



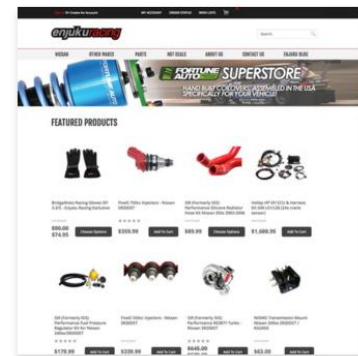
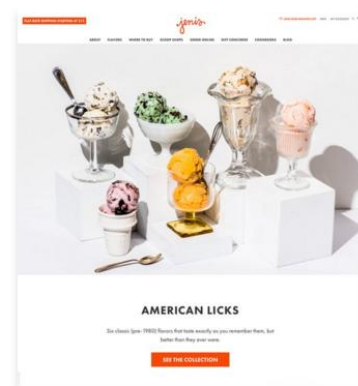
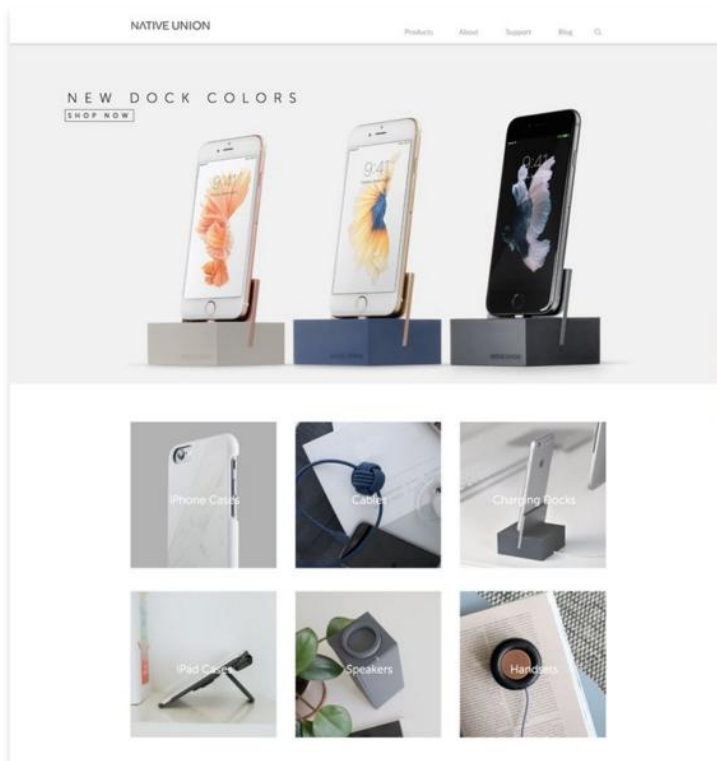
Foundations: Why BigCommerce?

Date: August 2016

Part 3 of 5

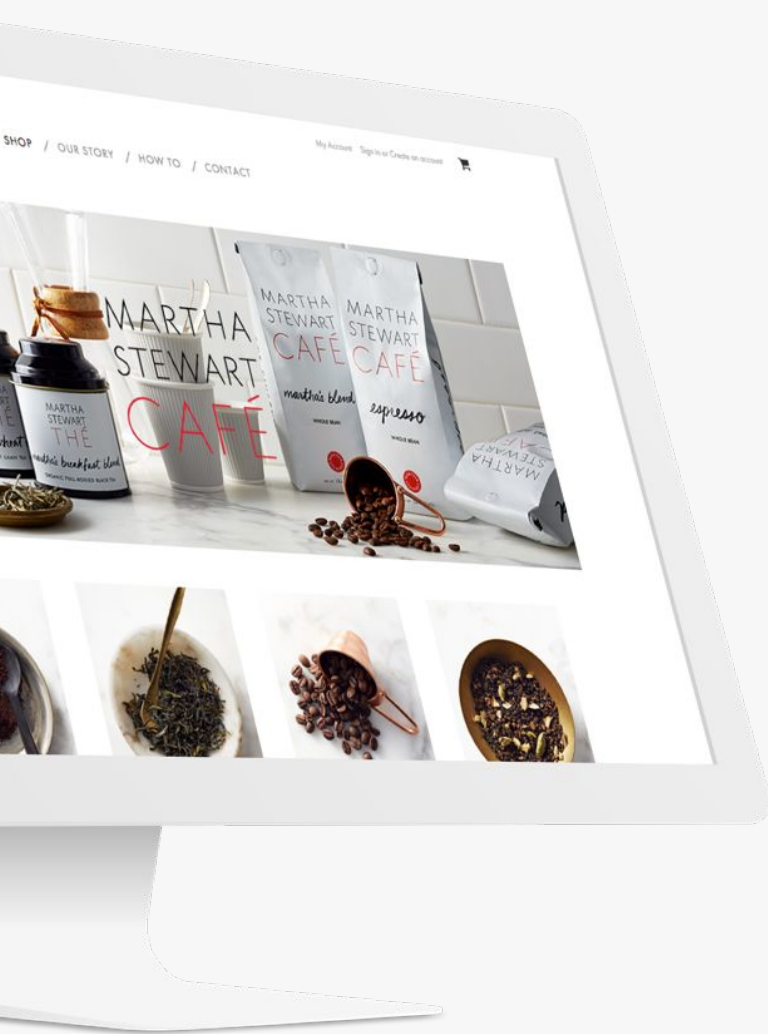
Why BigCommerce?

- About BigCommerce
- Why BigCommerce?
- Accelerate your merchant's sales
- Optimize business





About BigCommerce



About BigCommerce

BigCommerce is the leading ecommerce platform for fast-growing and mid-market brands.

More traffic, higher conversion and unmatched performance

MENU / SHOP / OUR STORY / HOW TO / CONTACT

My Account Sign in or Create an account



We power some of the world's
most successful brands

 **TOYOTA**

 **UBISOFT**

SAINT HERON

SCHWINN

CAMELBAK

**martha
stewart**

Gibson

Travelpro

 **Payless**
SHOESOURCE

A few of our successful clients



Assurant
Avery Dennison*
Dupont*
McCormick's World of Spices
Mead Johnson (Enfamil)
Nestle (Cetaphil & Benzac)
NRG
Pfizer (Chapstick)
Toyota (Australia)



Appliance Zone
Austin Bazaar
Bike Somewhere
Champions on Display
Dazadi*
Gotham Machine Made Cigars
Payless ShoeSource
QVC Liquidation
Rock Bottom Golf
Sportbike Track Gear
US Patriot Tactical
V2Cigs.com
Zephyr Sports



Other leading brands

Camelbak (Australia)
Cetaphil
Gibson
H.D. Buttercup
Natori*
Oboticario
Ops-core
Overstock
Precor*
Taser*
Travelpro
Ubisoft

