

mdex

# MOBILE INDEX

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The Mobile Index was a study developed and conducted by Ansible in partnership with YouGov and powered by Google Tools.

**YouGov**Omnibus | **Google**

# Hello,

In your pocket, on your desk, or in your hand right now is a powerful supercomputer. Statistically speaking, this supercomputer—otherwise known as a smartphone—is within reach for 90% of your day.

It's how you communicate, check the news, play games, manage your time and finances, navigate, make payments, and much more. However, despite the smartphone's omnipresent role in your life, many marketers and brands are not taking full advantage of its ever-evolving capabilities and importance in the media landscape. Indeed, some have made it painfully hard for you to access their products, services and information, let alone transact or add value to your daily life. This is unacceptable, especially considering that the majority of web traffic now comes to brand sites through mobile devices.

As the world's largest and most awarded mobile agency, our principal focus and overall objective is to improve the user experience for billions of people around the globe, enhancing the way they engage, consume and interact with brands on mobile.

As part of these efforts, we are thrilled to launch Ansible's Mobile Index, or MDEX, the world's largest study assessing brand performance and mobile readiness. The MDEX framework is an in-depth, versatile and comprehensive study conducted in 15 countries. We analyzed for more than 2,000 brands across mobile sites and applications. Our 60-data-point assessment of what constitutes a dynamic mobile experience includes numerous objective measures, such as page load speed and easy to access site or app search features, along with more subjective measures like consumer ratings and navigation.

The purpose of the MDEX is not to show winners and losers, or to focus on absolute rankings. It is designed to show areas of strength and potential improvement, enabling you to measure your brands performance within its industry category and beyond.

Our partners throughout this process – YouGov and the Mobile World Congress – played an instrumental role. Our sincerest thank you for your tireless efforts, services and expertise throughout the creation of the MDEX. Lastly, a special thank you to Jarrod Martin and the Mediabrands Insights team for your expert analysis; this was a true showcase of the power of dynamic collaboration.

We hope you find the MDEX useful. If you would like to receive the full report, with in-depth analysis and a more comprehensive breakdown of your brands ranking relative to competitors and industry leaders, please contact us via [www.themdex.com](http://www.themdex.com).

*Regards,*



**Travis Johnson**  
*Global President, Ansible*

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# EXECUTIVE SUMMARY

More so than any other device, consumers turn to their mobile phone to conduct research and discovery in moments of need. For this reason, it is imperative that brands are fully prepared to meet those needs. But how can we, as digital marketers, help brands define what constitutes a dynamic mobile experience?

Ansible's MDEX is a global index of the mobile assets featuring the top-ranked brands from around the world. Measuring for both mobile presence and performance, we surveyed across four global regions, analyzing more than 2,000 brands across 15 countries. Each brand's mobile assets and capabilities were assessed through qualitative and quantitative analysis, plus a consumer usability study featuring 60 measurement criteria. As mobile-first experts, Ansible determined "mobile readiness" based on a brand's performance in several key criteria:



**DISCOVERABILITY**



**MOBILE OPTIMIZATION**



**DRIVING DESIRED ACTIONS**



**UTILITY & USABILITY**



**NAVIGATION & CONTENT**

Ansible has also indexed the mobile readiness of brands in each country across industries, as well as overall strategic digital initiatives. The results illustrate each brand's strengths and areas for improvement relative to other brands. This includes a comprehensive breakdown of criteria and in-depth brand analysis for key impact areas across mobile.

For brands to become more mobile ready, brands need to focus on both meeting, and exceeding the key criteria within the MDEX. Brands must ensure that their mobile website is discoverable, optimized for mobile devices, provides utility and usability, is easy to navigate and find content, and drives users to the desired actions.

# WHY MDEX?

Mobile has changed how we act and react in life. When we type something into Google or visit a brand's homepage, we expect immediate access to content and a seamless exchange of information to drive a desired action, whether it is a purchase or simply taking the next step on the customer journey. In short, we expect a frictionless, yet dynamic experience. But how do you measure, quantify and assess user expectations against such a broad range of mobile experiences, especially on a global scale?

