



BigCommerce Town Hall

June 2016

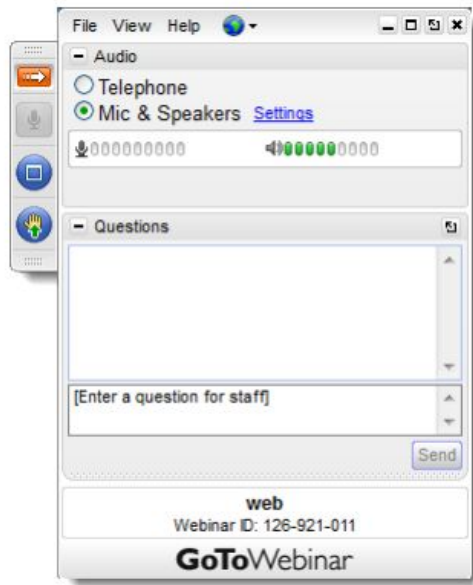
Agenda

- Welcome from CEO Brent Bellm
- BigCommerce First Inaugural Design Awards
- Product Updates with Senior Directors of Product Management
 - Michael Burk and Troy Cox
- Community Q&A
- Live Q&A

Submit your questions

Manage your session with the GoToWebinar Control Panel on the right of your screen.

- Navigate to the Question Panel
- Privately submit your questions for our team
- Remember, we have 20 minutes for live Q&A





BigCommerce CEO Brent Bellm

Design Awards Program Overview

The contest:

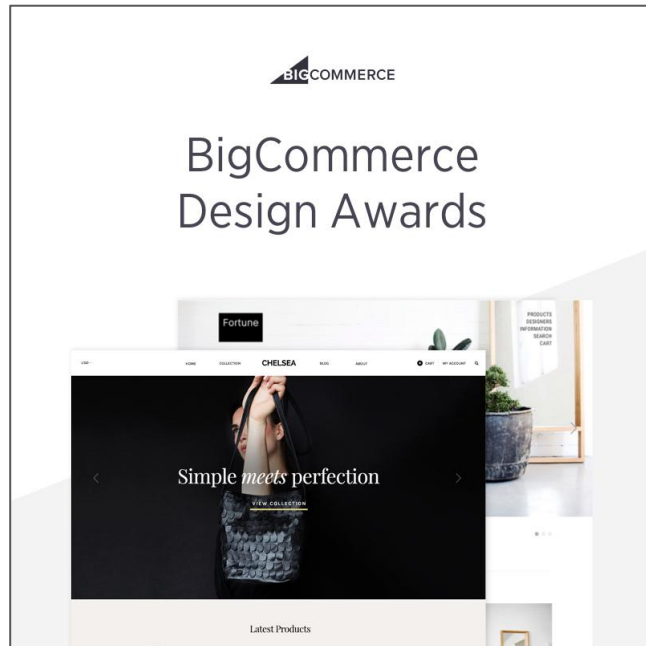
- Launched April 2016
- Evaluated on storefront design, mobile responsiveness, and product pages
- Prizes include cash, Inc. Magazine feature, Inc. 5,000 Conf. tickets, and PR

The judges:

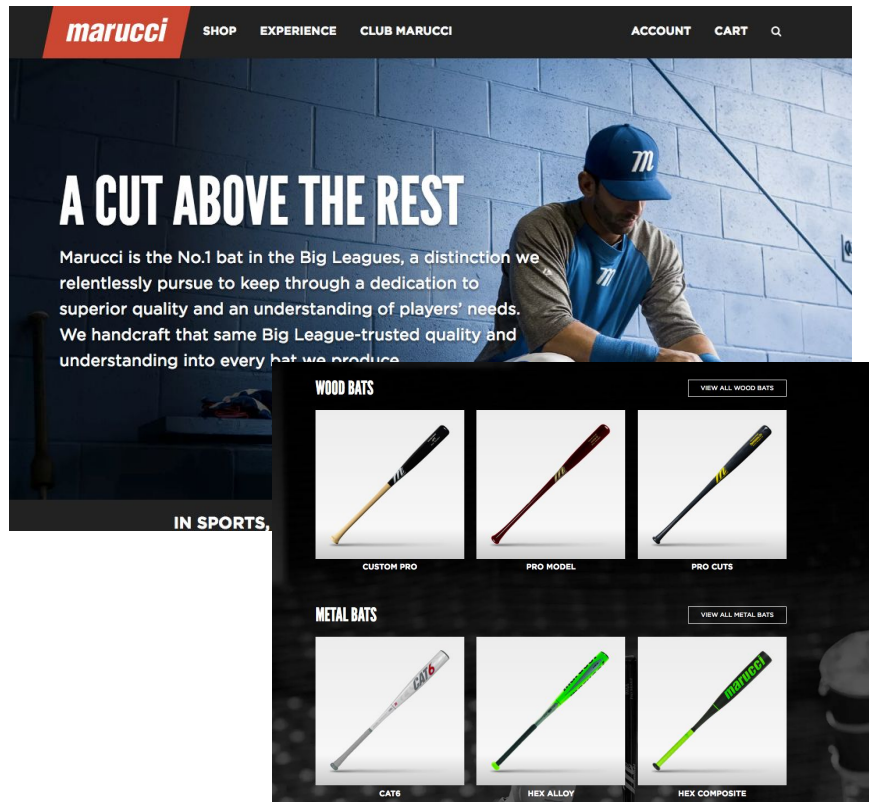
- Andrea Wagner (Head of Design, BigCommerce)
- LaQuan Smith (Fashion Designer, LaQuan Smith)
- Josh Bisch (Design Lead, Uber)
- Michael Morrello (COO (Digital), Inc Magazine)

The results:

- Over 500 submissions, 6,000 social votes, and 5 winners
- Winners and 70+ honorable mentions announced June 21
- Kickoff of storefront marketing featuring winners, including social, blog, feature in Inc. Magazine, and BC case studies
- Next iteration of the bi-annual contest will launch later this year!



Grand Prize Winner: Marucci Sports

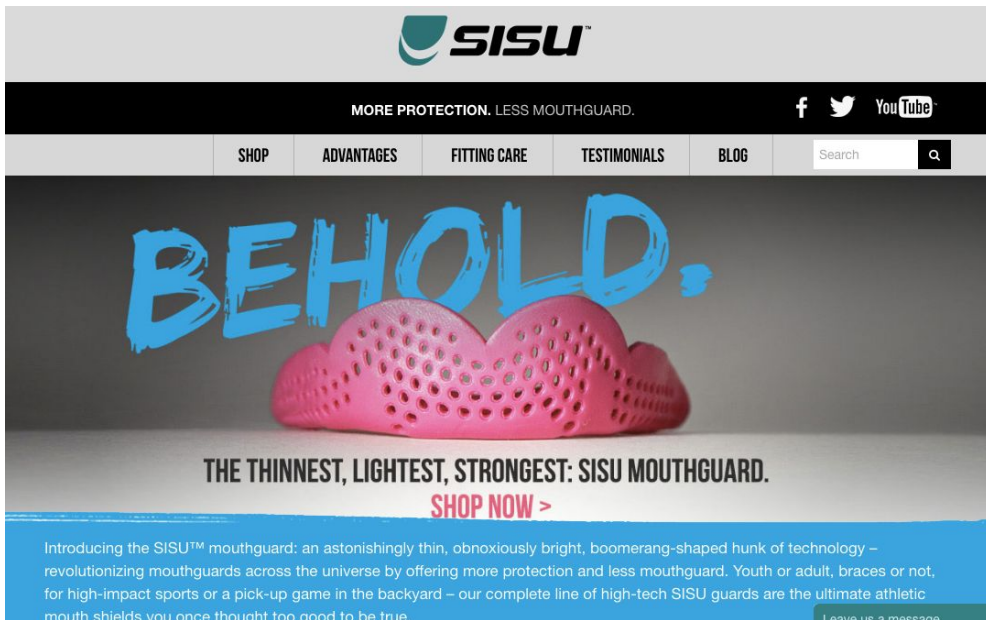


Since launching on BigCommerce in November, we've seen a 50% increase in our mobile conversions and a 24% increase in our tablet conversions.

