



## 2015 Holiday / Year End Report

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# AGENDA

- Holiday 2015 Performance
- Search Engine Marketing Performance
- Display Retargeting Performance
- Year End Recap: 2015
- Appendix

# HOLIDAY 2015 GOALS & OBJECTIVES

**mophie.com had two primary objectives during the holiday season (November & December)**

- Increase YoY revenue on [mophie.com](http://mophie.com) during the holiday period (Nov / Dec)
- Deliver a blended 3:1 ROAS across our digital marketing investment

# **HOLIDAY 2015 ECOMMERCE PERFORMANCE**

## 2014 vs. 2015 ECOMMERCE PERFORMANCE

Decreased digital investments by 54% and increased revenue by 38% YoY

	2014 Holiday	2015 Holiday	Variance
Total Visits	1,917,912	1,777,438	-7%
Bounce Rate	41.02%	43.93%	7%
Conversion Rate*	1.55%	2.49%	61%
Avg. Order Value	\$107.33	\$90.90	-15%
Total Revenue	\$2,881,567.68	\$3,975,370.07	38%
Total Investment	\$489,925	\$225,136	-54%
Return on Advertising Spend	\$6.91	\$3.25	-53%

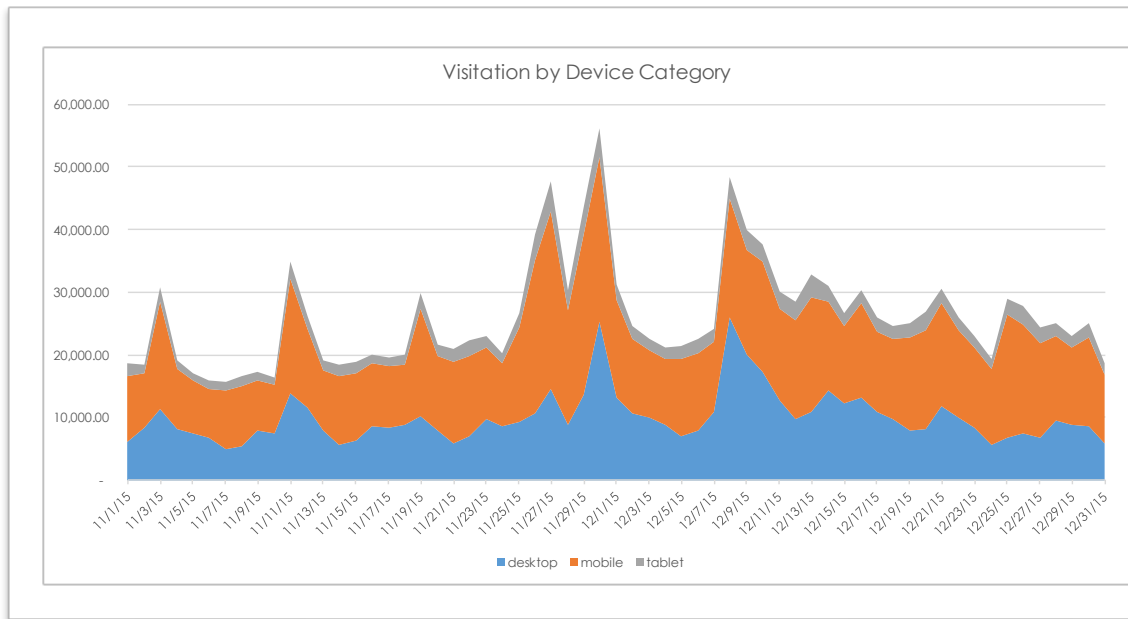
Clickstream data has been calculated to reflect global channels, while revenue data such as Total Investment and ROAS has been calculated to focus on North American performance

## 2015 DEVICE CATEGORY BY VISITS

### Conversion on Desktop & Mobile is up ~67% YoY

**Insight:** While device traffic was down 17% vs. Holiday 2014, conversion on desktop (up 118%) and mobile is up ~67%.

The ebb and flow of visits to the page experienced a peak during the Cyber Monday and Thanksgiving which is due to visit saturation. While mobile continues to push traffic to our NA site, our conversion comes from desktop which is due to our paid media efforts that focused on bottom of the funnel experience for desktop.

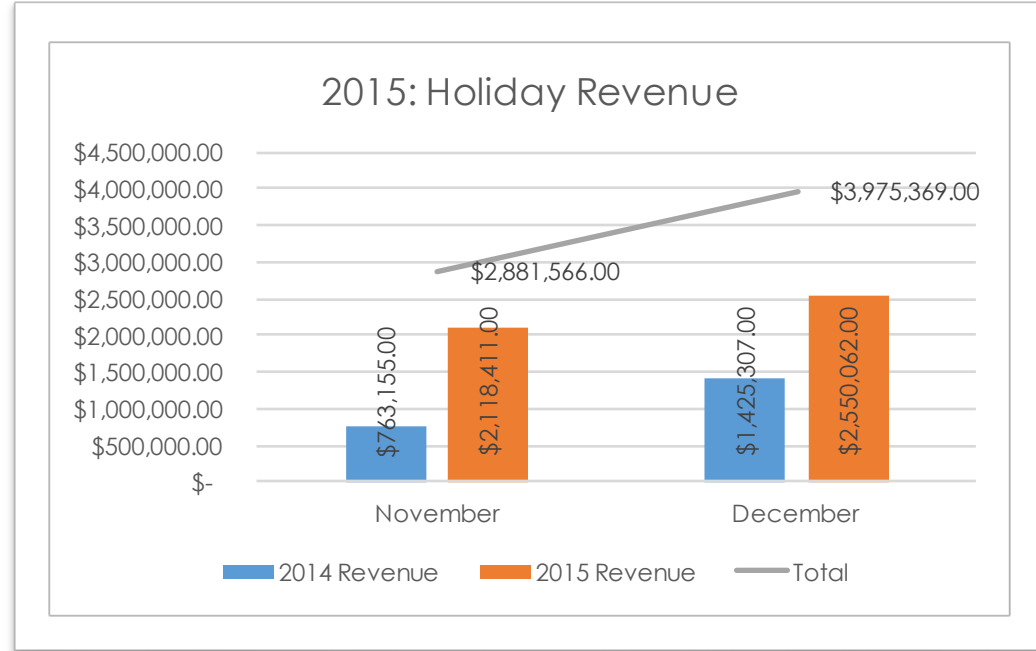


## 2014 vs. 2015 HOLIDAY REVENUE

### 38% increase in revenue YoY during the holiday week

**Insight:** YOY revenue is up **38%** (\$3.9M vs. \$2.8M) during the holiday period, as mophie experienced an increase in conversion during Thanksgiving weekend and Cyber Monday.

