



Ecomm Company

# Investor Pitch

***By***

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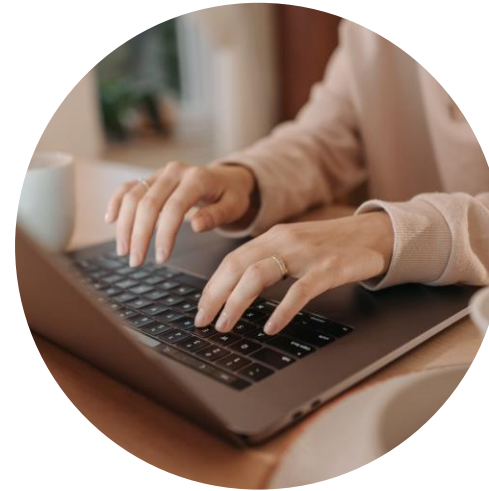


Ecomm Company

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# Executive Summary



## **Company overview**

Our e-commerce startup specializes in selling high-quality stuffed animal toys, tapping into a growing market of consumers seeking unique, comforting, and collectible plush toys.

## **Current position in the market**

As a newly launched company, we have quickly established our brand and garnered a loyal customer base.

## **Vision**

We are now preparing for our next funding round to accelerate growth and enhance our market presence.

# Where We Are Now

In the following slides, we will provide a comprehensive overview of our current business performance and market position. Here's what to expect:

## **1.Current Performance Metrics:**

- Overview of key performance indicators (KPIs) including site traffic, sales trends, and customer engagement.
- Insights into traffic sources and their impact on overall performance.

## **2.Traffic Analysis:**

- Breakdown of website traffic by source, including search engines, social media, and direct visits.
- Examination of traffic patterns and peak engagement times.

## **3.Product Performance:**

- Analysis of sales trends for existing products and performance metrics for newly launched items.
- Evaluation of refund rates and customer feedback to assess product quality and satisfaction.

# Where We Are Now

## 4. **Seasonality and Trends:**

- Identification of seasonal trends affecting sales and traffic.
- Insights into promotional opportunities and market dynamics.

## 5. **Detailed Analytics:**

- Review of traffic source effectiveness and performance of free versus paid channels.
- Cross-sell and portfolio expansion opportunities based on product performance data.

These slides will provide a clear picture of our current business standing and set the foundation for our future growth strategy.

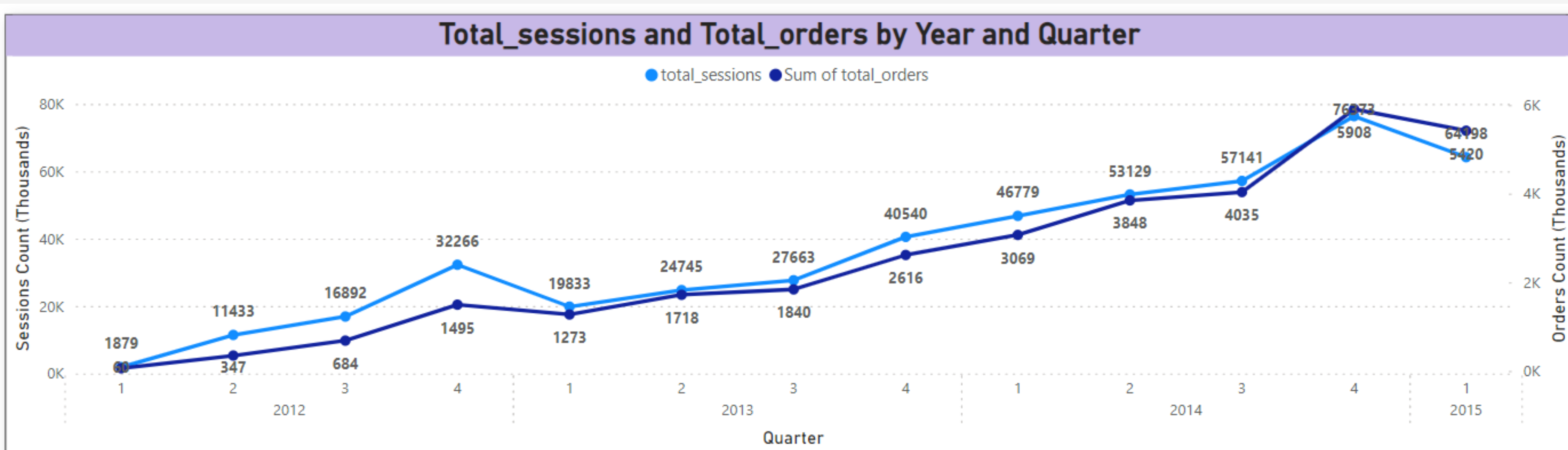
# LET'S TALK NUMBERS

# Summary

<b>Total Revenue</b>	\$1.94M
<b>Total Orders</b>	32K
<b>AOV</b>	\$60
<b>Total Session</b>	473K
<b>Conversion Rate</b>	6.83%
<b>Gross Profit</b>	\$1.2M
<b>Total Customer</b>	394K



