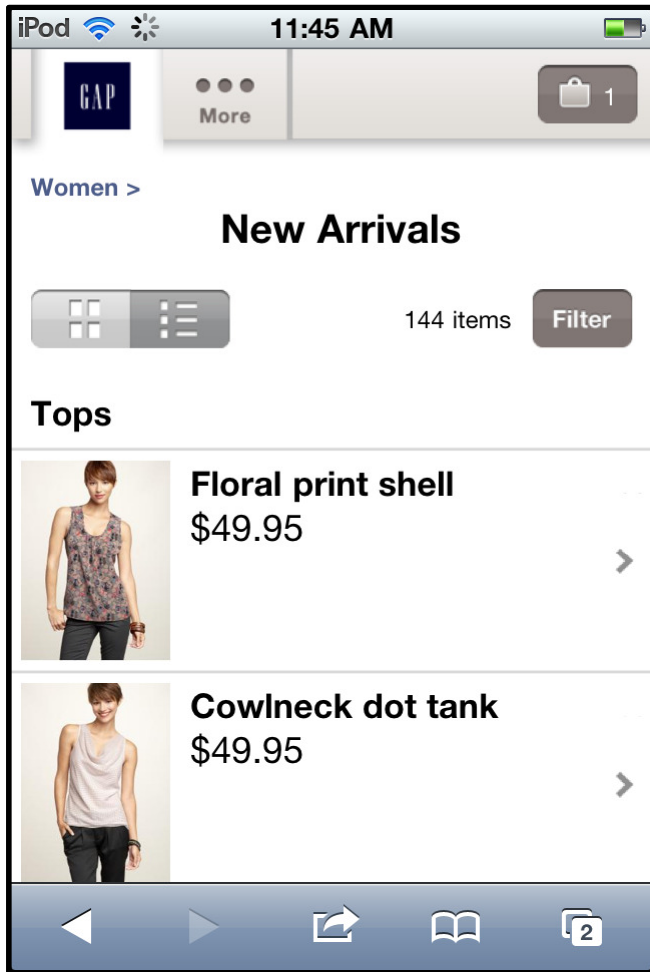
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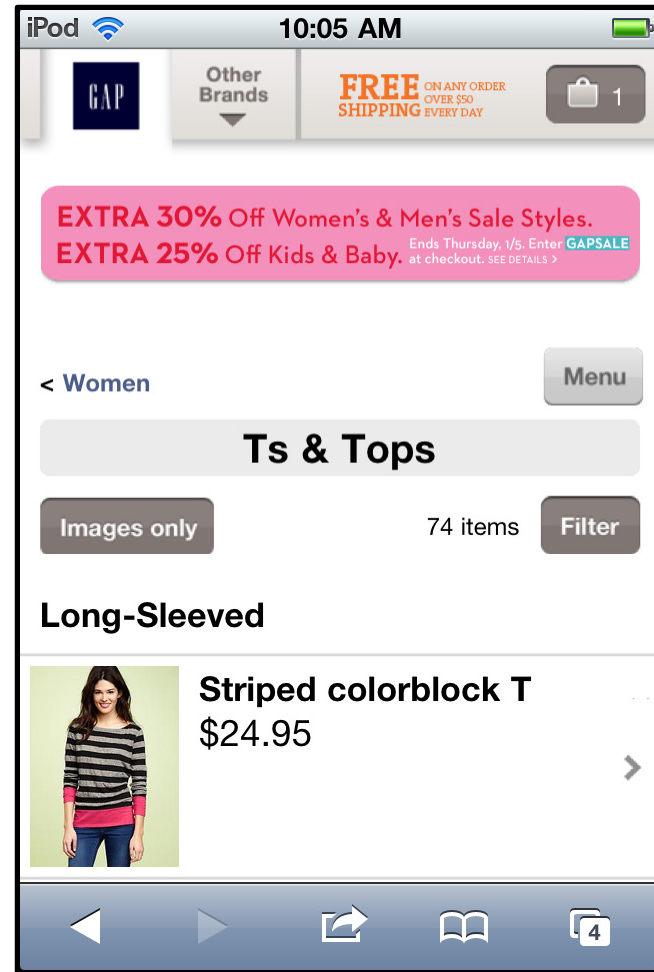
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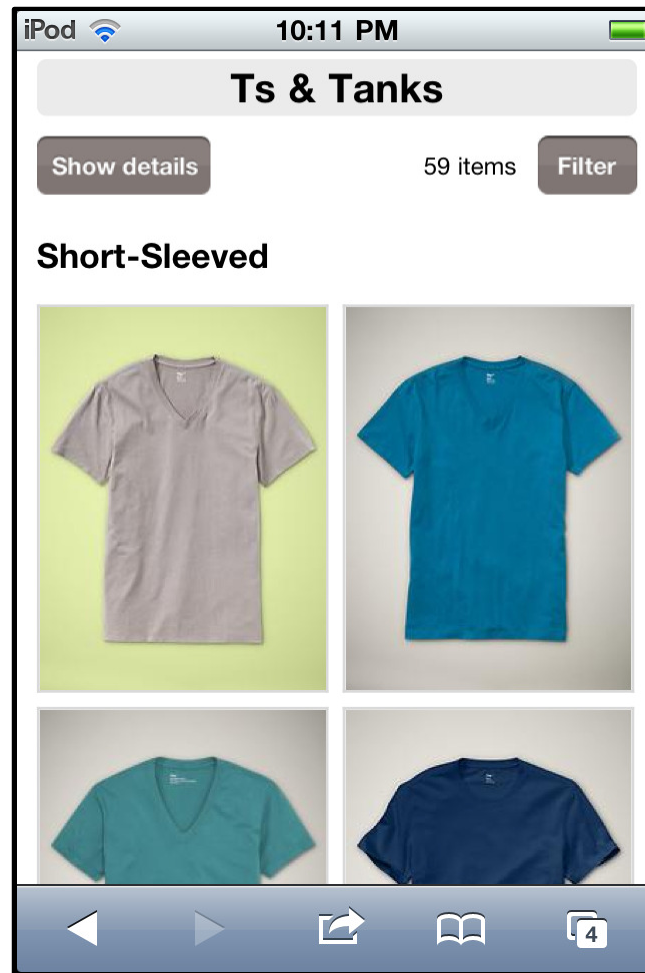
Before