Marucci Sports



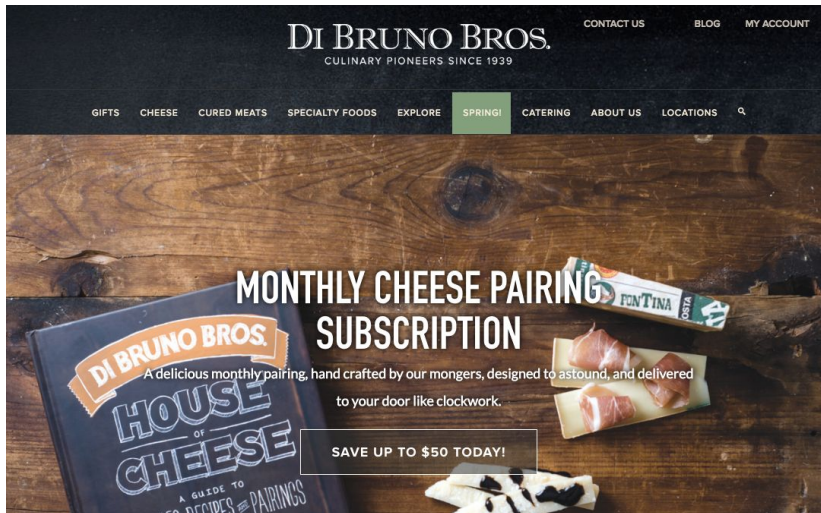
Sports Category Winner: SISU Guard



Building a website through BC helped us reimagine and fine-tune our brand identity. Through our website we are able to show the world exactly why we are awesome and unique.

SISU Guard

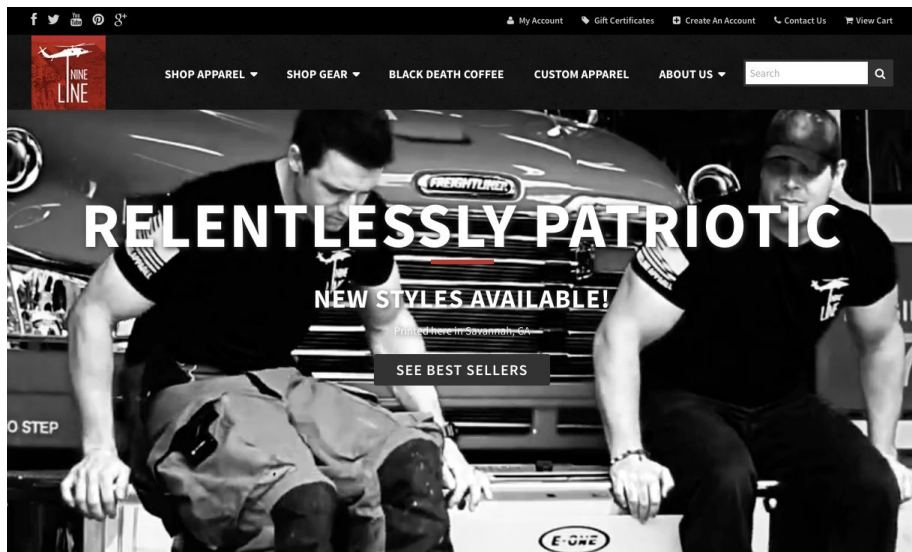
Food & Beverage Category Winner: Di Bruno Bros.