While we are up in revenue and down on our digital investment, we may have missed an opportunity to increase our spend to generate more revenue. This was due to maintaining our overall ROAS goal of 3:1

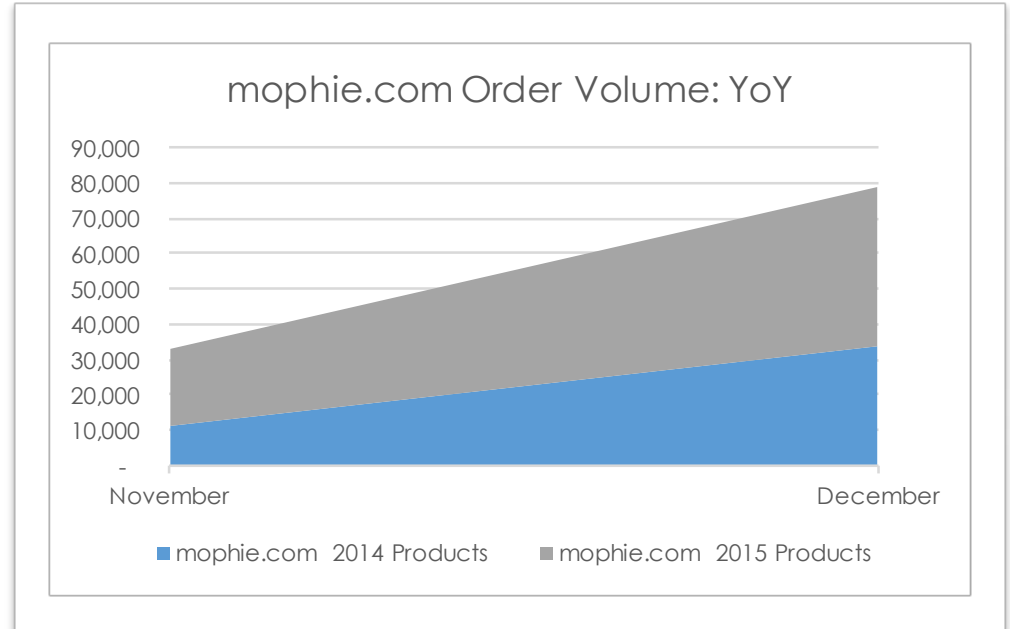


## 2014 vs. 2015 PRODUCT VOLUME

### 49% YoY increase in product volume

**Insight:** mophie.com is up **49%** YoY ( 45K units vs. 67K units) which is due to our promotion strategy this year which focused on a tiered discounting strategy (up to 70% off) to help alleviate over stock inventory.

The highest selling product this year was the Juice Pack Reserve Black and the USB Car Dock, which collectively sold over 5K units.





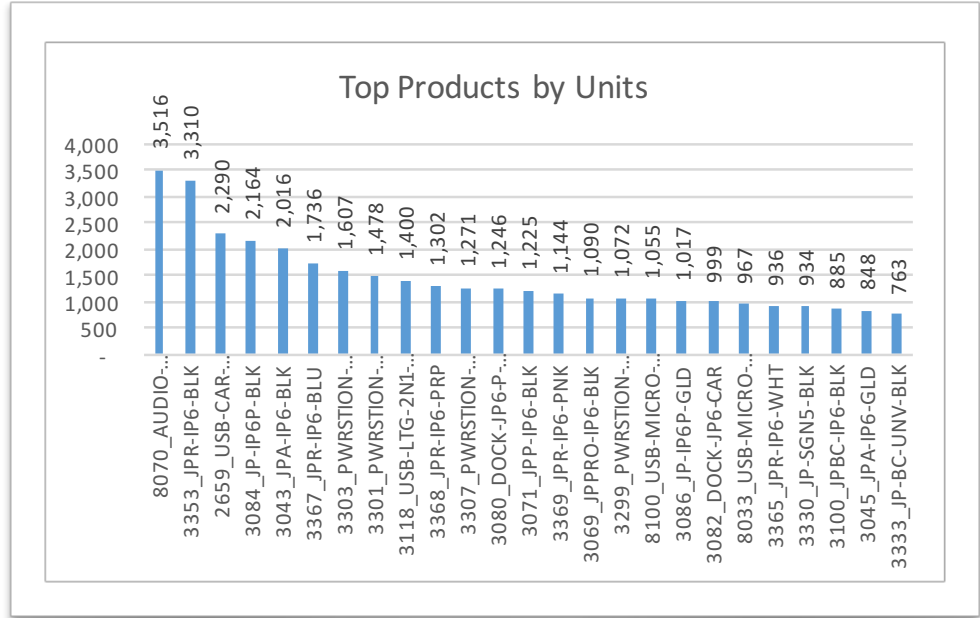
## 2014 vs. 2015 TOP PRODUCT BY CATEGORY

### Juice Pack Reserve - Black was the highest selling product (3,310 units)

**Insight:** While the Juice Pack Reserve Black (3,310 Units) had the highest sell through by units, our accessory category experienced a large increase in units due to the sale and the free accessory program that we ran in December.

