

Doing Business Online

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Outline

- The ecommerce landscape
- Tools for ecommerce
- Try things for yourself
- Pitfalls and problems
- Trends in ecommerce

Shoppers spend 17p of
every £ online

IMRG & Cap Gemini, July 08

UK Online Buyers* and Penetration, 2008-2013 (millions and % of Internet users)

	2008	2009	2010	2011	2012	2013
Internet users	35.8	37.1	38.4	39.6	40.8	42.0
Online buyers	25.9	26.9	28.0	29.2	30.5	31.8
Online buyers % change	3.6%	3.9%	4.1%	4.3%	4.5%	4.3%
Online buyers % of Internet users	72.3%	72.5%	72.9%	73.7%	74.8%	75.7%

Note: ages 14+; *Internet users who have made at least one purchase online within the past year

Source: eMarketer, August 2009

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www.eMarketer.com

US B2C E-Commerce Sales, by Segment, 2008-2013 (billions and % change)

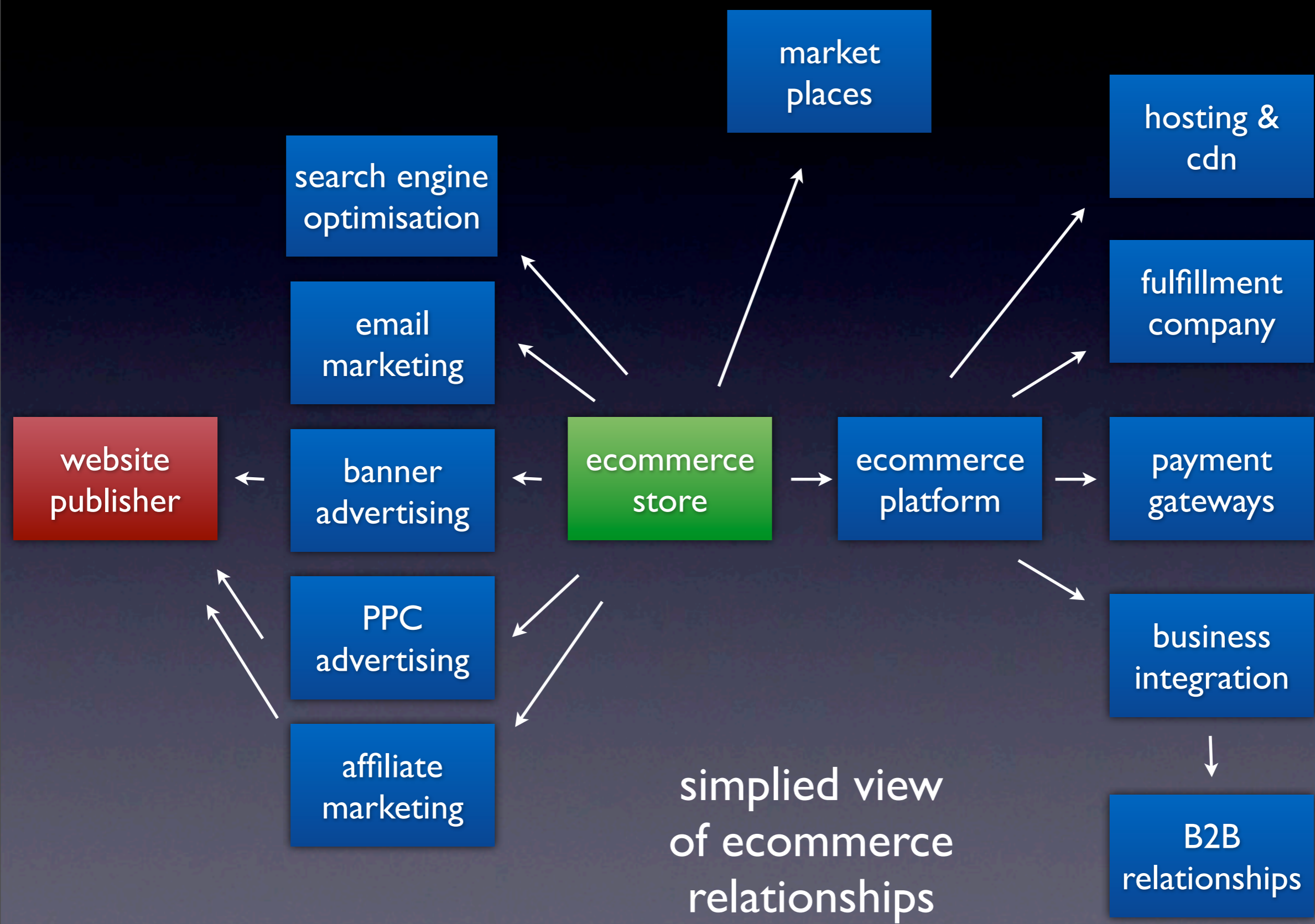
	2008	2009	2010	2011	2012	2013
Retail e-commerce*	\$132.3	\$131.8	\$144.7	\$163.9	\$182.6	\$201.4
Online travel**	\$95.3 (1)	\$92.6 (1)	\$95.2 (1)	\$102.8	\$110.5	\$117.7
B2C e-commerce	\$227.6	\$224.3	\$239.9	\$266.7	\$293.1	\$319.1
% change	5.2%	-1.4%	6.9%	11.2%	9.9%	8.9%

