



BigCommerce Town Hall

May 2016

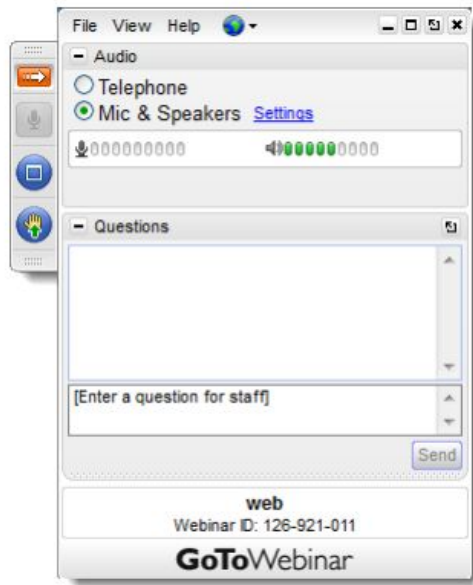
Agenda

- Welcome from CEO Brent Bellm
- 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



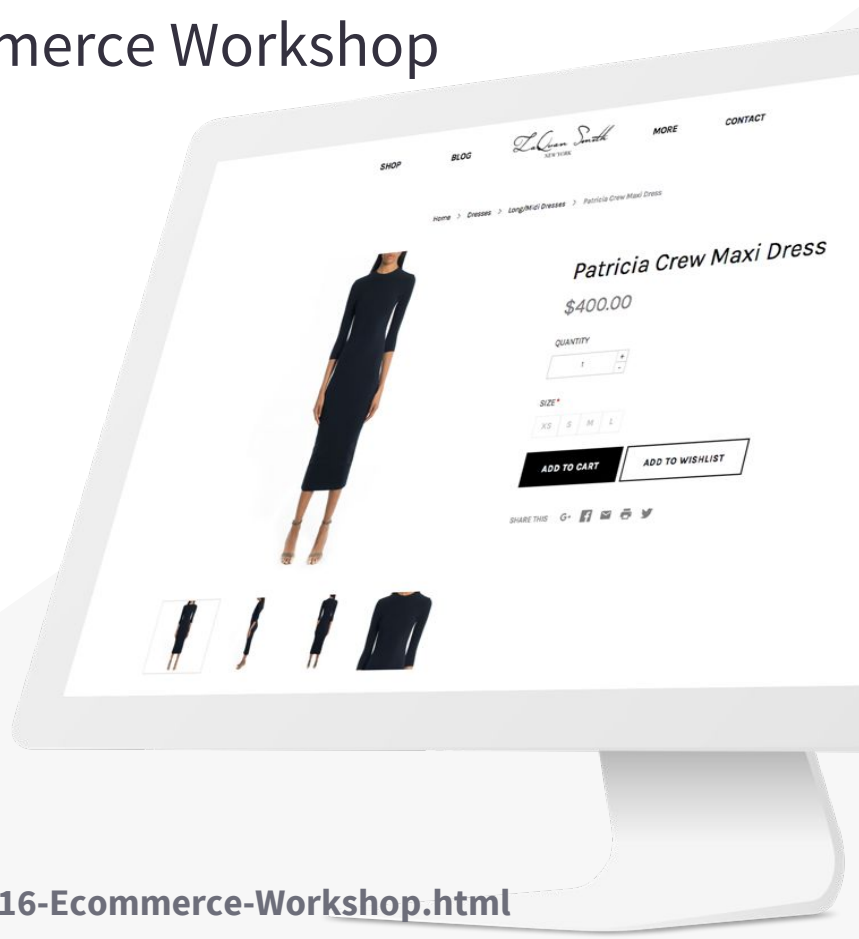


BigCommerce CEO Brent Bellm

Traveling to Chicago for IRCE?

