

Impact of using Bigcommerce

October 7, 2015





Bigcommerce has been powering thousands of successful stores in over 150 countries for over 12 years

- Bigcommerce is looking to validate the amount of support they offer their midmarket merchants, over 250K annual revenue





E-commerce same store sales grew on average of 15% YOY

- Bigcommerce desires to identify if their solution can be more impactful relative to the industry average of digital commerce*.

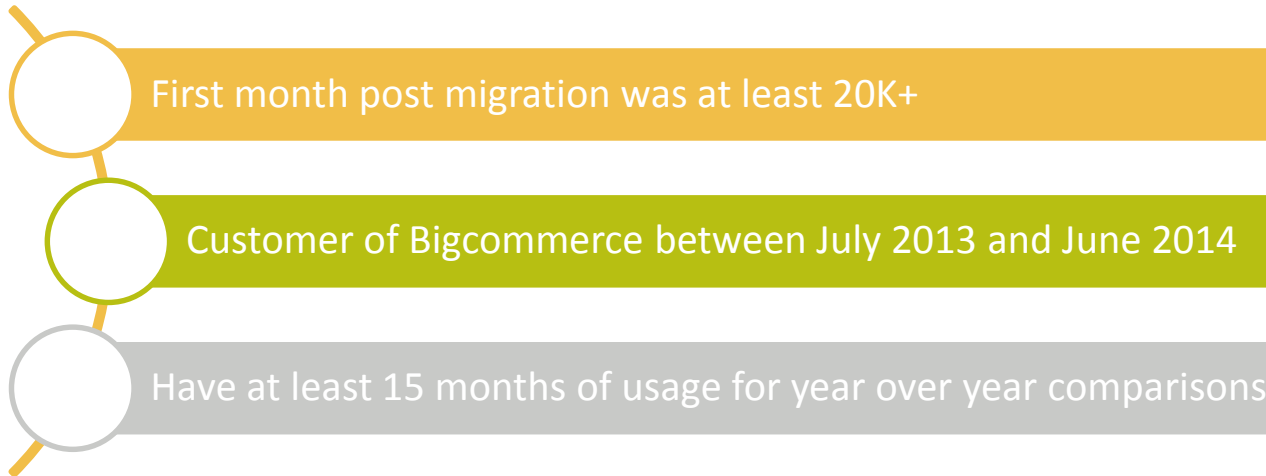


*Source: ComScore May 2015, total digital commerce, up 14% YOY



Analysis was among Bigcommerce customers from 2013 and 2014*

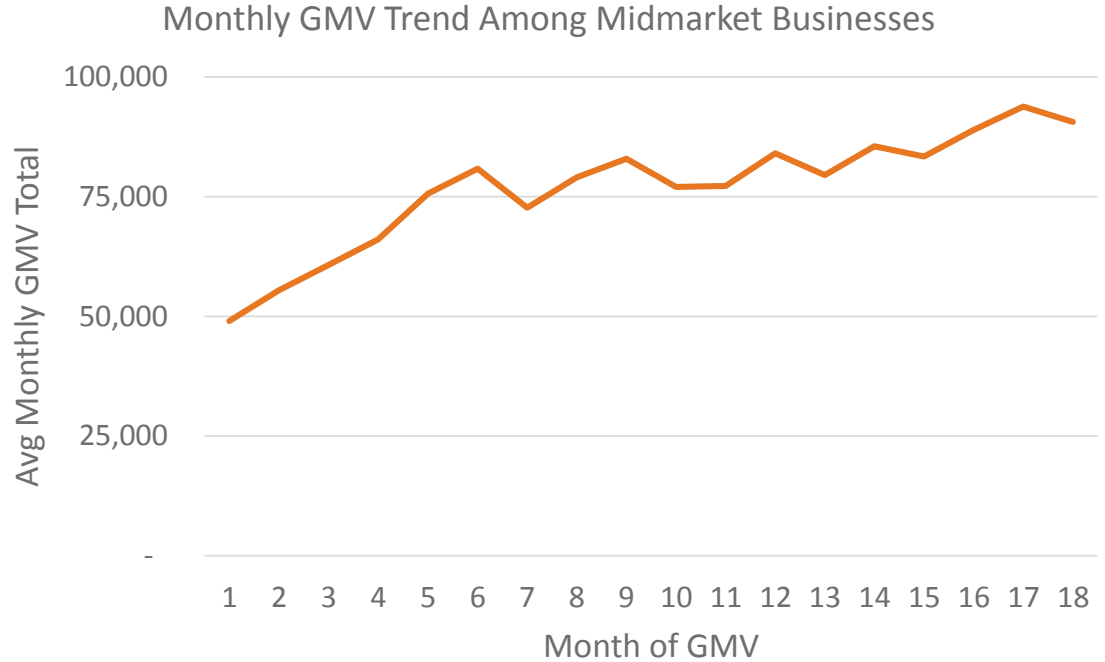
- Analyzed actual sales from Bigcommerce midmarket customers who had at least 15 months of usage for YOY analysis
- Definition of midmarket customers was defined as:



*Bigcommerce actual sales data was provided from July 2013 through June 2014



Midmarket customers who use Bigcommerce for 12 months, see a steady increase in monthly volume

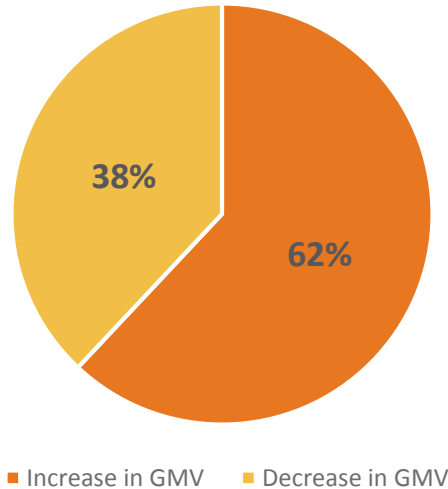


N=165 Bigcommerce Midmarket Customers



Midmarket customers who use Bigcommerce for 12 months, on average grew their volume over 25%

12 Month Growth Impact



Annual GMV Growth Rate



N=165 Bigcommerce Midmarket Customers



According to analysis conducted by market research firm Ipsos, same store sales for mid-market merchants on the Bigcommerce platform grew approximately twice as much as the ecommerce industry average.