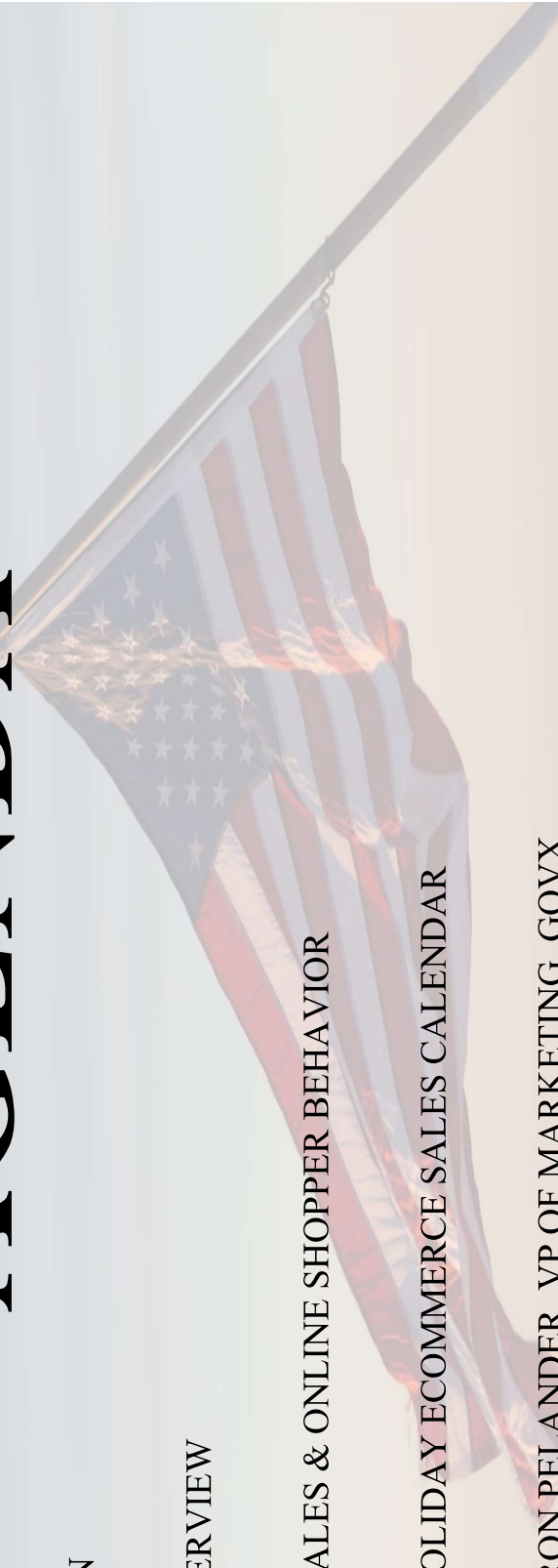


THE ROAD TO RECOVERY:

REAL-TIME DATA ON ECOMMERCE SALES & ONLINE SHOPPER BEHAVIOR

11.11.2020

AGENDA



INTRODUCTION

RESEARCH OVERVIEW

ECOMMERCE SALES & ONLINE SHOPPER BEHAVIOR

NETELIXIR'S HOLIDAY ECOMMERCE SALES CALENDAR

Q&A WITH AARON PELANDER, VP OF MARKETING, GOVX

WE HELP ECOMMERCE BRANDS
FIND & ENGAGE
HIGH VALUE CUSTOMERS
&
ACQUIRE
GAME CHANGING INSIGHTS

OUR SOLUTIONS

- PAID SEARCH & SHOPPING
- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA MARKETING
- AMAZON MARKETING SERVICES
- ANALYTICS CONSULTING
- ECOMMERCE TECH DEV

NetEluxTM

PARTNERS



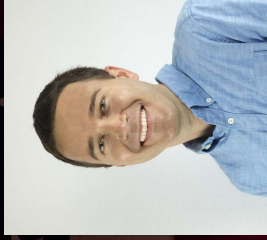
CLIENTS



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X=

TODAY'S SPEAKERS



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Vice President, Marketing of GovX, Inc.