# Volume Growth



## INSIGHTS:

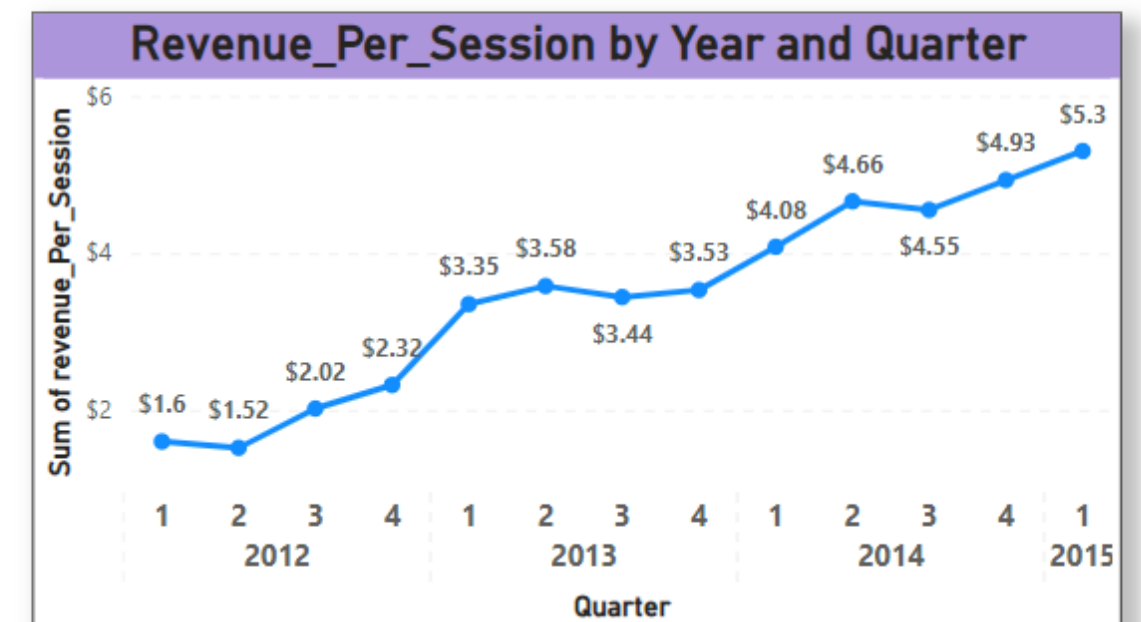
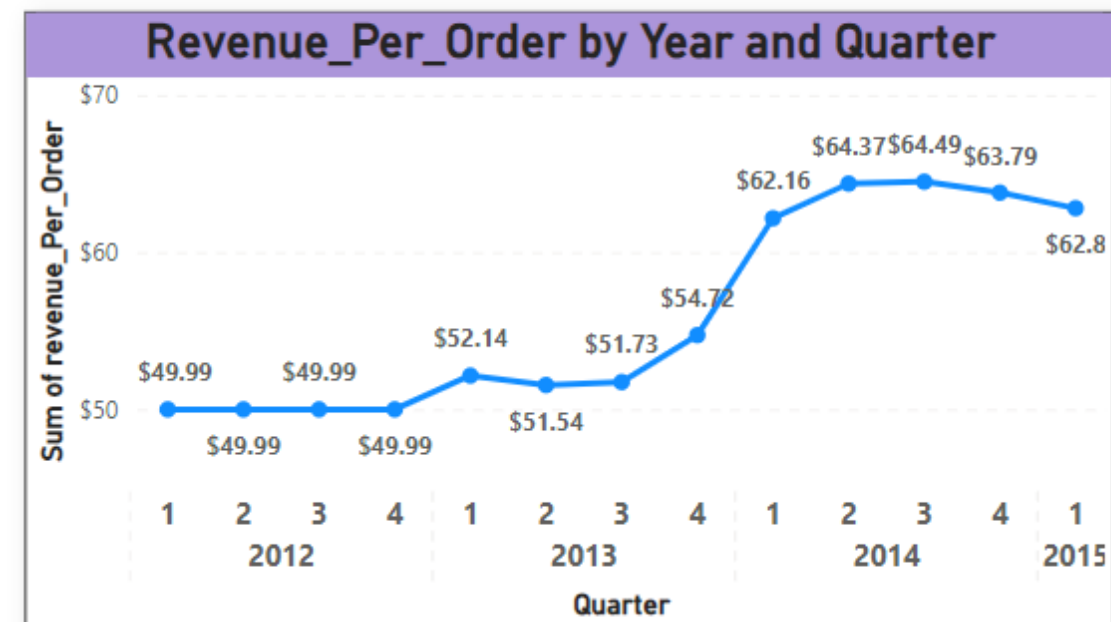
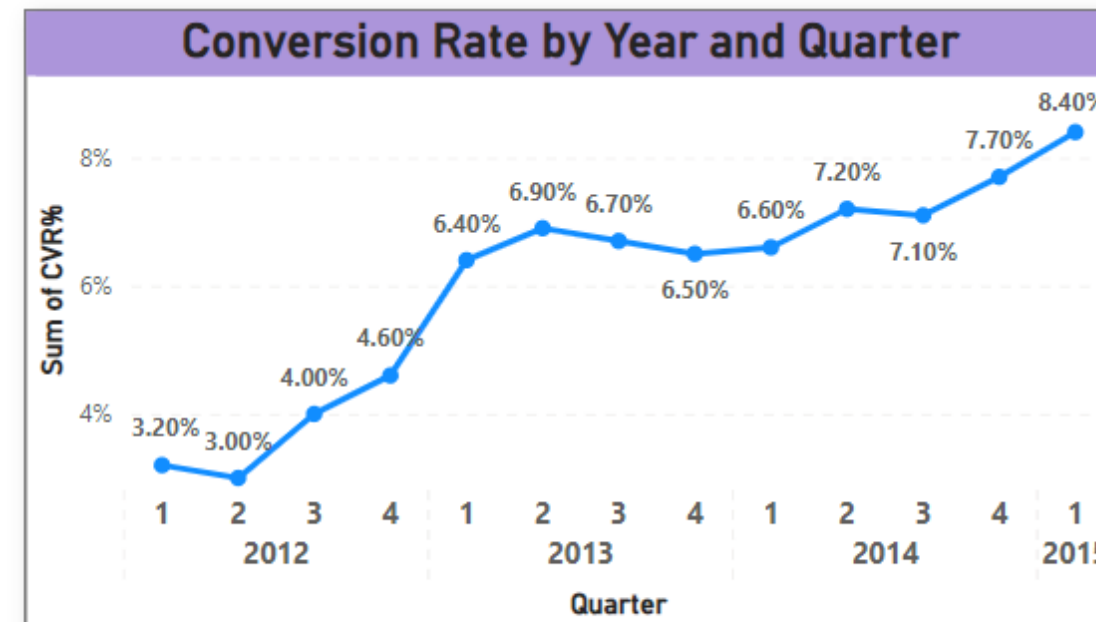
- **Steady Growth:** There is a clear upward trend in both total sessions and total orders over time, indicating steady growth in user engagement and sales.
- **Seasonal Trends:** There seems to be a notable increase in both sessions and orders in Q4 of each year, which could indicate higher activity during holiday seasons or end-of-year promotions.



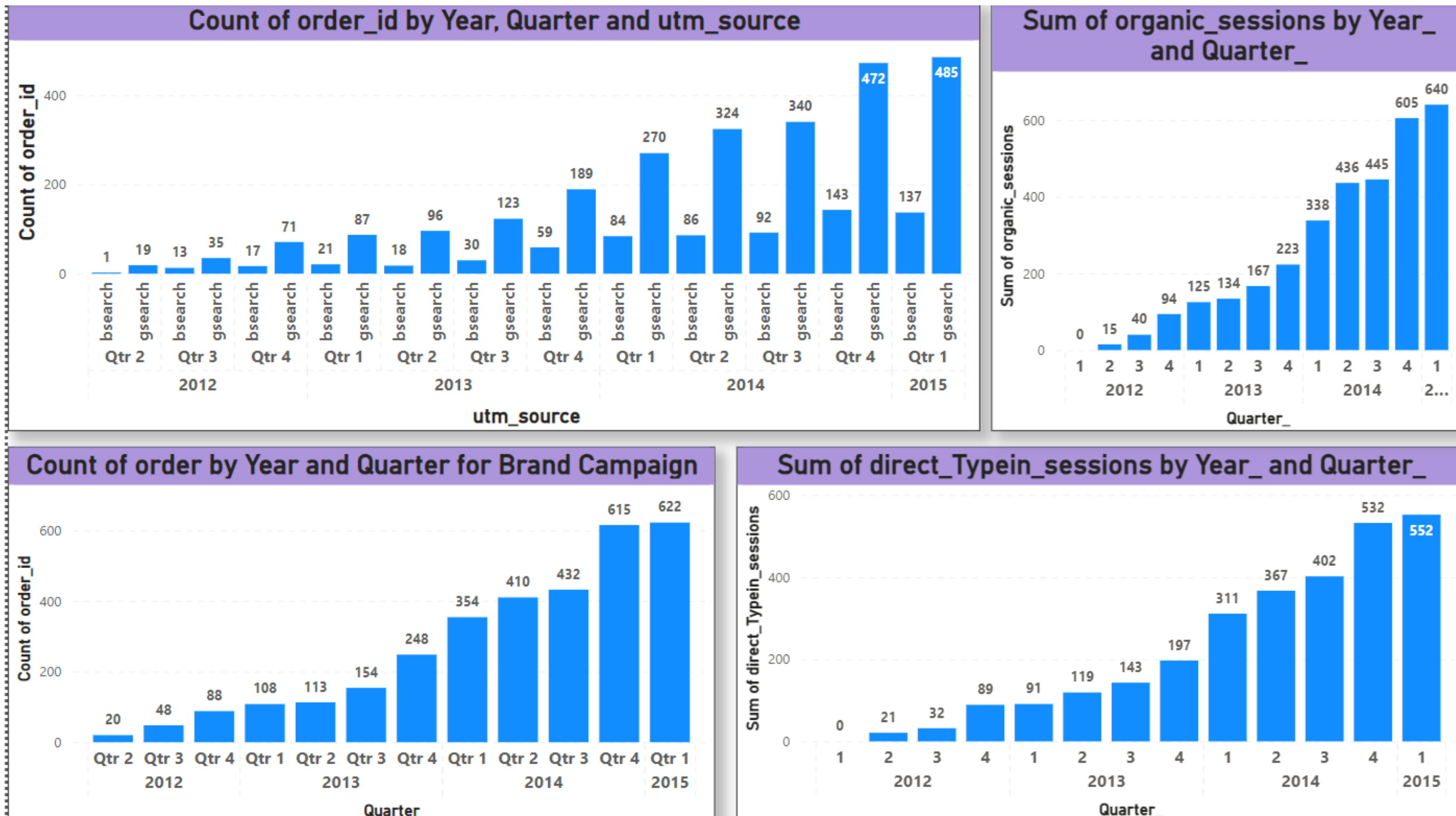
# Efficiency improvements

## INSIGHTS:

- There has been a consistent increase in CVR%, indicating improved effectiveness in converting sessions to orders.
- Significant increases in revenue per order are seen.
- The steady increase in revenue per session indicates that the company is not only driving more visitors but also generating more revenue from each user interaction.



