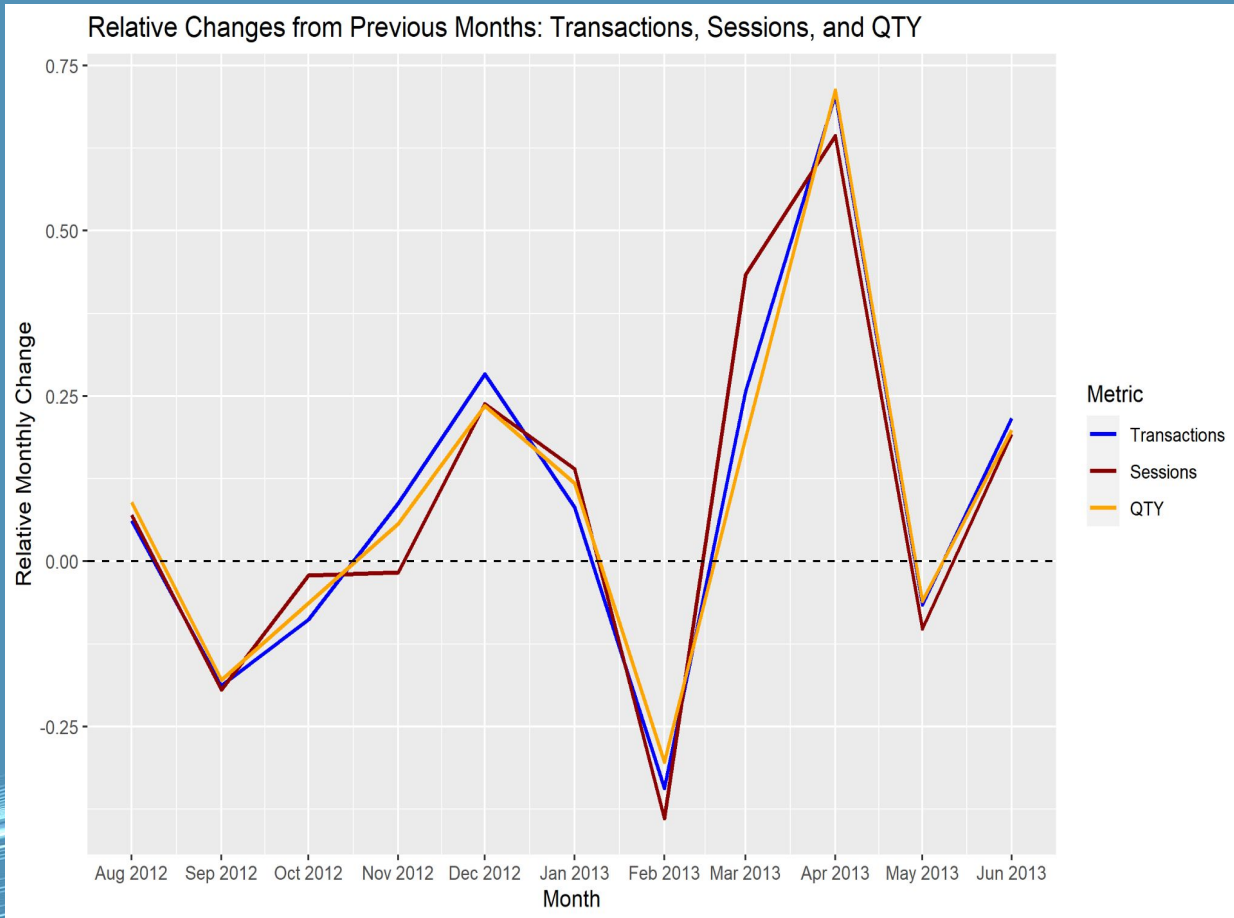


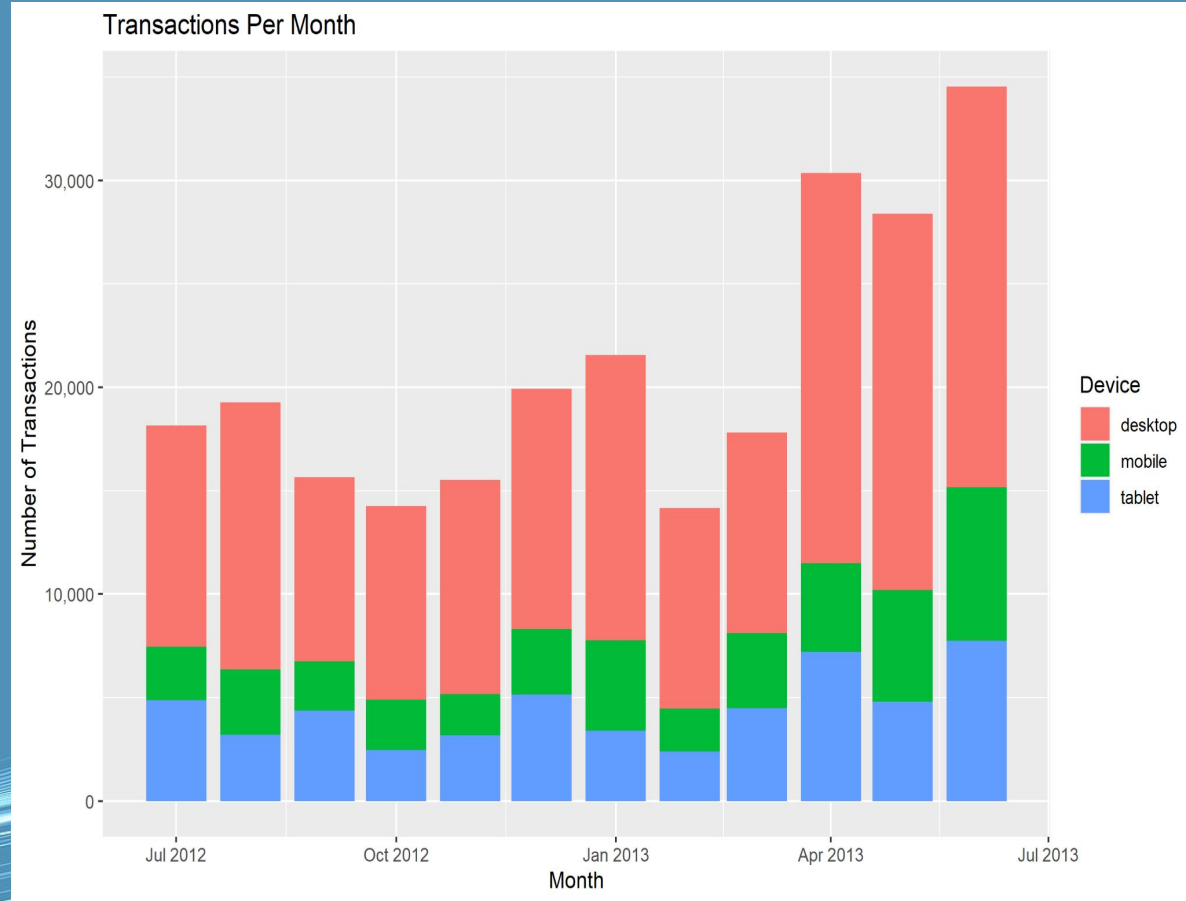
July 2013

Website Performance Overview

- Transactions, sessions, and QTY track closely
- Average monthly growth
 - Transactions: 9.2%
 - Sessions: 9.0%
 - QTY: 9.0%
- Fast change in growth between Feb and April 2013
- The website is becoming more successful over time



- More transaction in the last three months
- Most transactions happen with desktops; least from mobiles
- The proportion of transactions per device hasn't changed significantly
- Similar trends for sessions and QTY
- The website is performing better than it ever has been



- Desktop users have the highest ECR (transactions per session); mobile users have the lowest
- ECR has not changed much over time
- People visiting on a desktop are more likely to transact
- Desktop users are the main demographic:
 - Most transactions
 - Highest ECR

