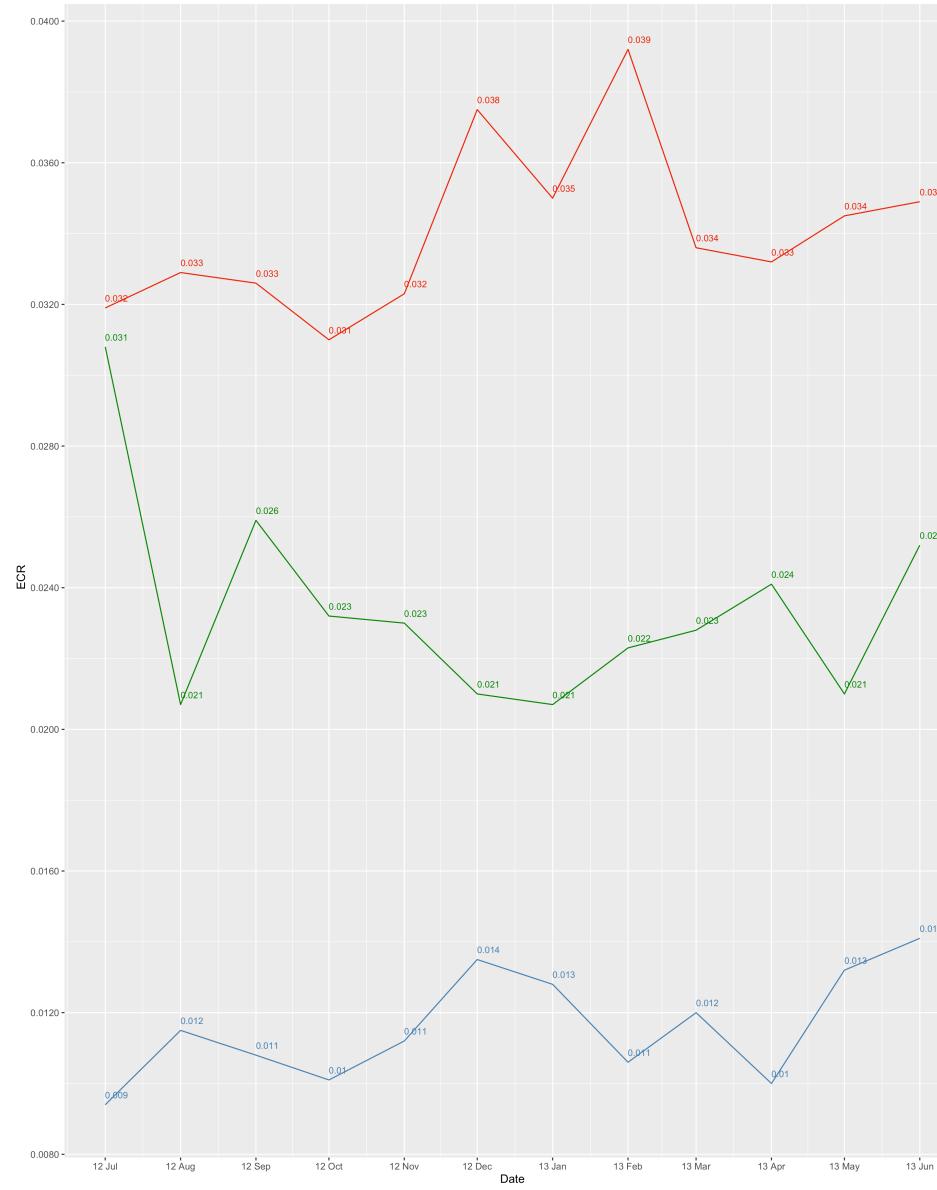