# Specific Channels Growth

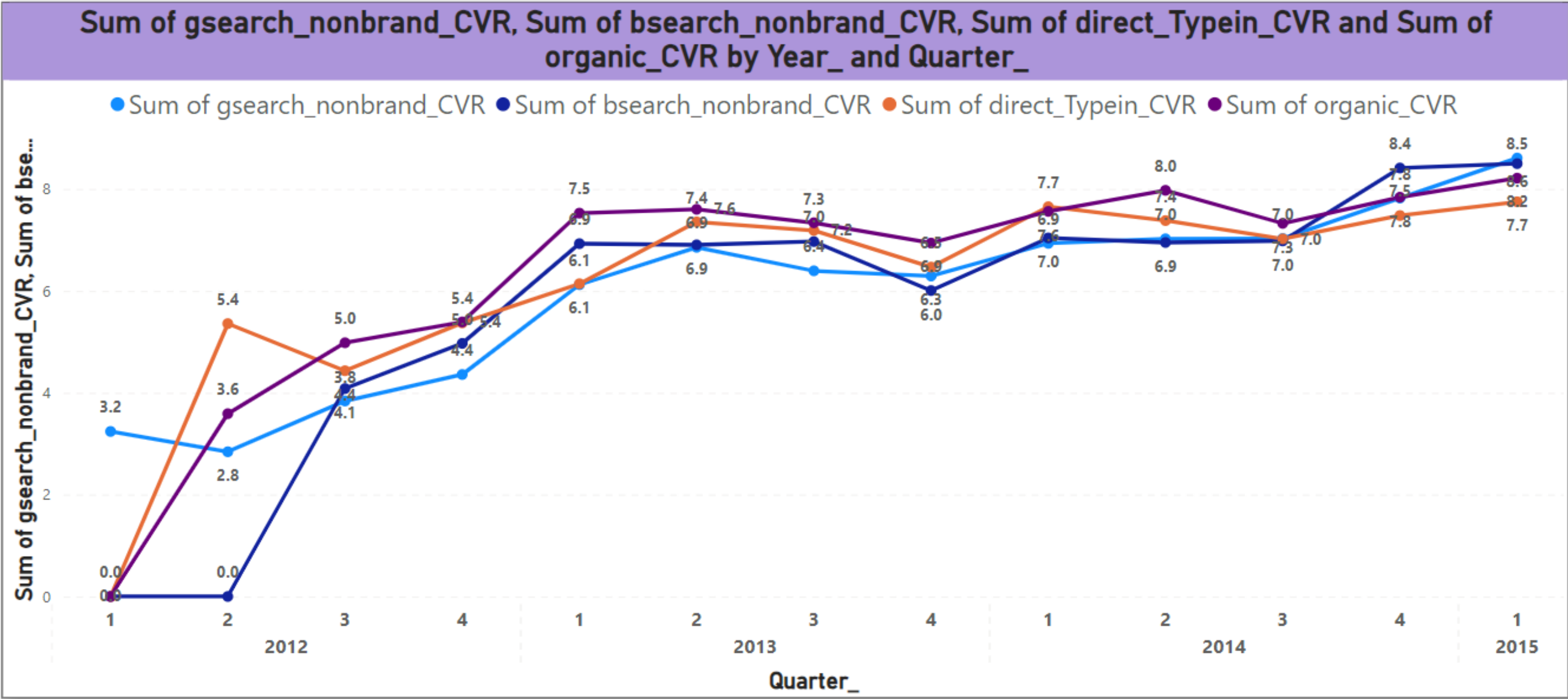


# Specific Channels Growth

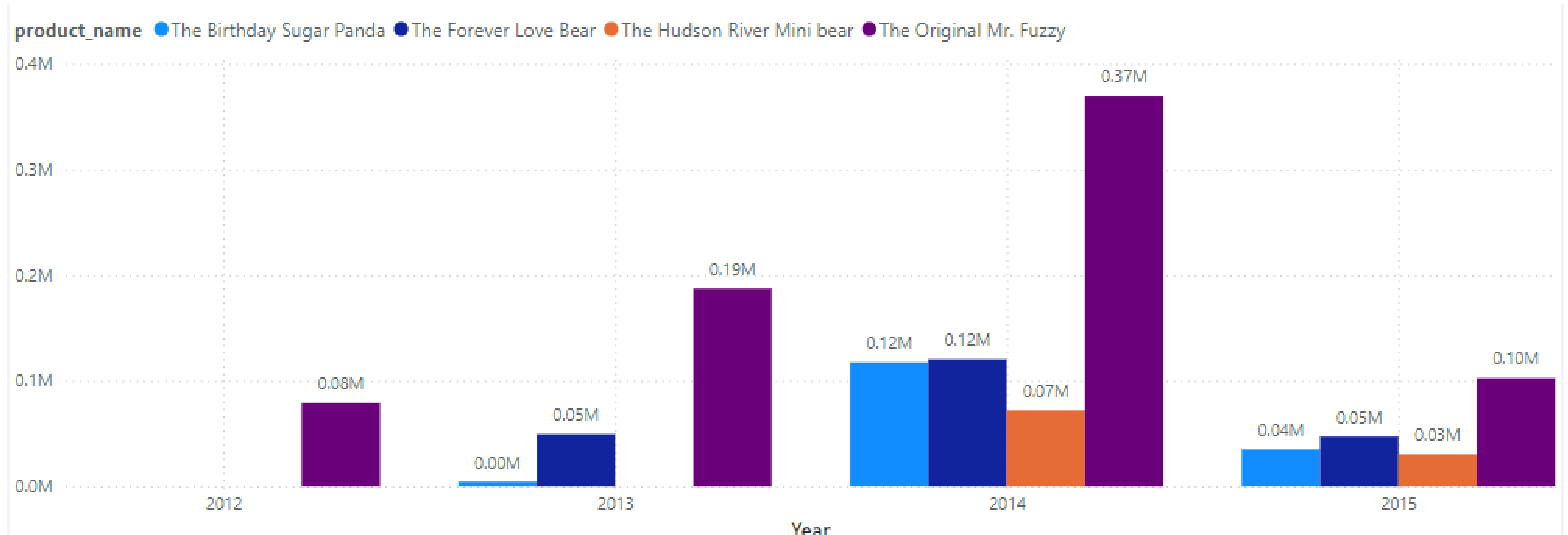
## INSIGHTS:

- **Overall Growth:** There is a clear upward trend in the number of sessions from all channels over time.
- **G Search (Nonbrand):** This channel has grown substantially over the quarters, from 60 sessions in Q1 2012 to 3,025 in Q1 2015. This suggests increasing effectiveness of Google non-branded search campaigns.
- **Brand Search:** The number of sessions from brand searches has generally increased, indicating growing brand recognition and effectiveness of brand-related campaigns.
- **Organic Search:** This channel has grown steadily, reflecting ongoing improvements in SEO and organic reach.
- **Direct Type-in:** This channel shows consistent growth, indicating that users are directly typing in the website URL or have bookmarked the site (reflects increasing brand loyalty).

# Conversion Rate Trend



# Product and Seasonal Strategy



- Best-Selling Product:
  - "The Original Mr. Fuzzy" leads in both sales and profitability, showing consistent growth across all months.
- Seasonal Trends:
  - "The Forever Love Bear" peaks in February, popular for Valentine's Day.
  - "The Birthday Sugar Panda" maintains steady sales year-round, with peaks during gift-giving months.
  - "The Hudson River Mini Bear" sees increased sales during the holiday season.
- Margin Insights:
  - All products show stable margins, with higher margins during peak sales months.
  - "The Original Mr. Fuzzy" not only tops sales but also delivers the highest margins.
- Holiday Impact:
  - Significant sales and revenue increases during November and December, aligning with holiday gift purchases.
  - Our strategic product diversification and targeted marketing efforts have driven sustainable growth and strengthened our market position.