For the MDEX, we took into account consumer perspectives, priorities, and technical sustainability to determine a brand's overall mobile readiness. Ansible is the world's largest mobile-focused media and digital agency. As the mobile marketing and technology agency of IPG Mediabrands, Ansible has the most experienced mobile specialists in the industry.

Most awards in our industry are based on jury selection and are hyper-categorized with a focus on industry-specific verticals including marketing, creative campaigns or innovation.

Ansible's MDEX utilizes standard and objective measuring criteria provided through tools like Google Page Speed Insights and Web Page Tests. We have also partnered with YouGov, an international full-service market research agency, to run consumer usability studies that provide insights into consumer perspectives and priorities.

Through a combination of qualitative and quantitative research approaches, we have discovered five key areas of mobility that produce effective mobile solutions to reach consumers during critical moments. The measurement of performance against each criteria provides brands with a deeper understanding of how their mobile content and experiences perform and impact users, and the overall mobile landscape.

# WHY MOBILE IS SO IMPORTANT

- 46% of mobile phone users expect their page load times to be almost as fast or equal to their desktop. (US) <sup>1</sup>
- Consumer mobile usage outpaces mobile advertising spend by 3x <sup>2</sup>
- 87% of shoppers look for product information before visiting the store, 79% while in the store, and 35% after they leave the store. <sup>3</sup>
- Of the 3.773 billion active internet users, 3.448 billion of them are active mobile internet users <sup>4</sup>
- Today there are 4.917 billion unique mobile users, which accounts for 66% of the world's population <sup>5</sup>

“The small screen is now big, because the small screen can do big things.”<sup>i</sup>



**Sheryl Sandberg**  
Chief Operating Officer Facebook

“Smartphones are reinventing the connection between companies and their customers.”<sup>ii</sup>



**Rich Miner**  
Co-Founder of Android and Director at Google

1. <https://blog.kissmetrics.com/loading-time/?wide=1>
2. <https://www.thinkwithgoogle.com/articles/micro-moment-report-card.html>
3. [https://think.storage.googleapis.com/docs/digital-impact-on-in-store-shopping\\_research-studies.pdf](https://think.storage.googleapis.com/docs/digital-impact-on-in-store-shopping_research-studies.pdf)
4. [https://mbww.app.box.com/files/0/f/17552252268/1/f\\_128171815781](https://mbww.app.box.com/files/0/f/17552252268/1/f_128171815781)
5. [https://mbww.app.box.com/files/0/f/17552252268/1/f\\_128171815781](https://mbww.app.box.com/files/0/f/17552252268/1/f_128171815781)

- i. <http://www.forbes.com/sites/kathleenchaykowski/2016/09/27/sheryl-sandberg-facebooks-4-million-advertisers-are-proof-of-the-power-of-mobile/#7c04a0967cde>
- ii. <http://blog.invoca.com/12-influencer-quotes-to-inspire-mobile-marketing-success>

“ Mobile will ultimately be the way you provision most of your services. The way I like to put it is, the answer should always be mobile first. ”



**Eric Schmidt**  
Executive Chairman, Alphabet, Inc. <sup>i</sup>

“ We view mobile as the front door to Target. <sup>ii</sup> ”



**Casey Carl**  
Target's Chief Strategy and Innovation Officer

“ Digital is a huge part of the customer journey now; mobile and tablet are over 50% of our online traffic, and 42% of online orders are picked up in-store. <sup>iii</sup> ”



**Dave Abbott**  
Vice President of Integrated Media and Online Marketing, Home Depot

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- i. <http://blog.invoca.com/12-influencer-quotes-to-inspire-mobile-marketing-success>
  - ii. <https://corporate.target.com/article/2016/05/shoptalk-casey-carl>
  - iii. <https://www.thinkwithgoogle.com/articles/reorganizing-omni-channel-success.html>

# METHODOLOGY

When we set out to conduct an analysis of the top global brands and determine their level of mobile readiness, we wanted our approach to be objective and consistent across each market. We also wanted to hear from consumers on what they thought of when using their mobile device to research a product, make a purchase, or sign up for more information.

We used a combination of qualitative and quantitative research studies when assessing each brand. To structure the criteria, we analyzed the consistencies across consumer purchase journeys—from an initial search through a purchase or sign up. Within each step of that process there are standard user expectations. For example, when a consumer uses Google to search for a brand on mobile, they expect to see the correct search result within the top five entries and, after clicking through, a mobile-optimized experience.