After Gap Inc.



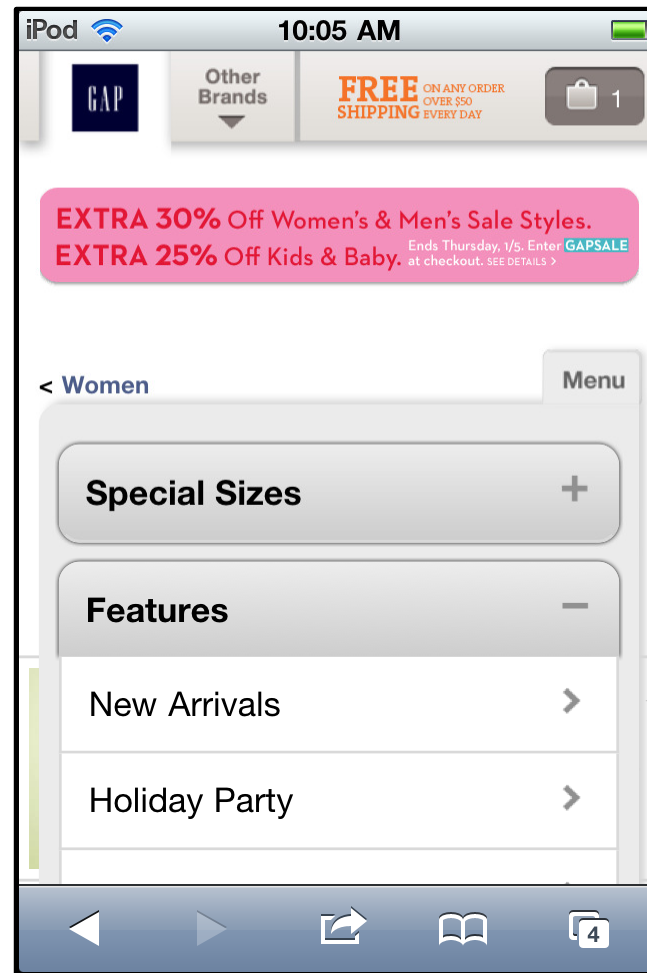
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