#### Total Category Growth by Units

1. **Cases:** 56%
2. **Accessories:** 28%
3. **Universal Batteries:** 16%



# HOLIDAY 2015 GOALS & OBJECTIVES

Increase YoY revenue on [mophie.com](http://mophie.com) during the holiday period

# HOLIDAY GIFT GUIDE

## The highest converting Non-PDP Landing Page in 2015

**Insight:** In order to increase conversion on the site, we wanted to create a separate landing environment for our consumers around the holiday gift guide.

This page was extremely successful in capturing demand, which led to a conversion rate of 6.05%.

### Landing Page Performance

- **Sessions:** 41K
- **New Sessions:** 52% (Avg. 65%)
- **Bounce Rate:** 35% (48 Avg.)
- **Time on Site:** 3:05 mins (2:15 Avg.)
- **Revenue:** \$224K



# BOUNCE BACK EMAIL PROMOTION

Over 2K accounts were created from this activation

**Insight:** From 12/10 – 12/13 we ran a unique promotion on [www.mophie.com](http://www.mophie.com) which sent customers a bounce back email 10 minutes after their completed order (\$99 minimum order value threshold) which offered them a \$25 promotional code (see attached emails for reference).

## Email Performance

- **Code Distribution:** 1,541
- **Accounts Created:** 2,782 (up 60% WoW)
- **Sessions:** 128,971 (Avg. 94K)
- **Open Rate:** 18% (Avg. 23%)
- **CTR:** 3% (Avg. 5%)



In time for the Holidays: The new **Rose Gold** juice pack air for iPhone 6s

**Receive a \$25 store credit for each order over \$99!**

With the introduction of our new **Rose Gold** juice pack air, we are giving away promo codes for a \$25 store credit to keep for yourself or give to someone special this Holiday.

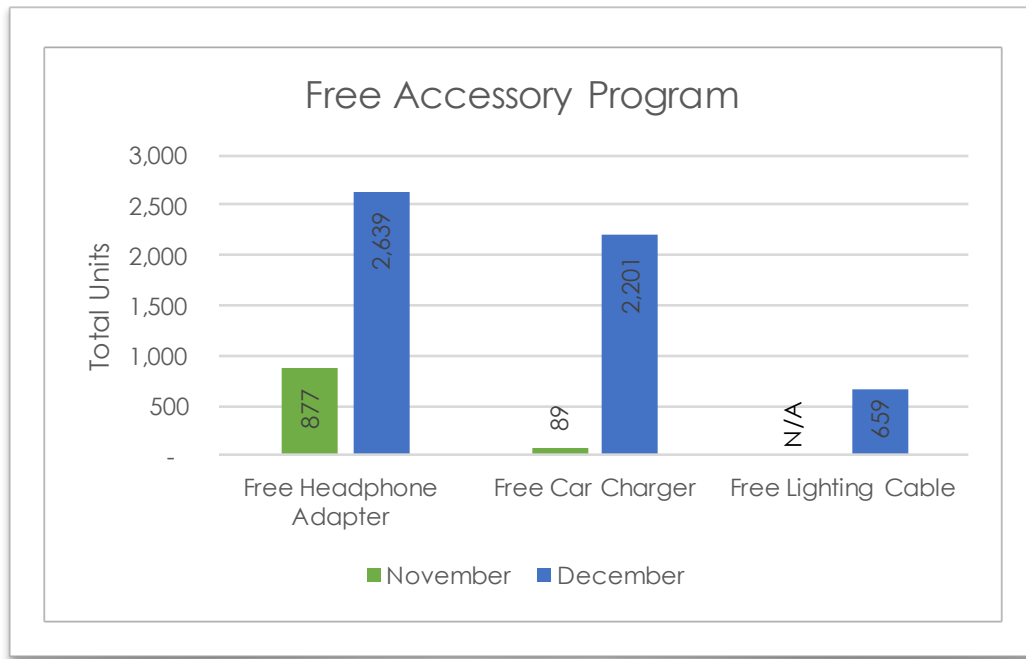
# FREE GIFT WITH PURCHASE PROGRAM

## 2,639 Headphone Adapters were redeemed during the program

**Insight:** On 12/16, we wanted to help drive conversion by implementing a **“Free Gift with Purchase”** program. While supplies last and with the the purchase of a select juice pack or power station battery, we gave away:

- Dual Car Charger
- Free Lighting Cable
- Free Headphone Adapter

While this program was successful (up +469% MoM), we were unable to directly correlate increased sell through with juicepack or powerstation units.



\* The 1M Cable was unavailable in November

## HOLIDAY 2015 GOALS & OBJECTIVES

Deliver a blended 3:1 ROAS across our digital marketing investment for Holiday

# SEARCH ENGINE MARKETING

## SEARCH ENGINE MARKETING RECAP

**SEM was the strongest performer in our digital investment portfolio**

	<i>2014 Holiday</i>	<i>2015 Holiday</i>	<i>Variance</i>
Clicks	280,924	328,152.00	17%
Cost	\$168,622.70	\$208,038.18	23%
CPC	\$0.60	\$0.63	5%
Visits	317,020	355,626	12%
Bounce Rate	40.03%	55.83%	39%
Conversion Rate	2.05%	2.3%	12%
Revenue	\$280,924.00	\$328,152.00	17%



# GOOGLE SHOPPING CAMPAIGNS

## Shopping Campaigns are up 75% vs. the prior 2 months

**Insight:** With the introduction of CPC to help drive strategy and implementation. We were able to bring our Google Shopping campaigns to a positive return making \$1.07 (prior two months we lost \$.19 cents on the dollar).