Each brand's mobile site and app reviews were conducted throughout January 2017. We developed the final list of global brands to index through a combination of methods, including examining existing brand lists from [the D100](#) (a separate IPC Mediabrands study published in June 2016), industry data, market performance and a variety of other factors.

In total, more than 2,000 brands were reviewed across 15 countries (Argentina, Australia, Austria, Brazil, Canada, Chile, Germany, India, Malaysia, Mexico, Philippines, Singapore, UK, Uruguay, and the USA) against 60 separate criteria, producing in excess of 240,000 data points.

Within the quantitative and qualitative analysis, we reviewed each brand based on:

- *Google Mobile Search Result: The search result ranking of each brand when Googling the brand name via a mobile device.*
- *Google Page Insights and Friendliness Score: A score out of 100 based on an analysis of a mobile website's performance against key technical criteria such as Java-script, CSS, and HTML handling, browser caching, and content/media optimization.*

- *Web Page Test Results: A free, open source tool that tests the speed of a mobile website from multiple locations around the world, using real mobile browsers and real-time mobile connections speeds.*
- *Google's Mobile Site and Application Design Principles<sup>1</sup>: A collection of mobile website and application design and UI principles identified by Google as best practices through a study conducted with Answer Lab in March 2016.*
- *Content analysis: A review of each brands content and it's alignment to the overall digital strategy.*

For each brand's mobile assets, we reviewed the entire consumer purchase journey from initiating a Google search through a purchase or sign up. Our reviewers drew diagnostic data of each mobile site and application against the indicators developed from the tools outlined above. The results were analyzed against 60 separate criteria across each brand's mobile site, iOS app, and Android app and then grouped into five categories that carried equal weight to determine the overall index:



## Discoverability

The capacity of a brand's mobile website or application to be discovered when a user needs it



## Mobile Optimization

A technical assessment of a brand's website optimization for mobile (mobile web only)



## Utility and usability

An assessment of UX in terms of intuitive design and value proposition and consumer experience

1. <https://www.thinkwithgoogle.com/articles/principles-mobile-site-design-delight-users-drive-conversions.html>





#### Navigation and Content

The chosen structure of a brand's mobile website, utilizing easy to use menus and prioritized content



#### Driving desired actions

The features and functionality that drive users seamlessly through to desired actions or content (streamlined forms, auto fill, hover states)

The **Discoverability** score was based on mobile website organic search result rankings and whether the result linked to a mobile optimized experience. Additionally, for brands with a corresponding app, this score was driven by organic app store search results and app store rankings.

The **Mobile Optimized** score pertained to mobile web only and was composed of the quantitative results of the Google Mobile Insights Score, the Google Mobile Friendliness score, and the Web Page Test load speed. Each page load speed was tested using the same browser, device, and connection criteria globally, with the only variance being server location, which was updated with the closest server located within each country.

The **Utility & Usability** score was calculated by the weighted mean scores of all attributes classified pertinent by the consumer usability study to the category and pulled from Google's Mobile Site and Application Design Principles.

The same methodology was applied to both the **Navigation and Content** as well as **Driving Desired Actions**.

For brands that did not have a mobile app, scoring was based solely on their mobile web presence. Additionally, if an attribute was deemed not applicable to a brand's mobile web or app, the attribute was not included in the overall scoring.

With all of the data provided, we needed to understand how important these criteria were to consumers. We applied weighting to this information based on consumer priorities. For example, while we determined that page load speed and formatting for mobile screens is more important to consumers than expandable images within a site, we still needed to scientifically substantiate our claims.

In partnership with global market research firm YouGov, we conducted a consumer usability study with over 2,000 respondents in order to understand and assess each measurement criteria's level of importance to users. The survey was sampled to represent all users of mobile web pages and apps in the U.S. This was done through a strategic and incremental process. We first used a nationally representative survey to find the breakdown of these people by age, gender and region in the U.S. We used those figures to invite respondents of the right proportions, leaving the survey open until we had at least 200 people in each digital strategy category. We then weighted the data back to those national proportions.