We aim to inspire everyone to live a richer, fuller life through the discovery and celebration of great food. Being able to accomplish that through a website is a huge testament to our brand, products, the platform and our ability to get creative with the customer experience.

Di Bruno Bros.

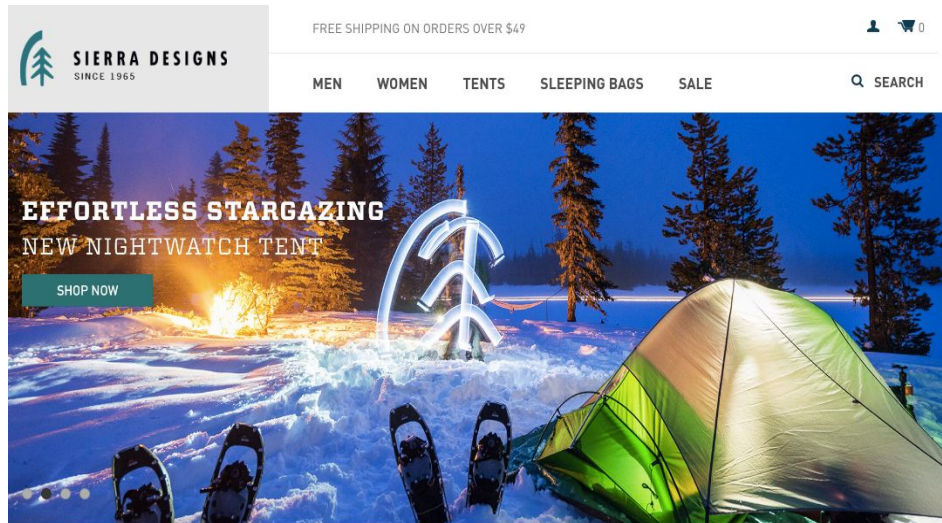
Apparel Category Winner: Nine Line Apparel



Since our latest design update in April, our mobile conversion rate has increased by 1.24%. Overall, we are having around a 4-5% conversion rate with our daily 10k users, something we haven't seen since our huge holiday rush during December.

Nine Line Apparel

People's Choice Winner: Sierra Designs



NEW ARRIVALS

STAY IN TOUCH

PACKING IT OUT

We're excited about the flexibility that working with BC has provided. With lower development costs, we're able to experiment and work with new vendors that can potentially bring more value to the consumer.

Sierra Designs

Feature comparison across platforms

Feature		BigCommerce	Shopify Plus	Magento
Beautiful, customizable storefront		H2 superiority	✓	✓
TCO		✓	✓	✗
Conversion tools	Faceted search	✓ Available natively	✗ Requires third party app, costing \$500+ more per month	✗ Requires third party app, costing \$500+ more per month
	Advanced promotions & discounts	✓	✗	✓
	Site performance	✓	✓	✗
Catalog transfer services		✓	✗	✗
Express routing and priority support		✓	✗	✗
Strategic account management		✓	✗	✗
Customer groups and pricing segmentation		✓	✗	✓
Flexible API / extensibility		H2 superiority	✓	✓

BigCommerce against Shopify and Magento

Powerful sales-driving tools not available on Shopify Plus:

- Native faceted search
- Industry-leading checkout and shipping
- Best-in-class search engine optimization
- Built-in discounting and segmentation
- The most flexible hosted storefront framework with a local development environment
- Superior premium support and onboarding services

... And lower total cost of ownership than Magento, typically 75% reduction in TCO:

- Significantly lower ongoing maintenance fees
- Faster integration, saving time and money
- No need to invest in developer or other in-house resources
- No additional hosting fees; no costs to maintain servers and expensive equipment

Plus, BigCommerce delivers unlimited scalability, guaranteed PCI compliance and automatic upgrades

BigCommerce Offers

Contact BigCommerce Sales to discuss

Netsuite

Netsuite is a leading ERP for the mid-market, and BC's new integration is world class. Our offer helps merchants running on Netsuite to integrate with BigCommerce, thereby combining a market-leading ERP with market-leading SaaS commerce platform.