With CPC strategy narrowing down on consumer search trends and shopping habits for the holidays, we were able to create multiple campaigns to accommodate each user (e.g. iso, broad, etc)

	Prior Two Months	2015 Holiday	Variance
Clicks	99,650	142,208	43%
Sessions	102,372	152,516	49%
Cost	\$52,356	\$92,956	78%
Revenue	\$62,120	\$192,826	210%
ROAS	\$1.19	\$2.07	74%

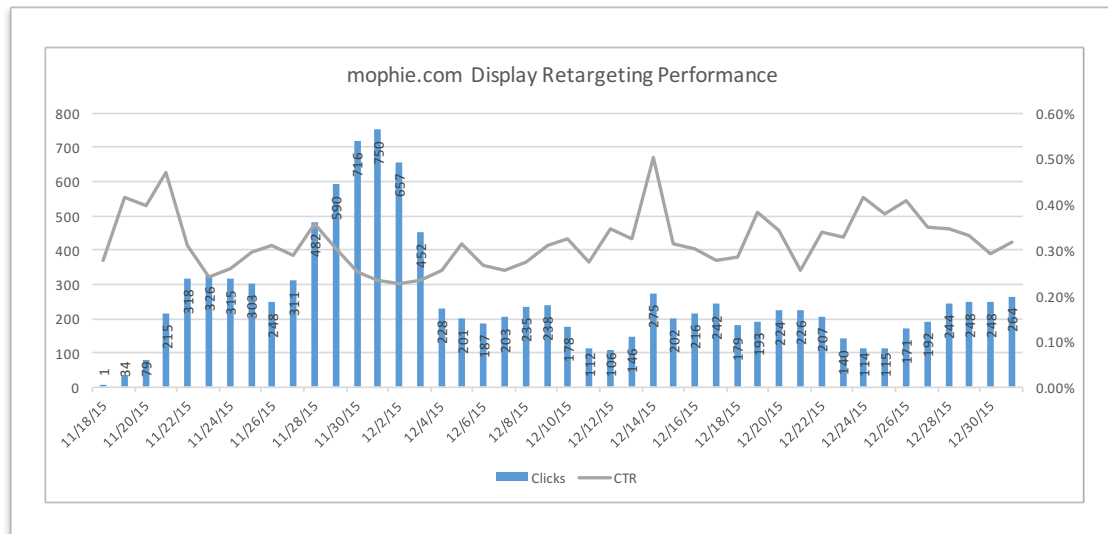
# DISPLAY RETARGETING

# DISPLAY RETARGETING RECAP

## Display Retargeting delivered a 2:1 ROAS during the holiday activation

**Insight:** During the holiday period, we implemented a more bottom of the funnel tactic to help drive conversion on site. We worked with our vendor partners to create a display remarketing program to help target users who recently searched products on our site to increase consideration for our products.

Display retargeting was an effective strategy in delivering a 2:1 ROAS during the holiday activation.



**Total Clicks: 11,331**

**Avg. CPC \$1.33**

**Avg. CTR: 0.32%**

**Total Display Cost: \$17K**

**Total Sales: 356**

**Total Revenue: \$32K**

## HOLIDAY SPEND RECAP

**Delivered a \$3.25 ROAS through the November and December Holiday period**

	Spend	Revenue	ROAS
Search Engine	\$115,081.00	\$507,675.00	\$4.41
Shopping Feed	\$92,956.00	\$192,826.00	\$2.07
Display	\$17,099.00	\$32,273.00	\$1.89
Total	\$225,136.00	\$732,774.00	\$3.25

# Year End Recap: 2015

## YEARLY 2015 GOALS & OBJECTIVES

- Increase YoY revenue on [mophie.com](http://mophie.com)
- Increase our CRM database and increase email retention
- Create positive revenue generating acquisition programs to help increase incremental revenue and drive conversion

## 2014 vs. 2015 WEBSITE PERFORMANCE

	2014 KPI	2015 KPI	Benchmarks
Total Revenue	\$12,545,288.00	\$18,215,298.00	\$18,000,000.00
Conversion Rate	0.96%	1.72%	1.73%
AOV	\$115.79	\$114.38	\$120.00
Total Transactions	108,346	159,256	120,000
Total Visits	11,260,274	9,287,160	10,420,000

# 2014 vs. 2015 PRODUCT VOLUME

**Product Sell Through is up 45% YoY (229K vs. 158K)**

**Insight:** Product volume is up 45% YoY (229K vs. 158K) which is to our flagship juice pack product which launched in January. We also had other notable launches throughout the year such as the H2Pro and the Juice Pack Reserve which helped to increase total sell through.