* Stores launching soon



Best-of-breed technology partners and integrations

Omnichannel	Payments	ERP solutions	Tax, accounting & shipping	Marketing automation
facebook	PayPal	NETSUITE	Avalara	Bronto
Pinterest	CyberSource® the power of payment	brightpearl	intuit QuickBooks.	LISTRAK.
Square	stripe	Microsoft Dynamics	SHIPPERHQ	HubSpot
amazon	Coming soon		DHL	
ebay	adyen			
	amazonpayments™			
	CHASE Paymentech			

The BigCommerce Team



Brent Bellm, CEO

- President & COO HomeAway
- CEO PayPal Europe
- VP Product PayPal; VP Strategy eBay/PayPal
- McKinsey & Company (retail/ecommerce practice)



Robert Alvarez, CFO/COO

- Two time CFO of the year (ABJ) +3 exits, 1 IPO
- CFO LibreDigital (acquired by RR Donnelley)
- CFO at Augmentix (acquired by Dell)
- CFO at Conformative (acquired by Intel)



Jimmy Duvall, CPO

- VP Product Hootsuite Media
- Head of Product Magento/eBay
- VP Multichannel & Marketplace Integrations GSI Commerce



Alexandra Shapiro, SVP Marketing

- Sr. Director Merchant Marketing PayPal
- Director SMB Marketing PayPal
- SVP JP Morgan Chase



Paul Vaillancourt, SVP Client Success

- SVP Support.com
- VP Intuit



Russell Klein, SVP Corporate Development

- CEO/co-founder SendMe
- Partner AGC Partners
- Entrepreneur-in-Residence General Catalyst
- EVP Corporate Development, Cnet and ZDNet

Board of Directors

Larry Bohn, General Catalyst

Steve Case / Scott Hilleboe, Revolution

Kabir Misra, Softbank Capital

Kal Raman, Samsung, SolutionStar, Amazon

Lorrie Norrington, Lead Edge Capital, eBay, Intuit, GE

Jeff Richards, GGV Capital

Eddie Machaalani, Founder

Mitchell Harper, Co-founder

Brent Bellm, CEO

BigCommerce Product Roadmap

6 to 9 months

Stencil

- Enhanced extensibility
- Enhanced theme editing
- 3rd party themes / marketplaces
- Content merchandising

Omnichannel

- Facebook Buy Button
- Pinterest Buyable Pins
- POS - additional market leaders
- Marketplaces - Amazon + eBay

Enhanced API + SDKs

- API breadth and depth
- Industry-best semantics
- Industry-best performance

Optimized checkout

- Optimized for highest conversion
- Open and customizable

9 to 18 months

International expansion

- EU localization (site, payments, tax, data)
- EU and ANZ operations (sales, SE, service)
- Other regions partner-led

Multi

- Multi-store
- Multi-language
- Multi-currency

B2B

- On-account payments, purchase orders
- Advanced customer groups and much more
- Invoices and purchase orders

BigCommerce merchants grow approximately twice as fast as the ecommerce industry average.



Summary

In 2015, BigCommerce commissioned leading research firm Ipsos to analyze how the growth of its merchant base compares to ecommerce industry benchmarks.

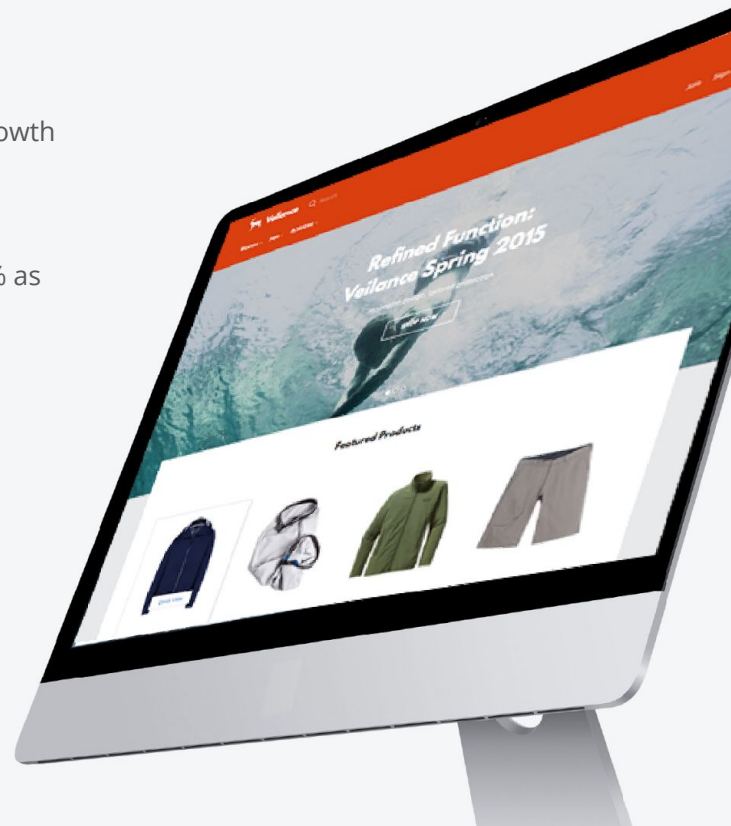
Ipsos found that BigCommerce merchants grew same-store online sales, on average, by approximately 28% year over year, as compared to the industry-wide growth rate of 14% as reported by comScore.

Audience

- Stores with greater than \$250k GMV in their 1st year active on the BigCommerce platform
- Mid-market merchants who launched stores on the BigCommerce platform between July 2013 and July 2014

About Ipsos

Ipsos is a global independent market research company ranking third worldwide among research firms and a leading provider of marketing and public opinion research, and research partner for loyalty, forecasting and modeling insights. To learn more, visit ipsos-na.com.





Why BigCommerce

Superior ROI, faster results

Our cloud-based platform allows clients to significantly cut costs, launch rapidly and spend less time managing technology.

1/4

Cut Costs

A quarter of the cost of on-premise solutions like Magento

50%

Less Setup Time

Launch new sites in half the time of on-premise platforms



Market Leadership

The best ecommerce platform for growing businesses,
helping them sell more.

Why customers choose BigCommerce

Our enterprise ecommerce software enables retailers to **grow at 28% year over year**, nearly twice as fast as the industry average. Fortune 500 and Internet Retailer 1000 brands choose BigCommerce to power exceptional shopping experiences, grow sales and improve performance across all their channels.