In structuring the framework of the study, our objective was to uncover how different brands utilizing mobile engage with users and audiences. A separate, but corresponding goal was to enhance our understanding of consumer priorities when engaging with global brands on mobile. For each benchmark, we have outlined insights and key takeaways brands should consider as they develop their own mobile strategy; one that is future forward, unique and transcendent.

Ultimately, the MDEX has yielded two sets of outcomes for brands:

1. An understanding of each brand's mobile-led digital approach with defined areas of strength, user impact, and potential areas for improvement.
2. A comprehensive set of mobile criteria, standards and best practices that will enable brands to meet and exceed customer needs.

Inherently, the data reveals that that some brands and categories are better positioned in a mobile-first world than others. However, It is important to look beyond the ranking and final score. You must also evaluate your score relative to your industry competitors, and critically assess both areas of strength and areas that can be improved upon.

# RESULTS

Based on the results of our consumer usability study, it was evident that user expectations are consistent across mobile platforms; whether they are on a mobile website or using an app they expect both to provide utility and the same frictionless experience

When developing their mobile strategy, brands need to consider the platform and its benefits to users. An app can provide a mobile centric experience for existing and loyal customers, and utilize native device functionality including push notifications and GPS. Mobile web is a more affordable option; it is easier to maintain, faster to deploy, and takes advantage of SEO and brand/site discoverability. In general, visitors to a brand's mobile website almost always exceeds unique visitors to its native applications.

The strongest areas of performance for brands, as shown by our 240,000 data points, were in the "Discoverability" and "Navigation" categories. This deep understanding of how to engage users on mobile served as a key area of brand strength. The poorest performing categories were "Driving Desired Actions" and "Utility & Usability". As users drive through to KPI's such as purchase flows, sign up processes, forms, and content searches, many brands are confusing their audiences or complicating this journey. The results suggest that brands need to continuously improve their mobile user flows and drivers.

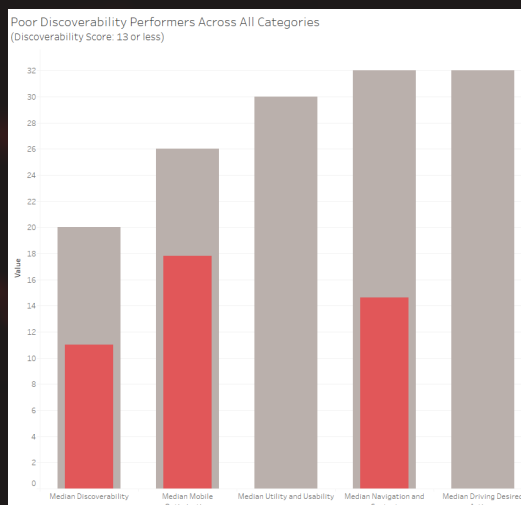
The following is a more detailed breakout of performance across our five categories:

## Discoverability

Relative to the other high-scoring drivers, brands performed well and had higher overall scores for Discoverability, meaning most brands are adequately optimized for mobile search. Brands with lower scores did not provide a seamless search experience, which prevented user engagement in moments of need – likely causing frustration and defection to competitors that are more easily found. Interestingly, brands that scored poorly in Discoverability had performed poorly across all other categories, suggesting the brand does not have sufficient emphasis on mobile as part of their core marketing strategy and are missing out on a massive opportunity. They are not satisfying the majority of their potential customers especially considering more Google searches are happening on smartphones than computers.<sup>1</sup>

Figure 11

This chart displays how brands with a Discoverability Score of 13 or less (poor performers) scored across the remaining categories.



## Mobile Optimization

Overall, Google Insights Scores averaged between 40 and 60 (out of 100), Google Friendliness scores averaged from 80 to 100 and load times averaged less than 10 seconds. There is clear opportunity for brands to improve their site loading (try counting out 10 seconds – it's a long time to wait!), but in terms of technically optimizing content and assets for mobile, most performed well and site code was typically optimized for mobile. However often key assets were not and this slowed page load time. Brands must continue to monitor and track their mobile site speed and optimize all assets for the smaller screen and slower connection.