The offer:

- 2 free months on a 14 month BigCommerce Enterprise contract
- 6 free months on the Netsuite integration app (\$1800 value)
- 2 free hours of integration support
- Enterprise clients w/ monthly subscription >\$1000

Magento Migration

Thousands of merchants are considering alternatives to the cost, complexity, vulnerability, and outdatedness of Magento. BC is a better platform than Magento for most merchants, and this offer makes switching compelling.

The offer*:

- Up to 6 months free on 24-month, \$2,000+/month Enterprise contracts
- Onboarding credit
- Free standard catalogue migration
- 24/7 onboarding assistance
- Onboarding consulting
- Premium service and account management

**some restrictions may apply*



Product Updates with
BigCommerce Senior Directors of
Product Management,
Michael Burk and Troy Cox



Amazon Payments

Amazon Payments

- Increases conversion
- Improve sales on mobile
- Quick and easy for hundreds of millions of Amazon customers to buy from your site
- Set up in minutes
- Initially US - additional markets to fast follow

Rolling out to US stores in Q3

Buy My Stuff

1 Customer


Checking out as a Guest? You'll be able to save your details to create an account with us later.

Email Address

CONTINUE AS GUEST

Already have an account? [Sign in now](#)

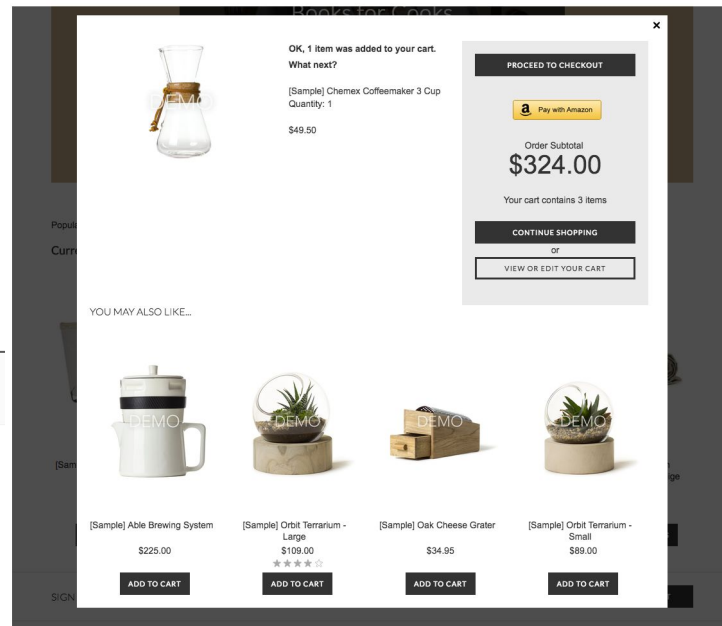
Or continue with

 Pay with Amazon

2 Shipping

3 Billing

4 Payment



Total (USD) **\$30.00**

Buy My Stuff

✓ **Customer** cancerkats@gmail.com

[Edit](#)

2 Shipping

Shipping Address

Address Book

Pat Smith
2205 Pinzon Ave, Ste 500
Seattle, WA 98199-5678
United States

✓ Pat S. 2205 Pinzon Ave, Ste 500...

Patrick S. 994 Obidos Ave Way...

Grayson F. 212 Glacier Ave, Sea...

Morgan T. 7107 Seidnik St, Roch...

1-4 of 5
[+ Add new](#)

Amazon Payments
Privacy

Shipping Method

✓ Flat Rate

\$5.00

Order Comments

CONTINUE

3 Billing

4 Payment

Order Summary

1 Item



1 x Rock Squirrel Print
(11 x 8)

Subtotal

Shipping

Taxes

Total (USD)

Buy My Stuff

✓ **Customer** cancerkats@gmail.com

[Edit](#)

✓ Shipping

asfdas asdasd
asdasdas 0421137670
1 dsd r
Sydney, American Samoa, 2007 / United States
Flat Rate \$5.00

[Edit](#)

✓ Billing

Billing address will be the same as the
address set you in your Amazon account.