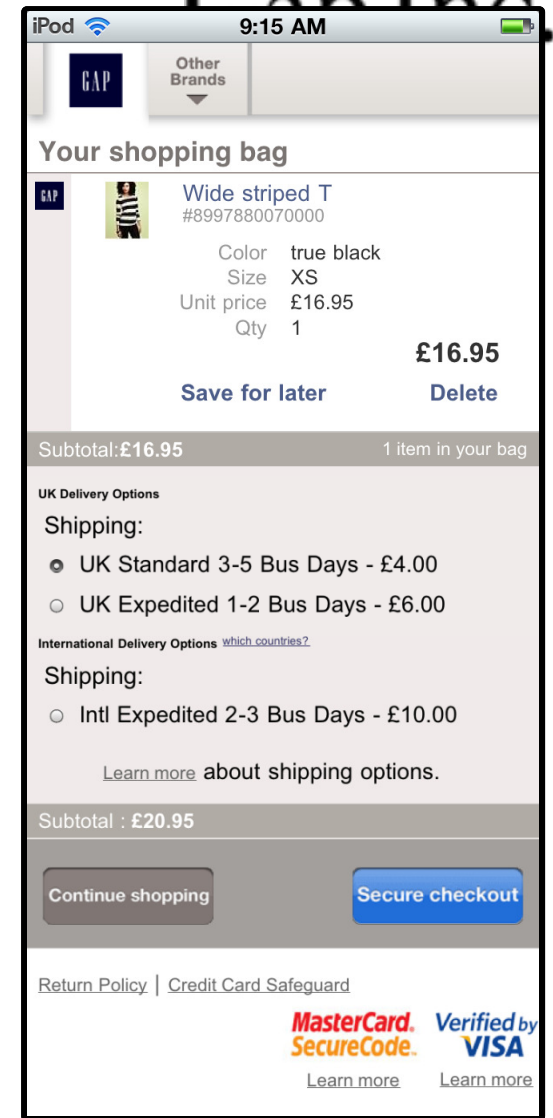
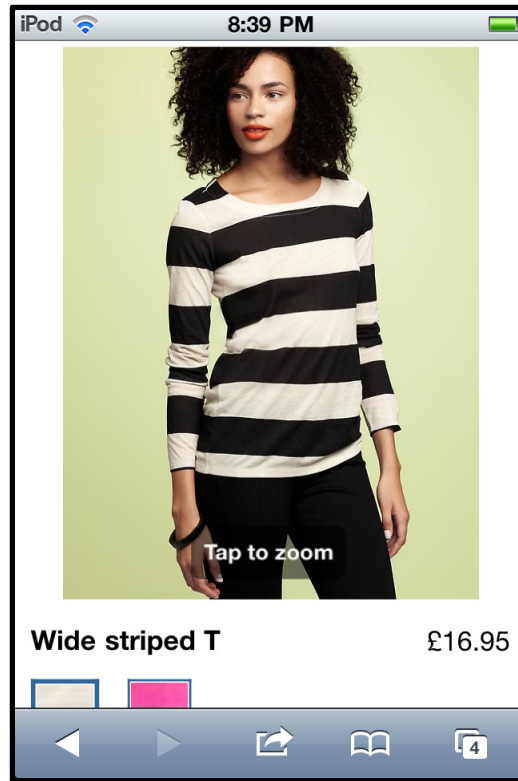
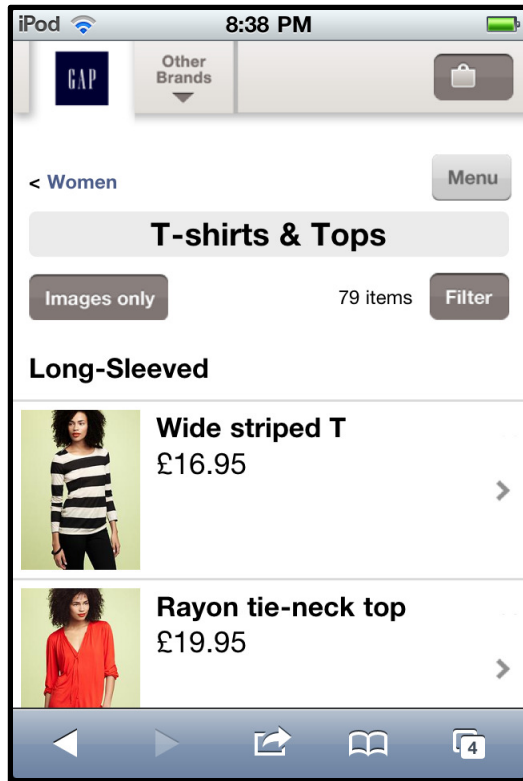
