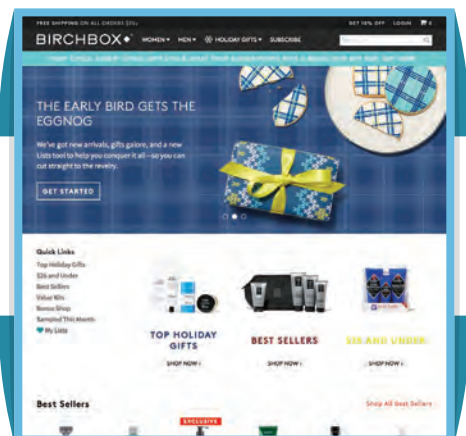


BIRCHBOX.COM

Grooming by the box

Company name: BirchBox Inc.
 Date launched: 2010
 2014 web-based sales: \$96,000,000¹
 2014 unique visitors (monthly avg.): 2,250,000¹
 Availability: 98.40%
 Response time: 8.96 seconds



WHAT ABOUT MEN? That's the question Birchbox asked before it launched a product line that men could use for their beards, hair and even their scent. The retailer is using the same model it originally pitched at women's beauty and hair care products: For \$20 a month subscribers get a box of products based on personal profiles. To spur shoppers to buy, Birchbox.com features grooming tips, such as how to achieve the bed-head look (presumably for those with unruffleable hair). Birchbox, which last year opened a store in New York for women, plans to carry the gender-sharing concept to the street. It will open a men's store in 2016. "Our offline customers have a higher lifetime value with us online, so for us, this isn't just another cute pop-up," says CEO Katia Beauchamp. To spur shoppers to buy, Birchbox.com features grooming tips, such as how to achieve the bed-head look (presumably for those with unruffleable hair). Birchbox, which last year opened a store in New York for women, plans to carry the gender-sharing concept to the street. It will open a men's store in 2016. "Our offline customers have a higher lifetime value with us online, so for us, this isn't just another cute pop-up," says CEO Katia Beauchamp.

VENDOR SPOTLIGHT

Online advertising



Content delivery network



E-mail marketing



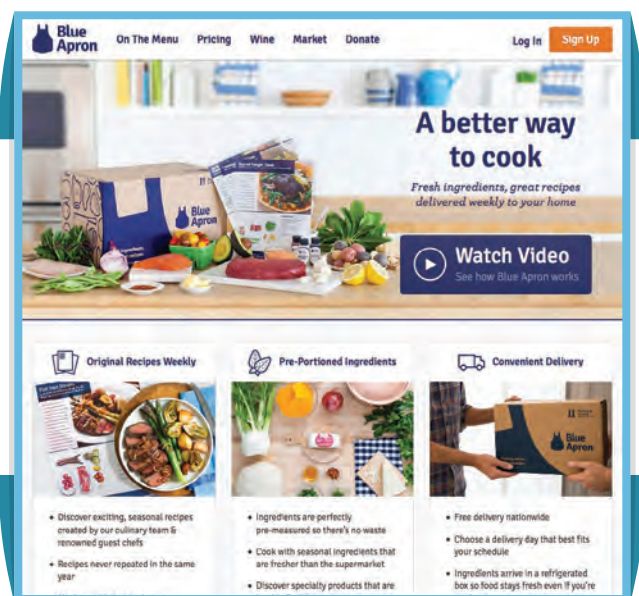
Payment security



BLUEAPRON.COM

First-mover advantage

Company name: Blue Apron Inc.
 Date launched: 2011
 2014 web-based sales: \$65,020,000¹
 2014 unique visitors (monthly avg.): 1,700,000¹
 Availability: NA
 Response time: NA