## Top 5 Products by Sell Through: 2015

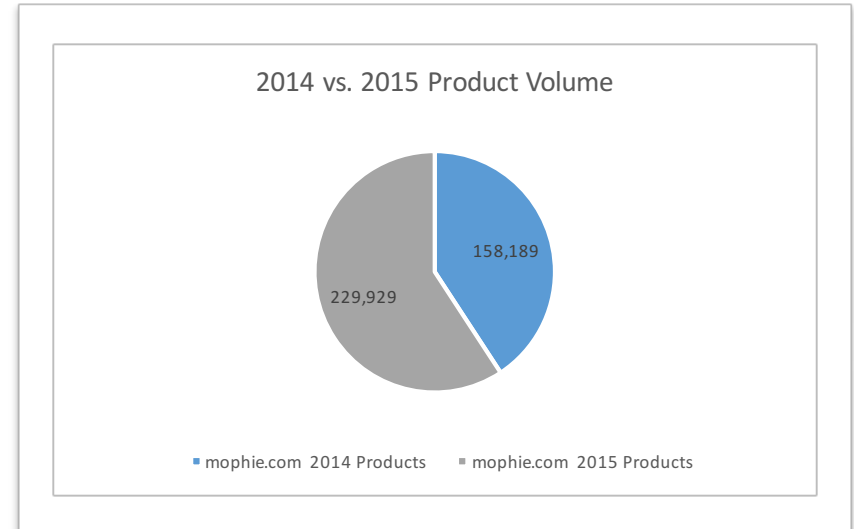
**JPA - IP6-BLK:** 18,160 Units

**JPP - IP6-BLK:** 14,915 Units

**JP -IP6P-BLK:** 14,555 Units

**Audio Adapter:** 11,120 Units

**Dock-JP6-Desk-BLK:** 7,061 Units

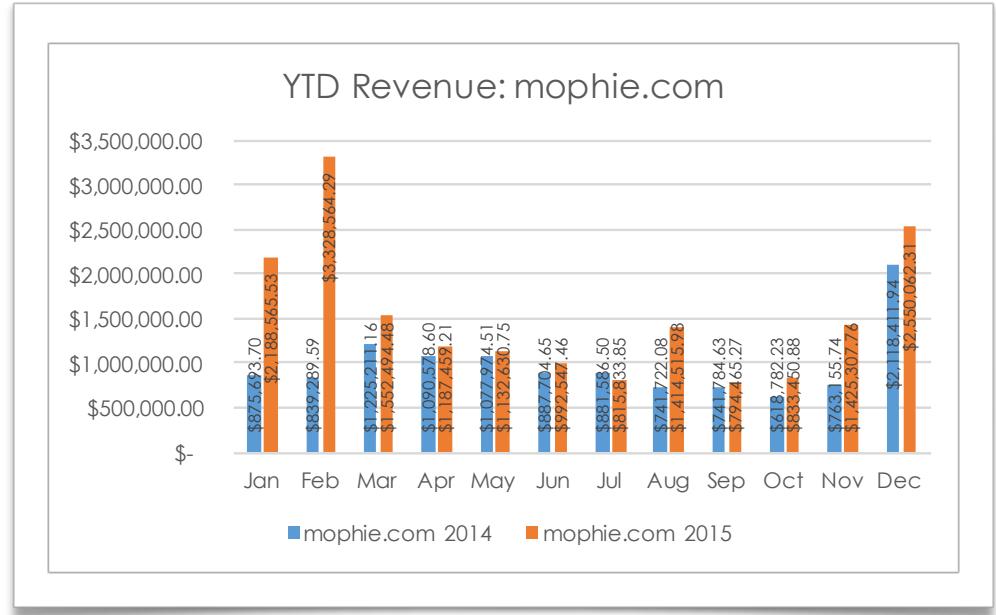




## 2014 vs. 2015 .COM REVENUE

2015 Revenue is up 54% from 2014

**Insight:** With the release of our flagship product for the iPhone 6, .com experienced a substantial amount of revenue this year. The primary drivers of revenue this year were from the JuicePack, which made up over 60% of revenue.

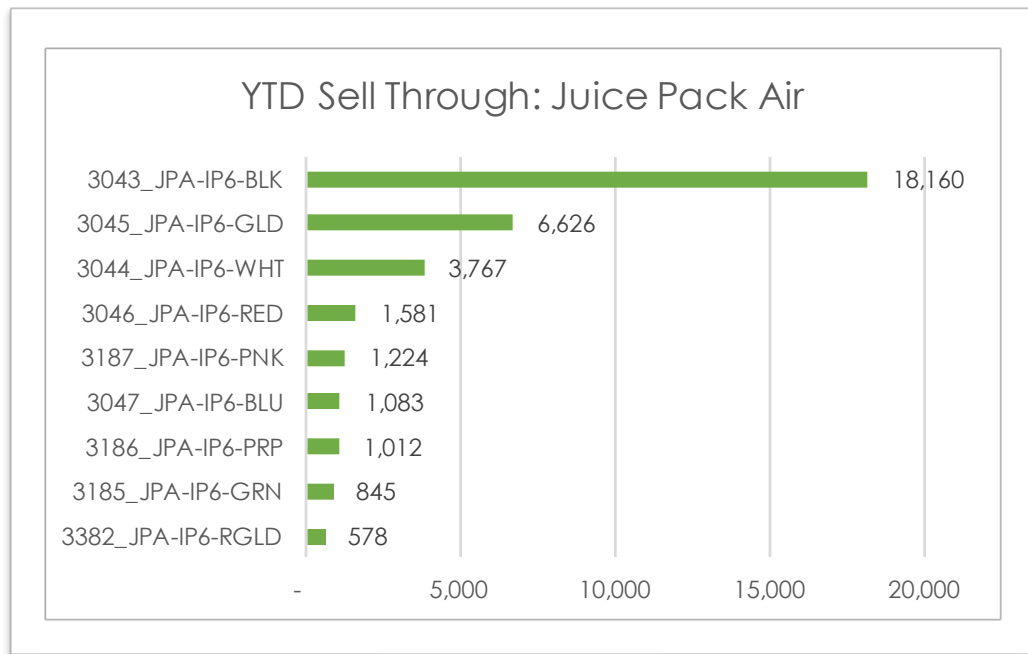


# JUICE PACK AIR PERFORMANCE

**Insight:** The JPA-IP6-BLK is our most successful product, making up over 50% of overall product sell through. In 2015, BLK, GLD, & WHT were the colors that had the most successful sell through.

## Product Page Performance

- **Sessions:** 97K
- **New Sessions:** 59% (Avg. 65%)
- **Bounce Rate:** 67% (Avg. 48%)
- **Time on Site:** 1:42 mins (Avg. 2:15)
- **Revenue:** \$221K