Note: numbers may not add up to total due to rounding; *excludes sales of digital downloads and event tickets; **includes online leisure and unmanaged business travel sales

Source: eMarketer, June 2009; (1) PhoCusWright, "Online Travel Outlook 2009-2010," provided to eMarketer, April 2009

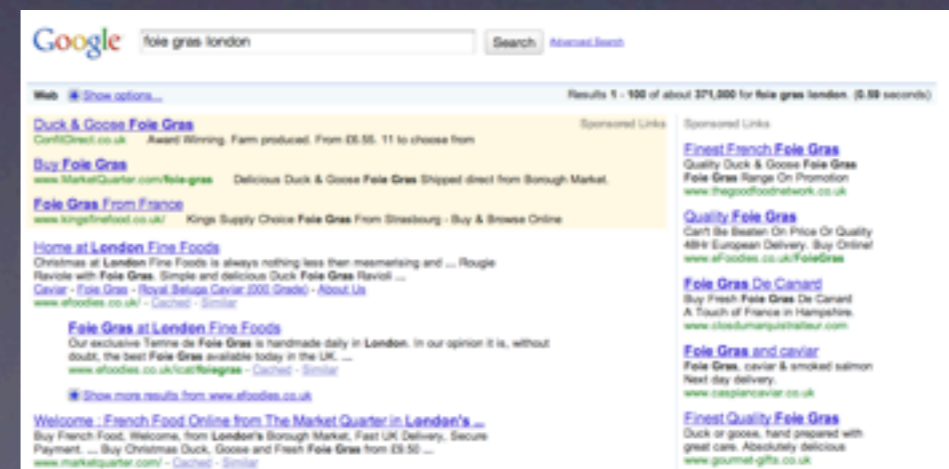
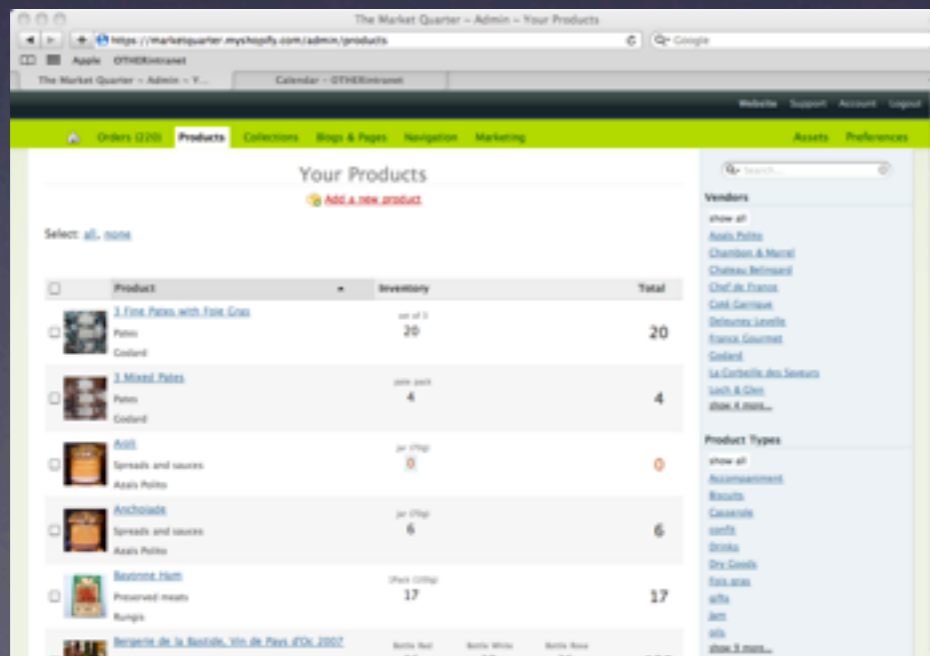
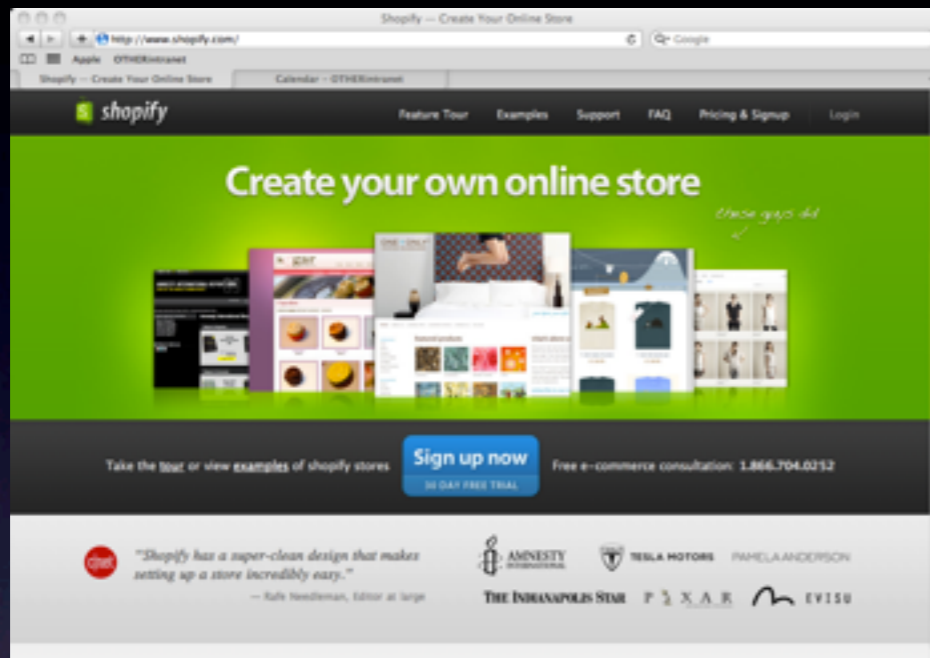
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www.eMarketer.com



simplified view of ecommerce relationships


Build a shop in Shopify



Google Adwords

Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost/conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
1. Foie Gras	£10.00/day	Eligible	53	691	7.67%	£0.37	£19.66	2	7	£2.81	13.21%	0
2. Confit	£10.00/day	Eligible	168	6,656	2.52%	£0.16	£26.89	2	14	£1.92	8.33%	0
3. Ready Meals	£2.50/day	Eligible	2	69	2.90%	£0.10	£0.20	2.1	0	£0.00	0.00%	0