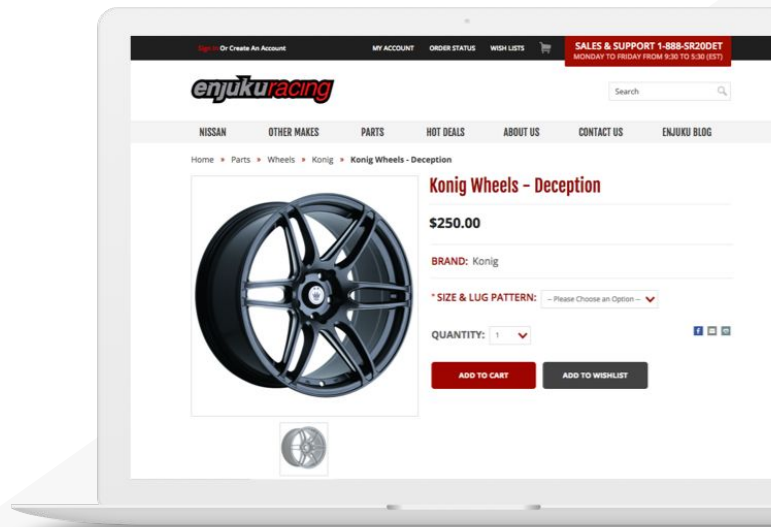
Common reasons to re-platform

- **Extensive costs**
- Cart abandonment
- **Lack of design flexibility**
- Antiquated system
- **Security concerns**
- Low user adoption
- Cost of development & maintenance
- **Platform stability**
- Revenue lost to fraud
- Limited visibility into performance

Superior Performance

The most reliable, fast, secure, and scalable platform on the planet.

- **99.99% uptime** coupled with fast responsiveness delivers on-demand dependability akin to a utility service
- Managed PCI compliance allows merchants to focus on sales
- Infinite scalability with a managed cloud service
- Zero maintenance and hosting costs simplify deployment
- Streamline daily merchant operations



Since moving to BigCommerce, the majority of my time is now spent on marketing and sales versus cleaning up the website and keeping it running.

Ken Harrison, [Enjuku Racing](#)

Reliable

BigCommerce storefronts are always open for business thanks to one of the best uptimes in the industry **including 100% during the past 3 Cyber Weeks.**

Mobile Responsiveness

Allows any device regardless of form factor to access BigCommerce storefronts.

Service Level Agreements (SLAs)

Available for businesses that demand and require iron-clad dependability.

Peak Seasonality Support

Delivers an unparalleled online shopping experience that keeps customers coming back.

Bullet-Proof Reliability

Near 100% fault tolerance with a demonstrated track record of high-peak seasonality uptime during Cyber Week with an optional SLA.

24/7 Customer Support

Available via phone, email, and chat with under two minute call response and **90% problem resolution** on the first call.

Unparalleled performance and stability

Industry-leading uptime and sites that load
fast for maximum conversion.

99.99%

Uptime

Including 100% availability
during Cyber Week 2 years
running



Fast

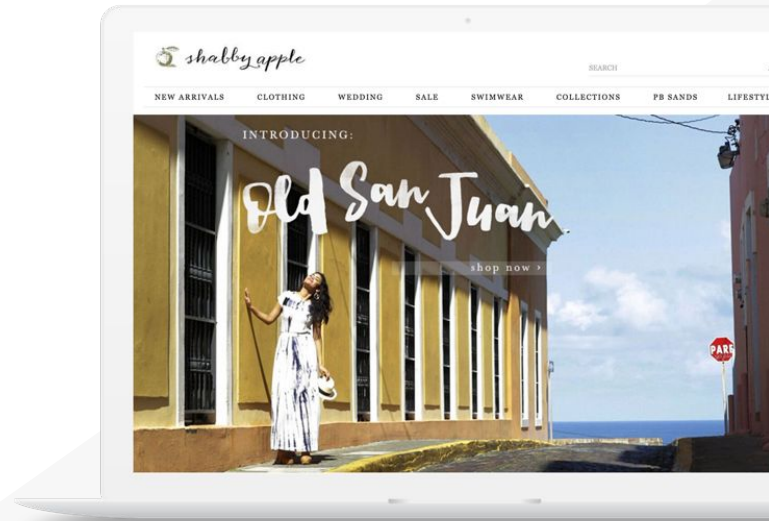
A blazing 145 ms response time keeps rankings and conversion higher than any other ecommerce solution in the market

Faster Sites, Better Conversion

A 1-second delay in page load can decrease conversion by 7%. Online stores hosted on BigCommerce are blazing fast, with an average response time of around 1/3 of a second.

BigCommerce CDN

Hosted on the BigCommerce CDN, stores have lightning fast page loads that improve rankings and customer satisfaction.



We were always in crisis mode with Magento. Now we're able to focus on our business.*

*Among other improvements, an 81% quicker page load speed

Carl LeSueur, [Shabby Apple](#)

Secure

BigCommerce delivers secure website hosting with unmatched performance through multiple layers.

Managed PCI Compliance

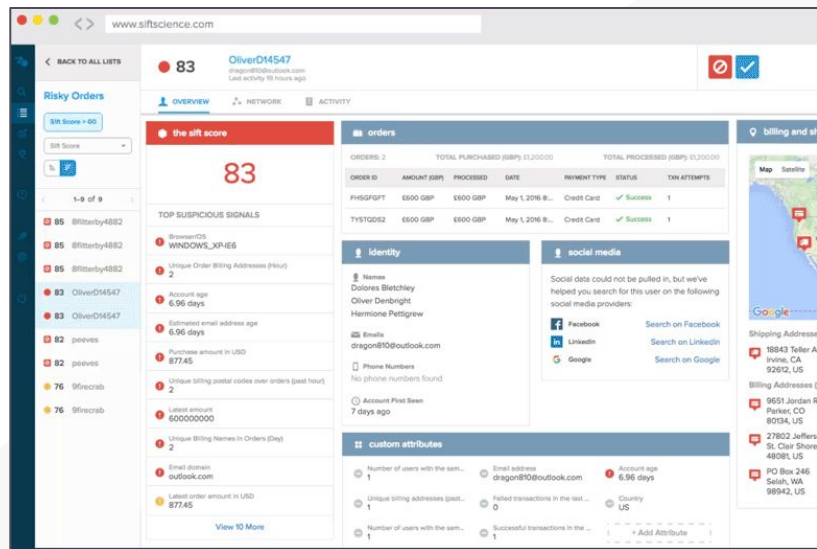
DSS 3.0 Certified at Level 1 allows merchants to focus on sales not support protecting against credit card data breaches and eliminating the massive cost and hassle of compliance.

DDOS Mitigation

Included with BigCommerce Enterprise plans and protects a site from attacks, a feature that can cost more than \$5,000 per month on traditional hosting platforms.



Automatically analyzes every order placed through a store, then flags potentially fraudulent transactions eliminating chargeback fees and lost merchandise.



Scalable

Built for hyper-growth from small business to mid-market to large enterprise without the need to manage costly and cumbersome on-prem technology.

SaaS Delivery

No hosting or maintenance costs with automatic updates simplifies deployment.

Platform Sophistication

Built from the ground up to scale with business need, designed to increase sales, streamline online operations, and expand to new sales channels as needed.

Transparent & Flexible Pricing

Straightforward pricing with no hidden fees, plans that can flex to accommodate a growing merchant's needs.

Investment Protection

Exceptional ROI coupled with the lowest TCO in an ecommerce platform that scales with business need.

Continuous Innovation

No hosting or maintenance costs with automatic updates simplifies deployment.

Robust Product Roadmap

Built from the ground up to scale with business need, designed to increase sales, streamline online operations, and expand to new sales channels as needed.

