

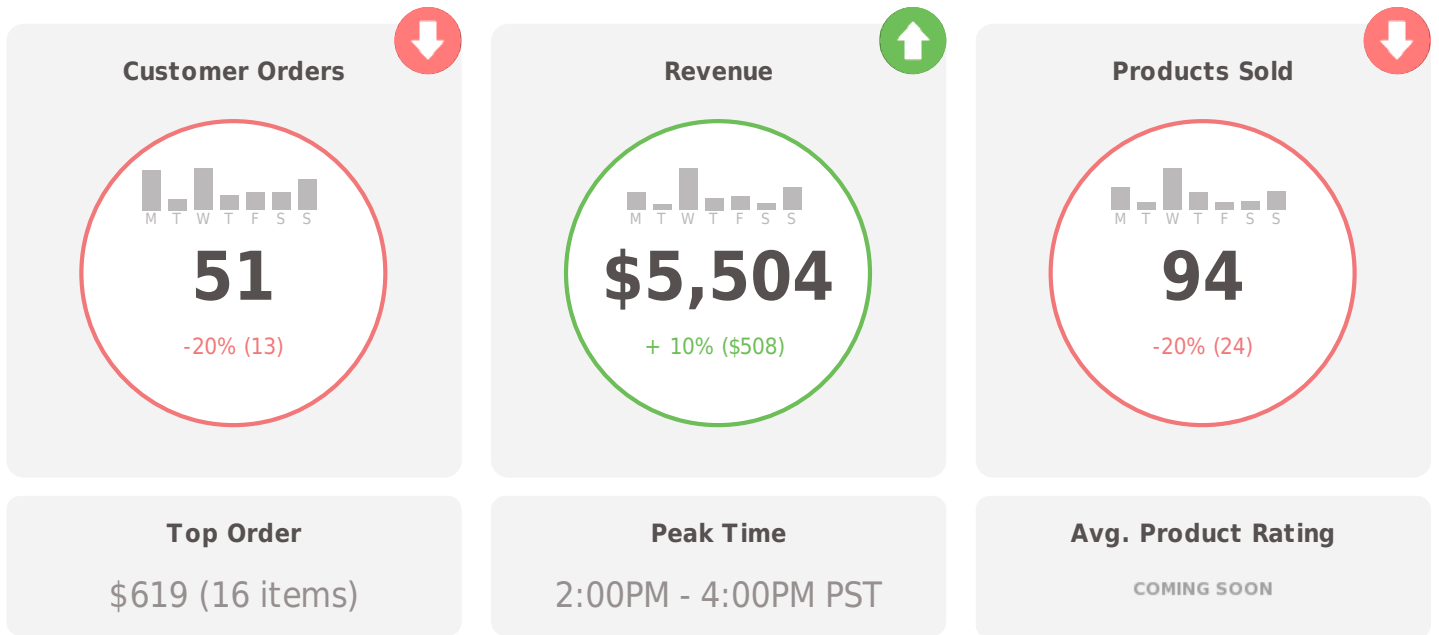
Retailer: [REDACTED]

Weekly Report

Overview

Report Period: 1 Jul - 7 Jul 2014

Key Performance Indicator (KPI)

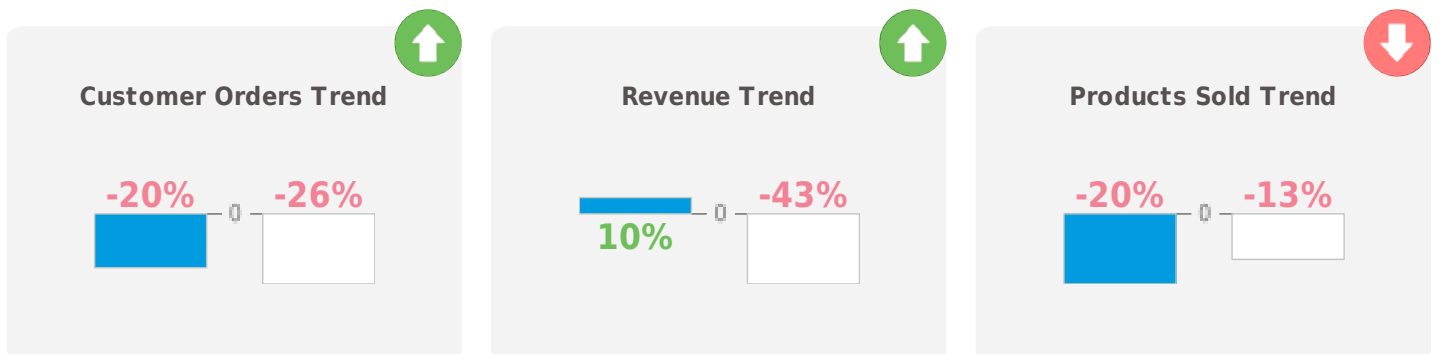


Most Notable Changes

Category	Metric	Last week	Previous week	Weekly changes (%)	Last week
What went up	Average Order Value	\$108	\$78	+38% (\$108)	
	Revenue	\$5,504	\$4,996	+10% (\$508)	
What went down	Customer Orders	51	64	-20% (13)	
	Products Sold	94	118	-20% (24)	