Order Summary

[Edit Cart](#)

1 Item



1 x Rock Squirrel Print
(11 x 8)

\$30.00

Subtotal

\$30.00

Shipping

\$5.00

Taxes

\$0.00

Total (USD)

\$35.00

4 Payment

Payment Method

VISA Visa ...3508

✓ Visa ...3508

VISA

American Exp ...9424

AMERICAN EXPRESS

American Exp ...3508

AMERICAN EXPRESS

Mastercard ...4444

MasterCard

1-4 of 5
[+ Add new](#)

Amazon Payments
Privacy

Gift Certificate or Coupon Code

APPLY

PLACE ORDER

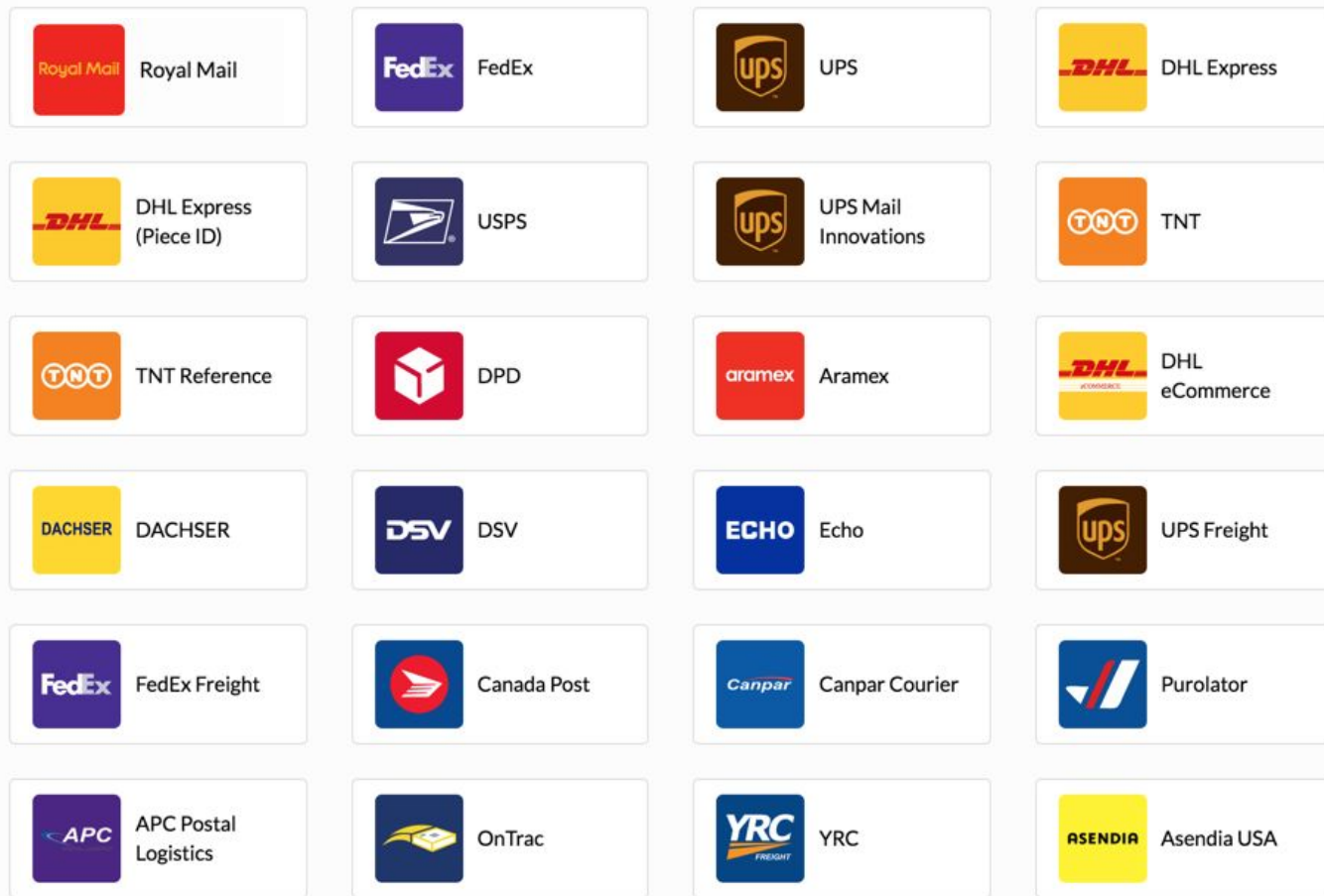


Shipment Tracking

Automatic carrier detection for tracking numbers