Join us for a free BigCommerce Ecommerce Workshop

- When: Tuesday, June 7, 2016 -- 11:00 AM to 4:00 PM at the Hyatt Regency Chicago
- Who: Anyone can attend, no IRCE badge required
- What: Free workshop to discover best practices in
 - **Design**
 - **Conversion**
 - **Omnichannel**
- From industry experts and bestselling authors Doug Stephens and Adam Alter
- Featuring a Pappy Van Winkle Happy Hour Tasting



Register: <http://grow.bigcommerce.com/BigCommerce-IRCE16-Ecommerce-Workshop.html>

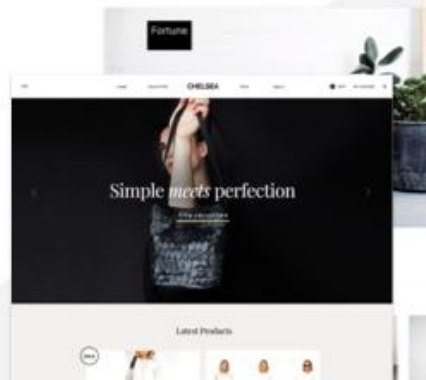
First Inaugural BigCommerce Design Awards

- Over 500 submissions from a variety of BigCommerce stores
- Social voting on the BigCommerce blog garnered over 6,000 votes!
- Our 5 finalists (including 1 grand prize winner) will be announced June 21
- Judges:
 - Andrea Wagner, Head of Design, BigCommerce
 - Josh Bisch, Design lead, Uber
 - Mike Morrello, COO (Digital), Inc. Magazine
 - LaQuan Smith, Fashion designer
- Prizes
 - A feature in Inc. Magazine
 - Tickets to 2016 Inc 5000 Conference
 - Cash prizes, ranging from \$3k-\$5k
 - BigCommerce Blog & social media features
- Look out for the second design awards!



BigCommerce Design Awards

Enter your store for a chance to attend the Inc 5000 conference and up to \$7,000 in awards





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



Stencil

Stencil themes

No coding required to reposition logo or change image sizes (available this week in Cornerstone and available early June to a range of marketplace themes)

Coming next:

- Download themes purchased from the marketplace (early Q3)
- Add trust seals without the need to edit HTML files (Q3)

Buttons	+
Forms	+
Header	+
Logo	+
Carousel	+
Products	—

Image sizes

Specify image sizes for desktop display and we'll automatically scale them for other devices.

Main product image

Specify dimensions

Max width Max height

500 x 500

Thumbnail image

Optimized for theme

Zoomed image

Optimized for theme

Image in gallery view

Optimized for theme

Footer	+
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Cornerstone 1.2.1

SEARCH GIFT CERTIFICATES LOGIN or SIGN UP CART

Variations +

Global +

Typography & Icons +

Buttons +

Forms +

Header +

Logo —

Logo position
Right

Footer +

Payment Icons +

Carousel +

Products +

Reset Theme Variation

CORNERSTONE TEST

SHOP ALL BATH GARDEN KITCHEN PUBLICATIONS UTILITY SHIPPING & RETURNS CONTACT US BLOG RSS SYNDICATION

Books for Cooks

Dig in to a fresh new recipe

Shop Now

Most Popular Products

DEMO

DEMO

DEMO

DEMO

Clear Changes Save Changes Apply Theme

BIGCOMMERCE



Promotion Manager

Create a Discount Rule

Discount Rule Details

Rule Name

e.g. Free shipping on orders over \$200

i

Choose a Rule Type

Order discount

What type of discount are you running?

☐ Apply a \$ or % discount to the order subtotal, on orders of \$X or more

☐ Order at least \$X, get one unit of Product Y for \$ or % off

☒ Order at least \$X, get Y% off (one or all) unit(s) of the (least or most) expensive item(s) in the cart

If the shopper's order is at least \$

,

Then they will get

% off

one

unit(s) of the

least

expensive item(s) in the cart

Customer Groups

All customers

Which customers should receive this discount?

☐ Only customers within the following customer groups:

Duration

Start date

When do you want this discount to run?

31

Mon, 30 May, 2016

12:00 am

Add end date

i

Eastern Time (US & Canada), Bogota, Lima (GMT -5:00)

☐ Limit the usage of this discount

Product Category Exclusion

Yes, exclude specific product categories from this discount

i

Do you want to exclude product categories from this discount?