Transparency and Flexibility

Straightforward pricing with no hidden fees, plans that can flex to accommodate a growing merchant's needs.

Strength in Numbers

The fastest, most scalable infrastructure in the industry

350K+ Orders/day

3B API calls a week

145 ms Response time

25K product updates/min

175 Countries served

1.121 PB of storage

60K+ Online Stores

\$25M Order value/day

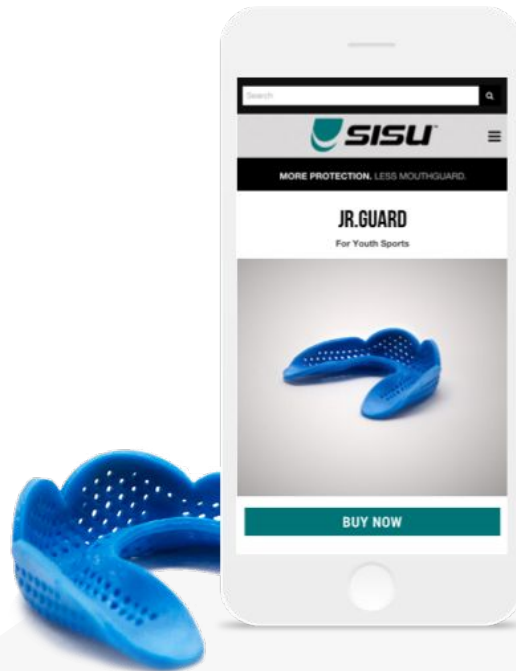


Accelerate your merchant's sales

Accelerate Sales

Convert browsers into buyers by making it easy to shop online.

- **2X Growth!** BigCommerce merchants grow twice as fast as the industry average based on independent survey results
- Best in class SEO to drive maximum traffic and click through
- Omnichannel marketing integrations provide more sales touch points
- Innovative Abandoned Cart Saver recovers lost sales
- Simplified single page checkout results in higher sales conversion

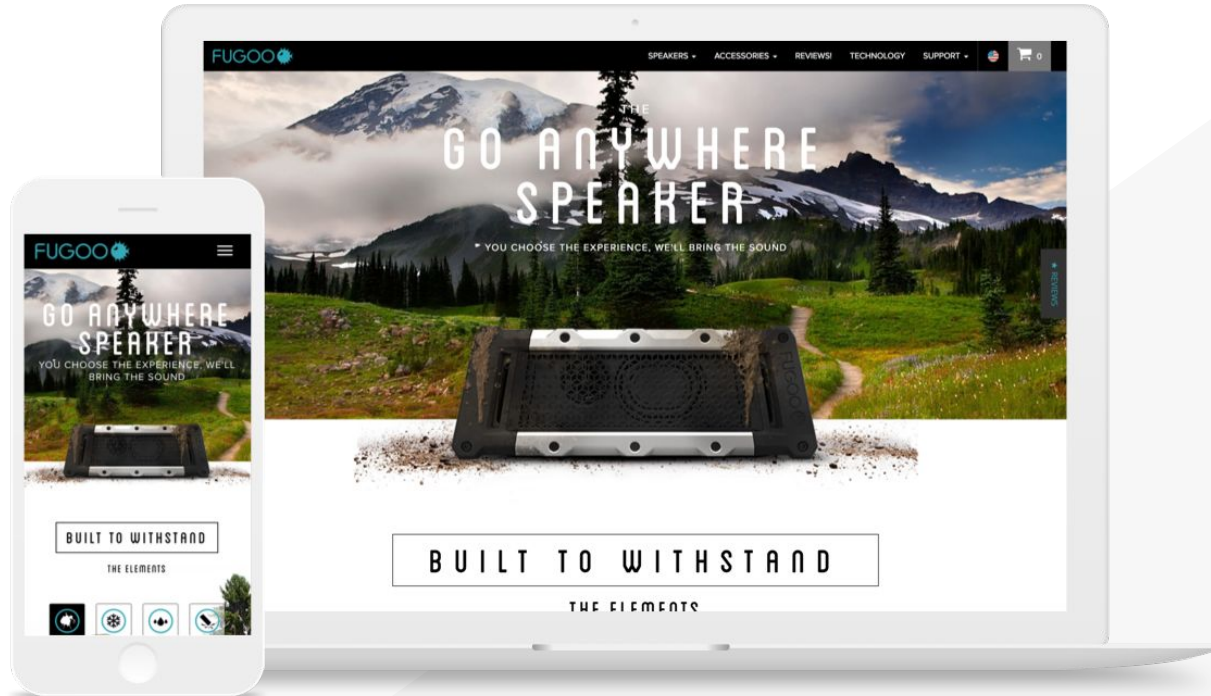


We used to see less than 1% mobile conversion on Volusion, and on BigCommerce we're above 10%.

Rita Shelly, [SISU Guard](#)

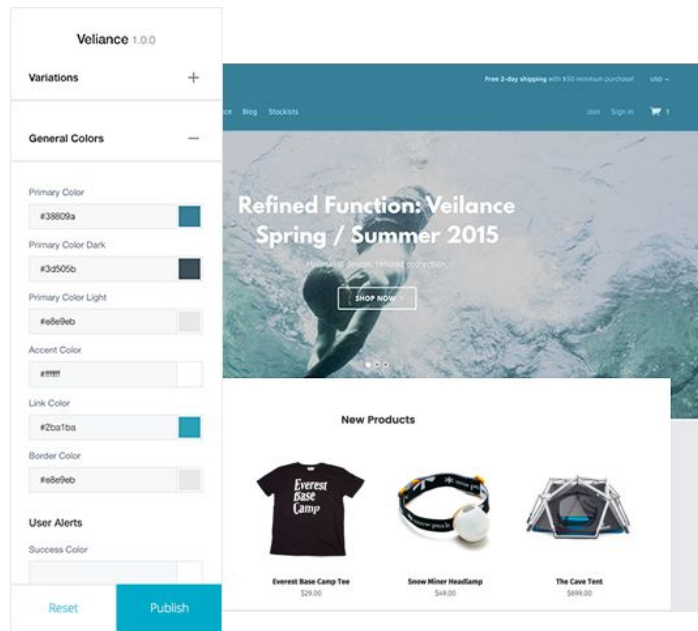
A fully customizable design framework

Build extraordinary shopping experiences that engage shoppers and drive more sales.



Create a beautiful online store & engaging experiences

- **Local staging environment** A toolkit that enables developers to design and iterate themes locally, with no impact on the live storefront.
- **Personalized shopping experiences** Storefronts that can be personalized based on customer segmentation, location, time of and other data.
- **Non proprietary languages** Our sites are developed in the popular Handlebars language, with support for a wide range of HTML, CSS and JavaScript libraries.



Shopping Experiences

BigCommerce theme framework is the best solution available for building fully customized ecommerce sites that engage and convert customers.

