

BizAdvisor Report - Net Loyalty

April 2009



Net Loyalty: The percent of customers who score Likelihood to Recommend at Fulfillment a 9-10 minus the percent of customers who score the same question 1-6.

Distribution: The distribution of scores across the 1-10 scale that support the average scores in prior columns.

Average score for this time period.

	Merchant.com	Electronics
Net Loyalty	64%	65%

	Priority Rank	# of Respondents	Merchant.com	Electronic	Merchant.com Distribution			Electronics Distribution				
					(1-6)	(7-8)	(9-10)	(1-6)	(7-8)	(9-10)		
Overall												
Overall Purchase Experience - POS		1,347	8.76	8.79	6%	30%	64%		7%	28%	65%	
Likelihood to Buy Again - FF		234	8.72	8.77	9%	21%	70%		10%	18%	72%	
Likelihood to Recommend - FF		236	8.88	8.86	7%	21%	72%		9%	17%	74%	
Point of Sale Metrics												
Look and Design of Site		771	8.55	8.46	9%	34%	57%		11%	35%	54%	
Ease of Finding		770	8.69	8.67	8%	26%	66%		9%	27%	63%	
Selection of Products		52							9%	29%	62%	
Clarity of Product Information		52							10%	28%	62%	
Prices Relative to Other Merchants		82							12%	27%	61%	
Variety of Shipping Options		1,099							13%	27%	60%	
Shipping Charges		47							25%	20%	55%	
Charges Stated Clearly Before Order		58							8%	19%	73%	
Fulfillment Metrics												
Customer Support		166	8.53	8.37	12%	27%	62%		15%	22%	63%	
On-Time Delivery		234	8.88	8.90	9%	14%	78%		9%	15%	77%	
Order Tracking/Status		222	8.81	8.76	10%	17%	73%		11%	15%	74%	
Availability of Product		236	8.72	8.96	12%	17%	71%		8%	15%	77%	
Product Met Expectations		232	8.99	8.79	8%	15%	77%		10%	16%	74%	

Priority Rank: Combines the importance of the attributes to customers and your performance relative to the benchmark to yield areas of strength (bright green smiles) and top areas for improvement (red frowns). Prioritize resources to remove red frowns. See below for detail.

Important to customers, merchant is delivering **higher** levels of service than the benchmark. Continue to focus resources in these areas and market to these strengths.

Less important to customers, merchant is delivering the **same or lower** levels of service than the benchmark. Divert resources to areas of more importance to your customers where service levels are under performing the benchmark.

Less important to customers, merchant is delivering **higher** levels of service than the benchmark. Consider diverting resources to areas of more importance to your customers where service levels are under performing the benchmark.

Important to customers, merchant is delivering the **same or lower** levels of service than the benchmark. Allocate resources to improve service levels in these areas.

NOTE: importance to customers is determined by a correlation of POS attributes against Overall Satisfaction at POS and FF attributes against Likelihood to Buy Again at FF. Attributes with high correlation values (60 or more out of a possible 100) are considered important and attributes with lower values (below 60) are considered less important. Correlations are not predictive, they indicate the historical relationship between two variables.

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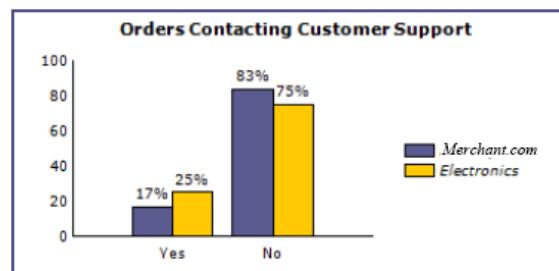
BizAdvisor Report - Fulfillment Metrics

April 2009



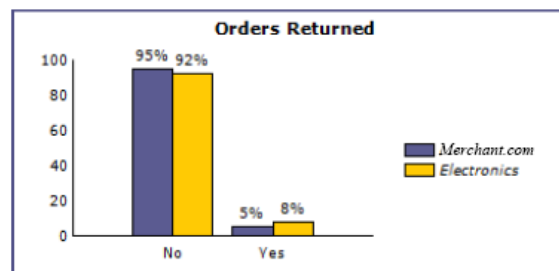
Percent of customers who indicated that they contacted Customer Support.