Activate

Yes, make this discount available to customers

i

Do you want this discount to be available to your customers?

Advanced order discount rule

Adds support for controlling whether:

- One or all items are discounted
- The least or most expensive item is discounted

Rolling out to all stores over the next 2 weeks



Optimized Single-Page Checkout

Simple header
- no distracting
content or links
- logo links
back to home
page

FORTUNE MINIMAL

1 Customer

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

Email Address

SIGN IN

CONTINUE AS GUEST

2 Shipping

3 Billing

4 Payment

Order Summary

[Edit Cart](#)

1 Item



1 x Classic Paneled Tan

\$190.00

Subtotal

\$190.00

Shipping

--

Taxes

\$0.00

Total (AUD)

\$190.00

Persistent cart

Streamlined
selection of
registered or
guest flow

Only 4 steps

FORTUNE MINIMAL

✓ Customer troycox@me.com

[Edit](#)

2 Shipping

Shipping Address

Country

United States

First Name

Troy

Last Name

Cox

Company Name (optional)

Address Line 1

123 Easy Street

Address Line 2 (optional)

Postal Code

94114

City

San Francisco

State/Province

California

Phone Number (optional)

123-123-1234

☒ My Billing address is the same as my Shipping address

Shipping Method

✓ Flat Rate

\$0.00

Order Comments

CONTINUE

Order Summary

[Edit Cart](#)

1 Item



1 x Classic Paneled Tan

\$190.00

Subtotal

\$190.00

Shipping

Free

Taxes

\$0.00

Total (AUD)

\$190.00

Country list only shows countries to which the merchant ships

Geo-IP country

Shipping address validation

Phone number optional

Default shipping options

FORTUNE MINIMAL

✓ Customer troycox@me.com

✓ Shipping Troy Cox
123-123-1234
2261 Market Street
San Francisco, California, 94114 / United States
Flat Rate **\$0.00**

✓ Billing Troy Cox
123-123-1234
2261 Market Street
San Francisco, California, 94114 / United States

4 Payment

Payment Method

Bank Deposit



Credit Card



Credit Card Number

4564 6800 1805 0483



Expiration

01 / 20

Name on Card

Troy V Cox

CW ⓘ

068



PLACE ORDER

Order Summary

[Edit Cart](#)

1 Item



1 x Classic Paneled Tan

\$190.00

Subtotal

\$190.00

Shipping

Free

Taxes

\$0.00

Total (AUD)

\$190.00

Returning shoppers auto advance to the payment step

Credit card type auto detected

Optimal layout and UX for credit card input

Secure trust icons

FORTUNE MINIMAL

Thank you, Troy Cox!

Your order number is 108

An email will be sent containing information about your purchase. If you have any questions about your purchase, email us at bigcommerce@pixelunion.net or call us at [250-555-2552](tel:250-555-2552).

Bank Name: ACME Bank Bank Branch: New York Account Name: John Smith Account Number: XXXXXXXXXXXX
Type any special instructions in here.

Create an account for a faster checkout in the future

Password 7-character minimum, case sensitive

Confirm Password

☐ Yes, I'd like to receive updates.

CREATE ACCOUNT

Order Summary

 Print

1 Item



1 x Classic Paneled Tan

\$190.00

Subtotal

\$190.00

Shipping

Free

Taxes

\$0.00

Total (AUD)

\$190.00




Tell your friends about your purchase!









Optional in-flow
account creation

Fully responsive

Tablet

Order Summary		Edit
3 items		
	Small Hanging Planter Size 8" Color White Shape Round Quantity 2 Item Price \$70.00	\$140.00
	Forca Material Copper Quantity 1	\$80.00
	Large Necked Vase Quantity 1	\$265.00
Subtotal		\$485.00
Shipping		\$28.00
Taxes		\$61.56
Total (USD)		\$574.56

