

# PEAK SEASON 2021 REVIEW

The number of shoppers making purchases online versus in store has been rising for quite some time, however, the pandemic further expedited this transition. Consumers that may have been wary about shopping online have now become quite comfortable with this convenient option, and have continued to do so in 2021. With this drastic shift, retailers have focused their efforts onto creating a seamless online experience while adjusting how they utilize their physical locations.

Even before the pandemic, Granify had proven itself to be an invaluable tool to its partners. As the e-commerce experience continues to become even more critical to bottom-line success, Granify's ability to increase conversion rates without sacrificing order value has played a pivotal role in helping retailers maximize their online revenue. During this peak shopping period, Granify results continued to impress.

As mentioned, online shopping has become more widely utilized in recent years, increasing the total volume of site traffic. Another trend has emerged beyond the recent increase in consumer's online shopping activity — the frequency with which they shop on their mobile devices. In 2020, 53.13% of sessions were performed on mobile devices. This trend continued, increasing to 68.94% during the 2021 peak season.

In times where it is even more important to maximize on-site conversion, retailers need the best resources available. The Granify Brain continues to learn from shopper behavior year over year, delivering sales that retailers otherwise wouldn't have.



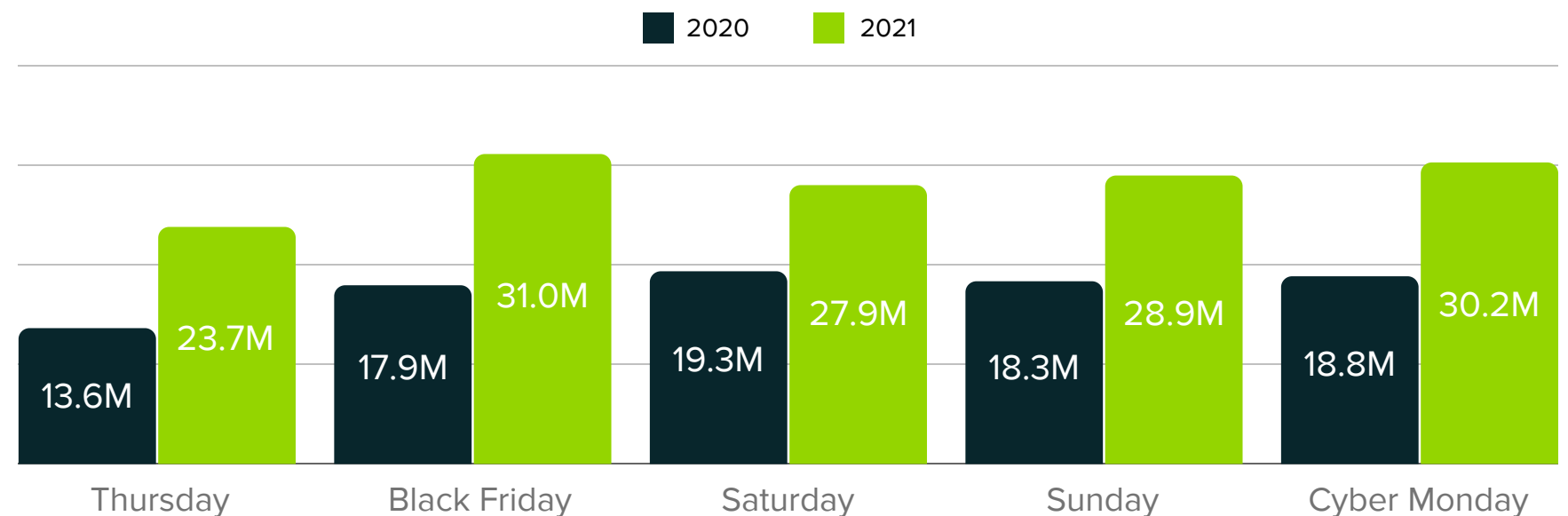
Between Thursday, November 25, 2021 and Monday, November 29, 2021 across all retailers, Granify:

OPTIMIZED OVER  
**141M**  
SESSIONS  
— up by 61% from 2020 —

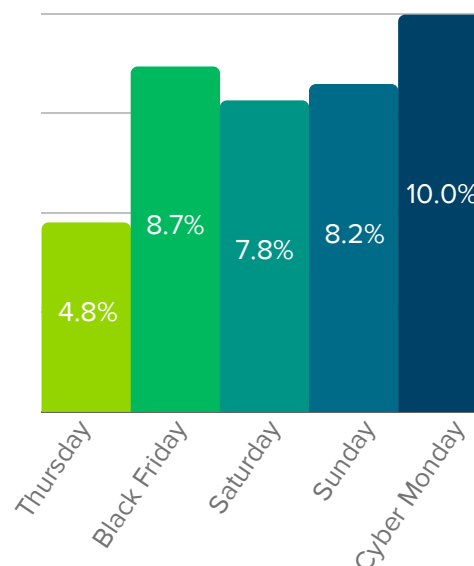
AVERAGE OF  
**8.1%**  
CONVERSION RATE LIFT  
— across all of our retail partners —

FIRST-TIME VISITORS  
CONVERTED  
**8.36%**  
MORE FREQUENTLY  
— with Granify's Engagement Tools —

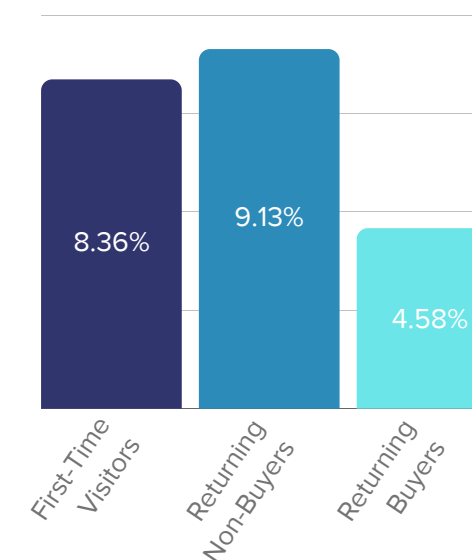
Sessions Optimized YOY



Conversion Rate Lift



Conversion Rate Lift by User Type



Breakdown of Sessions by Device Type

