

ANALYTICS

CLIENT ANALYSIS OF ALL SMARTPHONE TRAFFIC
NOVEMBER 2011 VS. NOVEMBER 2012

DATA USED

2

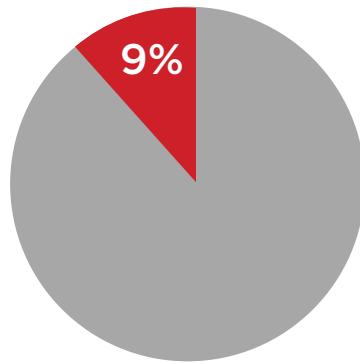
We analyzed the data of over 96 million visitors across 18 clients in November 2011 and November 2012 to compare high-level analytics between the mobile and desktop sites.

DATE RANGE	November 2011, November 2012
NUMBER OF CLIENTS	18
TOTAL VISITS	96,640,920
TOTAL PAGEVIEWS	730,675,598
TOTAL ORDERS	3,343,421
TOTAL REVENUE	\$360,457,463

DESKTOP VS. SMARTPHONE

18% of total visits came through smartphones in November 2012. This is a 100% increase compared to November 2011.

2011



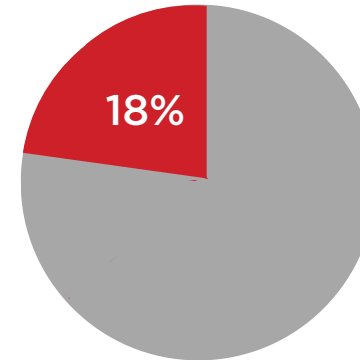
DATE RANGE November 2011

NUMBER OF CLIENTS 18

TOTAL ORDERS 48,408,586 (100%)

SMARTPHONE ORDERS 4,357,922 (9%)

2012



DATE RANGE November 2012

NUMBER OF CLIENTS 18

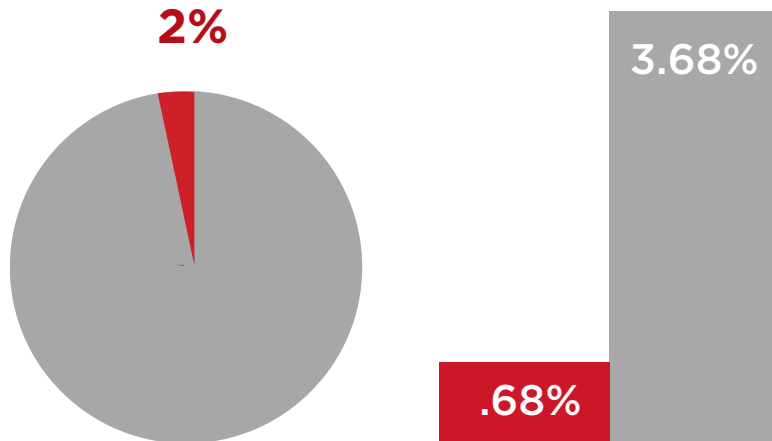
TOTAL ORDERS 50,232,334 (100%)

SMARTPHONE ORDERS 9,242,186 (18%)

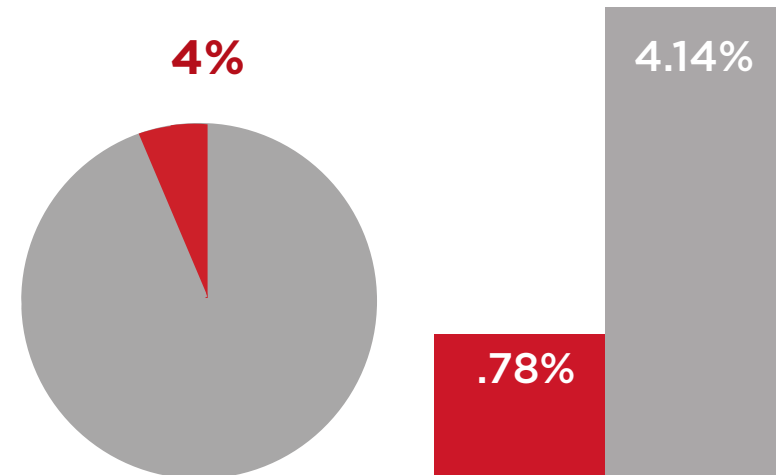
ORDERS

4

In 2012, 4% of total orders came from smartphones, an increase of 100% from 2011. Smartphone conversion was 19% of Desktop conversion in November 2012; up from 18% in November 2011.