# Impact of introducing new products

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	YEARS	MONTHS	SESSION_TO_PROD_PAGE	CLICKED_TO_NEXT_PAGE	CLICK_THR_RATE	ORDERS	PROD_TO_ORDER_RATE
1	2012	3	743	530	0.7133	60	0.0808
2	2012	4	1447	1029	0.7111	99	0.0684
3	2012	5	1584	1135	0.7165	108	0.0682
4	2012	6	1752	1247	0.7118	140	0.0799
5	2012	7	2018	1438	0.7126	169	0.0837
6	2012	8	3012	2198	0.7297	228	0.0757
7	2012	9	3126	2258	0.7223	287	0.0918
8	2012	10	4030	2948	0.7315	371	0.0921
9	2012	11	6743	4849	0.7191	618	0.0917
10	2012	12	5013	3620	0.7221	506	0.1009
11	2013	1	3380	2595	0.7678	391	0.1157
12	2013	2	3685	2803	0.7607	497	0.1349
13	2013	3	3371	2576	0.7642	385	0.1142
14	2013	4	4362	3356	0.7694	553	0.1268
15	2013	5	4684	3609	0.7705	571	0.1219



Key highlights include:

Monthly Trends: Consistent growth patterns in revenue and margins, reflecting strong market demand.

Seasonality Insights: Identified seasonal peaks and steady growth, aiding in effective inventory and marketing strategies.

Our user engagement metrics have also improved significantly:

Click-Through Rate: Increased from 71% to 85%.

Conversion Rate: Doubled from 7% to 14%.

Strategic moves driving this growth:

New Product Additions: Attracting a broader audience.

Competitive Pricing: Increasing customer base and loyalty.

These improvements highlight the robust health and sustainable growth of our business. Thank you for your continued support.

# Maximizing Sales Through Strategic Cross-Selling

PRIMARY_PRODUCT_ID	P1_CROSSSELL_RATE	P2_CROSSSELL_RATE	P3_CROSSSELL_RATE	P4_CROSSSELL_RATE
1	0.00	0.05	0.12	0.21
2	0.02	0.00	0.03	0.20
3	0.09	0.04	0.00	0.22
4	0.03	0.02	0.04	0.00

PRIMARY_PRODUCT_ID	Sum of SOLD_P1	Sum of SOLD_P2	Sum of SOLD_P3	Sum of SOLD_P4	Sum of TOTAL_ORDERS
1	0	238	553	933	4467
2	25	0	40	260	1277
3	84	40	0	208	929
4	16	9	22	0	581

# Maximizing Sales Through Strategic Cross-Selling

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Our strategic shift on December 5, 2014, to make our fourth product a primary offering has shown promising results. Here are the key highlights:

## **1.Top-Selling Products:**

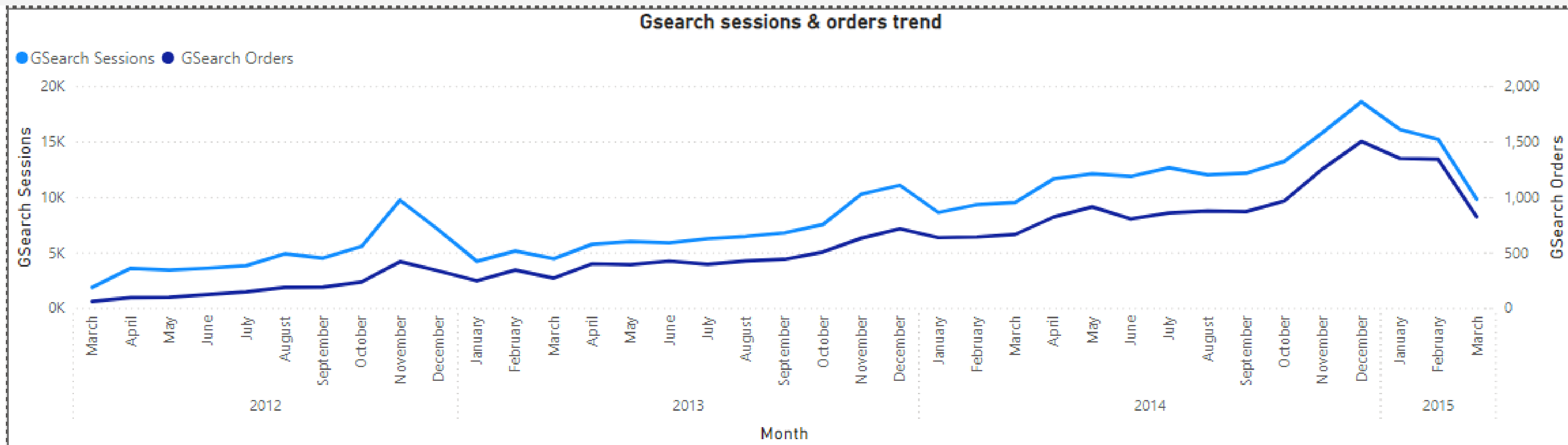
- Product 1 leads in sales, followed by products 2 and 3.
- Product 4, though less often a primary product, excels in cross-selling.

## **2.Cross-Selling Success:**

- Product 4 effectively cross-sells with products 1, 2, and 3, appearing in over 20% of their orders.
- Product 3 shows a notable cross-sell rate with Product 1.

Our data-driven cross-selling strategy has significantly boosted revenue and customer satisfaction. We are excited about these insights and look forward to continued growth.