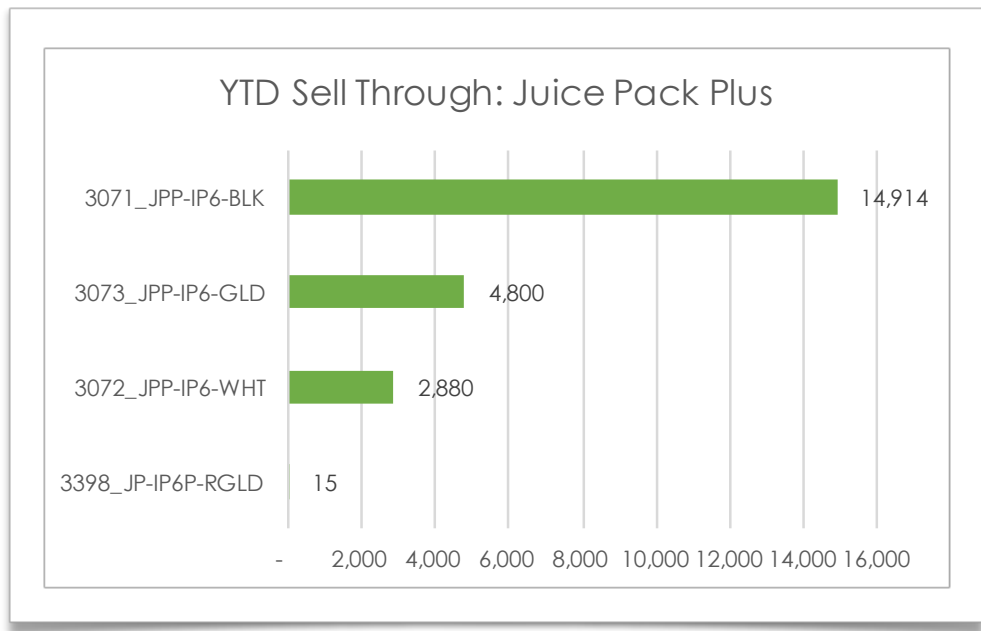


# JUICE PACK PLUS PERFORMANCE

**Insight:** Similar to the Juice Pack Air Performance, the Juice Pack Plus sold over 17K units, with the BLK and GLD being the primary drivers of units sold for the product.

## Product Page Performance

- **Sessions:** 75K
- **New Sessions:** 53% (Avg. 65%)
- **Bounce Rate:** 69% (Avg. 48%)
- **Time on Site:** 1:38 min (Avg. 2:15)
- **Revenue:** \$137K



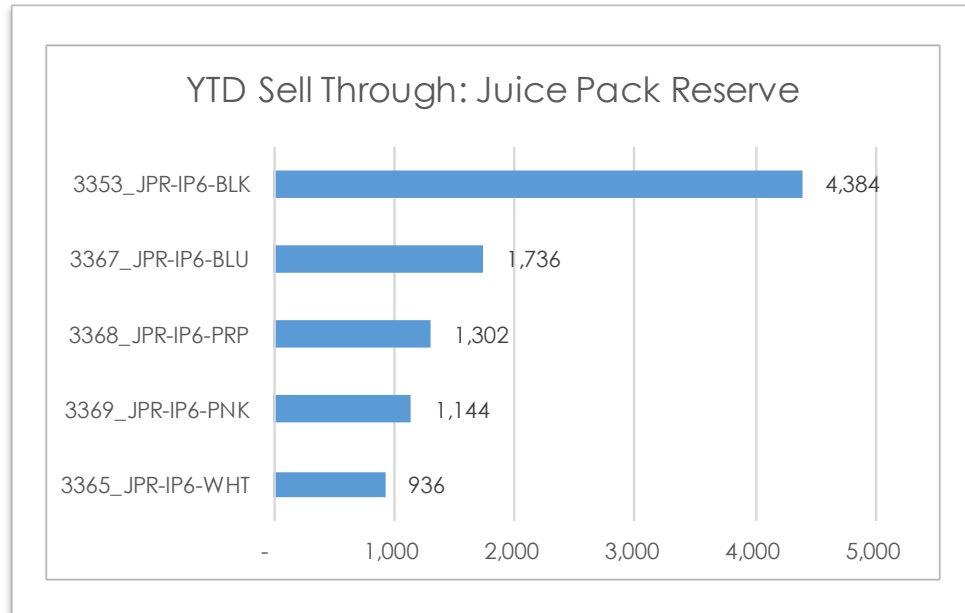
\*Data used is from Piston's weekly revenue report

# JUICE PACK RESERVE

**Insight:** With a late launch in October, the Juice Pack Reserve was positioned to be a top seller for users who wanted to purchase a stand alone case. While BLK was the highest performer - BLU turned out to be the secondary color of choice for consumers.

## Product Page Performance

- **Sessions:** 85K
- **New Sessions:** 63% (Avg. 65%)
- **Bounce Rate:** 74% (Avg. 48%)
- **Time on Site:** 1:16 mins (Avg. 2:15)
- **Revenue:** \$92K



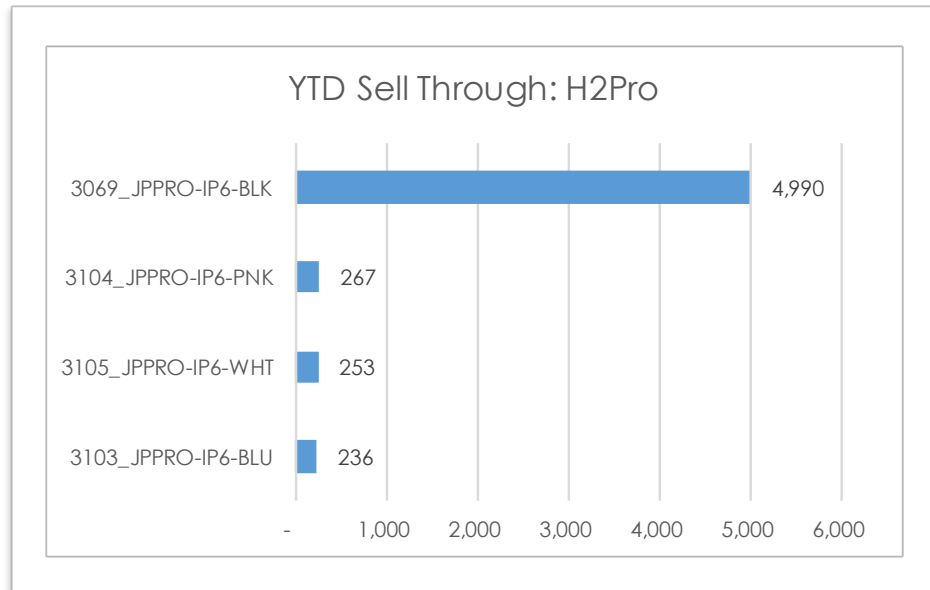
# H2PRO PERFORMANCE

**Insight:** While the H2Pro had a delay early on, first day sales for the product had the highest performance outside of the Juice Pack Air and Plus Launch this year.