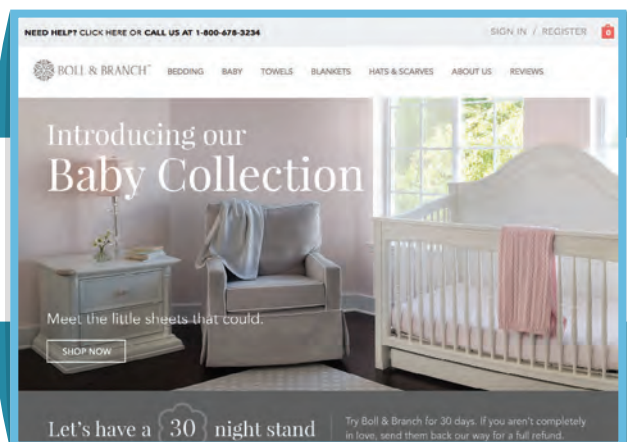


BLUE APRON SHIPS FRESH INGREDIENTS to consumers' doorsteps for them to cook at home. The merchant, fueled by nearly \$200 million in venture funding, competes directly with several fast-moving web retailers, including Plated.com and HelloFresh. But founded in 2011, Blue Apron was one of the first of its kind, and it is taking a bite of market share from traditional grocers—CEO and founder Matt Salzberg says more than 3 million pounds of produce was grown for Blue Apron this season. It currently ships around 5 million meals per month, up from around 1 million last year, much of that spurred by word-of-mouth referrals among friends and on social media, Salzberg says. At \$9.95 per meal, that amounts to up to \$600 million in annual web sales, a 400% jump from \$120 million last year. Matt Salzberg says more than 3 million pounds of produce was grown for Blue Apron this season. It currently ships around 5 million meals per month, up from around 1 million last year, much of that spurred by word-of-mouth referrals among friends and on social media, Salzberg says. At \$9.95 per meal, that amounts to up to \$600 million in annual web sales, a 400% jump from \$120 million last year.

BOLLAND
BRANCH.COM

A good night's sleep

Company name: Boll & Branch LLC
 Date launched: 2014
 2014 web-based sales: \$1,650,000
 2014 unique visitors (monthly avg.): NA
 Availability: 99.62%
 Response time: 11.056 seconds



VENDOR SPOTLIGHT

Online advertising



Content delivery network

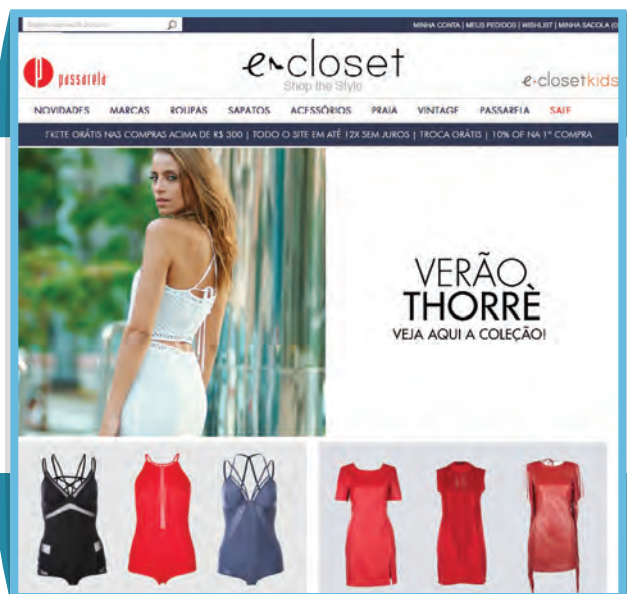


FAIR TRADE-CERTIFIED CONJURES AN IMAGE of coffee and chocolate—and now sheets. Boll & Branch offers luxury sheets, towels and throws from organic hand-picked cotton without the markups big retailers charge. Founders Missy and Scott Tannen contract with a factories that pays fair wages and are child-labor free. A portion of each sale goes to the organization Not For Sale, which fights slavery/human trafficking globally. “It’s the first and only brand of home textiles that is 100% Fair Trade-certified, meaning we’re paying a fair price for our materials, offering our workers a fair wage and treating everyone in our supply chain with dignity and respect,” Scott Tannen says. The “30 night stand” gives customers a full refund if they aren’t 100% satisfied one month after purchase. A portion of each sale goes to the organization Not For Sale, which fights slavery/human trafficking globally. “It’s the first and only brand of home textiles that is 100% Fair Trade-certified, meaning we’re paying a fair price for our materials, offering our workers a fair wage and treating everyone in our supply chain with dignity and respect,” Scott Tannen says. The “30 night stand” gives customers a full refund if they aren’t 100% satisfied one month after purchase.