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Udayan Bose

Founder & CEO of NetElixir



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AFTER THE WEBINAR, PLEASE TAKE A MINUTE TO COMPLETE OUR

SHORT SURVEY

JOIN THE CONVERSATION AND
SHARE YOUR THOUGHTS
USING **#NXINSIGHTS**



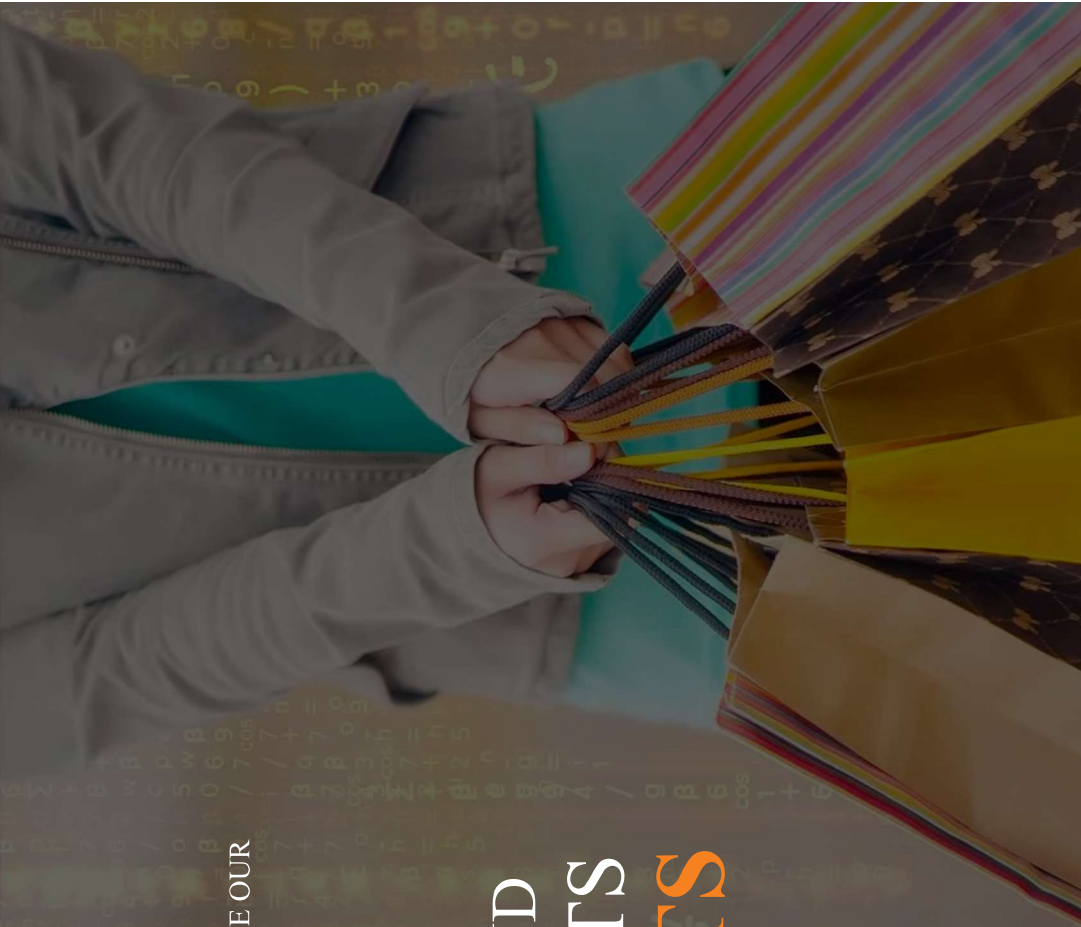
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RESEARCH OVERVIEW