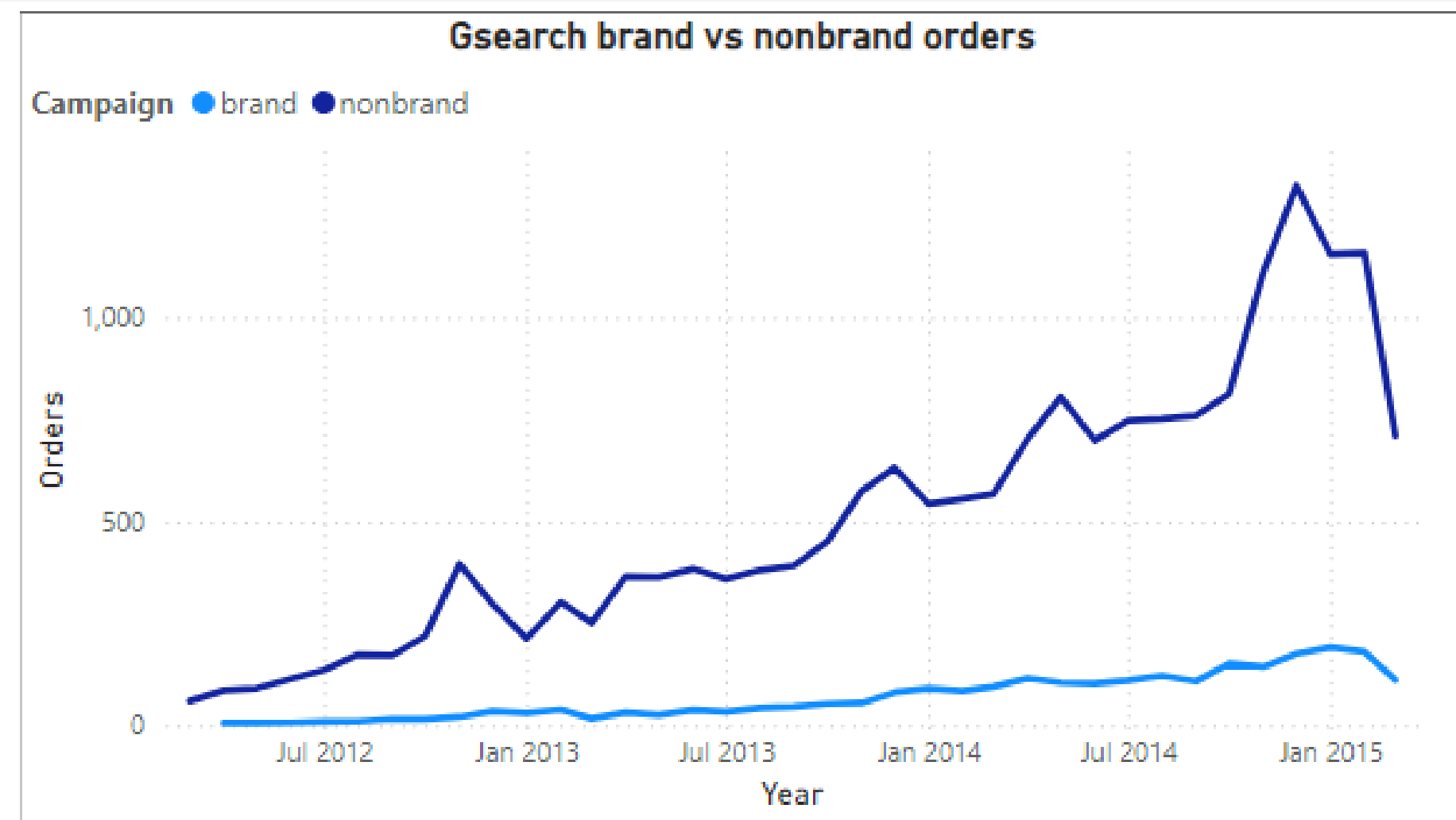
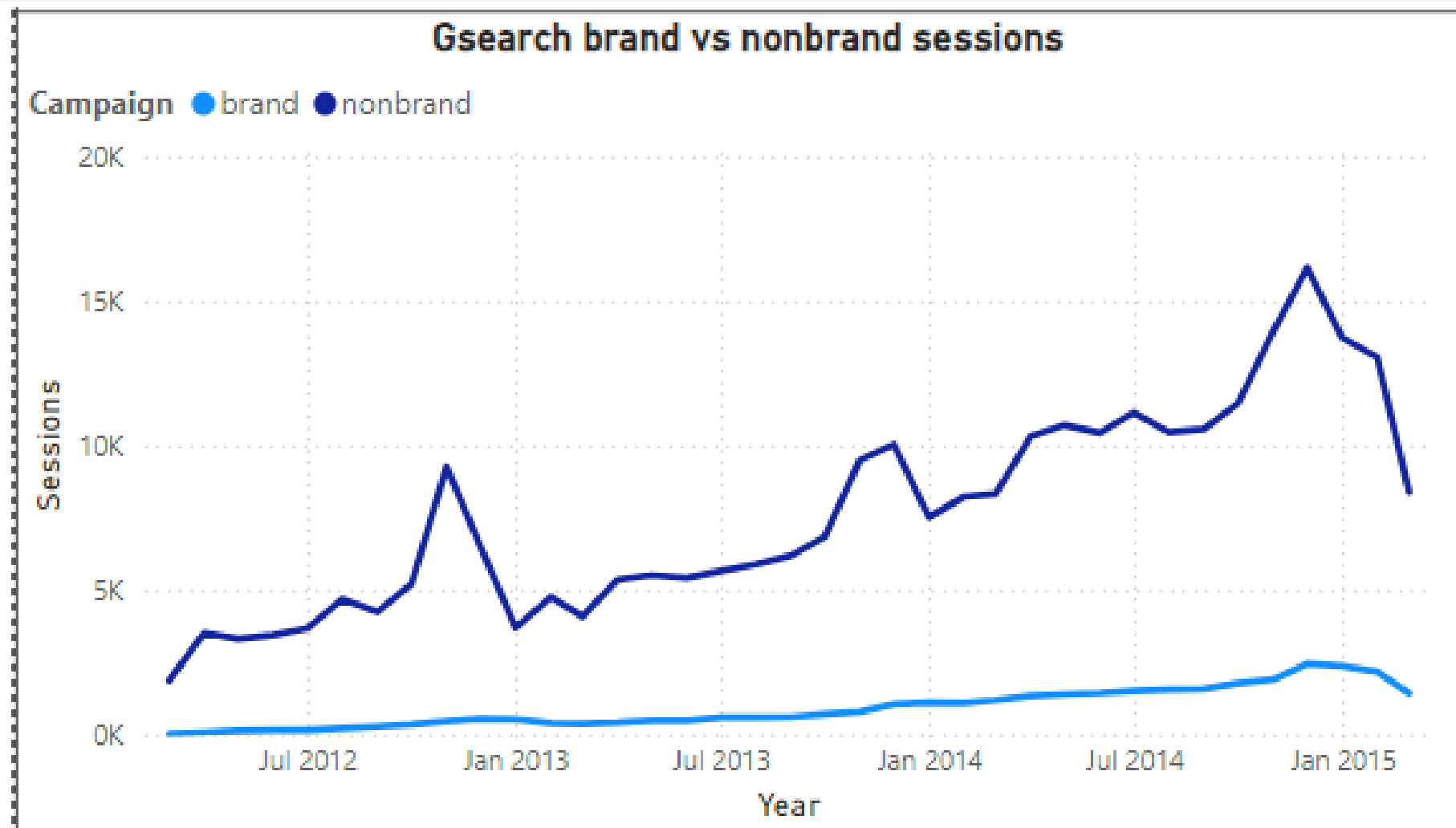
# GSearch Volume Growth



## INSIGHTS

- There is a clear upward trend in both sessions and orders over time, indicating steady growth in user engagement and sales.
- There seems to be a spike in both sessions and orders in Q4 of each year, which could indicate higher activity during Christmas.