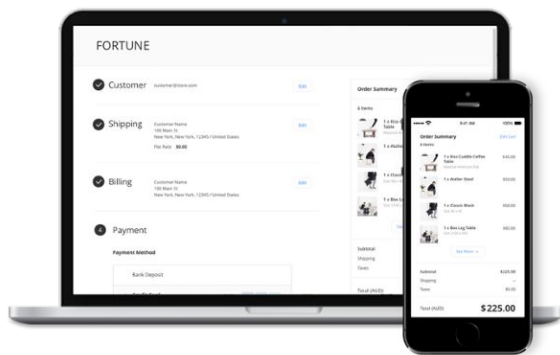
Smart phone

Order Summary		Edit
6 items		
	Small Hanging Planter Size 8" Color White Shape Round Quantity 2 Item Price \$70.00	\$140.00
	Forca Material Copper Quantity 1	\$80.00
	Large Necked Vase Quantity 1	\$265.00
	Bird Feeder Quantity 3 Item Price \$4.00	\$12.00
	Watering Can Quantity 2 Item Price \$16.00	\$32.00
	Meteor Planter Quantity 1	\$32.00
Total (USD)		\$574.56
Shipping		\$485.00

Optimized Single-Page Checkout

Currently available in limited, private beta

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

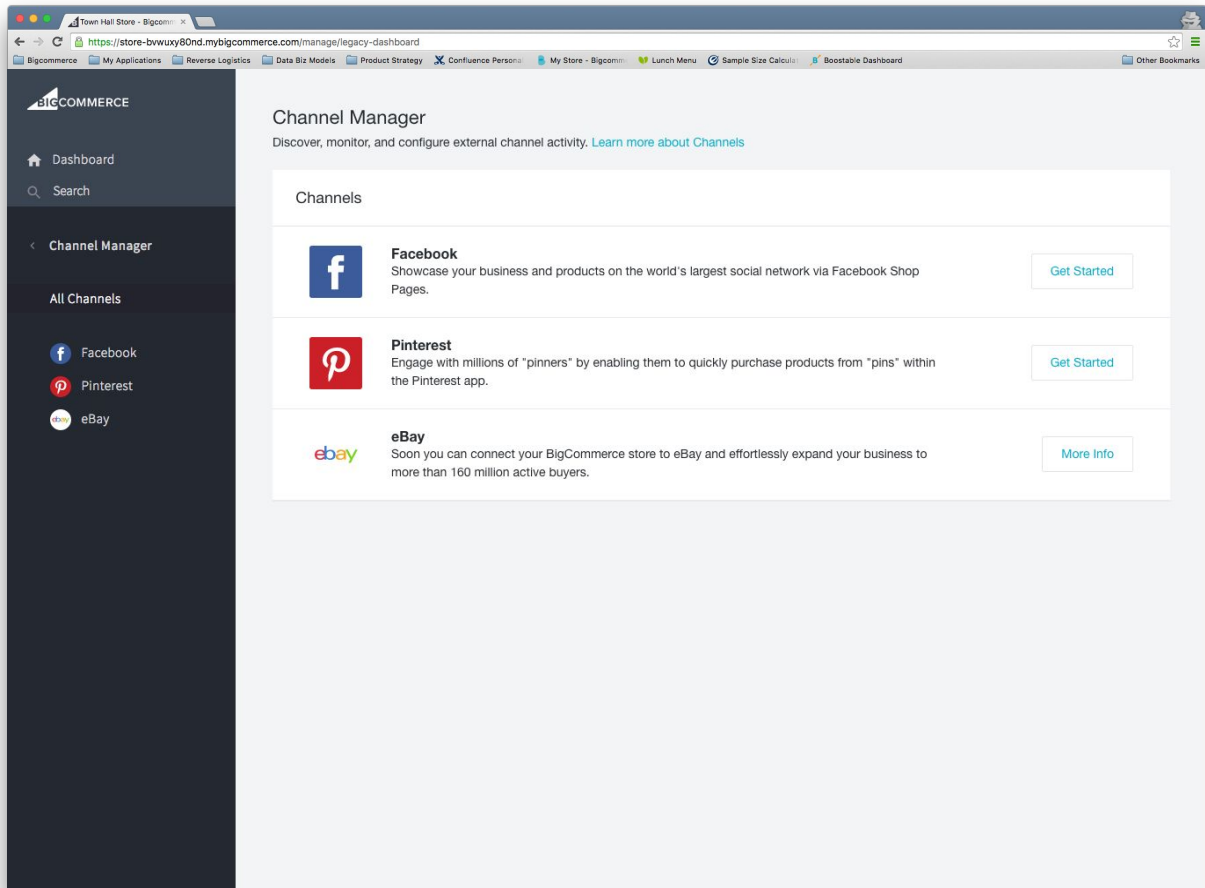




Channel Manager

Channel Manager

- Seamless multi-channel selling directly within the Control Panel.
- Automatically syncs products, inventory and orders across multiple channels.
- Pinterest Buyable Pins and Facebook Shop available now. eBay and more coming soon.





A Special Offer from ShipperHQ

Activate ShipperHQ & Optimize Your Shipping

BigCommerce partners with ShipperHQ to provide merchants with access to the leading class shipping rate calculation and rules engine. With ShipperHQ, merchants can take full control of the shipping rates and options they offer their customers.