DON'T MAKE ASSUMPTIONS
GET THE REAL DATA

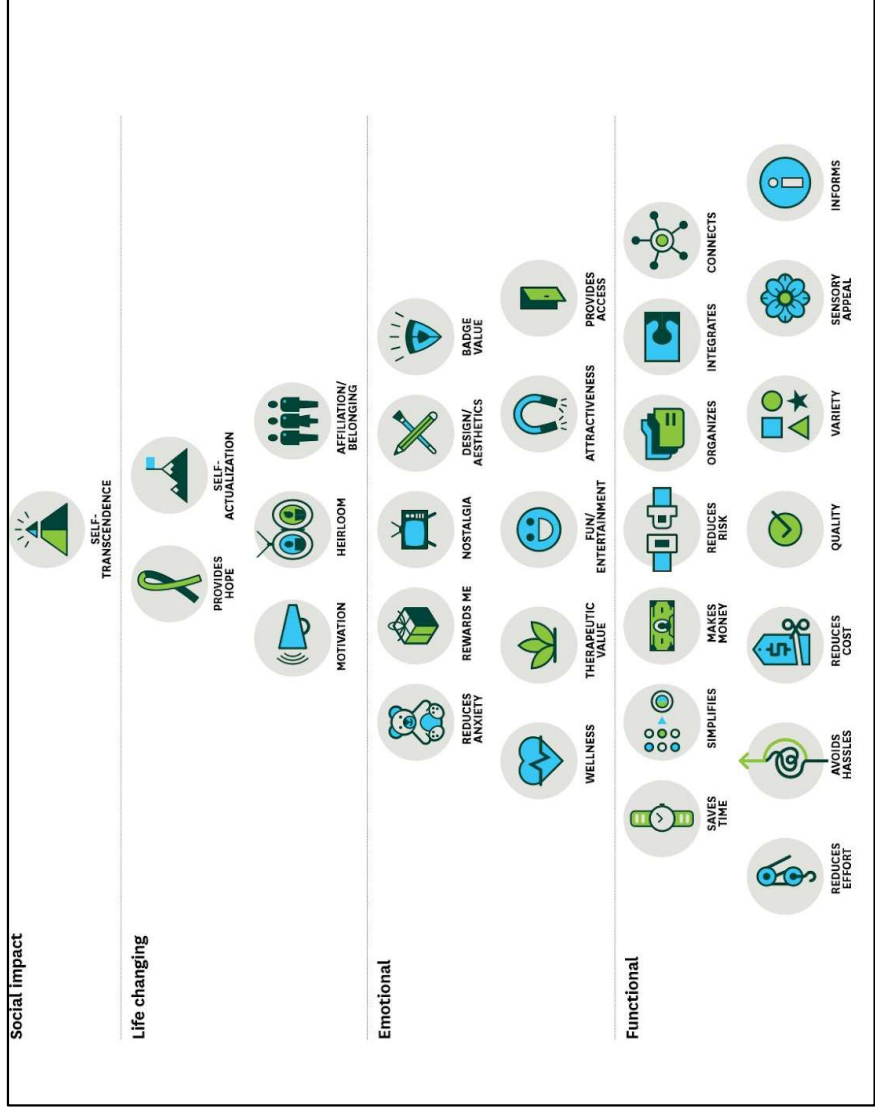
The coronavirus outbreak is first and foremost a human tragedy, affecting hundreds of thousands of people. With lives at risk, we hope that conditions improve quickly.

The outbreak is also having a growing impact on the global economy. This presentation is intended to provide retail industry leaders with a perspective on the evolving situation within the United States and implications for their company's marketing programs.

The outbreak is moving quickly, and some of the perspectives in our presentation may fall rapidly out of date. This presentation is based on firsthand ecommerce sales data for a select data set of online retailers as of **November 7, 2020**.

We will continue to closely track the category-level shopper insights and ecommerce sales data to identify any significant trends that emerge as the outbreak evolves.

CONSUMER PREFERENCES CONTINUE TO EVOLVE AT A RAPID PACE



Source: Elements of Value, Bain & Co, 2015

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QUESTIONS

MARKETERS ARE ASKING US

- Will this outbreak lead to permanent shifts in consumer behavior?
- Will the new customers continue to shop with us after the pandemic is over?
- How should I calculate the Return on Marketing Investment when I am not sure of the LTV of the new customer?
- Are the existing set of Marketing KPIs relevant?
- How do we prepare for this holiday season when there is so much uncertainty?



