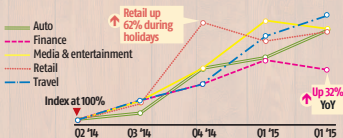


THE SOCIAL REPORT

Brands that have neglected to address their mobile web strategies are seeing mobile advertising via Google's network delivering less value at a greater cost. Indeed, companies that weren't ready for the so-called 'mobilegeddon' have lost 10 per cent of traffic year-over-year, finds a Adobe Digital Index's Q2 2015 Digital Advertising Report

Social referred visit growth by industry

Social referred visits are up by at least 30% y-o-y across all industries

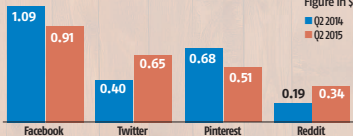


Revenue per visit by referrer

Smartphone social referred revenue is up 169% y-o-y

Figure in \$

■ Q2 2014
■ Q2 2015



Source: Social Intelligence Report; Adobe Digital Index, Q2 2015

