



IXIS E-Commerce Presentation

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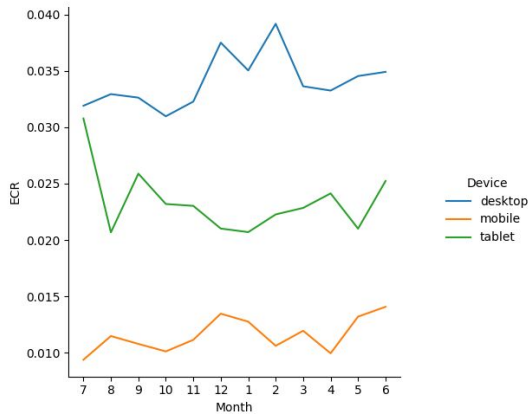
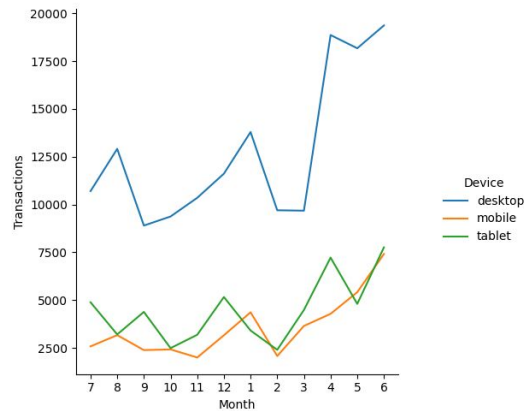


Agenda

- Cover recent trends
- Review month-over-month results
- Discuss next steps

Recent Trends

- Desktop transactions experiencing massive growth
- Mobile is on an encouraging trajectory
 - ECR is still lowest among all categories
- Tablet transactions at their highest point in previous year





MoM Results

	Transactions	Sessions	QTY	ECR	Items Per Transaction	Add to Cart	Purchase Rate
Current Value	34538	1388834	61891	.0249	1.792	107970	.573
Relative Difference (%)	21.7	19.3	19.9	2.02	-1.5	-21.0	51.8

- There is more traffic and transactions this month than the previous
- Our purchase rate (QTY/Add to Cart) experienced a large jump
- Customers added less items to their cart than before
 - This is an indication that our customers are motivated to buy from us once they add an item to their cart
 - Customers that visit the site are most play in terms of making a purchase



Next Steps

- Mobile transactions are on the rise - a targeted mobile ad campaign could supercharge that growth
 - Benefits include raising ECR because we attract them to our site based on user interests
 - Would also strengthen the likelihood of a user adding the item to their cart since they showed prior interest
- Desktop users are still our highest valued customer - leave their experience alone to let the growth continue
- Tablet users are stagnating - a reminder for them to purchase what is sitting in their cart could entice action
 - If proven to improve transactions on tablet users in a controlled test, this could be rolled out to all devices