RESEARCH OVERVIEW

- We aggregated and analyzed daily online sales metrics for 7 retail categories over nineteen, 14-day periods starting from 2/9.
- We compared daily data from 2020 to 2019 over these nineteen time periods.
- The retail categories considered for our research: Apparel, Home Decor, Tools and Hardware, Food, Gifting, Pet Supplies, and Home Furnishings.
- For analyzing the Online Shopper Behavior metrics we used our proprietary, real-time customer analytics platform, **LXRInsights**™ (<https://www.netelixir.com/lxrinsights>)

ECOMMERCE SALES & ONLINE SHOPPER BEHAVIOR TRENDS & INSIGHTS

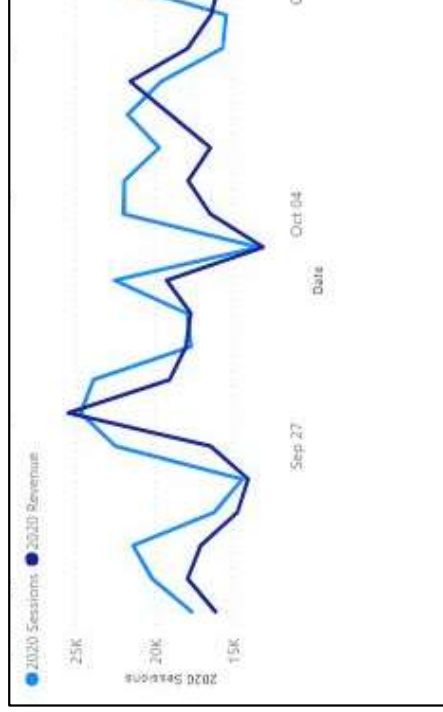
DON'T MAKE ASSUMPTIONS
GET THE REAL DATA

ONLINE SALES CONTINUE TO GROW AT AN EXPLOSIVE PACE ACROSS CATEGORIES

%Y/Y Increase in Online Sales (2020 vs. 2019)

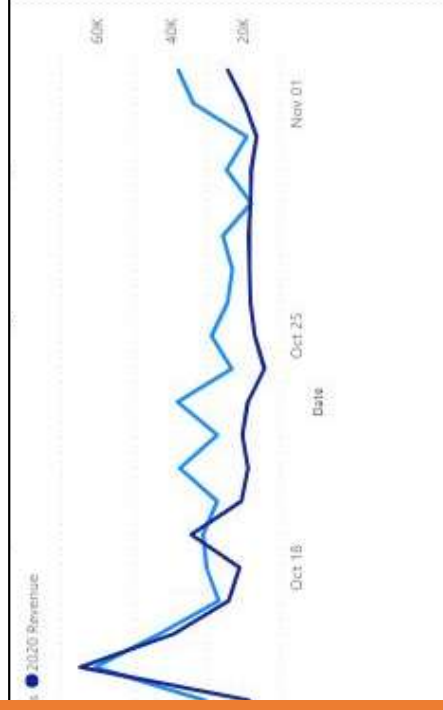
Date	Apparel	Food	Gifting	Home Furnishings	Home Décor	Pet Supplies	Hardware & Tools
3/8-3/21	-12.20%	186.16%	49.15%	2.84%	14.61%	14.71%	3.98%
3/22-4/4	-22.22%	590.64%	80.57%	30.86%	14.12%	56.33%	46.65%
4/5-4/18	-4.00%	263.00%	96.00%	57.00%	55.00%	81.00%	71.00%
4/19-5/02	16.90%	426.00%	89.00%	112.00%	114.00%	89.00%	114.00%
5/03-5/16	19.20%	278.00%	94.00%	116.00%	113.00%	68.00%	107.00%
5/17-5/30	24.86%	184.00%	74.00%	155.00%	89.00%	86.00%	95.00%
5/31-6/13	11.2%	107.00%	73.00%	133.00%	78.00%	64.00%	71.26%
6/14-6/27	14.7%	82.73%	56.06%	129.34%	46.57%	71.98%	81.02%
6/28-7/11	24.3%	73.51%	45.51%	111.14%	38.57%	60.9%	69.79%
7/12-7/25	25.9%	93.84%	39.23%	124.40%	36.4%	73.27%	59.88%
7/26-08/08	32.2%	46.21%	33.89%	178.00%	24.4%	67.22%	48.45%
08/09-8/22	36.9%	45.81%	34.09%	87.5%	38.18%	49.4%	72.8%
08/23-09/05	23.3%	37.06%	30.69%	52.5%	29.65%	30.5%	58.6%
09/06-09/19	57.47%	28.15%	18.2%	52.5%	36.9%	35.57%	46.2%
09/20-10/03	13.5%	29.5%	28%	54.5%	46%	45%	47%
10/04-10/17	15.6%	76.8%	81%	94%	65%	20%	63%
10/18-10/31	14.7%	65.1%	31%	52%	26%	35%	31%

WAS PRIME DAY ABLE TO KICK START HOLIDAY GIFT SHOPPING?