The majority of our surveyed brands loaded in approximately 10 seconds. This is better than the results from a previous webpagetest.org study that found average mobile web pages at the time were 2.5MB in size and would take 12 seconds to download.<sup>2</sup>

Poor performers in this category were brought down significantly by their site speed score which was a combination of the Google Page Speed Insights and webpagetest.org speed results. The average performers in this category scored 29% of the highest possible score – showing massive disparity.

Fast loading and mobile friendliness is critical for all brands seeking to provide an optimal user experience, but especially so for brands looking to sell through their site or deliver advertising. In fact, mobile sites that load in 5 seconds earn up to 2x more mobile ad revenue than sites that load in 19 seconds.<sup>3</sup>

1. [How People Use Their Devices](https://www.thinkwithgoogle.com/articles/device-use-marketer-tips.html), published October 2016, <https://www.thinkwithgoogle.com/articles/device-use-marketer-tips.html>
2. Webpagetest.org, Sampled 11.8K global mWeb homepage domains loaded using a fast 3G connection timing first view only (no cached resources), February 2016
3. Google Data, Aggregated, anonymized Google Analytics and DoubleClick AdExchange data from a sample of mWeb sites opted into sharing benchmark data, n=4.5K, Global, June 2015 - May 2016

## Navigation and Content

Brands performed well overall, with the most criteria met on average in this category. Within the top 10 global performers, the main navigation on their sites and applications provides filtering options. This serves as an effective driver of users and facilitates the user search experience in moments of need. For those brands that didn't score well, the individual criteria that were scored within this category were met only 21% of the time on average. The top-scoring brands achieved 100% in the following categories:

- *"Home" button is easy to find from different areas of the site or application/homepage is easy to get back to (locate)*
- *Users can explore content before committing to a purchase*
- *Entire site or application is optimized for mobile (i.e., does not look like desktop version)*

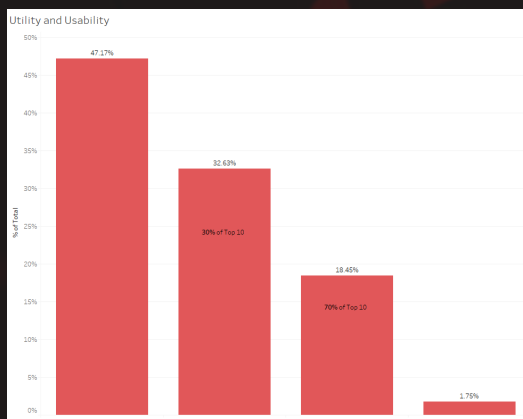
## Utility and Usability

There is a pronounced delta for Utility and Usability – it's the worst performing category despite being identified as one of the most important to consumers. Users want a mobile optimized experience, and expect brands to have the tools and systems to meet these desires. However, 50% of all brands fell into the lower quartile in this category. Those same poor performers also scored poorly in Driving Desired Actions. Utility and Usability are the criteria and features that lead users to taking the desired actions. If your site isn't fully optimized it's going to be hard for them to complete any actions.

Per the YouGov consumer survey, overall good design and flow when using apps and the mobile web are more important to users than extra features. For example, when looking at forms people rate user-friendly design and highlighting input errors more important than providing toggles or drop downs, or calendars to streamline data entry.

Figure 2.1

This chart shows that although almost half of all brands studied scored in the bottom quartile, 70% of the brands in the Global Top 10 were in the third quartile.



