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FOR IMMEDIATE RELEASE

eBags Wins Mobile Moment With 70% YoY Sales Growth

DENVER, CO—[eBags](#), the industry-leading e-tailer and travel gear expert, reports that year over year sales via mobile grew 70% for both Q4 and full year 2016 while mobile traffic grew 67% for Q4 and 53% for the year. eBags aligned a number of initiatives around a Mobile First company strategy which drove the positive results. The company made the announcement during the National Retail Federation's 106th annual [Retail's BIG Show](#) in New York City (#nrf17).

"We're elated to report these numbers and salute the hard work of our entire staff to ensure customers consistently experienced delight on the mobile channel," says eBags' CEO, Mike Edwards. "Checkout friction is a significant obstacle in mobile commerce and we executed a number of initiatives to address this, we're happy to say, with great success."

eBags adopted many of Facebook's best practices for the mobile feed - including designing video for sound, optimizing the vertical format, and even tapping into Facebook Live. In addition, the company:

- Reduced mobile checkout pages from 7 to 1
- Added mobile wallets (Apple Pay, ChasePay, MasterPass, Amex)
- Increased mobile site load speed (a major hurdle for mobile conversion)
- Incorporated adaptive design for site optimization
- Fine-tuned emails to be easier for mobile users

In addition, the new eBags mobile app gives travelers access to unique tools to improve the journey and keep them connected. The eBags Connected Luggage Tag is one innovation in the app that helps users keep their personal information safe and reunite with lost bags. The Connected Tags are available in a variety of styles and can be attached to any type of luggage or bag.

Mike Frazzini, CTO of eBags comments, "eBags' commitment to offering a comprehensive mobile solution for customers has been a key differentiator for us in the market today. We took into account the specific needs and desires of our customer base, which included a fast experience, a variety of payment options, and a seamless path to purchase from any device." He adds, "Plus, we know that bounce rates jump and conversion falls off sharply for every additional second a site takes to load. So mobile site speed is critical to a great customer experience. We have worked closely with companies like Yottaa and Google to assess and optimize our mobile performance. In fact, a recent Google assessment verified that the eBags mobile experience is best in class."

About eBags: With more than 17 years in the travel goods industry and 28 million bags sold, eBags is the leading online retailer of luggage, backpacks and travel-related accessories. The company is devoted to helping its customers find the perfect travel gear for any journey. Ranked a top luggage retailer in 2016 by Consumer Reports, eBags features more than 90,000 products from over 900 brands, including Tumi,



Samsonite, Bose, Kenneth Cole, Patagonia, The North Face, PrAna and more. For more information, visit eBags.com

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