Customizable Rate Management

Control shipping rates, define preferred carriers and methods, and customize shipping rates with advanced surcharges, discounts and rate structures at the country, state or postcode level.

Multiple Carrier Support

Easily use, one or multiple, carriers within a single interface, including UPS, Fedex, USPS, DHL, Australia Post and more. Use your negotiated account rates, choose to show list rates plus surcharge, or discount at will.

Charge What You Want

Get more accurate rates by utilizing ShipperHQ's Dimensional Shipping algorithm to determine the best package or packages to use for a customer's order - on the fly.

Enterprise-Grade Logistics

Get sophisticated shipping tools like LTL freight, dimensional shipping, multi-origin and drop shipping.



Exclusive Offer to BigCommerce Merchants

Offer for STANDARD, PLUS and PRO plans

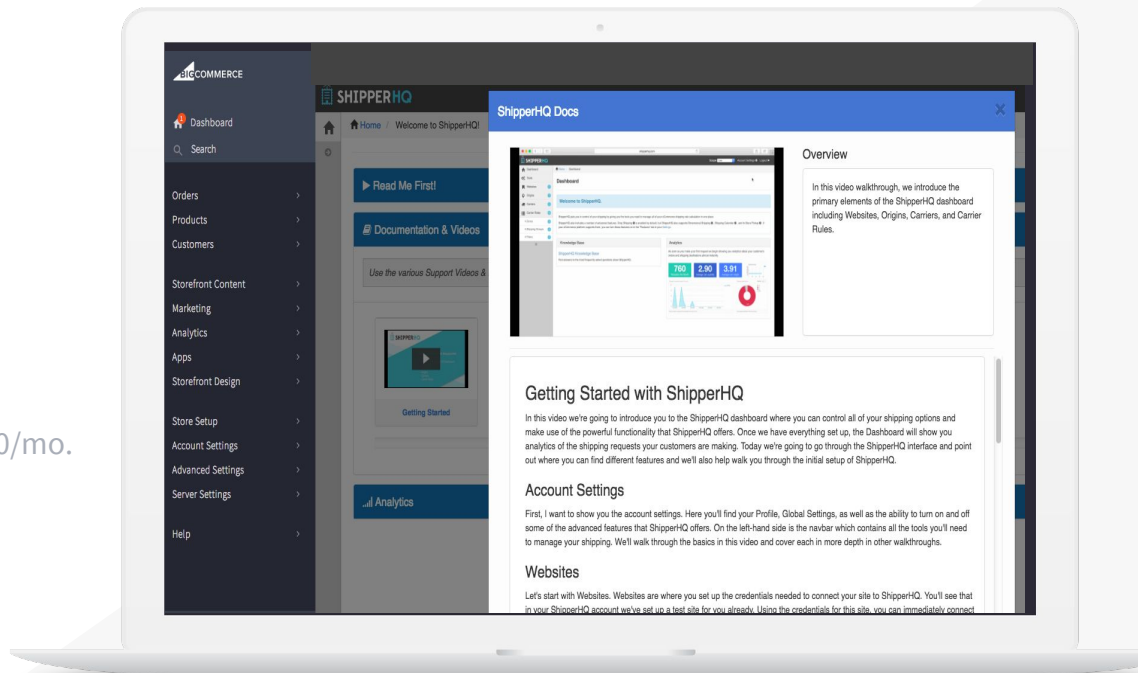
2 months for FREE (1 month trial + 1 month FREE)