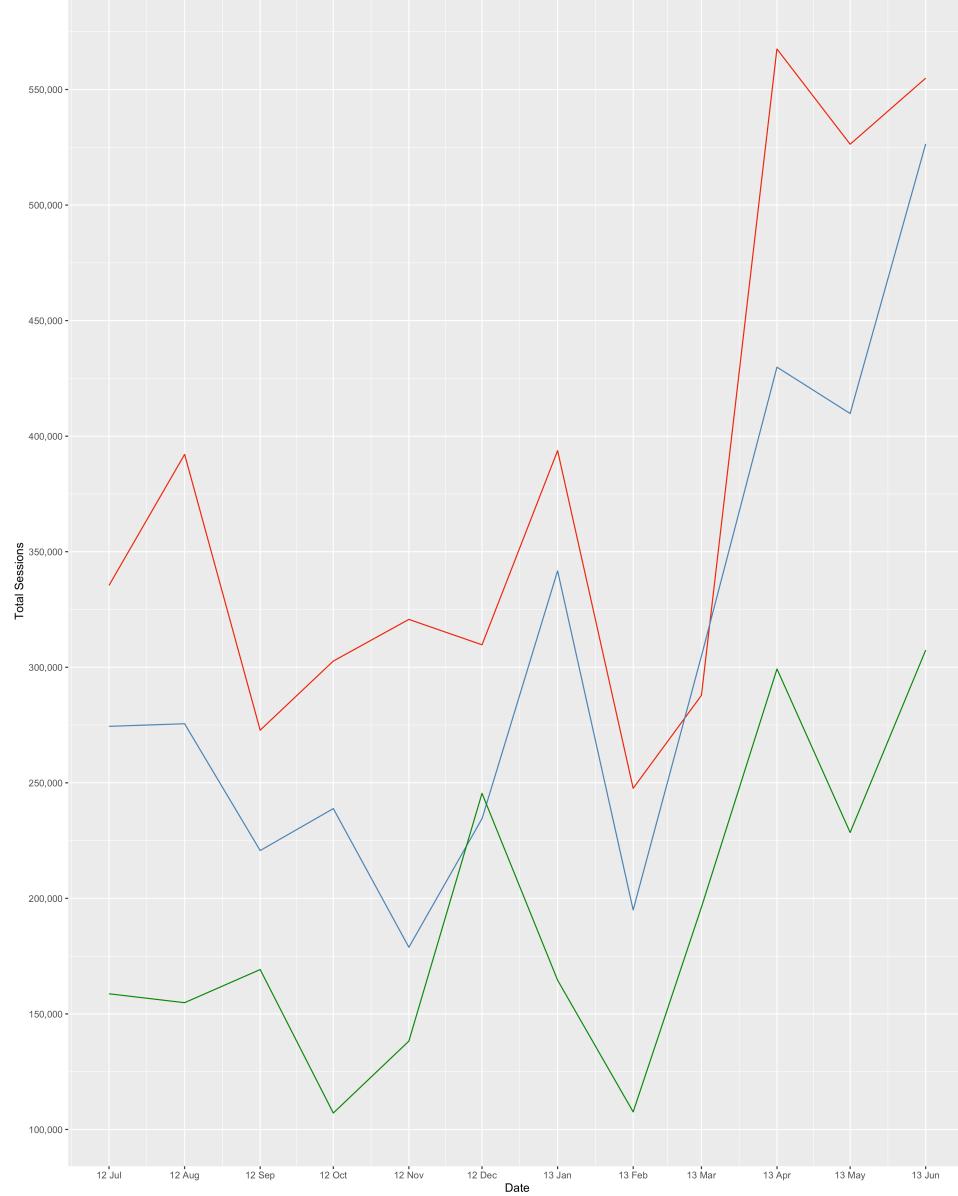


