



About Bigcommerce

Powering commerce for the world's most successful online stores

Bigcommerce At a Glance

Over 60,000 merchants and \$5B GMV in just 5 years



Year founded
2009



Employees
370



Number of App and Design Partners
2,000



Founders
Eddie Machalaani
Mitchell Harper



Offices
Sydney, Australia
Austin, Texas
San Francisco, California



Number of Clients
60,000+



Total funding
\$125M

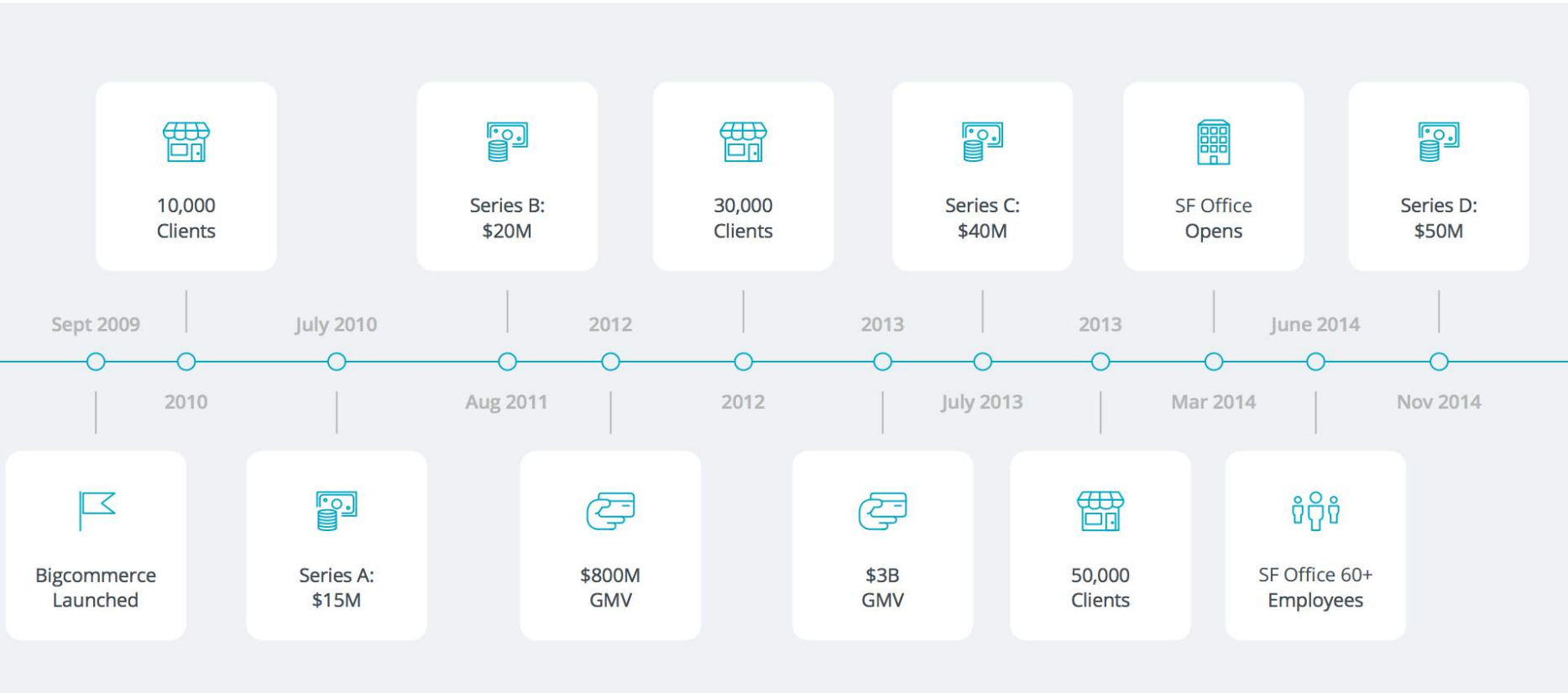


Countries served
150



Total Sales Processed by Bigcommerce
\$5 Billion

Our Growth Story



Bigcommerce's World of Merchants

Lifestyle & Home



JOSIE MARAN
Luxury with a Conscience.™



BROOKFARM



Food & Beverage



CHAPUL



Fashion & Apparel



FRATERNITY
COLLECTION

Tucker Blair

FORTRESS OF
INCA

Jewelry & Accessories



The
TWO GUYS
BOWTIE



crvo

Tech & Entertainment



FUGOO

The
Decal Guru

tmbr.