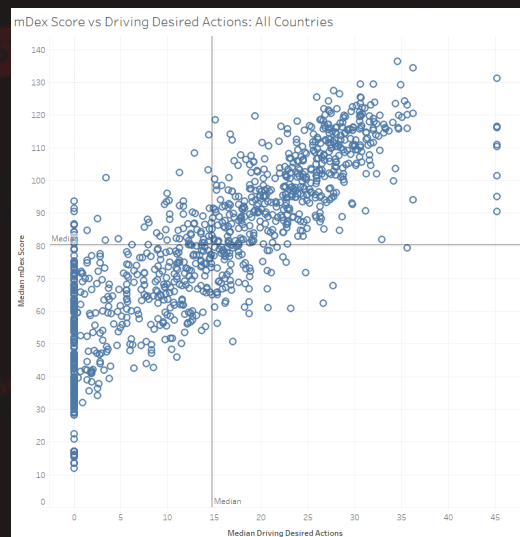
## Driving Desired Actions

With the exception of Utility and Usability, this category garnered the worst brand performance throughout the study. 50% of global brands are failing to clearly drive users to end actions. Our consumer survey highlighted the importance they placed on being able to easily enter a password or fill out a form, but brands aren't meeting those simple needs. Password verification, signup, account information and registration were mostly poorly ranked. Importantly, each of the brands in the top 10 ranking of the overall study generated high scores in this category. This suggests that brands must seek new ways to innovate and optimize these critically important steps to better facilitate and enable user engagement.

It's a massive lost opportunity when brands aren't optimizing for the most important steps users take to engage with them. The irony here is that getting users to take some sort of action is likely the main reason for brands establishing their mobile presence in the first place.

Figure 3.1

The tight diagonal cluster on this chart is a clear representation that brands which performed well in Driving Desired Actions tended to have a higher overall MDEX score.



# GLOBAL TOP 10

- 1| **facebook**
- 2| **amazon**
- 3| **7-ELEVEN**
- 4| **HYUNDAI**
- 5| **Microsoft**
- 6| **NIKE**
- 7| **Google**
- 8| **adidas**
- 9| **OLX**
- 10| **TARGET**



Australia  
Canada  
Mexico

Uruguay  
Brazil  
Malaysia

USA  
UK  
Austria

Philippines  
Singapore  
Chile

Argentina  
Germany  
India

## TOP 10 PERFORMERS AND RANKING

BRAND	MDEX SCORE	DISCOVERABILITY SCORE	MOBILE OPTIMIZED	UTILITY AND USABILITY	NAVIGATION AND CONTENT	DRIVING DESIRED ACTIONS
facebook	120.3	19.0	19.6	23.1	21.4	30.9
amazon	120.1	20.0	22.4	23.7	24.7	26.9
7-ELEVEN	116.6	18.5	18.1	23.5	25.7	30.8
HYUNDAI	115.3	19.9	17.6	23.5	26.8	24.6
Microsoft	114.7	18.0	20.8	20.2	24.8	28.0
NIKE	112.7	18.7	21.3	19.6	24.3	29.6
Google	112.6	19.0	23.2	16.8	21.4	27.4
adidas	112.4	18.8	19.3	18.7	26.6	27.9
OLX	111.7	19.5	21.0	21.3	24.4	25.6
© TARGET	111.3	18.8	22.7	21.9	21.6	26.4



## TOP 10 PERFORMERS BY COUNTRY



**FOR US CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Macy's
2. Spotify
3. Best Buy
4. Costco
5. Home Depot
6. Target
7. Amazon
8. Paypal
9. Facebook
10. Acuvue



**FOR ARGENTINA CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Google
2. Mercado Libre
3. Facebook
4. Adidas
5. Al mundo.com
6. HP
7. Falabella
8. Personal
9. Nike
10. Telefonica



**FOR GERMAN CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Amorelie (New Startup)
2. OTTO
3. ING Diba
4. Bayer
5. Evonik
6. Edeka
7. Foodora
8. BMW
9. Audi
10. Zalando



**FOR UK CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Vodafone
2. Apple
3. Dove
4. Amazon
5. Vonage
6. Sainsbury's
7. H&M Clothes
8. Barclays Bank
9. Direct Line Insurance
10. Waitrose



**FOR URUGUAY CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Chevrolet
2. OLX
3. MOTOCICLO
4. ASOCIACION ESPANOLA
5. PEDIDOS YA
6. Claro
7. Tienda Inglesa
8. Macromercado
9. GRUPO FIANCAR
10. Sodimac



**FOR AUSTRALIA CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Kogan
2. McGrath Property
3. Apple
4. NSW Transport - Trip info/planning
5. General Pants Co
6. The Iconic
7. Lion Corporation
8. David Jones
9. Ten Networks
10. Nine Entertainment



**FOR CANADA CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Loblaws
2. Jean Coutu
3. Boston Pizza
4. Fido
5. HTC
6. Gillette
7. Amazon
8. Dairy Farmers of Canada
9. Apple
10. Warner Bros