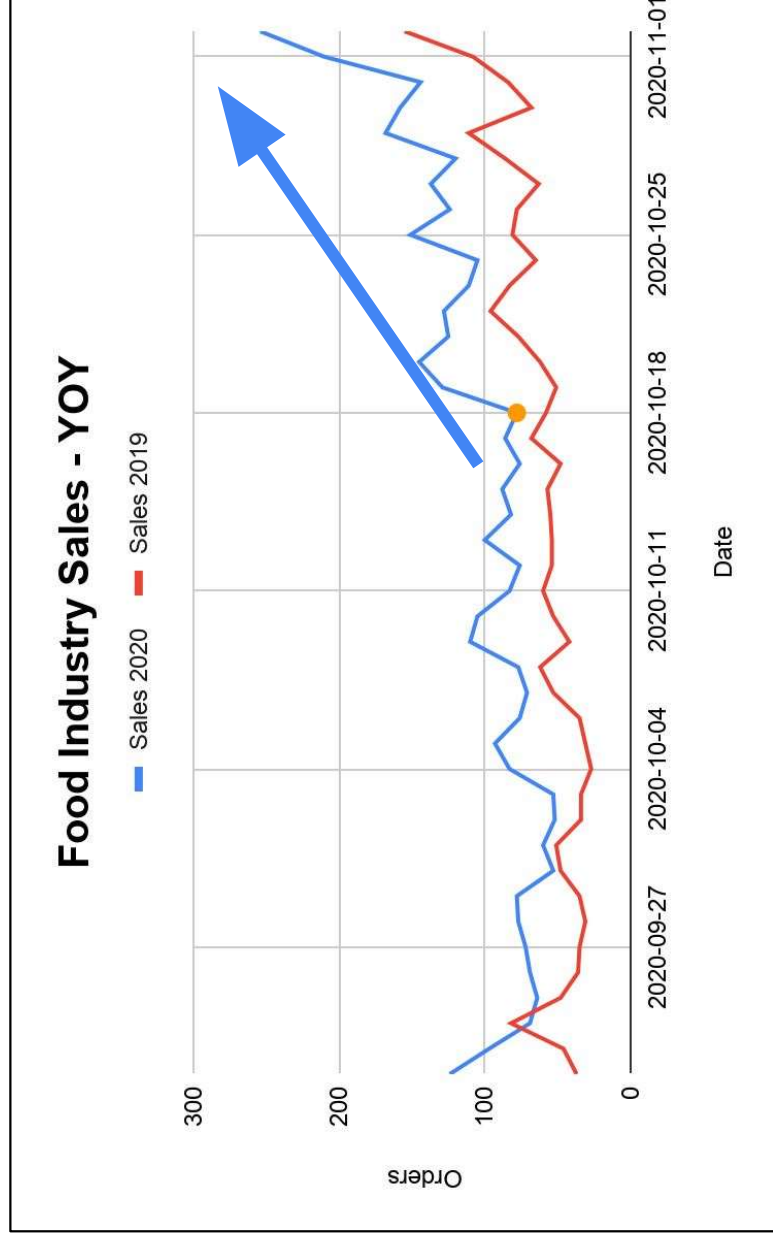


Prime Day Sales Spike subsided quickly.