Sports & Outdoor



bobble
make water better.

überpong™

Our Investors



"Bigcommerce has the right strategy, the right team, the right platform, and the right partnerships to emerge as the leader in this space."

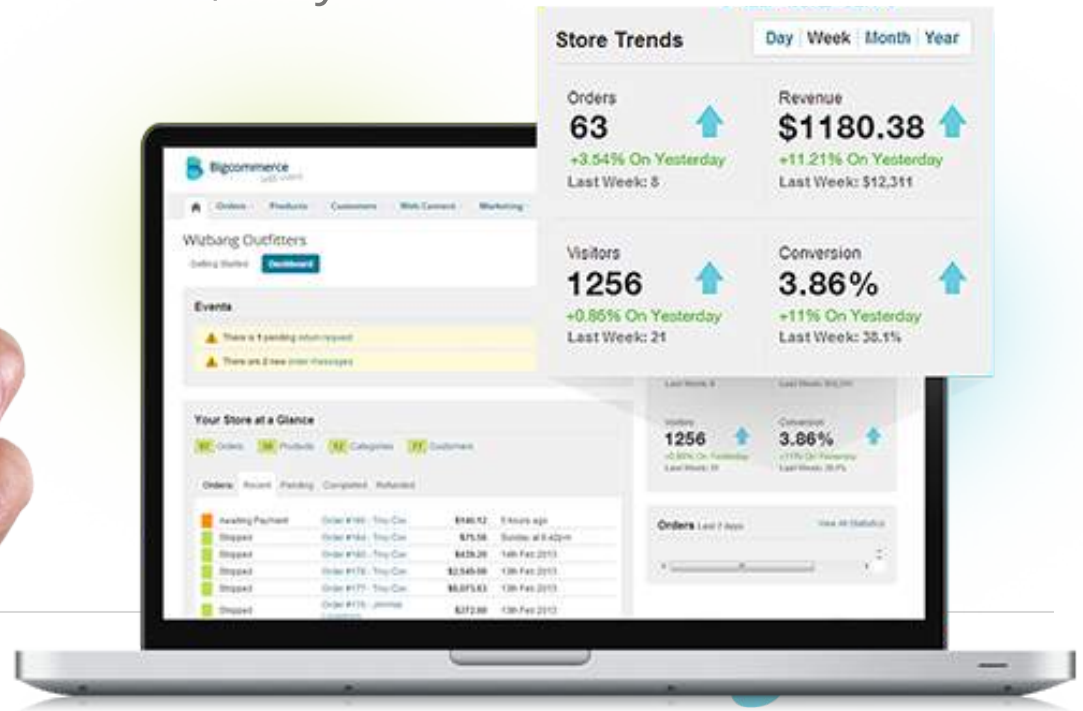
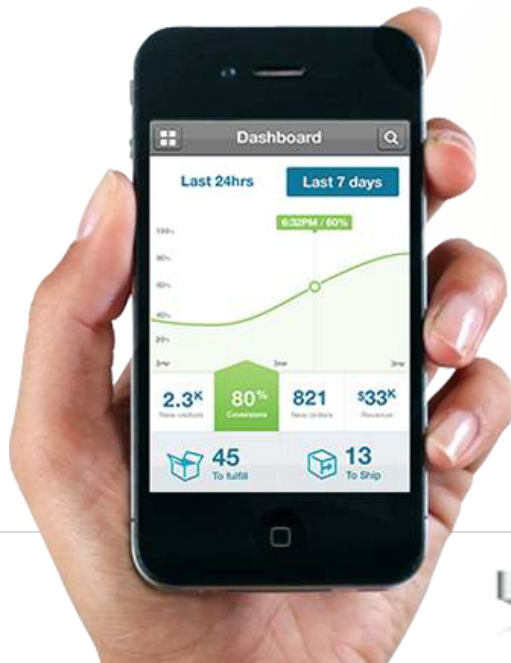
- **Steve Case**
Founder of AOL & Revolution Growth



Beautiful. Intuitive. Powerful.