Benchmark Trend Comparisons

■ Your Performance □ Benchmark

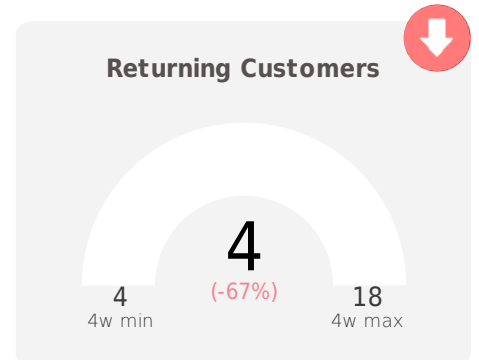
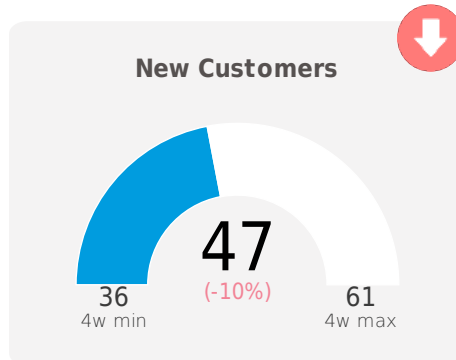
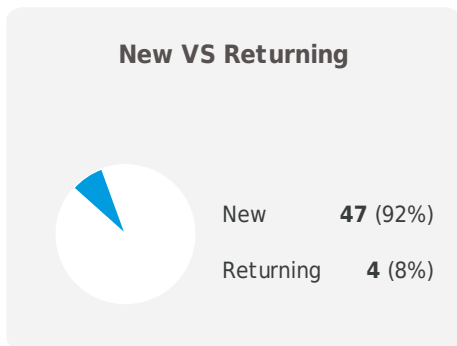


Retailer:

Customer Report

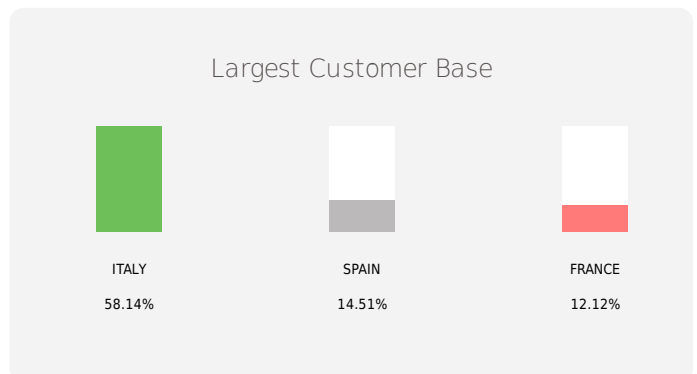
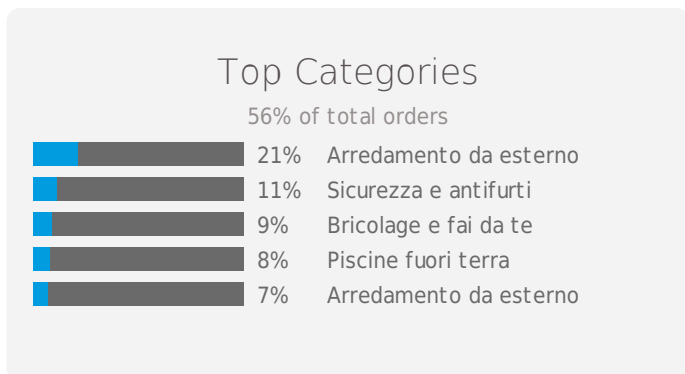
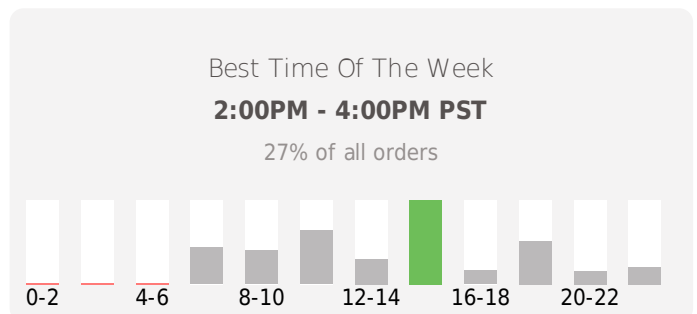
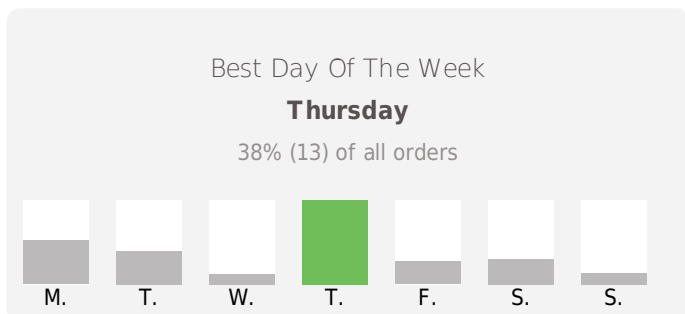
Report Period: **1 Jul - 7 Jul 2014**