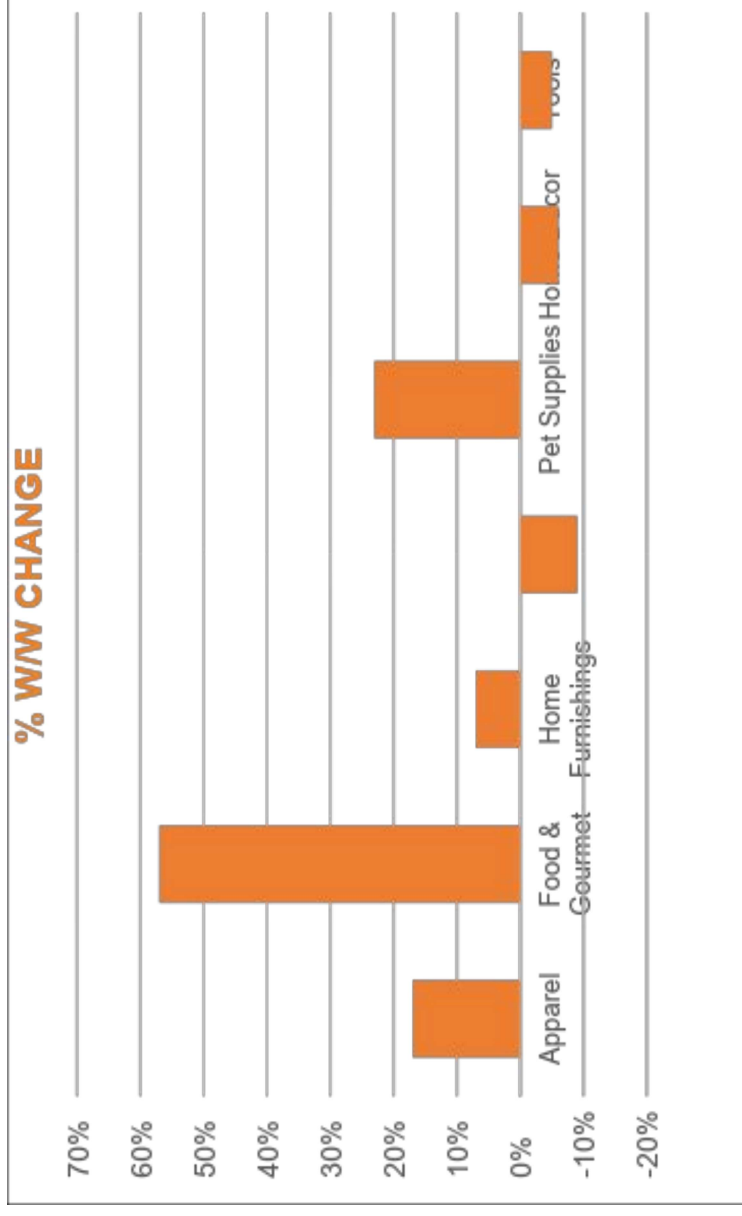
However, gift shopping started to trend upwards in November until Election Day.



