



# Pulse Report

As of June 28, 2012

Confidential

## MySears Weekly Pulse Report

### R4 Growth Update:

#### Registrations

##### Month over month trend

- Trending at 13,500 new registrations in June (up 12% from May).

#### Open ID (RPX) Login Overview

MySears RPX Metrics	Week Prior (6/14-6/20)	Week Of (6/21-6/27)	Δ	Month Prior (4/28-5/27)	Month to Date (5/28-6/28)	Δ
Logins	1014	633	-38%	3053	5604	84%
Unique logins	827	514	-38%	2530	4699	86%
New Users	717	493	-31%	2394	4059	70%
Returning Users	110	21	-81%	136	640	371%

- Existing users that map their account to one of their Open ID accounts: Facebook: 47%, Yahoo 27%

#### Reviews (Moderation, trends, promotions)

##### Month over month trend

- Trending at 7,500 new reviews in June (up 29% from May) Note: This does not include Bazaar Voice reviews that were imported

##### Moderation

- Review Volume – Total Reviews: 1,576 reviews, 11% rejected

##### Weekly Review Trends - Top 5 categories with the highest growth rate (Sears & Kmart combined):

- Movies Music & Gaming > Software > All Software
- Baby > Diapering > Disposable Diapers
- Computers & Electronics > Blu-ray & DVD Players > DVD Players
- Baby > Furniture > Changing Table Pads & Covers
- Baby > Diapering > Wipes

#### Reach (SEO, Social Sharing)

##### Month over month trend

- Trending at 447,000 new SEO visits in June (up 51% from May)

##### Top 5 keywords trending

- mysears, summer escapes pool reviews, nature's sleep reviews, whirlpool latitude gi7fvcxw, Kenmore 70051

##### Social Sharing

Co-brand	Reviews	Shares	Shares/Reviews
MySears	1,576	5	<1%
Grand Total	150,251	2,959	2%

### Weekly Community Pulse:

#### Community Highlights

##### Discussion Highlights:

###### Trends:

- Adding another [brand of hand tools](#)
- Disappointing [store experience](#)
- [Grinding noise](#) from tractor

##### On-site Community Feedback and Resolution:

- Customer Service (5)** – 4 pending final resolution from CCN/SHC

###### Top categories:

- Online [order cancellation](#)
- How to replace [unrepairable microwave](#)?
- Transfer [Craftsman Club](#) points to SYWR account

- Product & Service (16)** – 10 pending final resolution from CNN/SHC.

###### Top categories:

- [Refrigerator light](#) won't turn off
- [Amp rating](#) on range
- Need [Northwest Territory tent](#) instructions

###### Misc. – (18)

- [Old friend](#) keepsake
- How to [beat the heat](#)?
- [Home projects](#)

##### Member Highlights:

- Nice to see loyal members [lindioloo](#) and [cincybeth](#) more active lately.

##### Idea Highlights:

- More [specific measurements](#) on clothing description
- Should not need an email address to participate in [SYWR program](#)

##### Direct Customer Service & Dispute Resolution:

- Community – 34 total, noted this week:

- SSO log-in issues-8
- Post purchase email bug-10
- Sears customer service-10

- CCN: 0