Customer Loyalty



Customers	Overall	New Customers	Returning Customers
Average Order Value (AOV)	\$108	\$99	\$214
Revenue Share	100%	84%	16%
Items Per Order	1.8	1.6	5

Segmentation, Activity & Feedback

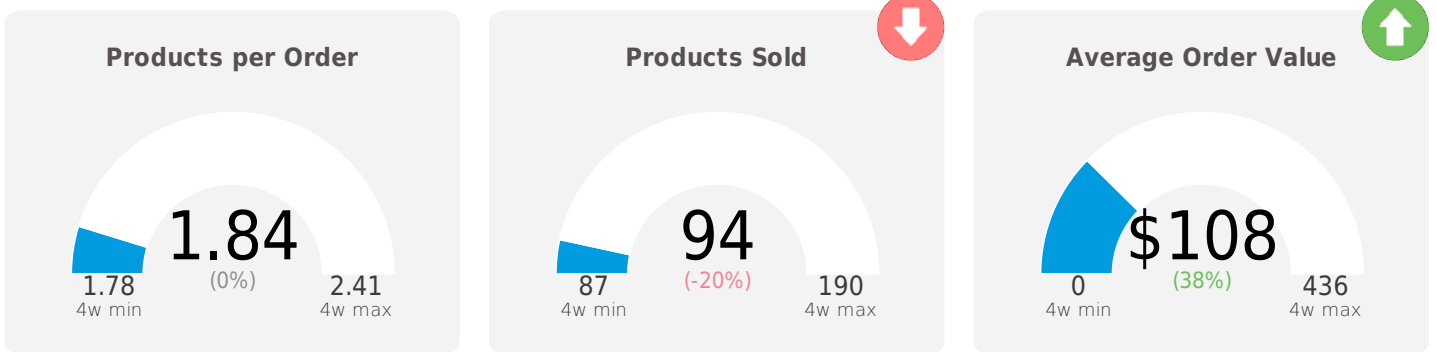


Retailer:

Product Report

Report Period: **1 Jul - 7 Jul 2014**

Key Performance Indicator (KPI)



Top Selling Products

Ordered by quantity sold ▼

Rank	Product	Quantity
1	GAZEBO SAHARA MT. 3X4 TELO ECRÙ ARREDO GIA...	1 unit
2	PANCHINA MILANO IN PINO ARREDO ESTERNO URB...	1 unit
3	MOTOSEGA BG-PC 1235 KIT EINHELL + CASCO GU...	1 unit
4	PISCINA INTEX FRAME RETTANGOLARE TELAIO PO...	1 unit
5	ARMADIO GARDEN RESINA ESTERNO PORTASCOPE C...	1 unit

Ordered by revenue share ▼

Rank	Product	Revenue Share (%)	Revenue (\$)
1	GAZEBO SAHARA MT. 3X4 TELO ECRÙ ARR...	14.55%	\$526
2	PANCHINA MILANO IN PINO ARREDO ESTE...	8.96%	\$324
3	MOTOSEGA BG-PC 1235 KIT EINHELL + C...	6.24%	\$225
4	PISCINA INTEX FRAME RETTANGOLARE TE...	6.00%	\$217
5	ARMADIO GARDEN RESINA ESTERNO PORTA...	5.07%	\$183

Top Orders

Rank	Value	Time	Location	Items
1	\$619	Thursday 11:13AM PDT	Antibes, FR	16
2	\$556	Thursday 4:00AM PDT	Santa Marina Del Rey, ES	1
3	\$358	Monday 8:32AM PDT	No data available	1
4	\$262	Wednesday 11:22PM PDT	Muralto, CH	1
5	\$247	Friday 4:05PM PDT	Cruz de Pau, PT	1

Retailer: [REDACTED]

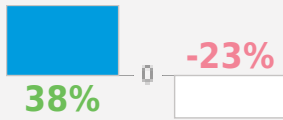
Benchmark Report

Report Period: 1 Jul - 7 Jul 2014

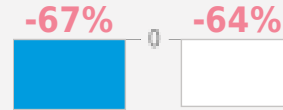
Benchmark Trend Comparisons

■ Your Performance □ Benchmark

Average Order Value



Returning Customer Rate



Peak Time Comparison

■ Your Performance □ Benchmark

Peak Time Sold

2:00PM - 4:00PM
PST

6:00PM - 8:00PM
PST

Your Performance VS Benchmark (Orders)

■ Your Performance □ Benchmark