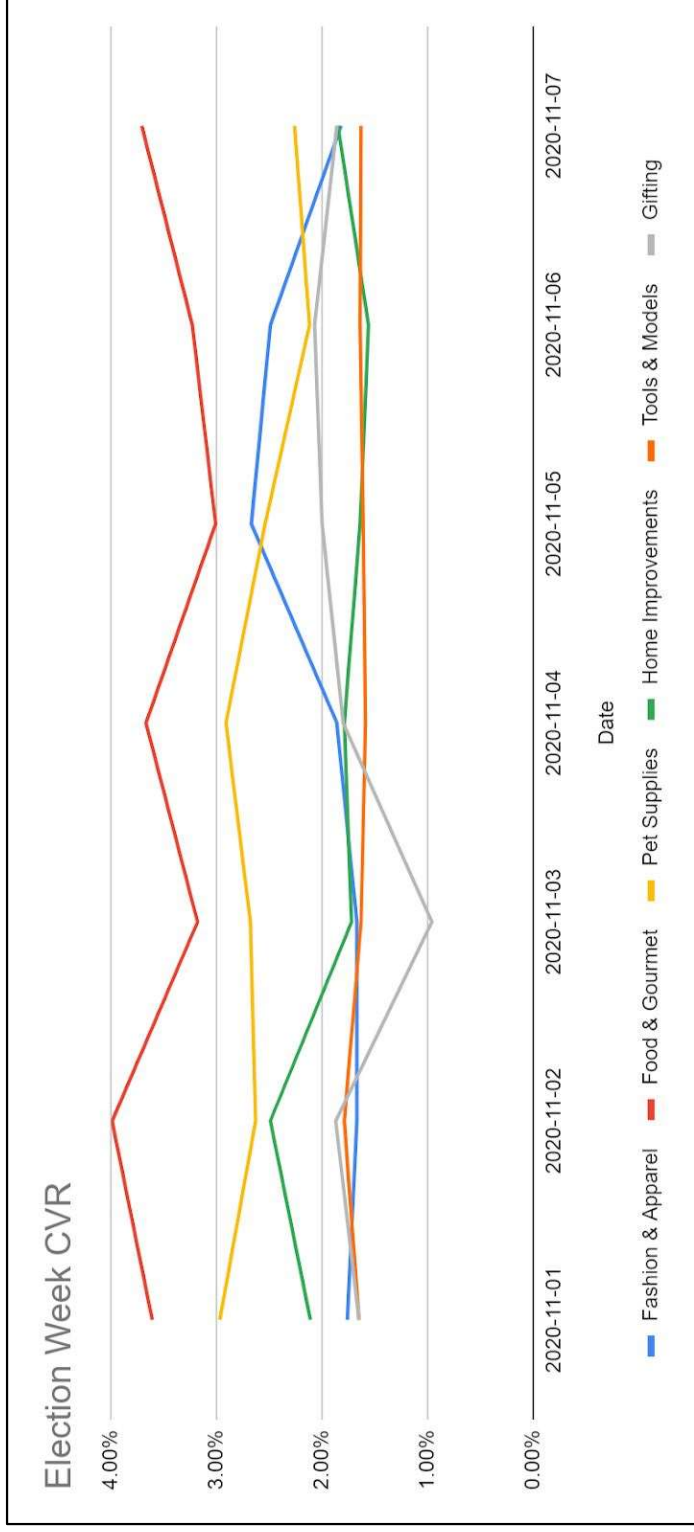
FOOD & GOURMET SHOWED A DIFFERENT TREND, THOUGH



ELECTION WEEK VS PRIOR WEEK (ECOMMERCE SALES)



CONVERSION RATES WERE 5% LOWER THAN PREVIOUS WEEK



GOOGLE CPCs HAVE GONE UP ACROSS CATEGORIES
(OCTOBER VS. MAY)

	AVERAGE CONVERSION RATE (MAY 2020)	AVERAGE CONVERSION RATE (OCTOBER 2020)	% INCREASE
Gifting	\$0.28	\$0.42	50%
Home Furnishings	\$1.54	\$1.93	25.3%
Home Decor	\$1.18	\$1.43	21.1%
Pet Supplies	\$0.40	\$0.48	20%
Tools & Hardware	\$0.20	\$0.28	40%
Apparel	\$0.21	\$0.42	100%

DISCLAIMER: This presentation provides an informative overview based on data collected from a select set of NetElixir's clients belonging to the retail categories discussed. It does not purport to be a comprehensive analysis of all retailers within any particular category. Before acting on any information, you should consider its appropriateness to your particular circumstances and marketing objectives. Accordingly, NetElixir assumes no liability for the information presented.

GOOGLE AD INVESTMENT Y/Y ESTIMATES FOR Q4

%Y/Y GOOGLE AD SPEND, Q4	
Small eCommerce Businesses	+7 - 8%
Mid Size eCommerce Businesses	+25 - 28%
Enterprise eCommerce Businesses	+17 - 20%
Aggregate	+25%

NetElivir™ 2020 HOLIDAY ECOMMERCE SALES CALENDAR





30% Y/Y ECOMMERCE GROWTH

45% Y/Y GROWTH (NOVEMBER)
20% Y/Y GROWTH (DECEMBER)





IS PROUD TO PRESENT

THE ONLINE SHOPPING BEHAVIOR AND MARKETING STRATEGIES



AARON PELANDER

Vice President of Marketing at GovX



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SUN	MON	TUE	WED	THU	FRI	SAT
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