DATE RANGE	November 2011
NUMBER OF CLIENTS	18
TOTAL ORDERS	1,576,115 (100%)
SMARTPHONE ORDERS	29,626 (2%)
DESKTOP CONVERSION	3.68%
SMARTPHONE CONVERSION	.68%



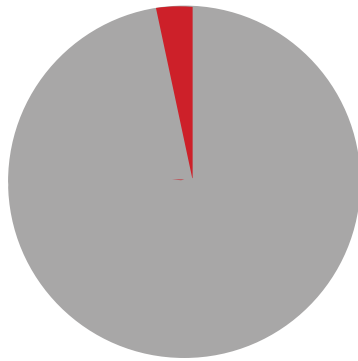
DATE RANGE	November 2012
NUMBER OF CLIENTS	18
TOTAL ORDERS	1,767,306 (100%)
SMARTPHONE ORDERS	71,825 (4%)
DESKTOP CONVERSION	4.14%
SMARTPHONE CONVERSION	.78%

REVENUE

5

4% of revenue came through smartphones in November 2012, a 100% increase from November 2011.

2%



DATE RANGE November 2011

NUMBER OF CLIENTS 18

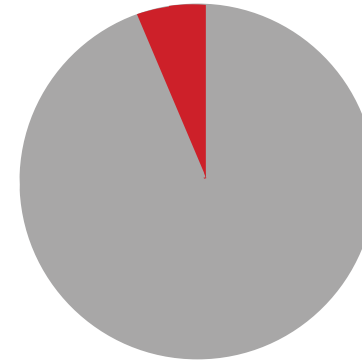
TOTAL REVENUE \$151,324,329 (100%)

SMARTPHONE REVENUE \$2,049,002 (2%)

DESKTOP AVG ORDER \$116.48

SMARTPHONE AVG. ORDER \$69.16

4%



DATE RANGE November 2012

NUMBER OF CLIENTS 18

TOTAL REVENUE \$187,557,950, (100%)

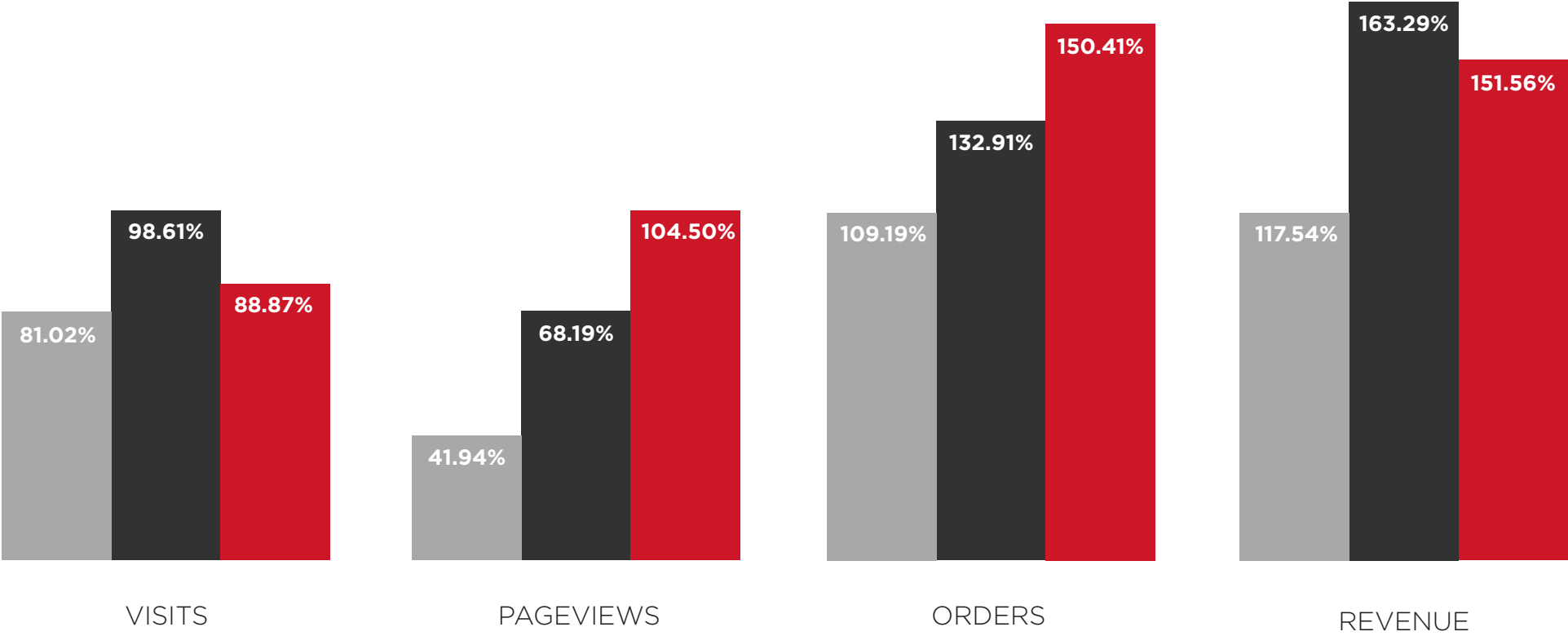
SMARTPHONE REVENUE \$6,725,437 (4%)

