Browser Recommendations

Browsers in order of importance -ish

Safari-8

Chrome

Safari-7 (for what we do the same as safari-8)

Internet Explorer-11

Firefox

Internet Explorer-9

Safari (in-app)-(not set) -ios 6 & up (most potential)

Android Browser-4 (most potential)

Internet Explorer-10

Internet Explorer-8 ?

Safari-6 (working as is)

Safari-5 (these are working as is)

Amazon Silk-3 (browser on kindle fire)

Safari-600 (most likely mobile safari version 8)

Internet Explorer-7 (2k rev in 6 months)

Safari-9537 - other browser pretending to de safari

Safari-537 - other browser pretending to be safari

BlackBerry-10 (sessions less than 2300 in 6m)

Safari-4 (aov & conversion above average)

top mobile devices

browser is android 4 or safari
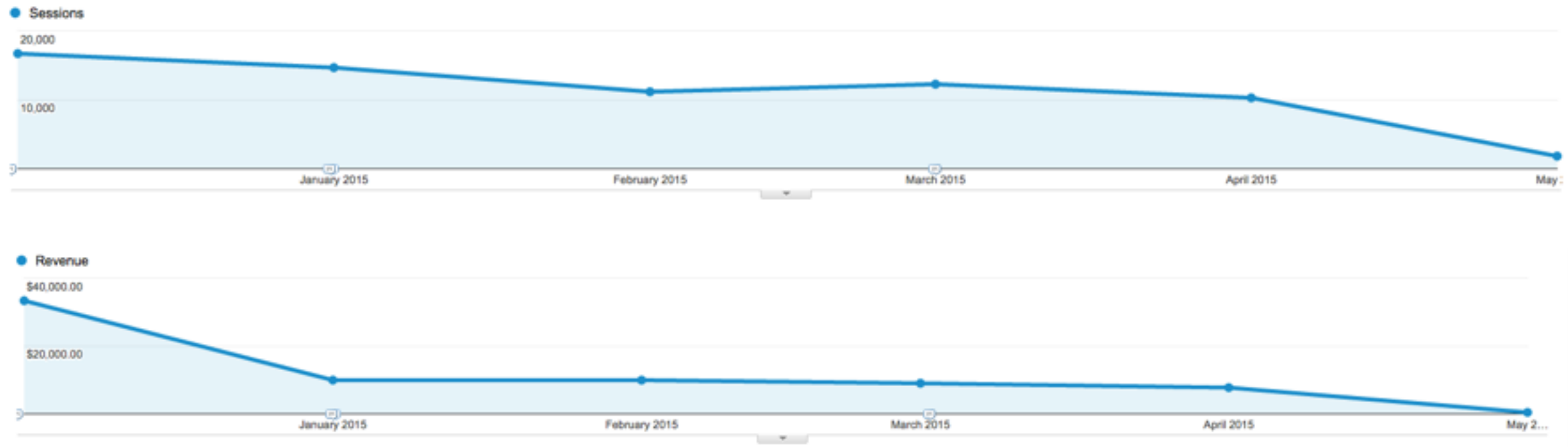
Iphone

Galaxy s3-s5

Galaxy note 4

Galaxy note 3

Galaxy note 2

Internet Explorer-8 ?

potential up side could increase 17.8% revenue to get to
average also could increase the current conversion rate up
potential 13% to reach the average site conversion rate.

if we get revenue to equal with site average then we would
increase 14,510 over the last 6 month period.

i think this warrants an a/b test with a modal to use on your
mobile device or a new browser.

also we could do some minimal clean up and set it to 1 day
or so for work

Recommendation for QA

Safari-8

Chrome

Internet Explorer-11

Firefox

Internet Explorer-9

Safari (in-app)-(not set) -ios 6 & up

Android Browser-4

Internet Explorer-10

potential improvement

Safari (in-app)-(not set) -ios 6 & up

Android Browser-4

opportunity costs

1. Speed optimization
2. home page revision
3. ref a friend
4. customized marketing landing pages
5. css clean up to homogenize our branding and increase productivity for new marketing initiatives that involve front end and quicker delivery of minimal viable products.