E-CLOSET.COM.BR

An evolving business

Company name: E-Closet
 Date launched: 2008
 2014 web-based sales: \$3,192,045¹
 2014 unique visitors (monthly avg.): 30,575¹
 Availability: 99.57%
 Response time: 6.816 seconds

**BRAZIL-BASED ONLINE-ONLY LUXURY RETAILER E-CLOSET**

takes a multipronged approach to boosting e-commerce sales. The retailer, which launched in 2008, was one of the first e-commerce sites to figure out a way to convince shoppers to buy high-end fashion apparel online. While its e-commerce sales jumped more than 20% last year, according to Internet Retailer’s Top500Guide.com, the retailer this year saw growing competition and decided to adjust. It began selling children’s clothing, gently used vintage designer goods, and launched a private label line of accessories. It is also finding ways to make buying more convenient; for instance, it began offering same-day delivery to shoppers within the São Paulo city limits. While its e-commerce sales jumped more than 20% last year, according to Internet Retailer’s Top500Guide.com, the retailer this year saw growing competition and decided to adjust. It began selling children’s clothing, gently used vintage designer goods, and launched a private label line of accessories. It is also finding ways to make buying more convenient; for instance, it began offering same-day delivery to shoppers within the São Paulo city limits.

	Amazon.com	BirchBox.com	BlueApron.com	BollAndBranch.com	e-closet.com.br	Enjoy.com
Affiliate Marketing	In-house, CJ Affiliate	-	Impact Radius	-	-	-
Comparison Engine Feeds	-	ChannelAdvisor	-	-	-	-
Content Delivery	In-house, Akamai, Limelight Networks	Akamai, Amazon	Akamai, Amazon	Akamai, Amazon, Rackspace	Akamai	-
Content Management	In-house	-	-	-	-	Shopify
CRM	In-house	-	-	-	-	In-house
Customer Reviews and Forums	In-house	-	-	Yotpo	-	In-house, SurveyMonkey, WordPress
Customer Service Software	In-house	Zendesk	Zendesk	Zendesk	-	In-house, Salesforce.com
E-Commerce Platform	In-house	Magento	-	Symphony Commerce	-	In-house, Shopify
Email Marketing	In-house	Sailthru, SendGrid	SendGrid, TowerData	Bronto	Splio	In-house, MailChimp
Fulfillment	In-house	-	-	Symphony Commerce	-	In-house
International Services	-	-	-	-	-	-
Live Chat/Click-To-Call	Oracle	-	-	Olark	Zopim	Zopim
Marketplace Management	-	-	-	-	-	-
Mobile Commerce	-	-	-	-	-	Shopify
Online Advertising	-	Dstillery, Google, PubMatic, Tealium	Convertro, Google, SteelHouse	SimpleReach, YellowHammer	Google, MediaMath, Nextper, Ve Interactive	AdRoll, Facebook, Google, Neustar
Order Management	In-house	-	-	-	-	In-house, NetSuite
Payment Security	-	-	-	-	-	Shopify
Payment Systems	In-house, Chase Paymentech	-	-	PayPal, Stripe	-	Shopify, Stripe
Personalization	-	-	-	-	-	In-house
Rich Media	In-house, Adobe, Webcollage by Answers	-	-	-	-	-
Search Engine Marketing	In-house, iProspect, Kenshoo	ChannelAdvisor	-	ROI Revolution	-	-
Security Certification	Symantec	Thawte	-	GlobalSign	Comodo	DigiCert
Shipping Carrier	DHL, FedEx, UPS, USPS	-	-	FedEx, UPS	-	-
Site Design	In-house	-	-	-	-	In-house
Site Search	In-house	-	-	-	-	-
Social Media Marketing	Kenshoo, Shoutlet	Olapic	Nanigans	Nanigans	-	-
Web Analytics	Adobe, SAS	Google, Neustar	CrazyEgg, Google	Chartbeat, Google	Google, Signal	In-house, Google
Web Hosting	In-house	-	Akamai, Amazon, GoDaddy	Amazon	-	Amazon
Web Performance Monitoring	Dynatrace	New Relic	New Relic	-	-	In-house
Website Testing/Optimization	Adobe	-	Optimizely	Optimizely	-	-