DESKTOP AVG ORDER \$106.66

SMARTPHONE AVG. ORDER \$93.64

3 MONTH INCREASES

Over the past three months, November saw the biggest year-over-year increases in orders and page views, while October saw the biggest increases in visits and revenue.



SEPTEMBER

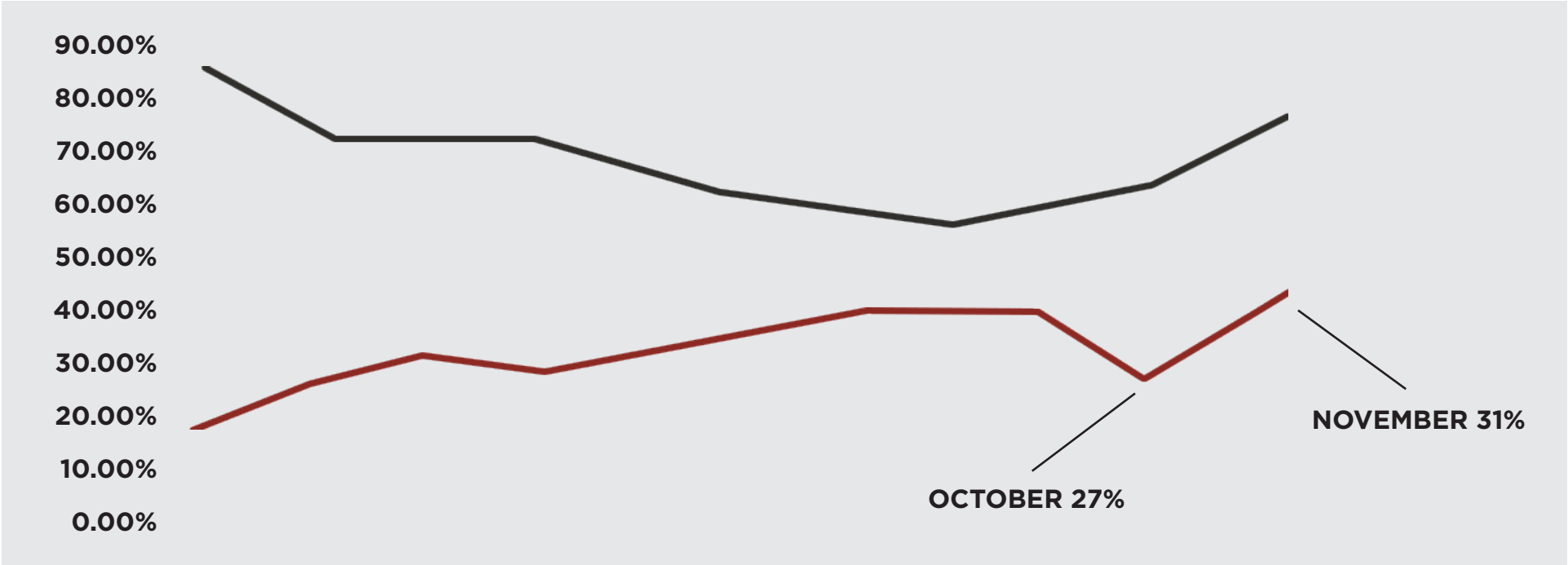
OCTOBER

NOVEMBER

OCTOBER TO NOVEMBER

Smartphones + Tablets: visits experienced a 4% base point increase as a percentage of total visits just in the last month.

DATE RANGE	November 2012
NUMBER OF CLIENTS	18
TOTAL VISITS	59,456,676 (100%)
DESKTOP VISITS	40,990,148 (69%)
MOBILE VISITS	18,466,528 (31%)



*November 21 through November 26

**November 18 through November 24

***November 25 through December 1

AVERAGE REVENUE DURING THANKSGIVING HOLIDAY*

\$2,364.70/minute, \$39.41/second

AVERAGE DAILY REVENUE FOR BLACK FRIDAY WEEK**

\$1.7 million/day

AVERAGE DAILY REVENUE FOR CYBER MONDAY WEEK***

\$1.99 million/day