With a recent launch of the color SKUs, we are looking for the H2Pro to be a major product throughout the year.

## Product Page Performance

- **Sessions:** 202K
- **New Sessions:** 61% (Avg. 65%)
- **Bounce Rate:** 74% (Avg. 48%)
- **Time on Site:** 1:12 mins (Avg. 2:15)
- **Revenue:** \$220K

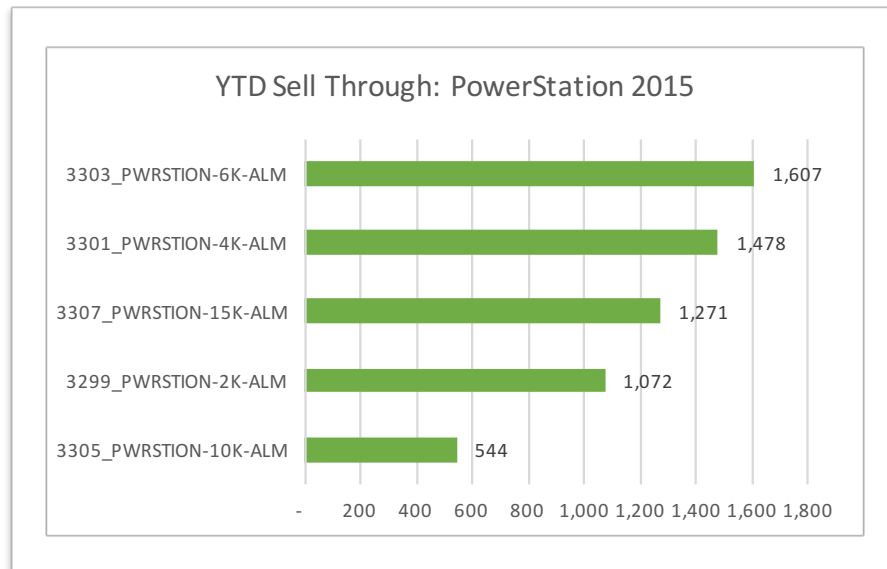


# POWERSTATION 2015 PERFORMANCE

**Insight:** With the launch of our Powerstation line, we were able to drive over 6K units YTD. We are looking to increase unit sell through as we shift our marketing approach towards universal power

## Product Page Performance

- **Sessions:** 60K
- **New Sessions:** 60% (Avg. 65%)
- **Bounce Rate:** 55% (Avg. 48%)
- **Time on Site:** 2:18 mins (Avg. 2:15)
- **Revenue:** \$49K



\* Performance is based on universal battery page which is a collection of visits to the overall page and not direct

## DIGITAL MARKETING PERFORMANCE

**Insight:** While aggressively shorting our services and growing our internal base, we were able to secure an above average ROAS

	Spend 2015	Revenue 2015	ROAS 2015
Search Engine	\$814,245	\$3,201,759	\$3.93
Shopping Feed	\$219,656	\$375,159	\$1.71
SEO	\$61,960	\$5,150,893	\$83.13
Display	\$322,525	\$1,142,484	\$3.54
<b>Total</b>	<b>\$1,418,386</b>	<b>\$9,870,296</b>	<b>\$6.96</b>

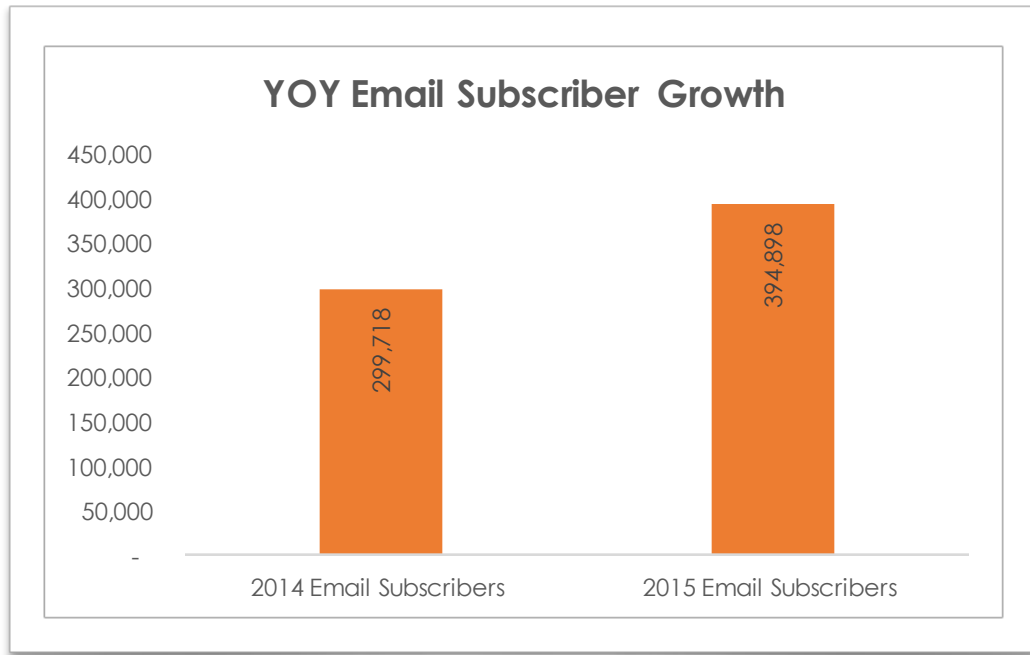
# SALESFORCE EMAIL INTEGRATION

**Insight:** Late last year (Late November 2014) we were tasked with integrating a more advanced email acquisition program. This year was about creating a segment program to help tailor our email messaging

## Consumer Segments

- **Iphone Users**
- **Samsung Users**
- **Promotions**

In 2016, we are looking to expand on this program by integrating a recommendation program within our emails





# ABANDON CART PROGRAM

**Insight:** In June, we wanted to mitigate checkout abandonment, so in our efforts to decrease cart abandonment rate, we implemented a email retention program to target users by sending them a **10% discount** for completing their order.