Flexibility

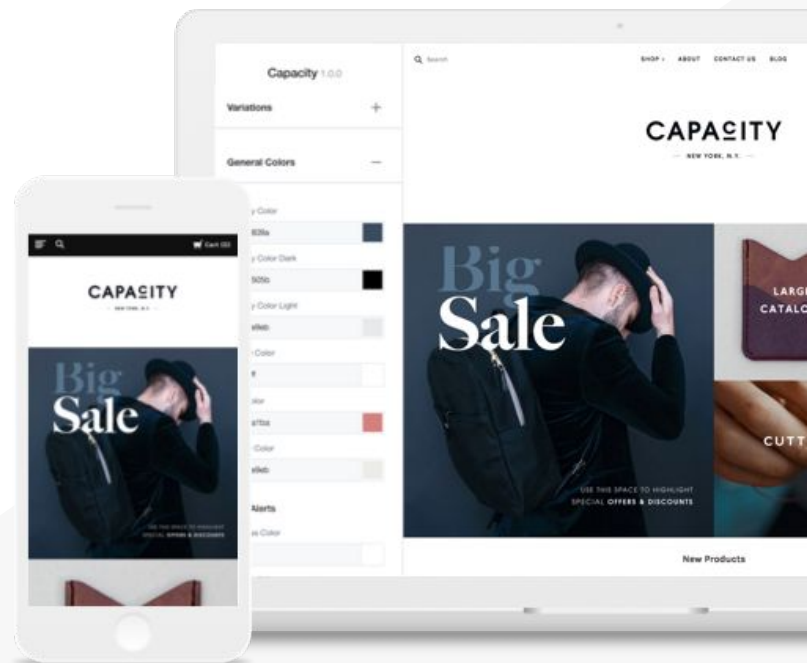
A dynamic platform built on open standards that allows merchants to build a site custom tailored to individual need.

Choice

Choose from dozens of free and premium themes, then customize with no coding required.

Engaging Themes

Build and maintain a beautiful storefront quickly that engages visitors and brings them back.



Superior SEO

Drive more traffic with with built-in marketing and SEO.
Rank higher on Google, Yahoo! and Bing with BigCommerce.

Optimization

Easy customization of page titles, header tags, meta descriptions, keywords and alt tags . Built from the ground up to be easy for search engines to index.

Rank Higher

Built for better search engine rankings using search-friendly themes, optimized URLs, automatic sitemaps, microdata, and more.

Improve Click Through

Mid-market merchants grow 2x faster than industry average based on independent surveys.

Faster Sites, Better Rankings

Hosted on the BigCommerce CDN, stores have lightning fast page loads that improve rankings and customer satisfaction.

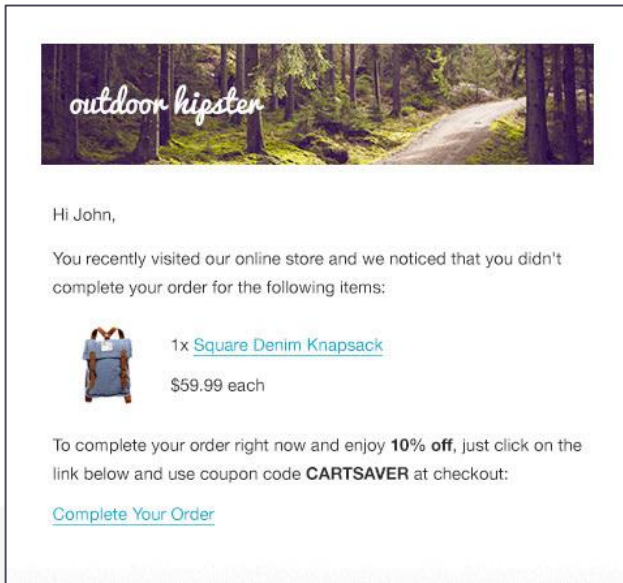
Create Rich Content

A built in blogging platform improves search results. Product reviews and rich snippet support help increase conversion from search listings.

Abandoned Cart Saver

Recover lost sales

- 65% of all carts are abandoned before checkout, **recover an average of 15% of lost sales**
- Automatically send emails to customers that leave without buying- all fully customizable based on style, frequency, and call to action
- **Realize up to a 50% sales lift**
- Add a coupon code to increase conversion



I've seen a 53% increase in my business in the past two years. The Abandoned Cart Saver has brought back over 1,778 orders for me out of 3,355 abandoned ones.

Dunia Debk, [This and That for Kids](#)

Faceted Search

Improve search relevance and boost conversion.

Dynamic Filtering

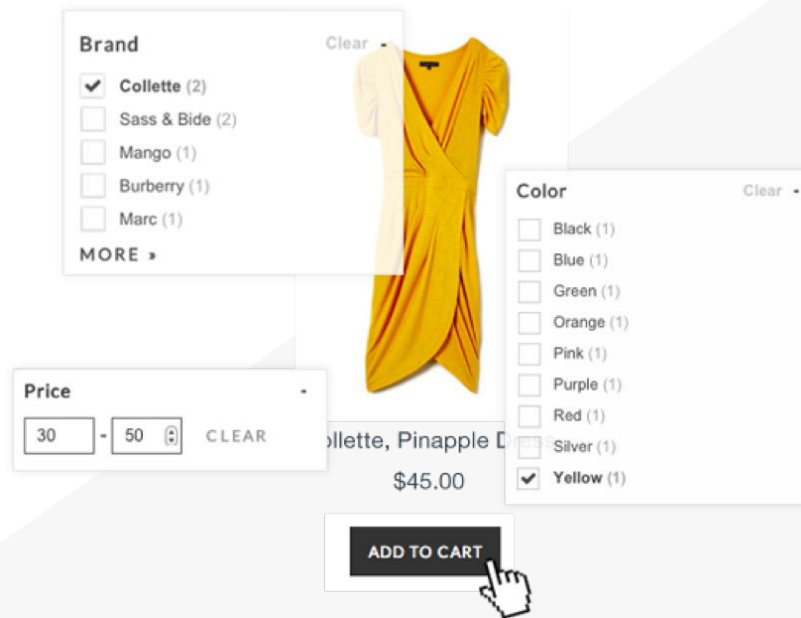
Filtering based on a number of attributes- size, color, price or custom. Turn browsing into sales with a 10% higher conversion.

Rich Experience

Sort, filter, buy for an Amazon-like experience.

Easy

Simple to implement, effortless to maintain with product filtering and drag and drop ability.



Real Time Shipping Quotes

Deep integration with both carriers and third party logistics provides merchants with unparalleled cost savings and efficiencies.

ShipperHQ

Deep integration allows merchants to customize shipping rates to improve conversion.

Endicia

Save over 50% on USPS.com Click-n-Ship postal rates with Commercial Plus pricing and save time with the ability to print shipping labels.

Rate Management

Fully customizable offering rates and methods based on product, category, cart quantity, weight, value, dimensions and more.

Enterprise Grade Logistics

Supports complex merge, drop ship, LTI, multi-origin, and more.

