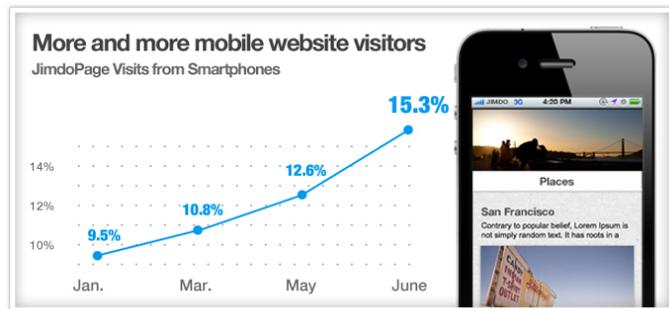


Jimdo Pushes New Layouts for Mobile Sites

San Francisco, July 24, 2012. Jimdo, the global free website creator, kicks its mobile offerings up a notch with customized mobile layouts for its 6 million users. Optimizing websites for display on mobile devices is proving crucial to the success of business and personal sites: more than 40% of the US and UK population¹ now owns smartphones.

Jimdo website visitors are increasingly mobile

Website owners who embrace this shift from mouse to touch will reap the benefits—80% of customers abandon a mobile site if they have a bad user experience². Jimdo's 6 million websites have been automatically optimized for mobile display since May 2011. Now, Jimdo users can customize their mobile web presence with just one click.



Source: Jimdo. Data gathered from JimdoPro and JimdoBusiness sites worldwide, 2012.

The global smartphone boom impacts Jimdo: over 15% of visits to Jimdo sites come from smartphones, a 60% increase since the beginning of 2012.

Customized and Effective—Even on the Go

Jimdo is future proofing for the mobile era by making sure the mobile experience is at the product's core. "The new customized layouts for Jimdo's mobile version are only the beginning," says Jimdo co-founder Fridtjof Detzner. "We want Jimdo customers to have mobile websites that are as easy to customize as a standard Jimdo site.

The growing smartphone market represents an excellent opportunity for online retailers, including the 80,000 online-stores powered by Jimdo. Business owners who optimize their websites for mobile viewing will be able to profit from the 30% of US and UK smartphone users³ who turn to their phone for shopping on the go.

Sources

¹ http://www.comscore.com/Press_Events/Presentations_Whitepapers/2012/2012_Mobile_Future_in_Focus

² <http://investors.limelightnetworks.com/releasedetail.cfm?ReleaseID=624758>

³ <http://www.thinkwithgoogle.com/mobileplanet/en/downloads/>

About Jimdo

Jimdo – Pages to the People (<http://www.jimdo.com>) was founded in February 2007 by three young entrepreneurs—Christian Springub, Fridtjof Detzner, and Matthias Henze—in an old farmhouse. The technology powering Jimdo was developed as a content management service for businesses, but frequent requests from friends gave the founders the idea to offer free JimdoPages. In just a few minutes, anyone—no technical knowledge required—can get a website online, complete with blog, photo galleries, video, online store, and social media integration. Funding from industry leaders like the Samwer brothers (CityDeal/Groupon, Facebook, LinkedIn), allowed Jimdo to scale quickly, and it is now available in 11 languages. In June 2012, the 6,000,000th Jimdo site went online. Follow us on Twitter [@jimdo](https://twitter.com/jimdo).

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