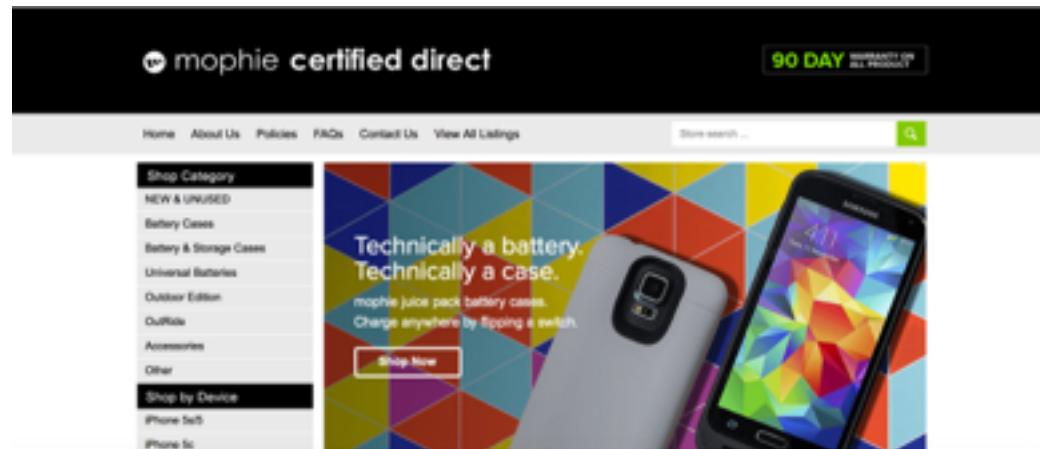
This program has been very successful in saving over 1,584 orders, which amounted to \$155K in the last year.



# EBAY STOREFRONT

**Insight:** In March, mophie extended its ecommerce opportunities by introducing a new channel for customer acquisitions. We wanted to create a channel to combat competition and leverage a more inline pricing strategy for our older selling SKU.

With the introduction of the eBay storefront, it has given us an opportunity to increase sell through of our older selling SKUs.



# GOALS & OBJECTIVES 2016

## Goal

Drive incremental B2C commerce Globally

## Objective

- We will Launch 4 additional international storefronts in 2016. Specifically in Australia, Canada, Japan, and Singapore while activating 4 new channel drivers such as New egg, Amazon seller central, fancy.com, and lazada which in total will drive an incremental \$2.5MM in revenue by EOY.
- Launch Australia and Canada localized storefronts by end of Q2
- Launch Fancy.com and Amazon seller central by end of Q2
- Launch Japan and Singapore by end of Q4
- Launch New egg and Lazada by end of Q4

## Tactics

- Develop a "Shout" moment for each launch to drive awareness
- Discount oriented promotions
- Giveaways
- Flash Sales
- Golden Ticket Promo
- Gift Card promo
- Display prospecting
- SEM Top of funnel/ Bottom funnel
- SEO

**Budget:** \$500K

# GOALS & OBJECTIVES 2016

## Goal

Increase first time purchase customers at [www.mophie.com](http://www.mophie.com), and [eu.mophie.com](http://eu.mophie.com) while increasing customer retention.

## Objective

- Launch 3 magento plugins to increase new first time purchase accounts by 10% Y/Y and increase customer retention by 10% Y/Y.
- Launch a refer a friend program by Q2
- Launch a VIP point based program in Q2
- Build out a robust email follow up email program Q3

## Tactics

- Explore and develop new and existing channels
- A/B test different follow up email techniques
- Define earned points experience
- Define spending points experience
- Flash Sales
- Allow refunds for points
- Allow product purchases with points
- Develop loyalty levels and conditions

**Budget:** \$100K

# GOALS & OBJECTIVES 2016

## Goal

Develop B2B backend capabilities within Magento while implementing front end user login management system

## Objective

Launch a fully functional B2B web presence in Q1 while driving an incremental \$1 MM by EOY.

## Tactics

- Develop a B2B Storefront backend within Magento
- Tailored Custom printing options
- Custom Re targeting follow up emails
- Bulk order discounts
- Tired partner system
- Quarterly news letters
- VIP program
- Dedicated B2B hotline
- Develop a segmentation strategy to understand the B2B consumer journey

**Budget:** \$50K

# APPENDIX

# DIGITAL BUDGET REQUEST

2015 Digital Marketing Budget

2016 Digital Marketing Budget

Spend: \$1.4M

Spend: \$2.18M

# TOP 5 SELLING PRODUCTS ON EBAY

Name	Price	Quantity
mophie belt clip for juice pack cases 5s/5 - Black	\$29.95	520
mophie juice pack Battery Case For Samsung Galaxy S5 - (3,000mAh) - Black	\$99.95	479
mophie juice pack helium Battery Case For iPhone 5c - (1,500mAh) - White	\$79.95	421
mophie belt clip for juice pack cases Made For iPhone 5s/5 - Black	\$29.95	415
mophie juice pack helium Battery Case For iPhone 5c - (1,500mAh) - Black	\$79.95	33

\*Data used is from Piston's weekly revenue report



# DIGITAL MARKETING HAS BEEN THE HIGHEST PERFORMING INVESTMENT TO DATE...

**Total Spend: \$1,418,386**

**Total Revenue: \$9,870,296**

**Return on Advertising Spend: \$6.96**

# WE WERE ALSO ABLE TO STREAMLINE OPERATIONS & REDUCE ADDITIONAL COSTS

## Expected Savings

Optimizely Program: +\$30K

Agency Fees / Operations: +\$250K

Retention Program: +\$50K