- Supports 349 carriers worldwide
- Powered by AfterShip - full list of carriers at: aftership.com/courier

Rolling out to all stores over the next 2 weeks





Optimized Single-Page Checkout

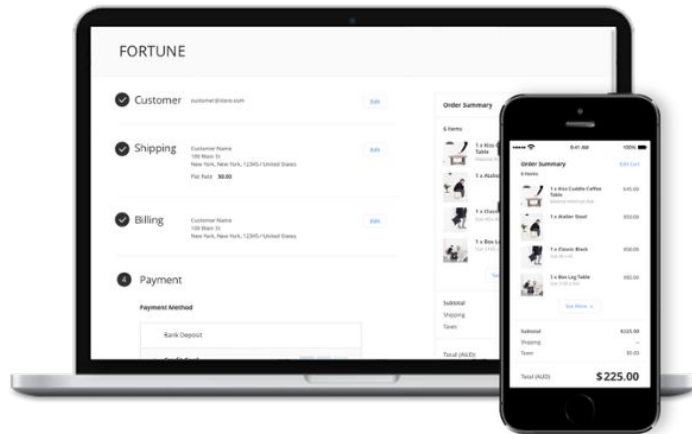
Optimized Single-Page Checkout

New features in the beta:

- Coupon codes
- Gift certificates
- International currencies

Currently working on:

- Style customizations
- Digital products



Register your interest in the beta at: <http://grow.bigcommerce.com/beta-test-unified-checkout.html>