	Amazon.com	BirchBox.com	BlueApron.com	BollAndBranch.com	e-closet.com.br	Enjoy.com	eSalon.com	eShakti.com
Affiliate Marketing	In-house, CJ Affiliate	-	Impact Radius	-	-	-	eSalon	eShakti
Comparison Engine Feeds	-	ChannelAdvisor	-	-	-	-	-	ShareASale
Content Delivery	In-house, Akamai, Limelight Networks	Akamai, Amazon	Akamai, Amazon	Akamai, Amazon, Rackspace	Akamai	-	-	-
Content Management	In-house	-	-	-	-	Shopify	Akamai, Amazon	Akamai, Amazon
CRM	In-house	-	-	-	-	In-house	-	-
Customer Reviews and Forums	In-house	-	-	Yotpo	-	In-house, SurveyMonkey, WordPress	-	-
Customer Service Software	In-house	Zendesk	Zendesk	Zendesk	-	In-house, Salesforce.com	-	-
E-Commerce Platform	In-house	Magento	-	Symphony Commerce	-	In-house, Shopify	Zendesk	-
Email Marketing	In-house	Sailthru, SendGrid	SendGrid, TowerData	Bronto	Splio	In-house, MailChimp	-	-
Fulfillment	In-house	-	-	Symphony Commerce	-	In-house	SendGrid	MailChimp, TowerData
International Services	-	-	-	-	-	-	-	-
Live Chat/Click-To-Call	Oracle	-	-	Olark	Zopim	Zopim	-	-
Marketplace Management	-	-	-	-	-	-	-	LivePerson
Mobile Commerce	-	-	-	-	-	Shopify	-	-
Online Advertising	-	Dstillery, Google, Pubmatic, Tealium	Convertro, Google, SteelHouse	SimpleReach, YellowHammer	Google, MediaMath, Nextper, Ve Interactive	AdRoll, Facebook, Google, Neustar	-	-
Order Management	In-house	-	-	-	-	In-house, NetSuite	Google	Criteo, Google, Pubmatic, Quantcast, Rubicon Project, Yahoo
Payment Security	-	-	-	-	-	Shopify	-	-
Payment Systems	In-house, Chase Paymentech	-	-	PayPal, Stripe	-	Shopify, Stripe	-	-
Personalization	-	-	-	-	-	In-house	-	PayPal
Rich Media	In-house, Adobe, Webcollage by Answers	-	-	-	-	-	-	-
Search Engine Marketing	In-house, iProspect, Kenshoo	ChannelAdvisor	-	ROI Revolution	-	-	-	-
Security Certification	Symantec	Thawte	-	GlobalSign	Comodo	DigiCert	-	-
Shipping Carrier	DHL, FedEx, UPS, USPS	-	-	FedEx, UPS	-	-	GoDaddy	Symantec, Trustwave
Site Design	In-house	-	-	-	-	In-house	-	USPS
Site Search	In-house	-	-	-	-	-	-	-
Social Media Marketing	Kenshoo, Shoutlet	Olapic	Nanigans	Nanigans	-	-	-	-
Web Analytics	Adobe, SAS	Google, Neustar	CrazyEgg, Google	Chartbeat, Google	Google, Signal	In-house, Google	-	-
Web Hosting	In-house	-	Akamai, Amazon, GoDaddy	Amazon	-	Amazon	ClickTale, Google	Google
Web Performance Monitoring	Dynatrace	New Relic	New Relic	-	-	In-house	SoftLayer	SoftLayer
Website Testing/Optimization	Adobe	-	Optimizely	Optimizely	-	-	New Relic	-