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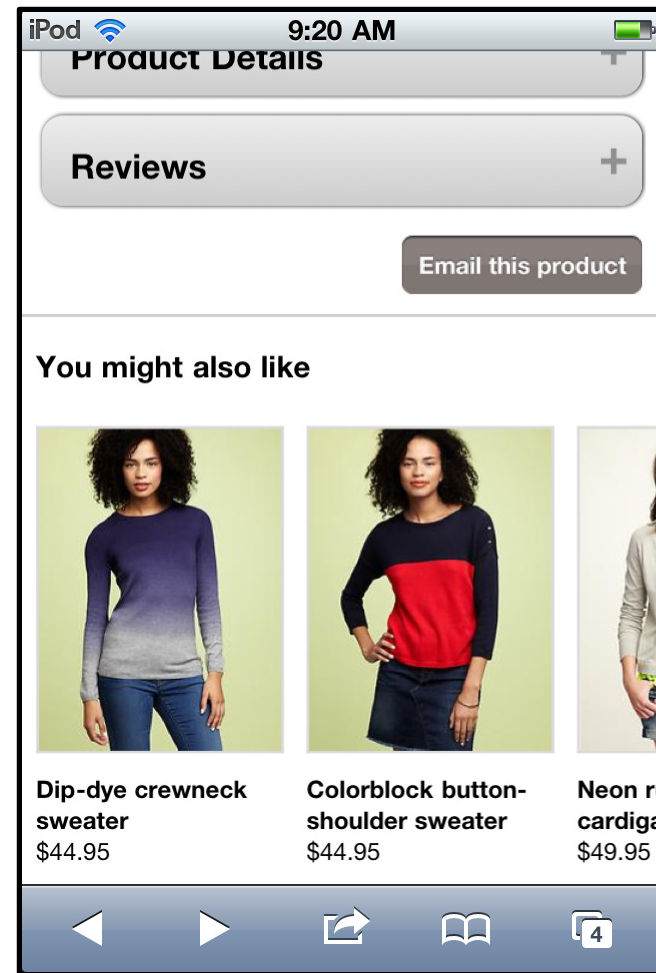
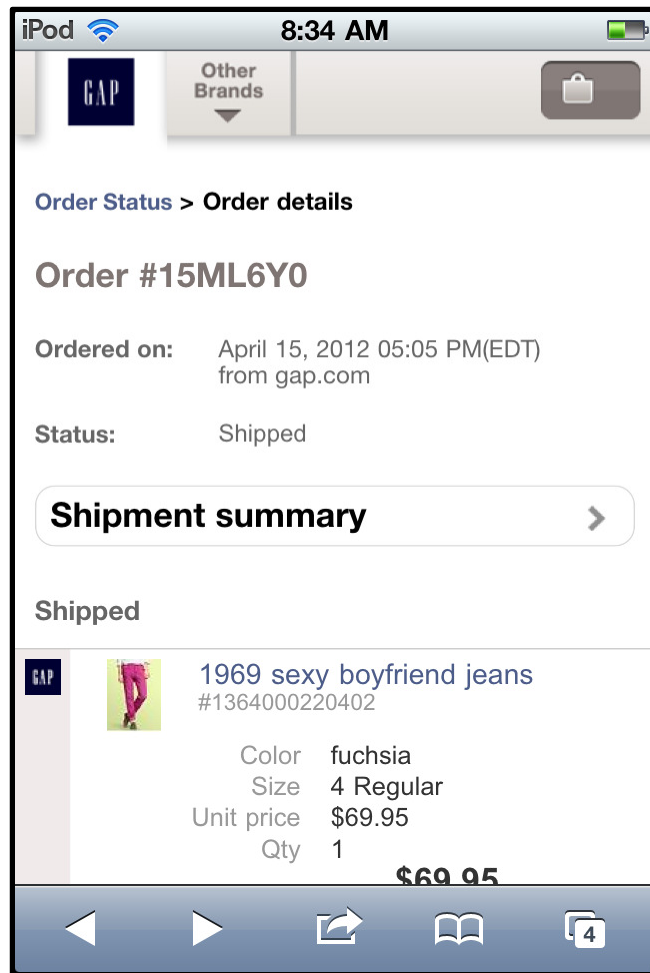