Flexible Carrier Support

Multiple carrier support for flexibility and customer choice- USPS, UPS, FedEx, and others.

Analytics

Measure and improve online business with BigCommerce enterprise-grade analytics.

Purchase Funnel Report

Improve the shopper journey by providing visibility to visitor movement through a site and where they get stuck.

Optimize and Delight

Optimize inventory and increase conversion by understanding which products are selling. Increase customer loyalty with details on buying behavior, which products they buy, and how they're shopping.

Analytics Dashboard

Provides a consolidated snapshot of all critical metrics, including orders, visits, conversion rate, AOV, and more. Measure what's working and fix what's not.

Maximize Return

In-depth data on orders helps gauge the impact of promotions and seasonality. Stretch every marketing dollar spent with data on channels and campaigns that can **increase advertising efficiency by up to 20%.**

Intelligence Report

Automatically analyzes business and provides recommendations that can **increase revenue by up to 25%.**

Optimized Checkout

The BigCommerce Enterprise shopping cart incorporates every checkout best practice to increase conversion.

Simple

Clean, single page checkout that is mobile responsive. An unintimidating user experience results in **up to a 12% lift in conversion.**

Flexible

Address verification, easy account creation and guest support. Accept payments from around the world as well as PayPal.

PayPal One Touch

The ONLY ecommerce platform to integrate PayPal One Touch. Offer instant checkout to over 170 million Paypal shoppers. Increase conversion by reducing checkout to a single click.

Built-in discounting

From a single location, grow sales with promotions and coupons to win new customers and reward repeat buyers

Coupon codes

You can add a minimum purchase requirement, limit the number of uses and set an expiration date. You'll also have the option to restrict coupons to certain products, categories, locations or shipping methods.

Abandoned cart promos

Using our built-in abandoned cart saver, you can add coupon codes to emails that are automatically sent to anyone who left your site before checking out.

Promotions & discount rules

Turn shoppers into buyers by setting up a rule-based discount and promoting it on your homepage, shopping cart, checkout page and more.

Sale prices to incentivize

You can set a sale price for any product in your store with just a few clicks.

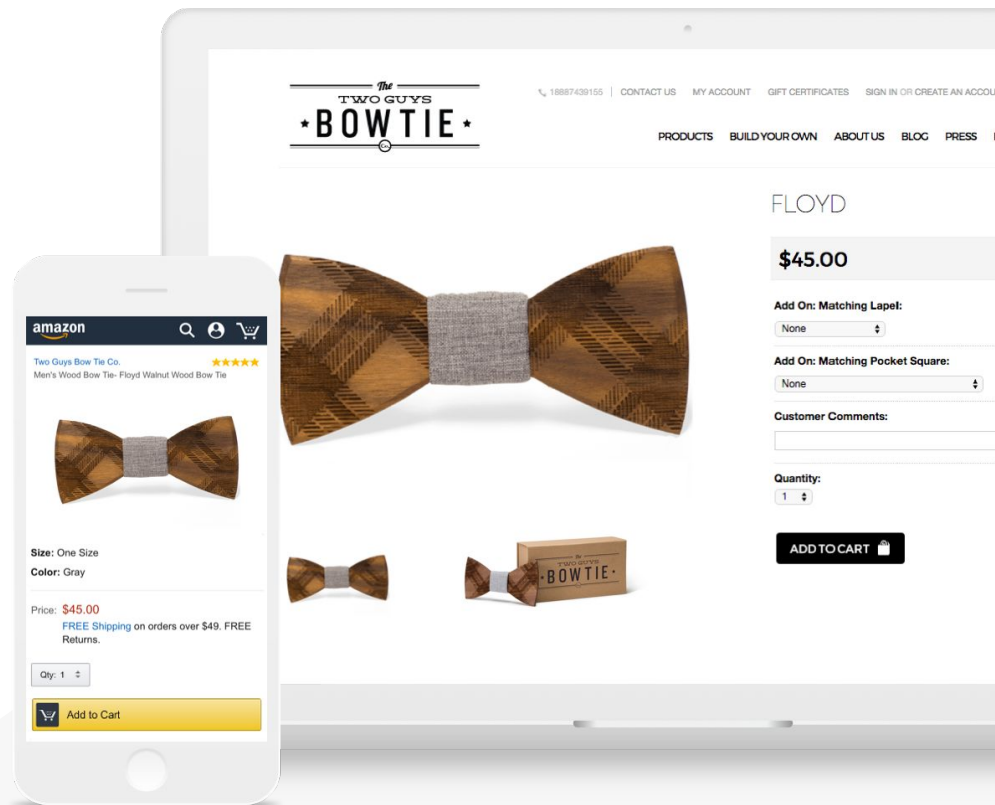
Group-based discounts

Our customer groups let you offer percentage or price discounts or set a fixed price at the product, category or store level.

One platform for all sales channels

From the BigCommerce Control Panel, connect online and offline channels from a single location:

- Sell on Facebook and Pinterest
- List products on eBay and Amazon
- Sell globally with ChannelAdvisor
- Integrate with modern POS providers



Point of Sale

Synch merchant online and offline sales.

Integration

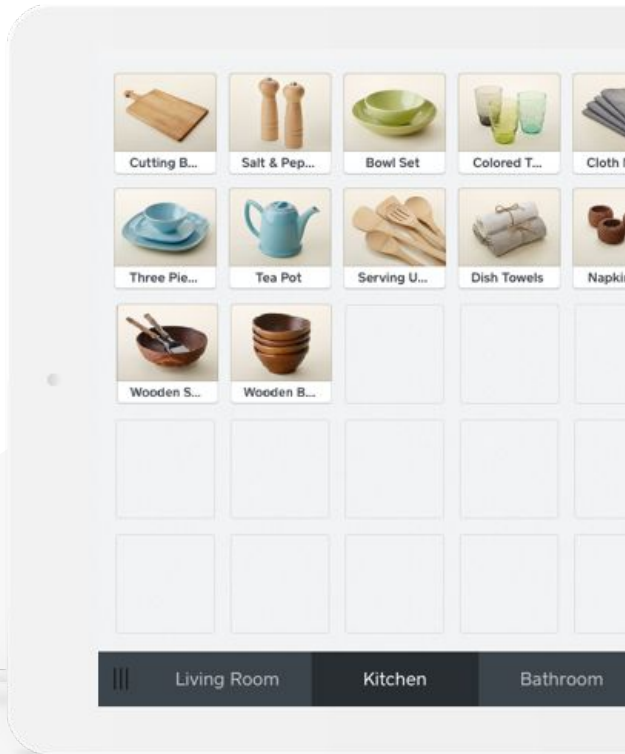
Native compatibility with Square the leading mobile point-of-sale (POS) used by more than 2 million sellers.

Get Paid Faster!

Unlike most other POS solutions that take a week or longer to process payment, Square on average pays within the next business day.