# Brand vs Nonbrand Trends

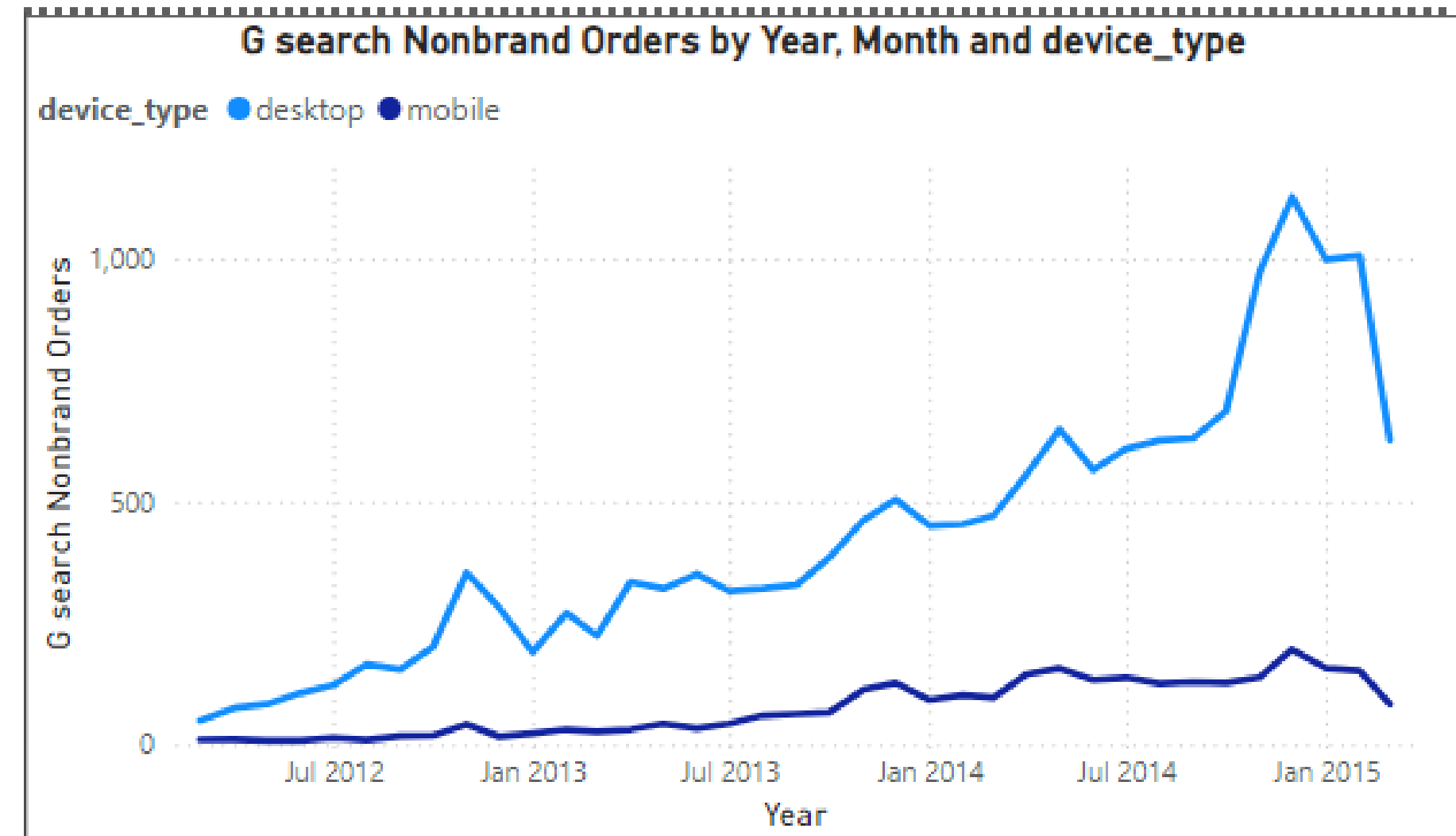
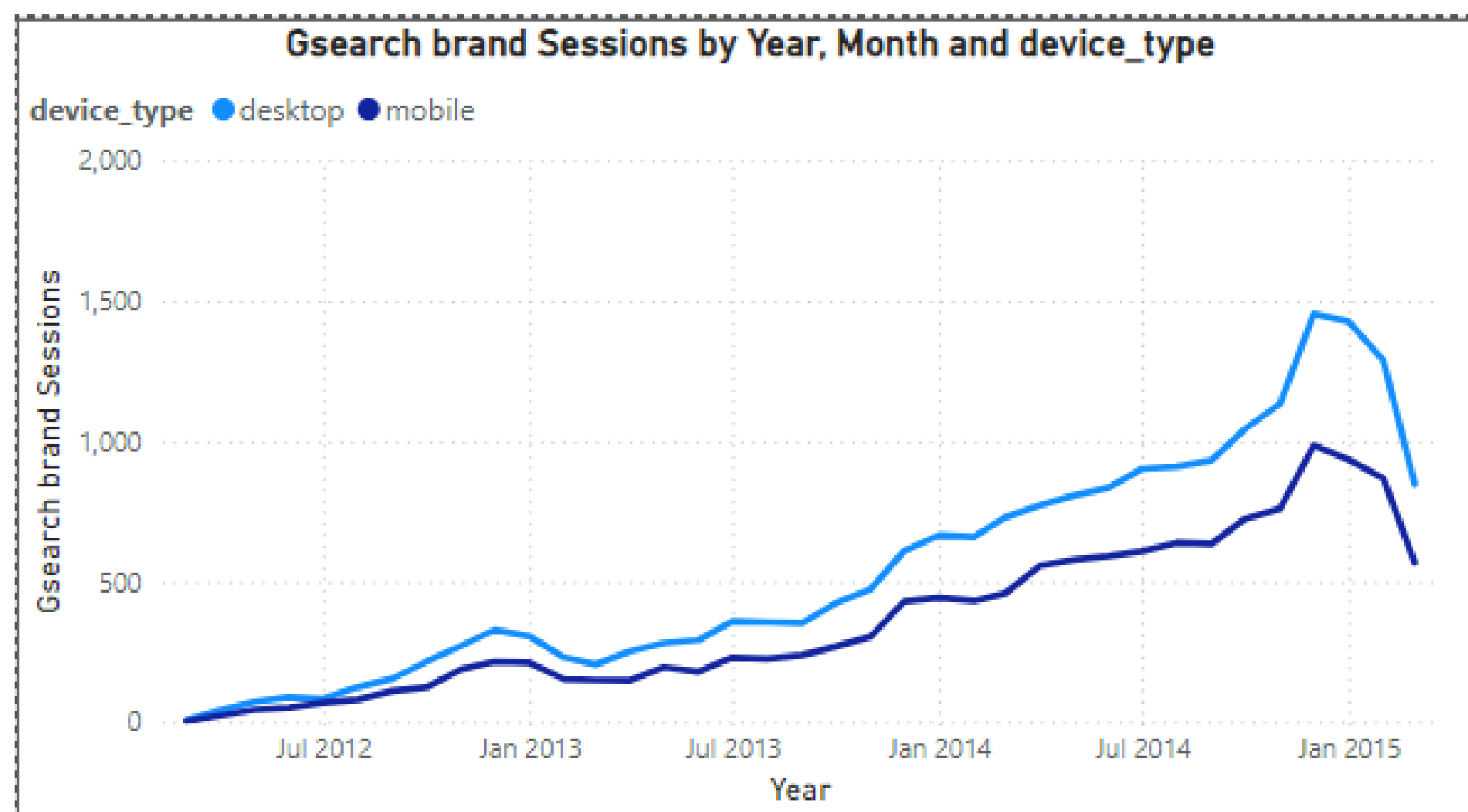


## Insights

- **Brand:** The strong growth and peak performance in brand campaign highlights the importance of brand recognition and loyalty in influencing consumer behaviour.
- **Non-Brand :** They contribute less significantly to overall performance, they provide a stable baseline of sessions and orders, indicating that non-brand campaigns play a role in maintaining steady engagement and conversions.

# Desktop vs Mobile Nonbrand Trends

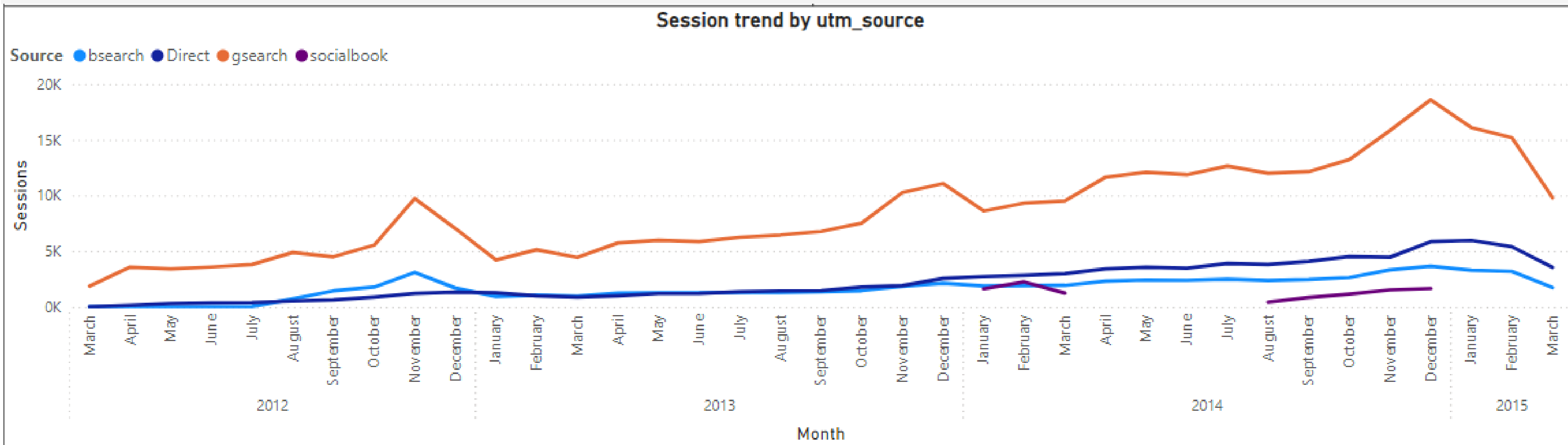
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## Insights

- Desktop consistently outperforms mobile in both nonbrand orders and sessions. The gap between desktop and mobile is quite significant, indicating that desktop was the preferred device for nonbrand searches leading to orders and sessions during this period.

# Growth of Traffic by Channels



## Insights

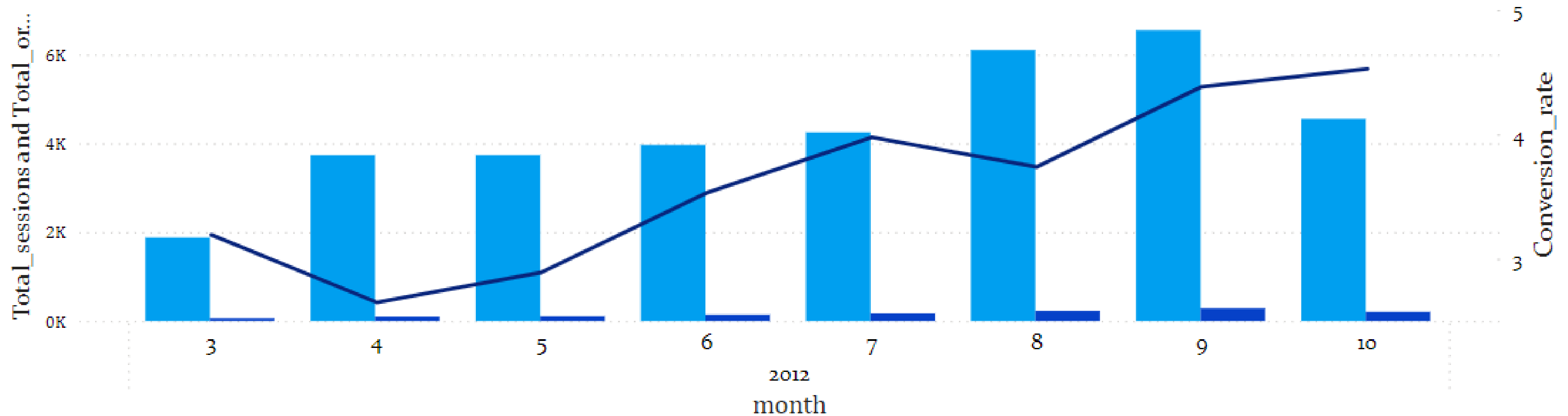
- The sharp rise in bsearch sessions, especially the peak in late 2014, indicates the increasing role of gsearch in attracting traffic.
- Direct sessions shows a consistent upward trend. This indicates a steady contribution to overall traffic, likely from sources not explicitly categorized.