Web Analytics

Finding Value in Data

Sessions & ECR



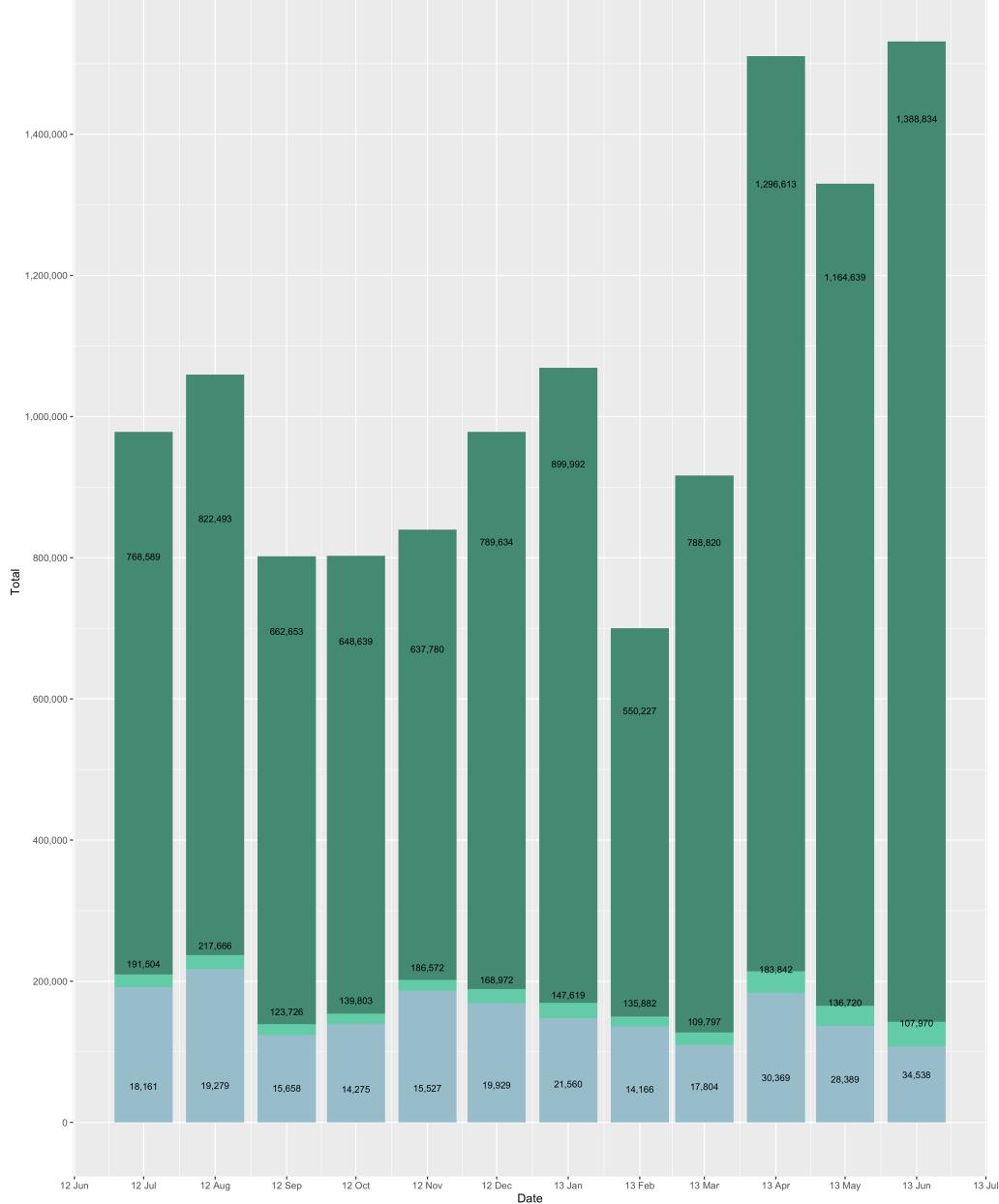
Insight

- Desktop still largest medium
- Mobile growing rapidly
- Tablets lagging

Action

- Invest in dynamic website
- Find synergy in Mobile / Tablet apps

Carts & Transactions



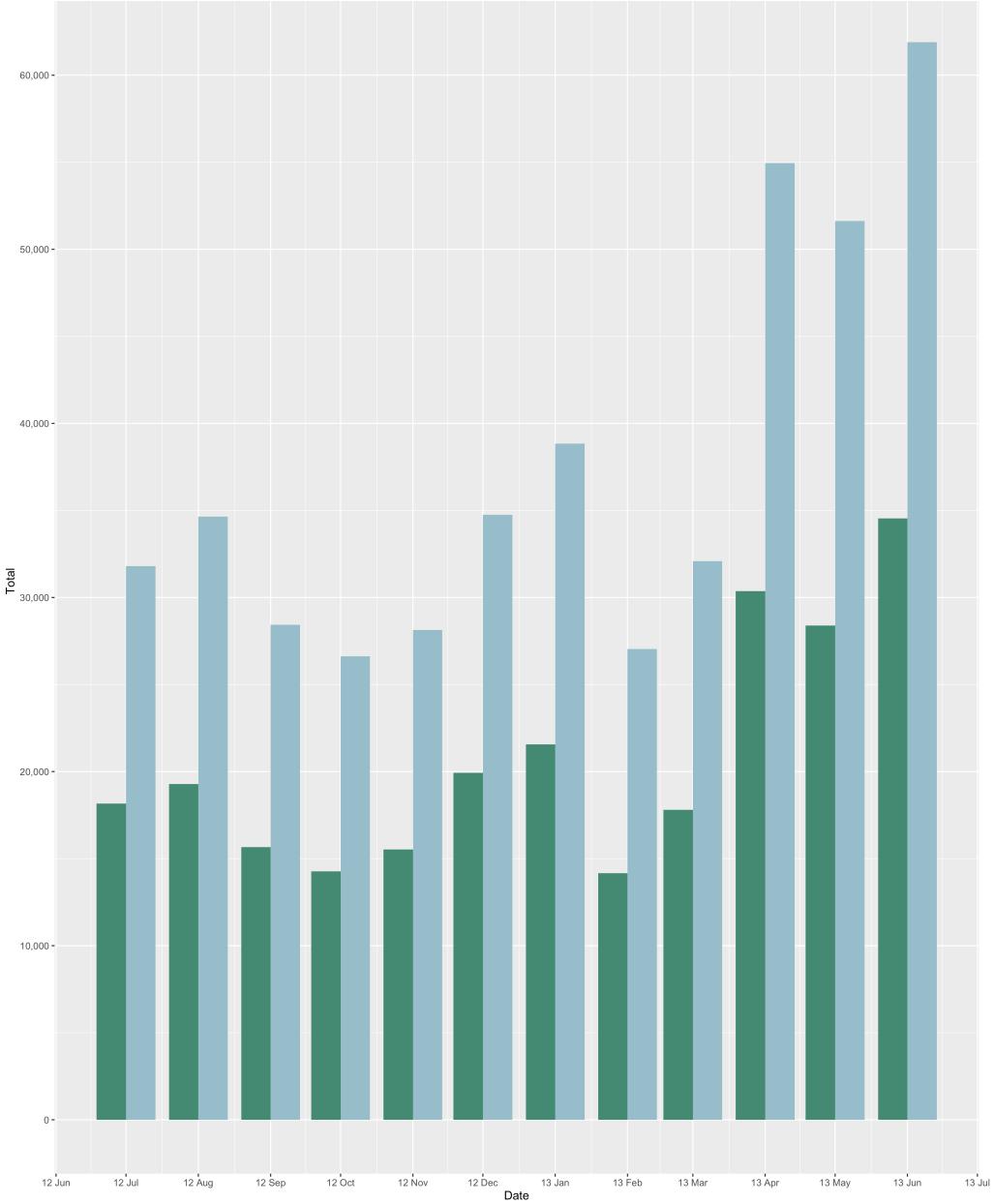
Insight

- Sessions keep growing but transactions stagnant
- Add to Carts lead to transactions

Action

- Promotions to save items in cart
- Mobile campaign based on location

Transactions & QTY



Insight

- Quantity ordered growing rapidly
- 50%+ growth from Dec to Jun

Action

- Link complementary products
- Offer free shipping over \$ amount