

5 Reasons You Should Achieve

Over 15% Online Revenue Growth

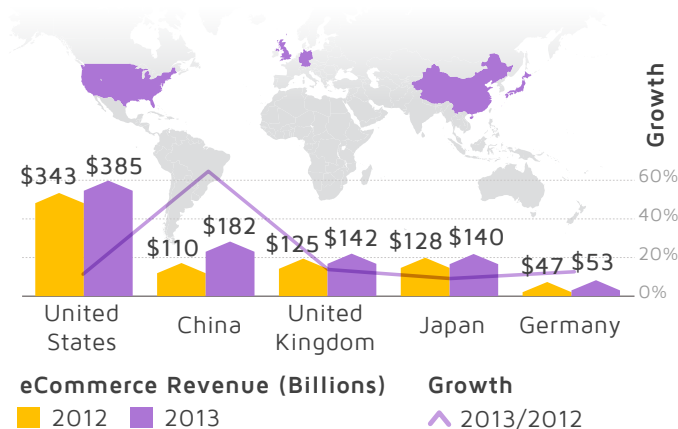
It's a great time to be in eCommerce, but don't just rest on your laurels. If you don't grow your online revenue by double-digits in 2013, you are losing market share to the competition. Is your bar set high enough?

1 The Competition is Growing by Double-Digits

As the law of averages suggests, if you grow more slowly than the market—you are losing market share. If you are in the US, UK, Germany or Japan—15% should put you in the safe zone of outpacing your competitors.

Online Revenue and Growth, 2012-2013

Source: eMarketer, Jan 2012.

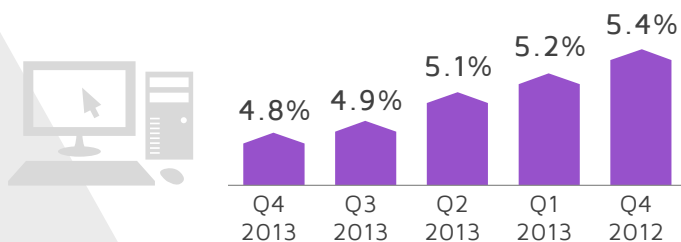


2 eCommerce is Outpacing Brick & Mortar

In the past year, the share of total retail coming from eCommerce grew from 4.8% to 5.4% - overall clawing nearly \$6 billion from physical stores.

eCommerce Share of Total Sales

Source: US Census. Estimated Quarterly U.S. Retail Sales, Adjusted. Feb 2013.

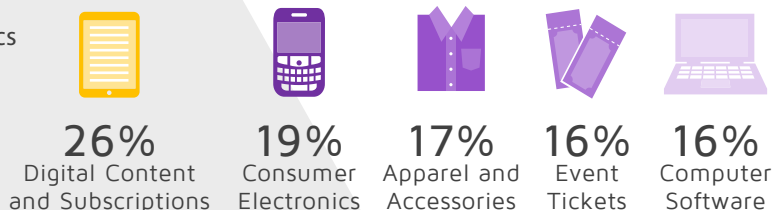


3 Some Products are on Fire

Digital Content and Subscriptions and Consumer Electronics grew by 26% and 19% respectively. It also looks like trying on clothing is going out of fashion with online Apparel and Accessories sales growing by 17%.

Fastest Growing eCommerce Categories in 2012

Source: comScore, U.S Digital Future in Focus 2013.

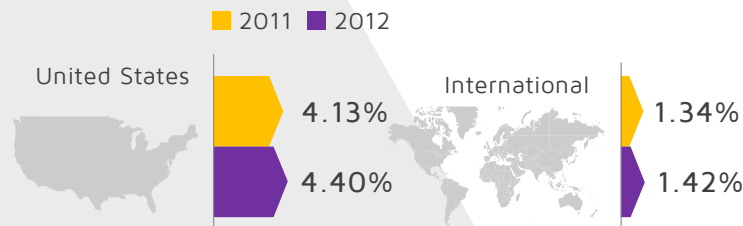


4 eCommerce is Becoming More Effective

It seems that the massive investment in web analytics is finally coming to fruition. Conversion rates increased by 6% from Q4 2011 to Q4 2012.

Conversion Rate in Q4

Source: Monetate, eCommerce Quarterly, Q4 2012.

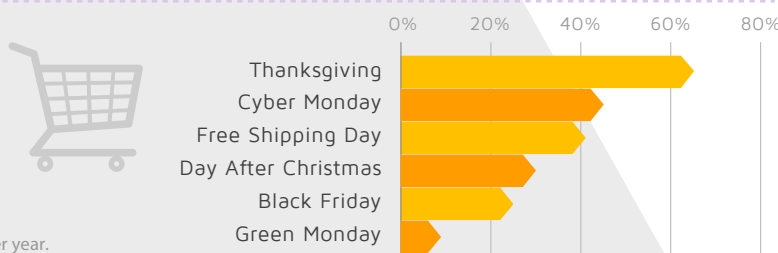


5 Advertising is Key—On Key Dates

Looking for methods to grow your traffic? The good news is that targeted advertising on key days can boost your revenue by up to 70%.

Growth in Revenue from Paid Search on Key Dates

Source: Kenshoo, 2012 Global Online Retail Holiday Shopping Report, US Data, year over year.



Looking for ways to accelerate online revenue growth?

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