

## iPad eCatalogues see 50% rise in basket size

Submitted by: YUDU Media

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"Apple iPad digital catalogues created by YUDU Media for retail brands in the UK & US are seeing a substantial increase in their average shopping cart size"

LONDON, UK – YUDU Media (<http://www.yudu.com>), the award-winning provider of digital publishing solutions, has released its first performance stats for iPad digital catalogues.

The stats, which coincide with the opening of Apple's App Store 'Catalog' category (<http://itunes.apple.com/us/genre/ios-catalogues/id6022?mt=8>), show that retailers are seeing significant iPad basket size increases across all merchandise departments - the average retailer experiencing a 50% sales uplift compared to its own website shopping cart.

With YUDU Media producing nearly a quarter of the US top 20 iPad catalogues (including Lands' End, dELiA\*s, Alloy, L.L.Bean & Coldwater Creek), as well as catalogues for leading UK retailers such as Littlewoods, Lakeland and Very, the company feels confident the figures are indicative of a wider digital catalogue trend.

YUDU media has also found that the average online iPad catalogue experiences 2,500 individual customer views per week and, just as significantly, 35% of all visitors are voluntarily choosing to register their personal details for future marketing purposes.

Richard Stephenson, CEO of YUDU Media, says: "the visual clarity of the iPad coupled with the first class user experience brings products to life in a way that no print catalogue can match. This is now reflected in the sales figures for catalogues belonging to some of the world's largest mail order retailers."

Stephenson continues, "we estimate that retailers of all sizes can cover the development costs of their iPad catalogue app within just a few months and, with the latest iPad set to break all existing sales records, the future for digital catalogues on the iPad is huge."

For further information please watch the YUDU Media iPad catalogue video which can be viewed above or by clicking here (<http://yudu.com/catalogs.php>).

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Notes to editors:

About YUDU Media

YUDU is an award-winning publishing support service provider, enabling professional publishers, brand owners, marketers and retailers to publish interactive, rich media content to the Web, mobile and tablet.

The YUDU cloud publishing platform allows content providers to publish magazines, catalogues, brochures and books in multiple digital formats. With offices in London, Lancashire and Boston, MA, YUDU offers advanced professional publishing with Yudu.com (<http://www.yudu.com>)

The statistics quoted in this press release are taken from across YUDU Media's portfolio and cannot be attributed to any individual retailer.

YUDU Media's iPad app catalogue examples:

Lakeland (<http://itunes.apple.com/gb/app/lakeland-digital-catalogues/id411453541?mt=8>)

Lands' End (<http://itunes.apple.com/gb/app/lands-end/id410010906?mt=8>)

Littlewoods Catalogue (<http://itunes.apple.com/gb/app/littlewoods/id456979840?mt=8>)

dELiA\*s (<http://itunes.apple.com/us/app/delia-s-ecatalog/id444087034?mt=8>)

Very (<http://itunes.apple.com/gb/app/very-catalogue/id378333634?mt=8&ls=1>)

Jockey (<http://itunes.apple.com/us/app/jockey-catalog/id423992560?mt=8>)

ALLOY eCatalog (<http://itunes.apple.com/us/app/alloy-ecatalog/id444088767?mt=8>)

L.L.Bean Signature Catalog (<http://itunes.apple.com/us/app/l.l.bean-signature-catalog/id476011766?mt=8>)