# Conversion Trend

Conversion trend for the first 8 months

● Total\_sessions ● Total\_orders ● Conversion\_rate



# Conversion Trend

## Insights:

- **Steady Growth in Sessions:** Our session count showed a consistent upward trend, increasing from March to September, indicating growing interest and traffic to our platform.
- **Rising Conversion Rates:** Despite the total orders remaining consistently low, our conversion rate—a critical measure of turning visits into sales—steadily improved from May to September, peaking in October. This highlights our successful efforts in optimizing the user journey and improving the overall effectiveness of our website.

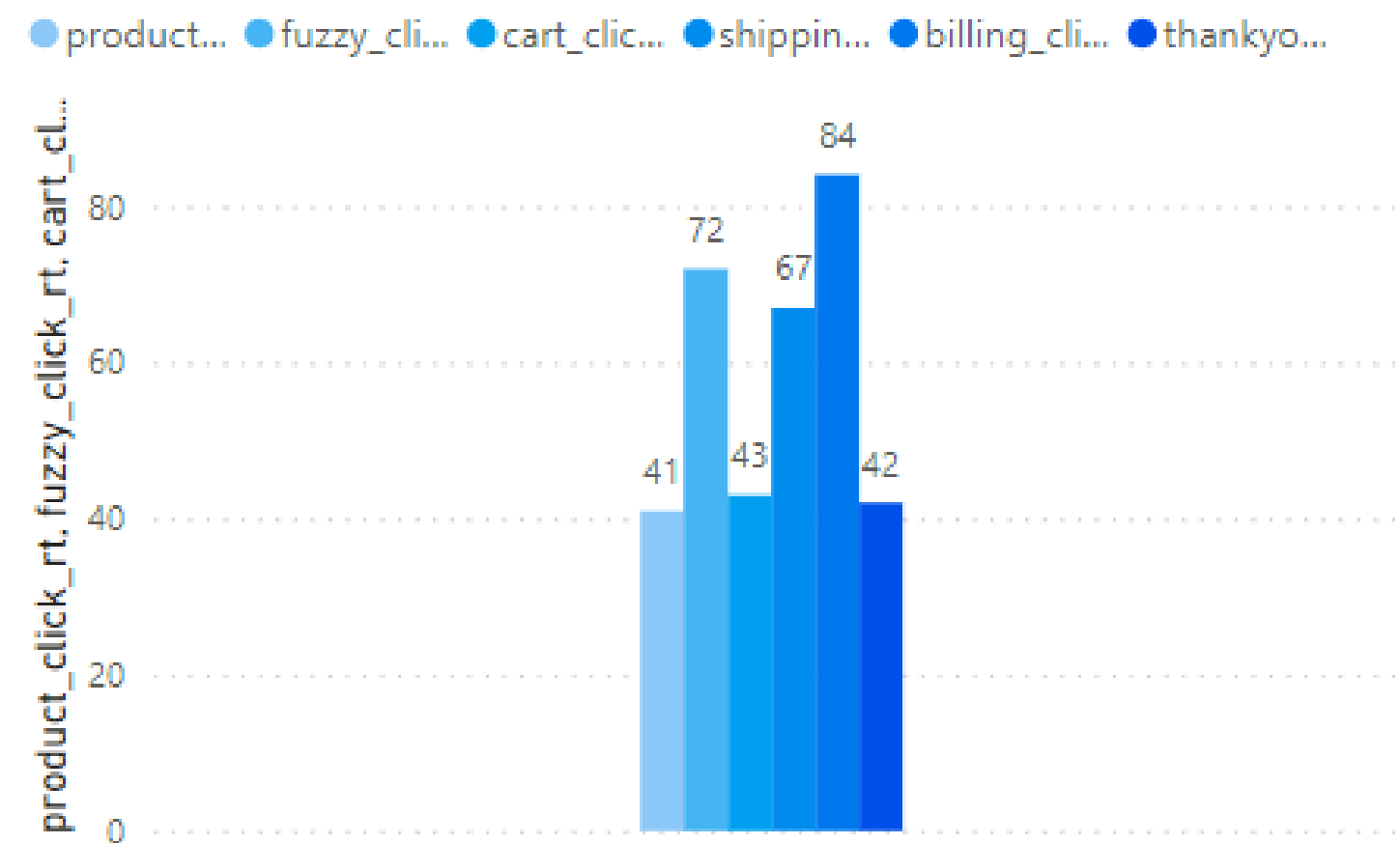
This consistent performance improvement demonstrates our capability to attract and convert customers effectively, positioning us well for continued expansion and success.

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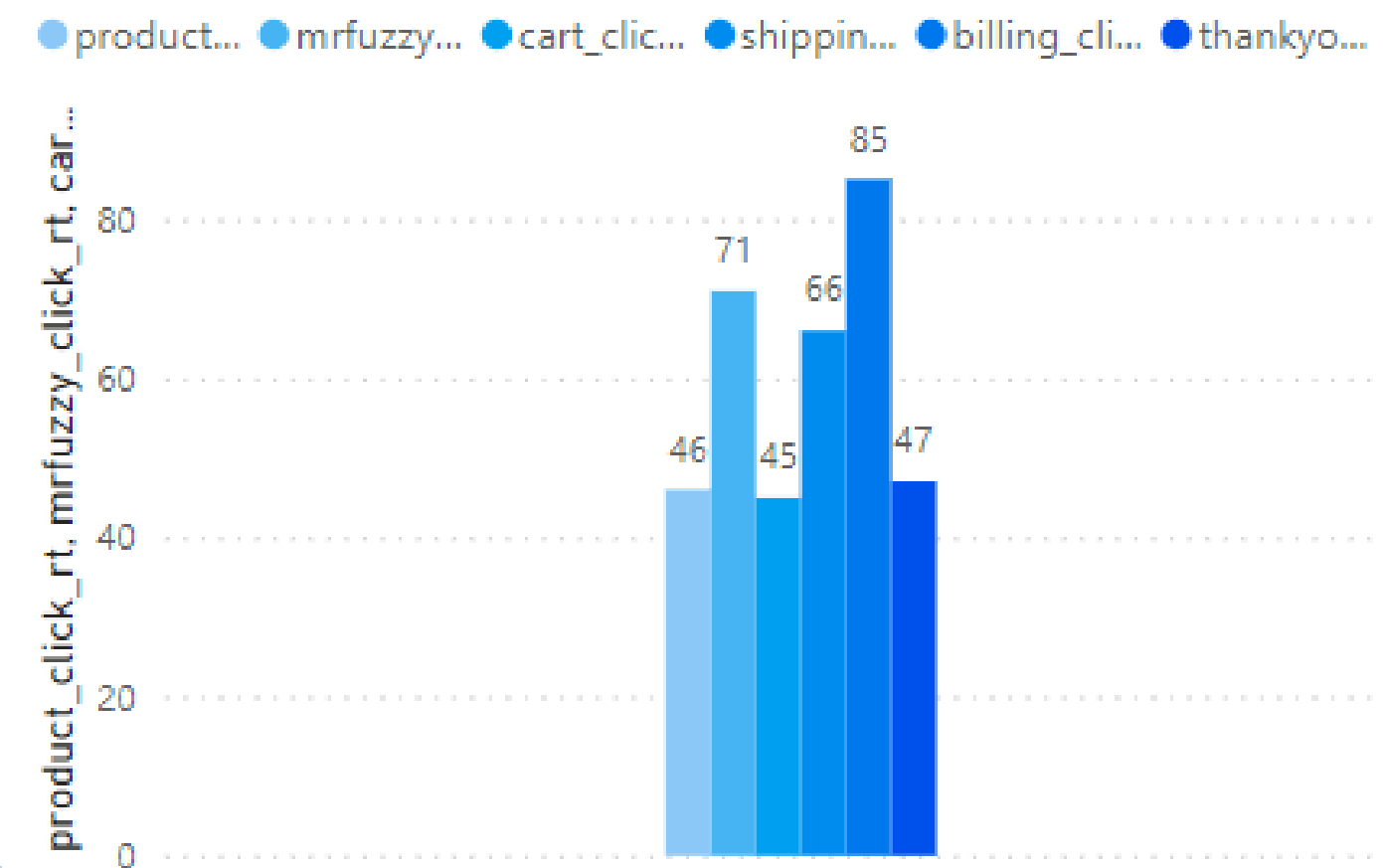
# Conversion Funnel

