

The opportunity

USA has a population of



316 million

It has a 78.3% internet penetration rate

~247 million people

Compared to 84.1% in the UK and 89.8% in Australia

84% of US adults use the internet daily

As of January 2014:

- 90% of Americans have a mobile phone
- 58% have a smartphone
- 32% have an e-reader
- 42% have a tablet

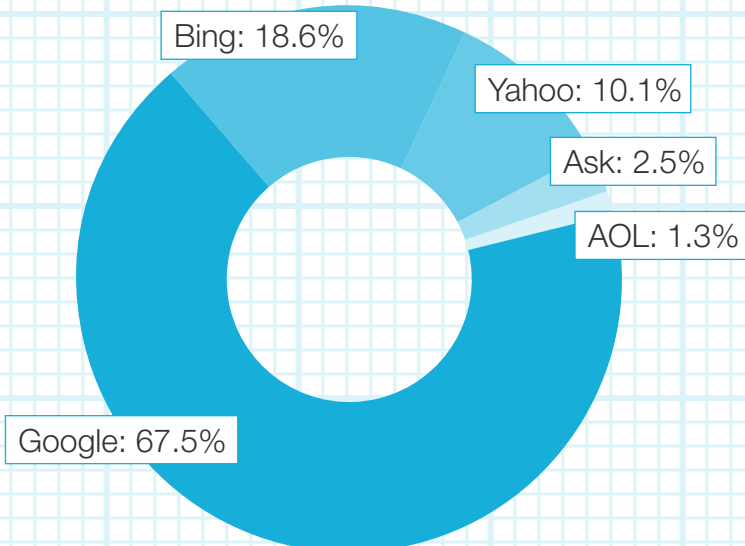
Where are people searching?

As of March 2014:

Google has a

67.5%

market share



Increasing your visibility on Google



Google guidelines:

Make pages primarily for users, not for search engines.



Think about what makes your website unique, valuable, or engaging.

Avoid tricks intended to improve search engine rankings.

Don't deceive your users.

Make your website stand out from others in your field.



Do not buy or sell links that pass PageRank.

Do not employ excessive link exchanges ("Link to me and I'll link to you") or partner pages exclusively for the sake of cross-linking.

Do not run large-scale article marketing or guest posting campaigns with keyword-rich anchor text links

Do not use automated programs or services to create links to your site

A mobile revolution

By 2017, mobile sales will account for

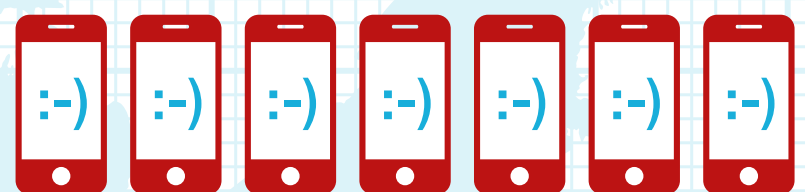
26%

of all US ecommerce

This figure will have more than

doubled in 5 years (11% in 2012)

Currently stands at ~19% (just under a fifth)



By 2018, US mobile sales will reach

\$133bn

Currently stands at ~\$58bn

58% of US department stores are optimised for mobile

The ecommerce market

By 2018, US online retail sales will reach

\$492bn

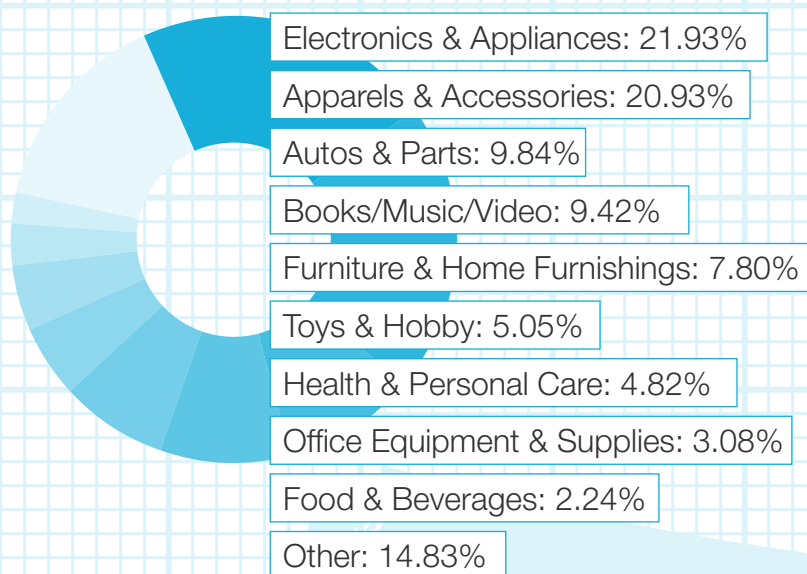
Currently stands at ~\$304bn

71% of Americans are more likely to buy from a brand they follow on social media

US ecommerce sales have more than doubled in the last five years - \$32.4bn (Q1, 2009) to \$66.9bn (Q1, 2014)

By 2017, ecommerce will represent 10% of all US sales

Percentage of online sales in USA by type:

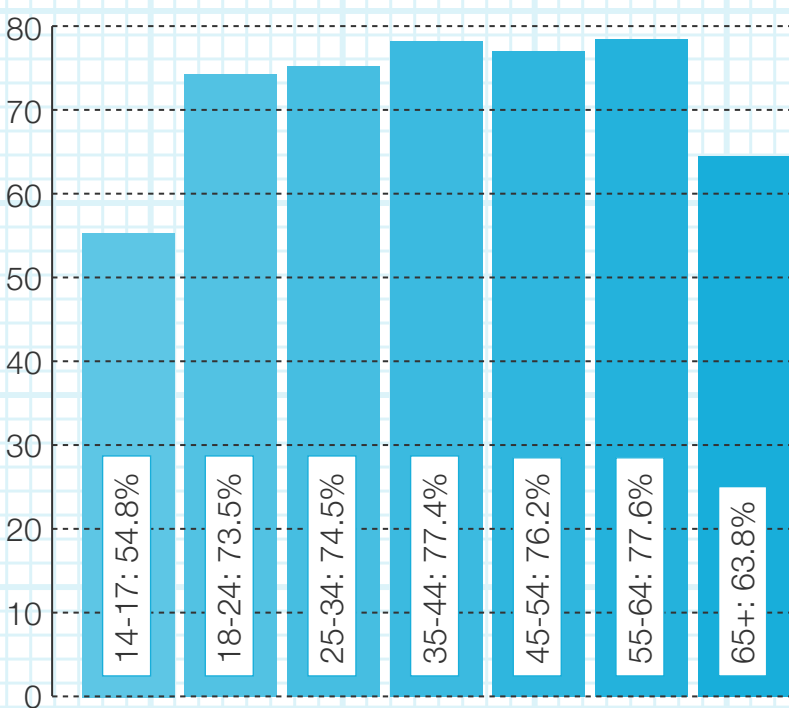


- Americans prefer paying for things on debit/credit card
- 78% of Americans aged 18-64 agree that online reviews help them in their decision to buy something online
- 78% of American internet users agree that online shopping is convenient for them
- 75% of American internet users agree that they do not like giving out credit card numbers or personal information online
- 43% of internet users have been frustrated by the lack of information they encounter while using the internet to find out about or buy goods or services.

32% have been confused by information they have found online during their shopping or research.

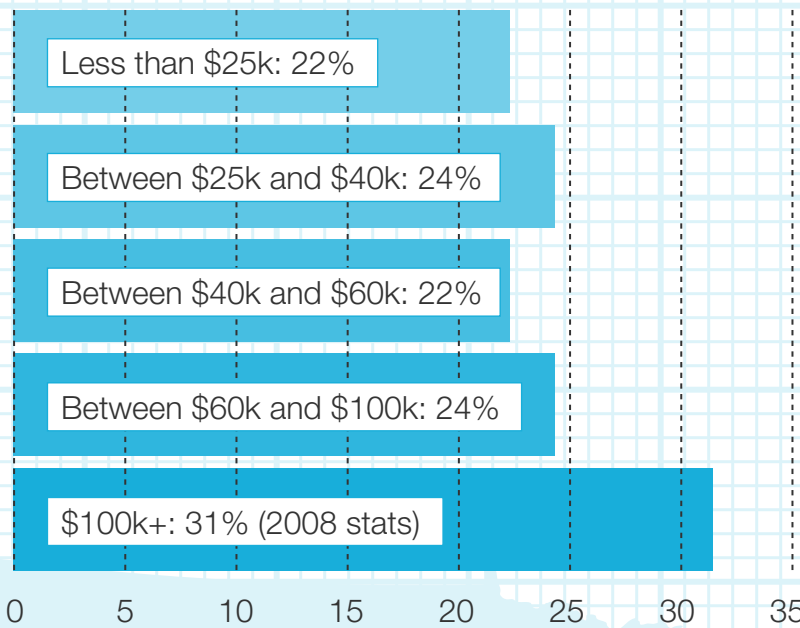
- 30% have felt overwhelmed by the amount of information they have found online while doing online shopping or research. (2009 stats)

Who is buying online?



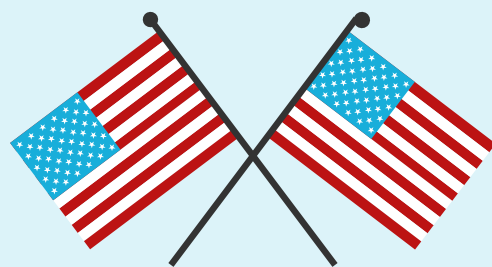
US Digital Buyer by Age

"Shopping online is convenient" by household income



Cultural factors

76% of Americans are more likely to buy a product because "it's American, not foreign"



75% of Americans are more likely to buy a product because it "has manufacturing plants in [their] home state"

Trust issues

- 60% of consumers would blame the online merchant if the consumer were a victim of identity fraud as a result of shopping online
- 86% of consumers stated that they look for a secure web site logo, such as VeriSign or TRUSTe, to determine whether a web site is trustworthy
- 83% of consumers indicated that online merchants' assurance of secure processing of payment and personal information would be the most motivating factor for shopping online in the future

What the online shopper wants

Improved post-purchase experience (flexibility of shipping option; flexibility to choose delivery date and re-route packages; ability to pick up orders at convenient locations such as retail stores, etc.)

Improved communication on package delivery time

Good / easy returns process

Integrated multi-channel shopping experiences



Social media and its role in ecommerce success

75% of social generated sales came from Facebook, Twitter and Pinterest



39% of Facebook users 'like' brand pages to research products

92% of US internet users have a social media account

56% of Americans have a profile on a social networking site

22% of Americans use social networking sites several times per day

Americans spend more time on social media than any other major internet activity, including email

36% of social sharing occurs on Facebook compared with 29% on Pinterest and 24% on Twitter.