**FOR CHILE CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Paris
2. Sodimac
3. Lider
4. Kotex
5. Falabella
6. Facebook
7. LAN (LATAM)
8. Virgin Mobile
9. Google
10. Cruz Verde



**FOR INDIA CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Amazon
2. Tata Motors
3. Hyundai
4. Maruti Suzuki
5. Snapdeal
6. Horlicks
7. Lakme
8. Rin
9. Iodex
10. Bournvita



**FOR MALAYSIA CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Sime Darby Property
2. Tune Protect
3. Padini
4. Petronas
5. Malaysia Airlines
6. Sime Darby
7. LG
8. Bonia
9. Southern Steel
10. Lenovo



**FOR MEXICO CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Amazon
2. BBVA
3. Scotiabank
4. Interjet
5. Soriana
6. Unefon
7. Elektra
8. Nike
9. UBER
10. Metlife



**FOR PHILLIPINES CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Google
2. Panasonic
3. Samsung
4. Nokia
5. Asus
6. FedEx
7. Goodyear
8. HP
9. Dove
10. Sony



**FOR SINGAPORE CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. LVMH
2. DBS
3. Adidas
4. Shell
5. KFC
6. Singapore Airlines
7. Nike
8. UBER
9. Capitaland
10. Sony













**FOR AUSTRIA CONSUMERS,  
THE TOP 10 PERFORMERS WERE:**

1. Wiener Stadtwerke Holding AG  
(Wiener Stadtwerke-Konzern)
2. Österr. Bundesbahnen-Holding  
AG (ÖBB)
3. Benteler International AG
4. Strabag SE
5. Spar Österreich
6. Andritz AG
7. XXXLutz KG
8. VA Intertrading AG
9. KTM AG
10. EconGas GmbH (see OMV AG)



## COUNTRY PERFORMANCE

COUNTRY	MDEX SCORE	DISCOVERABILITY	MOBILE OPTIMIZED	NAVIGATION AND CONTENT	UTILITY AND USABILITY	DRIVING DESIRED ACTIONS
 Argentina	80.2	18.5	19.7	21.6	11.3	14.8
 Australia	93.4	19.0	19.2	20.9	15.1	19.2
 Austria	87.4	18.0	19.1	20.0	9.8	17.0
 Brazil	102.9	19.3	19.8	21.9	19.4	25.9
 Canada	103.0	20.0	18.9	23.9	19.1	21.2
 Chile	73.3	20.0	18.6	17.3	8.7	9.2
 Germany	58.7	17.0	19.4	9.2	3.0	9.7
 India	63.5	20.0	16.0	25.7	0.0	0.0

COUNTRY	MDEX SCORE	DISCOVERABILITY	MOBILE OPTIMIZED	NAVIGATION AND CONTENT	UTILITY AND USABILITY	DRIVING DESIRED ACTIONS
 <i>Malaysia</i>	70.7	20.0	17.9	18.6	7.4	6.0
 <i>Mexico</i>	84.1	20.0	19.3	20.4	8.7	15.9
 <i>Phillipines</i>	114.2	18.0	13.1	25.8	25.8	31.0
 <i>Singapore</i>	86.4	20.0	17.8	22.3	9.5	20.9
 <i>UK</i>	80.9	20.0	15.2	19.0	10.5	17.6
 <i>United States</i>	108.6	19.0	24.4	21.2	16.0	26.6
 <i>Uruguay</i>	65.4	15.0	18.0	14.5	5.9	10.1

## VERTICAL CATEGORY PERFORMANCE

Below are the average scores for different industries.