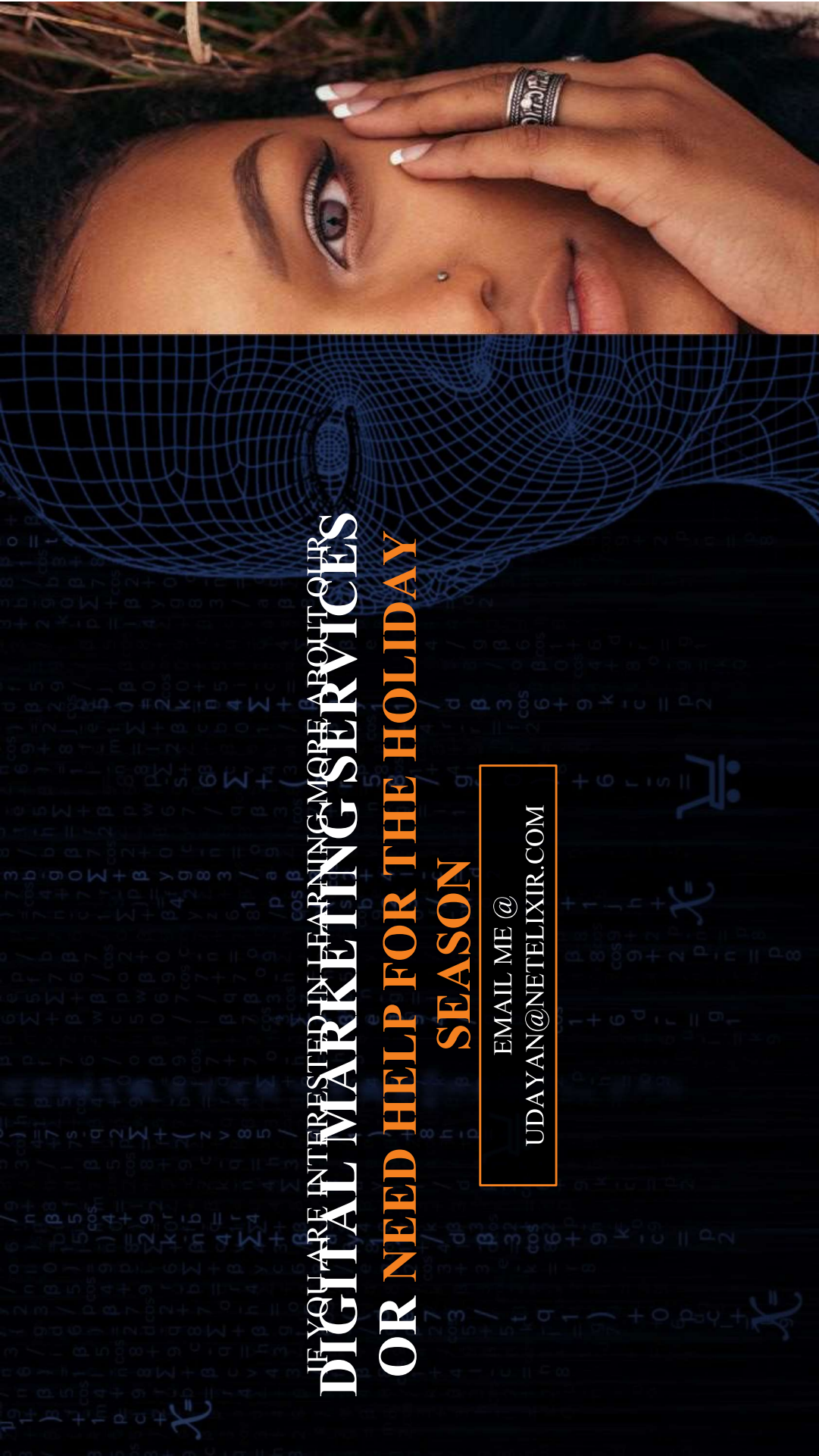
DOWNLOAD YOUR COMPLIMENTARY

2020 HOLIDAY

E-COMMERCE SALES

CALENDAR

VISIT:
[NETELIXIR.COM/HOLIDAYS](https://netelixir.com/holidays)



IF YOU ARE INTERESTED IN LEARNING MORE ABOUT OUR
DIGITAL MARKETING SERVICES
OR NEED HELP FOR THE HOLIDAY
SEASON

EMAIL ME @
UDAYAN@NETELIXIR.COM



THANK YOU

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