Affiliates & partnerships



Refer Clients to Shopify and get 20% revenue share

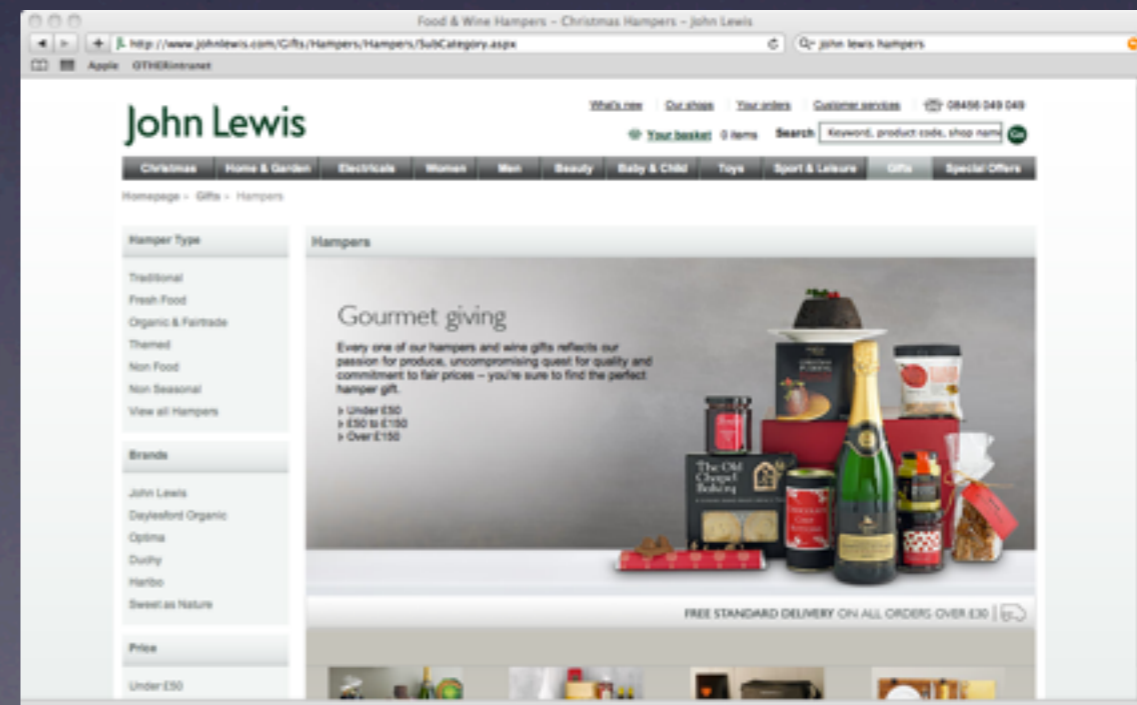
When you join up as a Shopify Partner and refer clients to us using your referral token, we'll track the revenue that store generates and give a portion of it right back to you. You make 20% of the revenue that Shopify earns from every client's store.

Total paid earnings	Since last payment you earned	Referred to
\$2312.71 USD	\$633.05 USD	14

next payment on 02 August

Earnings
On 02 July we will pay the pending balance currently: \$633.05 USD, 15 days to get to your paypal account at johndoubler, the minimum payment is \$25.00 USD.

The Frequently Answered Questions page goes into more detail on how the referral system works. Terms and Conditions of the affiliate referral program are here.



Things for you to try

- Run your own Astore
- Run Adsense
- Sign-up for affiliates
- Build your own Shopify store

Pitfalls and issues

- Shops need marketing
- Customers expect service
- Must stay within laws and regulations
- Taking payment is more complex than it looks
- Small shops struggle to become big
- Without an audience you will make no money

Trends in ecommerce

- Mobile ecommerce
- Integrate online/offline: Click & collect
- Large investment by major companies
- Social marketing
- Optimisation and testing

Q&A