CATEGORY	MDEX SCORE	DISCOVERABILITY	MOBILE OPTIMIZED	NAVIGATION AND CONTENT	UTILITY AND USABILITY	DRIVING DESIRED ACTIONS
<i>Automobile</i>	86.28	20.00	18.95	21.99	11.70	15.44
<i>Bank</i>	83.81	19.00	18.95	18.74	10.99	15.86
<i>Charity</i>	73.91	15.00	19.30	15.80	10.14	13.66
<i>Construction</i>	59.65	18.00	18.40	9.60	4.01	4.71
<i>Education</i>	95.26	19.00	21.20	18.53	17.91	21.06
<i>Financial Services</i>	80.20	19.00	20.10	17.52	9.19	15.47
<i>Food &amp; Beverage</i>	67.79	18.00	17.70	17.85	5.89	6.80
<i>Government</i>	69.88	15.80	18.60	15.88	15.04	11.13
<i>Healthcare</i>	71.90	19.80	18.75	19.00	7.64	11.79
<i>Household</i>	74.81	18.50	19.20	19.72	8.90	9.88
<i>Industrial</i>	71.96	16.00	17.90	14.41	6.22	11.12
<i>Insurance</i>	84.02	19.80	19.10	18.83	10.79	16.23
<i>Media</i>	84.69	19.00	17.25	20.65	12.76	18.31
<i>Real Estate</i>	80.77	20.00	17.55	21.85	9.88	18.52
<i>Retail</i>	101.19	19.25	18.99	23.21	16.13	24.01
<i>Technology</i>	86.17	18.50	18.80	20.23	11.63	16.71
<i>Telecom</i>	80.28	20.00	19.20	21.39	9.82	15.60
<i>Travel</i>	93.79	19.00	18.70	20.53	13.74	22.86
<i>Utilities</i>	80.30	19.00	18.18	18.41	12.24	11.30

# WHAT'S NEXT?

We trust you found this information and the website [www.themdex.com](http://www.themdex.com) both interesting and useful.

Sitting behind the overall rankings is all of our granular data as it relates to each and every measurement point; identifying the areas where your brand was stronger than your competitors and where you can improve. In addition, the MDEX can also benchmark your brand and category against the most successful brands.

To request this data, please contact us at [www.themdex.com/report](http://www.themdex.com/report) and we will gladly provide this information to you for free.

Should you wish to dive deeper and receive the full diagnostic report featuring an in-depth competitive analysis beyond the data points of this study, and to compare features, usage, app downloads, market share and best practices along with specific recommendations and a roadmap, we would be happy to discuss providing such consulting services to you. For more information on our strategy and consulting service, please contact us at [info@ansibleww.com](mailto:info@ansibleww.com).

We look forward to hearing from you and helping your brand succeed in a mobile world.

*Regards,*

A handwritten signature in black ink, consisting of a stylized 'T' followed by a long horizontal stroke that ends in a small dot.

**Travis Johnson**  
*Global President, Ansible*

# ABOUT

**ansible**

Ansible is the world's largest and most awarded full-service mobile agency. Our 30 global offices provide clients services spanning the breadth of mobile possibilities from mobile media, to ad creative, app creation, responsive websites, chatbots, connected home, connected cars, wearables and more.

Over the past two years Ansible has won over 70 mobile awards globally including the 2015 Mobile World Congress Glomo for "Most Innovative App" and "Best Mobile Marketing".

IPG Mediabrands was founded by Interpublic Group (NYSE: IPG) in 2007 to manage all of its global media related assets. Today, we manage over \$39 billion in marketing investment on behalf of our clients, employing over 9,000 marketing communication specialists in more than 130 countries.

IPG Mediabrands is a new world agency group designed with dynamic marketing at its core. Our speed, agility and data smarts ensure we continue to create growth for many of the world's biggest brands. IPG Mediabrands' network of agencies includes UMI, Initiative and BPN as well specialty business units including Ansible, Cadreon, Healix, Identity, the IPG Media Lab, MAGNA, Mediabrands Insights, Orion, Rapport, Reprise, and Society.

**IPG MEDIABRANDS**

**YouGov**Omnibus

YouGov is an international, full-service market research agency and is the pioneer of market research through online methods.

Our suite of syndicated, proprietary data products includes: BrandIndex, the daily brand perception tracker; and Profiles, our new tool for media planning, market segmentation and forecasting.

The market-leading YouGov Omnibus provides a fast and cost-effective service for obtaining answers to research questions from both national and selected samples. Our custom research business conducts a wide range of quantitative and qualitative research, tailored to our specialist teams to meet our clients' specific requirements.

YouGov has a panel of 4 million people worldwide, including over 1.8 million people in the US representing all ages and other demographic types.

For further information visit [yougov.com](http://yougov.com)

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