Payment Flexibility

Square supports a vast array of payment methods in person. Accept all major credit cards via swipe or chip, Apple Pay, Android Pay, Apple Watch, debit cards, gift cards and prepaid cards.



Social Selling

Sell directly to billions of social media users.

Market Leadership

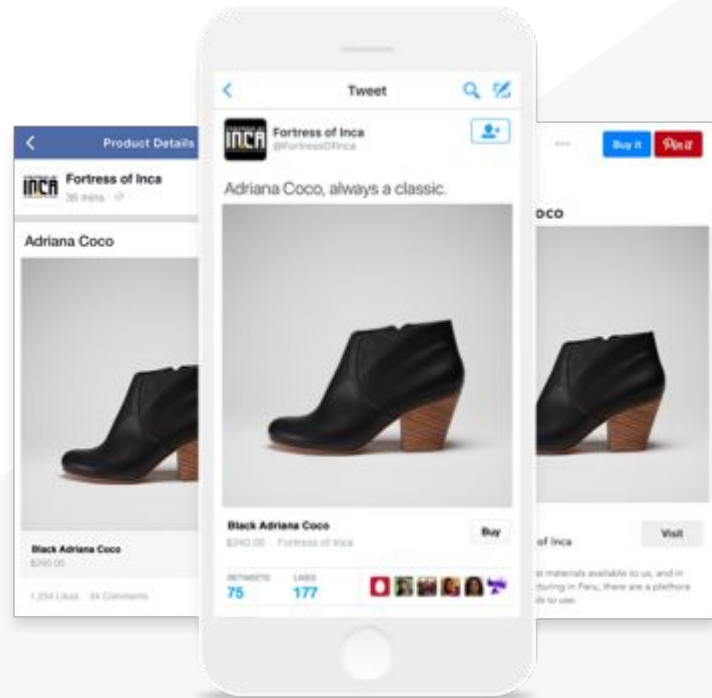
BigCommerce was one of the first ecommerce platforms to offer fully integrated selling on Facebook and Pinterest. We know social networking.

Multiple Sales Touchpoints

Discover, research, and purchase products with Pinterest Buyable Pins. Our elegant solution to social selling is the only one that lets you quickly list on Facebook and Pinterest.

Product Catalog Support

BigCommerce lets merchants showcase an entire product catalog on the new Shop section of a Facebook page, then drive traffic back to an online store for adding to cart and checkout.



Online Marketplaces

Sell to millions on eBay, Amazon, and more.

Multi-Channel Management

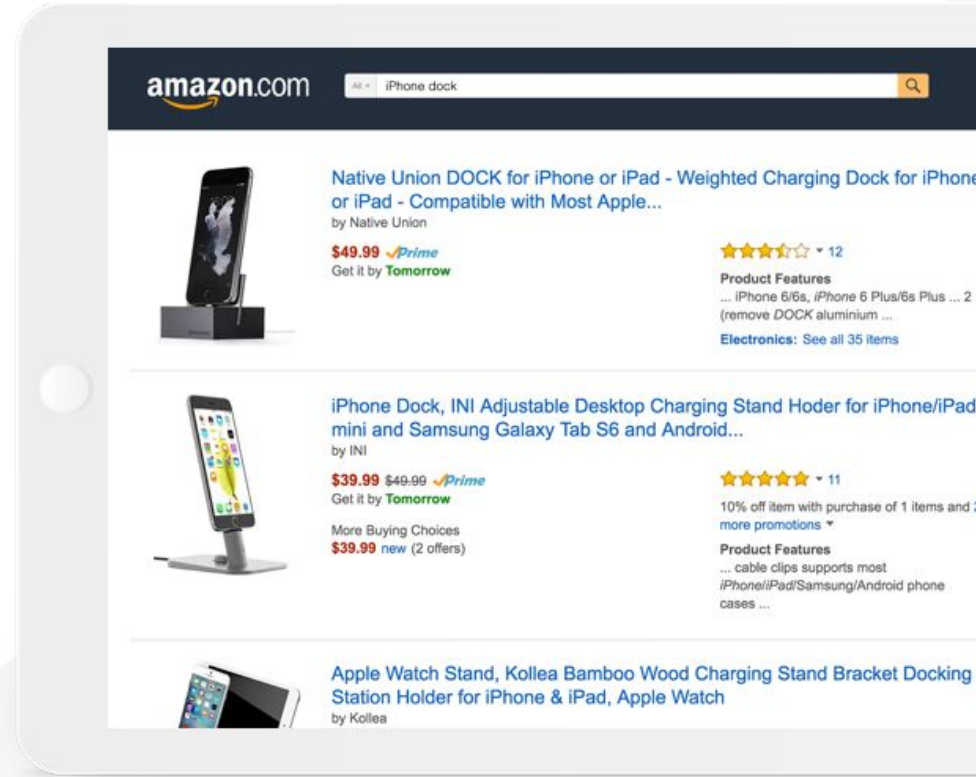
BigCommerce integrates with a variety of multi-channel management solutions for selling internationally or on specific marketplaces like Etsy, Rakuten or Jet.

eBay

Built-in integration gets merchant products in front of millions of active shoppers.

Amazon

A planned native integration will facilitate an intuitive list and sell of products to more than 250 million active shoppers.



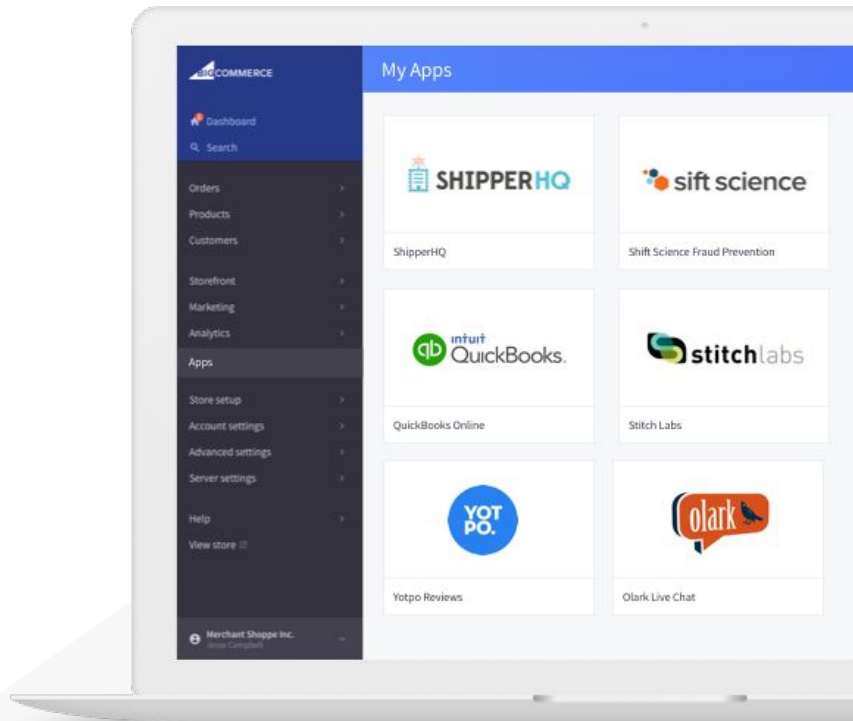


Optimize Business

Optimize the Business

An open, feature rich architecture out of the box complemented by seamless industry leader integrations.