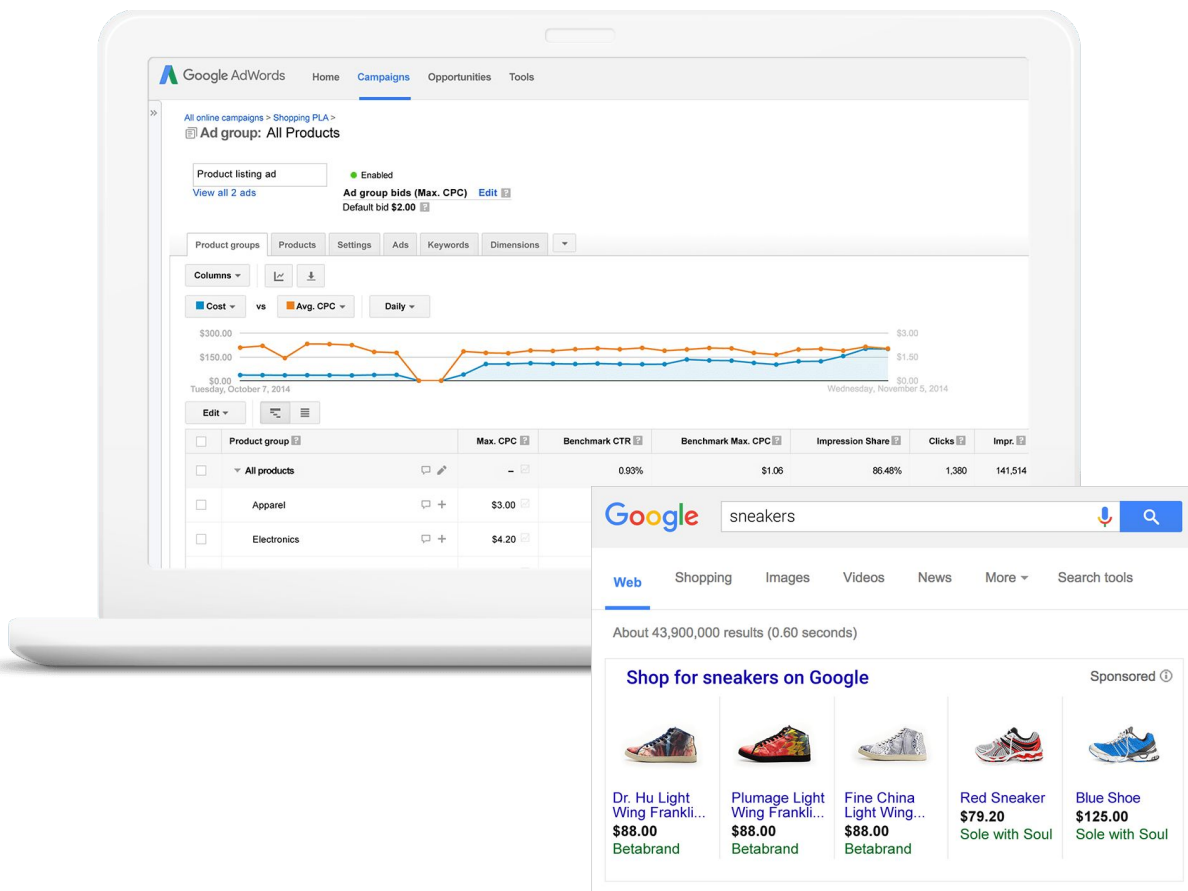
Google Shopping

New Google Shopping App

- Developed by Google
- Streamlined onboarding & catalog feed sync
- Support for product variants

Beta starts in July!

Check the forum for more info about how to register for the beta.





Channel Manager Update

New Features in Channel Manager



Pinterest

- Real-time shipping quotes available now
- Authorize.net support launching in June
- Stripe coming in July



Facebook

- Checkout coming in July



Coming Soon

- Increase your product search visibility by up to 80%



Catalog v3 API

Streamlined Catalog Creation with Catalog v3 API



S, M, L

1 product with 12 variants
(4 x color, 3 x size)

V2 Endpoints Used

POST /v2/options

POST /v2/options/{id}/values

POST /v2/option_sets

POST /v2/products

POST /v2/products/{id}/skus

V3 Endpoints Used

POST /v3/catalog/products

Available end of June!



Community Q&A



Can we expect any enhancements to product options in the near future? Many users have complained about the lack of "conditional" options. I would also like to see better support for bundling that allows bundling of other products with their own set of options (like color).



Brent mentioned in the March Town Hall we couldn't expect big changes related to internationalization in 2016.

I remember on the old Ideas site this was one of the top voted feature requests. Is there a timeline or roadmap we can expect for these potential changes? Can we expect to see translations, added payment methods, or multiple storefronts as a BigCommerce features in the near future?



Apple just announced that ApplePay is coming to desktop.
Shopify is saying they will be among the first to accept it. Will
Bigcommerce promise the same?



It is great to see the enhancements continuing with discount rules. Are you planning on adding the ability to select a tick box to say that this coupon code/discount rule cannot be used in conjunction with any other discount/coupon?

Currently if we run a discount rule and a customer also has a coupon the discounts would multiply resulting in possible loss on the sale.



Live Q&A



Thanks for attending!