	# of Respondents	Merchant.com	Electronics
Contact Customer Support			
Yes	40	17%	25%
No	201	83%	75%
Total	241	100%	100%



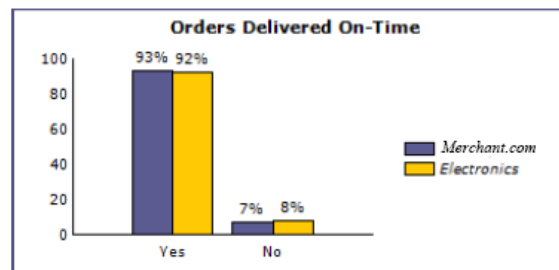
Percent of customers who have returned or plan to return all or part of their order.

	# of Respondents	Merchant.com	Electronics
Have you returned, or do you plan to return, one or more of the items from this order?			
No	214	95%	92%
Yes	12	5%	8%
Total	226	100%	100%



On-time orders equal "yes, all on time"; No equals "only some on time", "none on time" and "merchant canceled the order".

	# of Respondents	Merchant.com	Electronics
Did you receive your order on-time?			
Yes	190	93%	92%
No	14	7%	8%
Total	204	100%	100%



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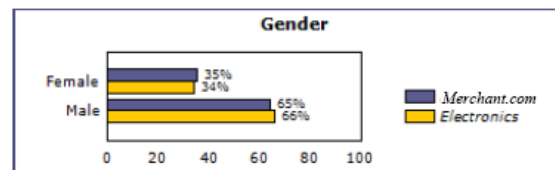
BizAdvisor Report - Demographics

April 2009

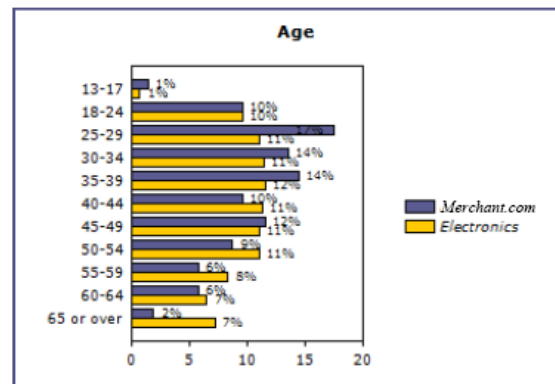
Demographics: Most commonly used demographic information.



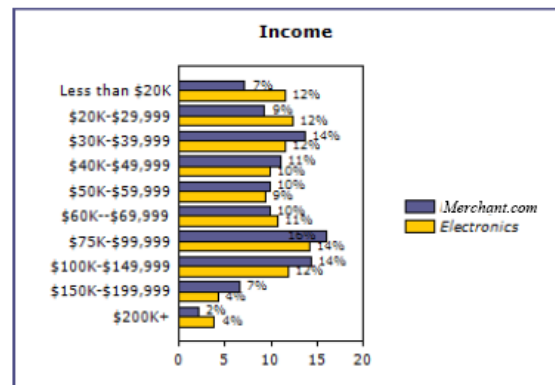
	# of Respondents	Merchant.com	Electronics
Gender			
Male	131	65%	66%
Female	72	35%	34%
Total	203	100%	100%



	# of Respondents	Merchant.com	Electronics
Age			
13-17	3	1%	1%
18-24	20	10%	10%
25-29	36	17%	11%
30-34	28	14%	11%
35-39	30	14%	12%
40-44	20	10%	11%
45-49	24	12%	11%
50-54	18	9%	11%
55-59	12	6%	8%
60-64	12	6%	7%
65 or over	4	2%	7%
Total	207	100%	100%



	# of Respondents	Merchant.com	Electronics
Income			
Less than \$20K	13	7%	12%
\$20K-\$29,999	17	9%	12%
\$30K-\$39,999	25	14%	12%
\$40K-\$49,999	20	11%	10%
\$50K-\$59,999	18	10%	9%
\$60K--\$69,999	18	10%	11%
\$75K-\$99,999	29	16%	14%
\$100K-\$149,999	26	14%	12%
\$150K-\$199,999	12	7%	4%
\$200K+	4	2%	4%
Total	182	100%	100%



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Source: BizRate Research Point of Sale and Fulfillment data, 2009

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