This analysis of landing page performance (June 19 - July 28), we tracked user behavior from initial visit through to order completion of two landing page.

## Conversion funnel for Home page



## Conversion Funnel for Lander 1



# Conversion Funnel

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## Insights:

### Strong Initial Engagement:

- Homepage: Attracted a significant volume of sessions, showing broad user interest.
- Lander-1: Focused user engagement, with visitors progressing effectively through the conversion stages.

### Effective Funnel Progression:

- Product Page Clicks: High click-through rates to product pages, indicating compelling initial content.
- Continued User Journey: Consistent movement through the cart, shipping, and billing pages, showcasing a smooth and intuitive user experience.

### Successful Conversions:

- Thank You Page Visits: High conversion rates at the final stage, particularly for users starting from Lander-1, confirming the success of our targeted landing page strategy.

**Lander-1, in particular, demonstrates superior performance, making it a key component of our optimization strategy.**

# Billing Vs Billing -2

**AIM:** Billing test from Sep 10 - Nov 10, 2012, aimed at analyzing the performance of our newly introduced billing page, /billing-2, alongside our existing /billing page.

page	sessions_count_before	session_count_during	revenue_per_session_before	revenue_per_session_during	lift_in_revenue_per_session	session_count_before_one_mon
billing	870	300	49.9900016784668	49.9900016784668	0	656
billing_2	0	410	NULL	49.9900016784668	NULL	0

## Insights:

- The revenue per session for the /billing page remained consistent before and during the test. Despite a reduction in the number of sessions, the revenue efficiency per session was stable, indicating that the changes did not impact revenue per session for this page.
- The new /billing-2 page, introduced after September 9, 2012, has shown strong initial performance with a revenue per session of \$49.99. This indicates that the new page is effectively generating revenue and contributing positively to our overall billing process.
- The test results validate the performance of the new /billing-2 page and confirm the stability of the existing /billing page's revenue efficiency. The introduction of the new page has been successful, and its positive performance is a strong indication of its value.

# Quick Recap: Our Performance So Far

- **Surge in Volume:** Order volume grew a hundredfold, with a significant rise in sessions, showing rapid customer expansion.
- **Efficiency Gains:** Conversion rate improved from 3.2% to 8.4%, boosting revenue per order and session.
- **Channel Shift:** Orders increased across all channels, with a reduced reliance on paid marketing.
- **Seasonal Product Trends:** Products like 'mrfuzzy' and 'lovebear' showed strong seasonal demand, with peaks during holidays and Valentine's Day. Early data suggests similar patterns for 'birthdaybear' and 'minibear.'
- **Product Page Optimization:** Click-through rates improved from 71% to 85%, and conversions from product page to order rose from 8% to 14%, reflecting successful website enhancements.
- **Cross-Selling Success:** Making the fourth product a primary option boosted overall sales, especially for the lower-priced add-on items.



# Where We Are Headed

## Use of Funds

- 45% on Product Development and Expansion
- 20% on Technology and Infrastructure
- 35% on Marketing and Customer Acquisition



# Use Of Funds

## **Marketing and Customer Acquisition:**

- Enhance brand recognition through advertising campaigns on various platforms such as Google, Bing and Social media.
- Invest in SEO and content marketing to increase organic traffic.

## **Product Development:**

- Expand the product line by developing new stuffed animal toys.
- Improve the quality of 'The Birthday Sugar Panda' as it is having the highest refund rate

## **Technology and Website Improvements:**

- Upgrade the e-commerce platform to enhance user experience, speed, and security.
- Implement advanced analytics tools to better understand customer behavior and improve conversion rates.

# Use Of Funds

## **Talent Acquisition and Team Expansion:**

- Hire additional staff in key areas such as marketing, product development, customer service, and technology.
- Invest in training and development programs for existing employees

## **Customer Experience Enhancements:**

- Develop and launch new features that enhance the shopping experience, such as personalized recommendations, loyalty programs, and improved customer support.

## **Our focused allocation of funds will enable us to:**

- Accelerate growth and scale operations effectively.
- Enhance our product offerings and maintain a competitive edge.
- Optimize customer experience and increase brand loyalty.
- Achieve our financial and strategic goals, delivering long-term value to our investors.

# Conclusion

- **Strong Foundation:** We have demonstrated solid performance with promising growth metrics and a loyal customer base.
- **Strategic Vision:** Our future plans include scaling operations, enhancing our product offerings, and optimizing marketing strategies to drive continued growth.
- **Investment Opportunity:** We are poised to leverage this momentum and seek your support to accelerate our journey and achieve our ambitious goals.

# Join Us in Shaping the Future

We invite you to be a part of our exciting journey as we expand our presence in the e-commerce market for stuffed animal toys. Your investment will enable us to enhance our capabilities, drive innovation, and capture significant market share.

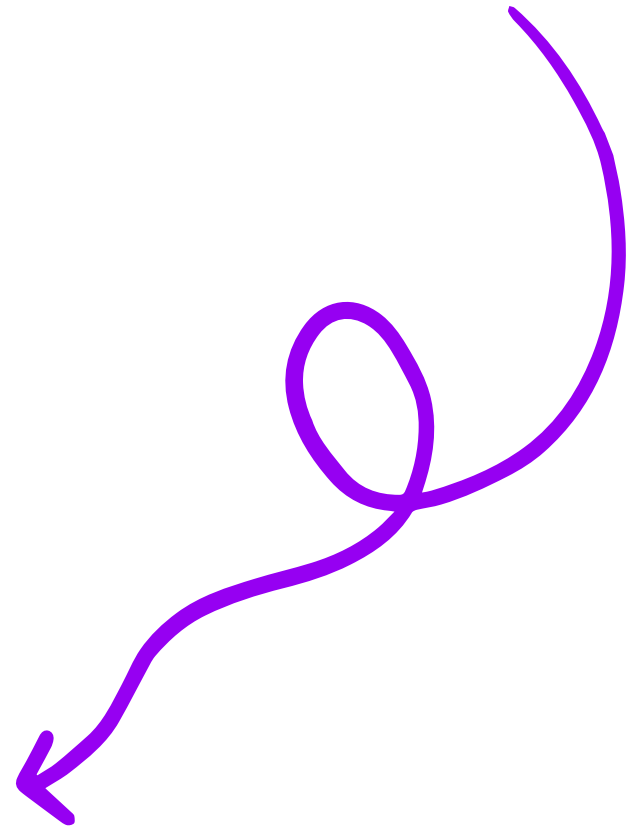
# Thank you for your time!

## Reach out to us for questions.

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**Suggestion:** The factory is poised for continued growth. Future success lies in product diversification, platform optimization, and enhancing customer experience. Leveraging data analytics for personalized marketing and exploring new market segments could drive the next growth phase.

**Conclusion:** Maven Fuzzy Factory's success story highlights the power of data-driven insights, creative marketing, and a strong customer focus. The company's progress emphasizes the need for adaptable strategies and customer-centric product development in a competitive digital market.