- **100% Standards Based**, an open architecture ensures unparalleled compatibility and integration with third party solutions.
- Built-in integrations with leading shipment and logistics companies provide flexibility and choice
- Anticipate fraudulent transactions with Sift Science
- Leverage pre-negotiated rates with leading payment providers to lower OpEx and bolster profitability



Built-in Integration

The best selection of business apps and integrations.

Marketing and Conversion Apps

Leverage email marketing and automation software to increase sales.

Shipping Apps

Automate shipping processes to save time and money.

ERP Integrations

Streamline business operations with leading enterprise resource planning suites.

CRM Apps

Deliver an exceptional customer experience by improving marketing campaign effectiveness as well as acquisition and retention.

Accounting Apps

Reduce errors, sync customer to order data, and improve cash flow management.

Tax Automation

Depend on automated tax calculation, a standard feature for all US store deployments.

Shipping Solutions

Automate shipping processes to improve fulfillment.

ShipperHQ

The industry's most sophisticated shipping rate calculator and rules engine to provide accurate, real-time shipping quotes. Free 30 day trial and plans from \$50 per month.

Ordoro

Intuitive user interface, stellar customer support, and delivers the best USPS shipping rates in the industry. The most cost effective shipping app for BigCommerce.

Endicia

One of the most trusted names in ecommerce shipping, offer real-time USPS shipping rate quotes and easily print shipping labels from your control panel.

ShipStation

A cloud based web app that scales from handling tens to thousands of shipments per day. Supports all major carriers with no add-on tool requirements. Free 30 day trial with plans at \$25 per month.

Shippin

Automatically syncs with BigCommerce to easily assign shipping preferences, rates, and delivery options all in real time. No manual updates required.

And More!

Pick and choose among 26 different shipping solutions.

Accounting Solutions

Save time and reduce manual errors.

QuickBooks

Comprehensive syncing, payment reconciliation, and data accuracy. Spend more time growing your business. Free!

Xero

Save time and grow your business with easy set-up and customization, instant data transfer, and increased data accuracy.

Sage

Integration support for UK storefronts, connect a Sage Instant or Sage 50 Accounts to create invoices and customers in a fraction of the time it takes to do manually. Plans from L240.

Unify

Enterprise edition allows merchants to integrate QuickBooks or NetSuite accounting with major online channels including BigCommerce, Amazon, eBay, and Etsy.

TaxJar

Automatically aggregates sales and tax data into detailed reports that delineate by state, city, county, and local jurisdictions.

And More!

Pick and choose among 21 different accounting solutions.

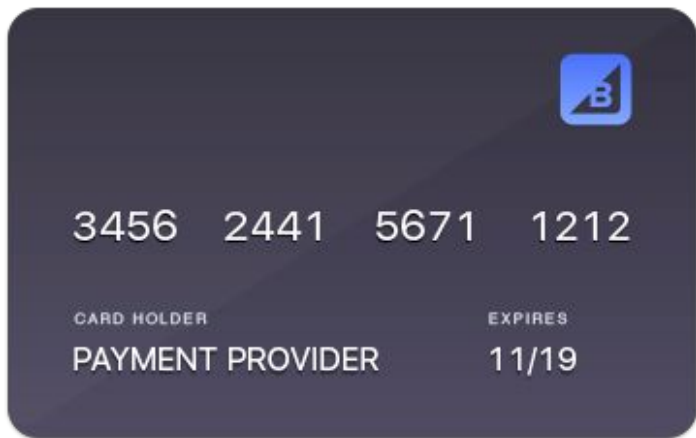
Automate your taxes with Avalara

Built-in tax integration into the BigCommerce platform.

- Standard feature for all US storefronts
- Over 100,000 taxability rules used to calculate sales tax at checkout
- Upgrade to a Premium Avalara AvaTax account to leverage advanced functionality like product-level tax, exemptions, address verification, reporting, and integrated filing



Best-of-breed payment solutions from around the world



- BigCommerce seamlessly integrates with the leading payment solutions on the market.
- Transact in any currency using global payment providers like 2Checkout, Worldpay and PayPal powered by Braintree.
- Special credit card rates from PayPal



Payment Gateways

BigCommerce makes it fast and easy to take payments online.

PayPal

To help reduce costs, leverage pre-negotiated special credit and debit card processing rates with PayPal. The more you grow with BigCommerce and upgrade your plan, the lower your rates.

Cybersource

Leverage the power of a platform that enables merchants to accept and manage payments, mitigate fraud, and secure payment data.

Stripe

Offering a suite of APIs that powers ecommerce for businesses of all sizes. Built for developers delivering a powerful toolkit that is perfectly scaled and provides seamless security.

Authorize.net

Accept payments anywhere with affordable month to month pricing. Solutions save time and money for small to medium businesses.

Marketing Automation

Marketing and conversion apps to increase sales.



Leverage valuable past purchase information to create highly targeted and personal cross/upsell campaigns as well as VIP and loyalty programs.



Leverage retail segmentation, back in stock alerts, product recommendations, and replenishment campaigns. Complete customer lifecycle management.



Align marketing and ecommerce efforts by associating order data with lead intelligence data such as browsing history. Nurture existing customers and identify future purchase opportunities.

ERP Solutions

Enterprise resource planning integrations to streamline merchant operations.

Microsoft Dynamics

Focus on customers not technology.
Streamline your business operations and deliver amazing customer experiences.

Brightpearl

Retail management for multichannel, inventory, orders, customers, cash flow, and POS. Consolidated for easy access to help merchants grow faster. Free 30 day trial and plans from \$199 per month.

NetSuite

Delivers comprehensive financial management capabilities required to grow a changing, complex business. Accelerate the order to cash process by 50%, slash financial close by over 50%, and drive faster decision making.

BigCommerce has emerged as the go-to ecommerce SaaS leader

For small and medium businesses all the way through mid-market merchants

We provide what merchants require to sell more and scale faster...

- Optimal store design
- Higher conversion rates
- Market-leading features
- World-class hosting, site speed, and security
- Great value

... and we have been rewarded for delivering on the promise.

- \$8B in sales powered through BigCommerce
- >40% YoY growth
- Tens of thousands (55,000+) of paying merchants
- > 1,000 mid-market merchants (\$1m-\$50m GMV)
- 350+ employees across 2 continents and 4 offices
- \$125MM raised from top-tier investors including General Catalyst, Revolution, and Softbank
- Active stores in 126 countries. Top 5: US, Australia, UK, Canada, and New Zealand





Partner Resources:

Bigcommerce Partner Portal: partners.bigcommerce.com

Partner Support: partnersupport@bigcommerce.com

Partner Marketing: partnermarketing@bigcommerce.com