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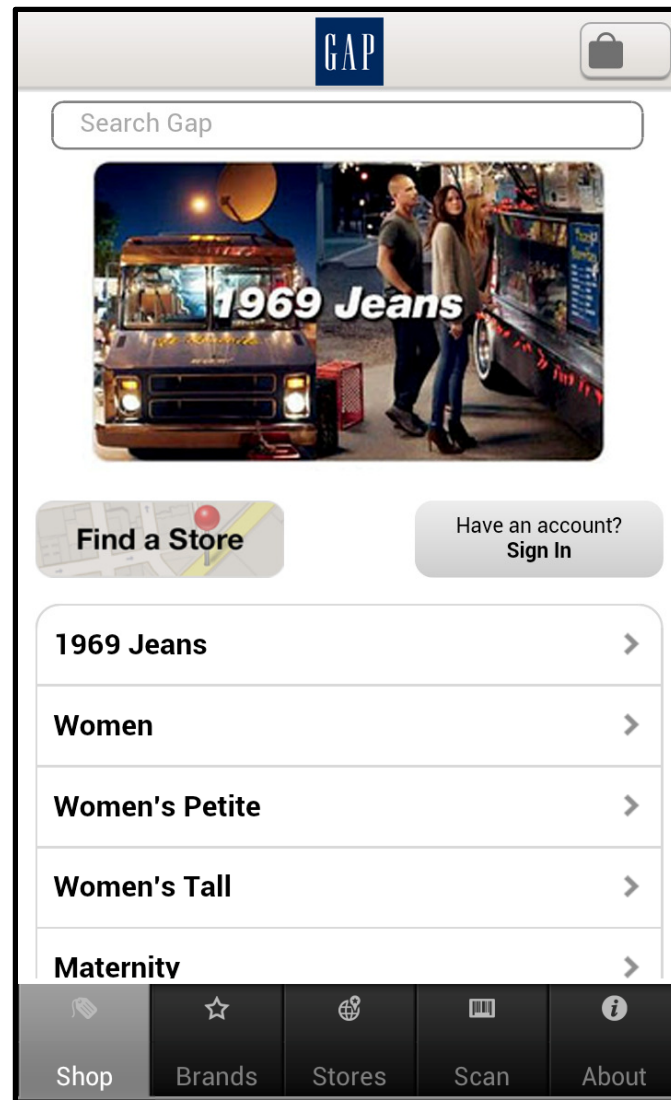
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Results

Gap Inc.

- Significant further increase in US mobile conversion and revenue per visit
- Corresponding increases in EU and Canada

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Traffic

Gap Inc.



What's next?

Gap Inc.

- Mobile performance
- Simplifying site management
- Optimizing email for mobile devices
- Bridging from virtual to physical

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Q&A

Gap Inc.