- Use coupon code: BCTOWNHALL
- Offer expires July 31st

For ENTERPRISE plans

Enable your FREE ShipperHQ account valued at \$100/mo.

Benefit from 2 hours of FREE set-up services





Community Q&A



It's great that in-context PayPal support has been implemented to help increase conversion in our store.

I'm curious about why when customers sign in to PayPal are they brought back to Step 2 of checkout to enter address details when this is auto populated from PayPal?

My customers are getting confused. It seems like it would improve the conversion/checkout process if they returned to step 4 Shipping method instead.

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Can we get an update on the release for one-page checkout? We are really concerned that we are going to be left out of the beta and release since we are on SagePay.



Are there any plans to allow pricing to appear like it does on Amazon?

Example: From \$69 - \$89

Many BigCommerce merchants have products with variants that differ in price so to only have one price show on the category and product pages is problematic. If I put the high price some people don't investigate further and see their size would actually cost \$10 less, BUT if I put the low price then I think people who need the larger size that costs more would be put off.

I know you can add +\$10 or -\$10 when doing the options but it is cumbersome and some people won't see it as they'll only look at the main price.

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It seems that there is a lot of hacking required to make a buy button exist on the "homepage" of a single page website for a single product. Is there any work being done to better support single product stores with single page websites?

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Are there any plans to introduce a discount rule for "Purchase X amount of (any) items and receive Free Shipping" Currently there is a rule "Order at least X units of product Y, get free shipping to specific shipping zones." However we would like to see that extended to (all/any products) and not just a specific qty of product "Y." I believe this will could be a powerful rule that could vastly increase average order value and sales volumes.



Having now added Discount name, code, and amount to CSV exports, are there any plans to add the discount name and value/percentage info to the order details screen? This would make it much easier when we are trying to calculate partial refunds to know what items in the order had the discount or what discount the customer actually received.



I would love to see faceted search included in the Pro Plan. I am paying for a Pro Plan, but the other items that are included in Pro vs Plus plans are not important/relevant to my business. Faceted search would be an asset. Do you have any plans to update the features per price plan?



There is some talk starting to surface around BigCommerce integration with POS systems. For a business that is scaling in size we're looking at ways to improve our efficiency and one of the things to get us on this right track was to implement a POS system that allows Semi-Automatic supplier order generation based on a series of stock rules saving us on average 8 hours a week on supplier ordering.

The POS system our company chose was Vend, and the next step will be to somehow work out how we can get Bigcommerce and Vend Talking to each other to fit the final link in the chain. So 1) Are there any Plans for Bigcommerce to integrate with Vend POS? And 2) What 3rd party Apps can BigCommerce recommend if Vend is not one of the POS solutions on the cards to integrate with?



Google has now started to enforce GTIN (Global Trade Item Numbers) for Google Shopping feeds within Australia and multiple other countries.

My Problem: A lot of our products have variants with different UPC/GTIN numbers on a listing. Google Shopping listings make up a fair chunk of revenue for us. How to we get around this with Google Shopping so our listings are not removed? Does Bigcommerce have plans to address this issue?



Can you give us any update on adding category into the analytics? This is one of the last things we need fixed so we can see where our profit center of the website is coming from.



Both ZipPay and AfterPay are gaining a lot of momentum here in Australia. I have personally spoken with both companies and they have stated they are trying to work with BigCommerce to integrate with the platform. Several of our competitors have already integrated with them who are not on a Bigcommerce platform. We'd love to be able to use them. When will these be available?



Live Q&A



Thanks for attending!