We believe an e-commerce platform should be as easy to use as Gmail, as powerful as Salesforce and as beautiful as the iPhone.

Merchants shouldn't have to compromise on one vs the other and with Bigcommerce, they don't have to.



Everything You Need: Out-Of-The-Box

Bigcommerce doesn't want you to have to bolt on clunky third-party solutions for features like SEO, marketing, analytics, promotions, product reviews and coupons. Instead, we **include them all from the start** for an unbeatable value.



Greater Traffic, Greater Sales

- Bigcommerce is recognized by industry experts like *Top SEO* as the **#1 platform for built-in SEO**.
- Our **in-house SEO experts** from Google can help optimize your search strategy or audit your SEO.
*
- The **Abandoned Cart Saver** feature allows you to follow up with shoppers who abandon their carts, recovering on average **15% of lost sales** and handsomely improving your bottom line.



*Service based offering. Platinum Plus Members receive free audits & consultations.

Integrate with Robust Applications

 ChannelUnity
Sell on Amazon, eBay, Rakuten & more!




channeladvisor®

Bigcommerce seamlessly integrate with over 100+ industry-leading business applications that help **automate your business** and **save you time**:

- Sync orders with your accounting software to manage your cash flow
- Use a multi-channel application to sync product listing, inventory, and pricing with your Amazon channel
- Update inventory levels from your warehouse software
- Import product details from your POS
- Automate order processing to drop shippers, secure deep shipping discounts,

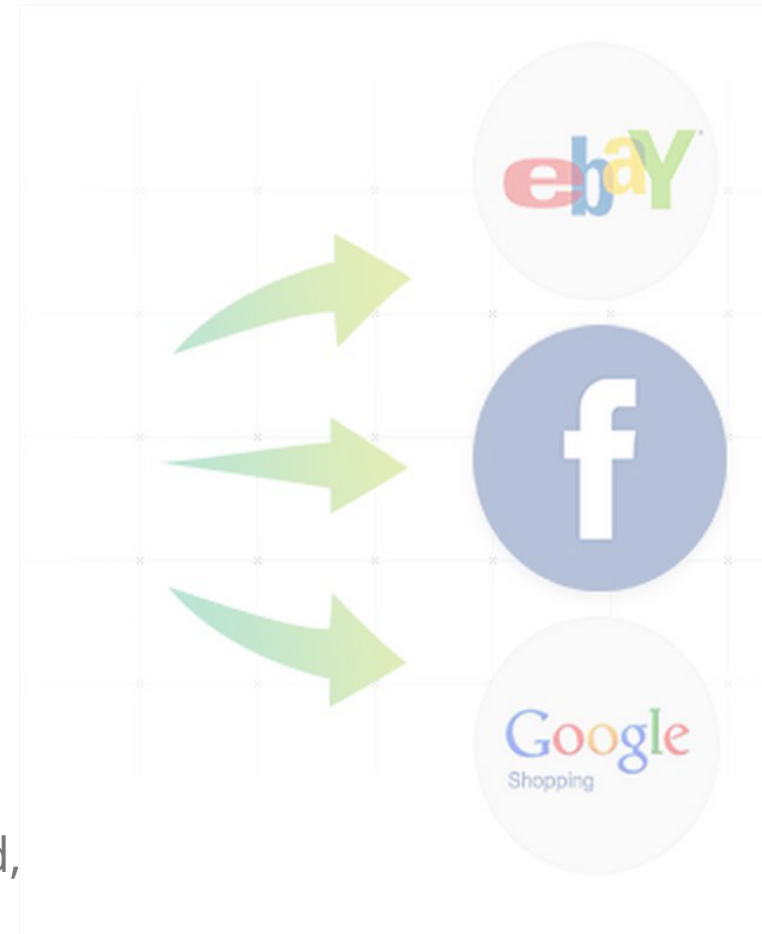


Multi-Channel Made Easy

From your Bigcommerce backend you can seamlessly list products across various channels and reach millions:

- Google Shopping integration
- Third party affiliate software integration
- Sell/auction on various eBay sites
- Set up shop on Facebook
- Beautiful mobile-optimized store
- List on product comparison sites

When an auction is won or a product is purchased, an **order is automatically created** in your store. When product is shipped, **inventory is automatically updated**.

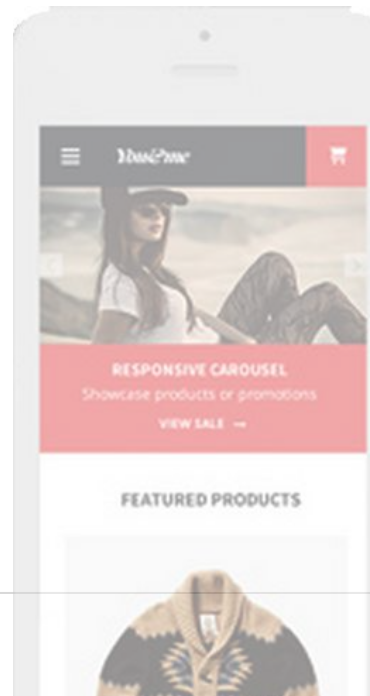


Embrace the Mobile Buyer

- Bigcommerce is fully **optimized for mobile**
- **Responsive designs** create seamless selling experiences and increase conversion rates since over 50% of ecommerce traffic comes from mobile
- iPhone, Android apps offer unparalleled visibility for stakeholders monitoring ecommerce site



67% of smartphone owners are more likely to buy from a mobile-friendly site

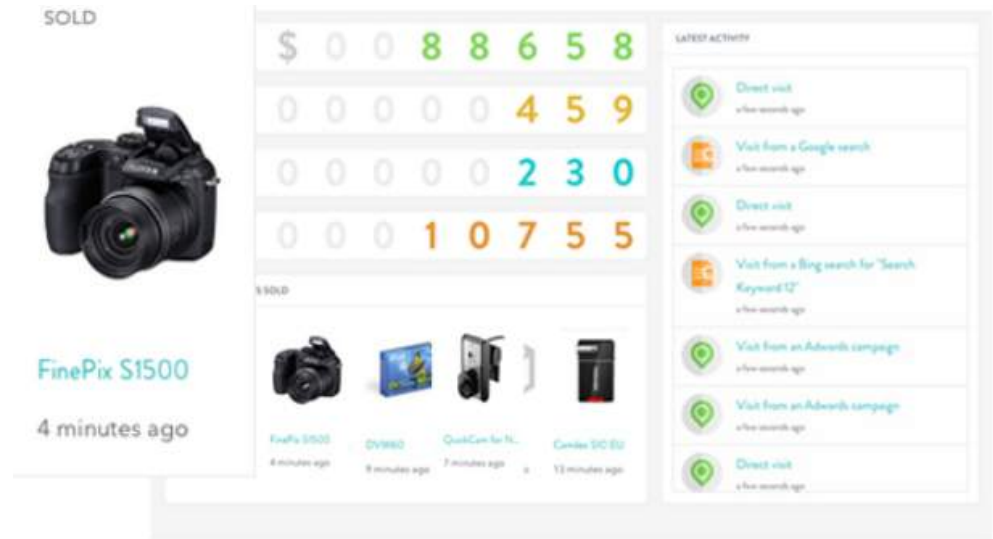


74% of people are more likely to return to a mobile-friendly site

Real-Time Reporting, Actionable Analytics

New analytics interface delivers immediate access to **actionable insights**:

- See orders in real time
- Quickly understand **which marketing activities** are influencing ecommerce results
- Optimize your inventory based on sales volume and conversion rates
- **Identify top customers** for highly-targeted, effective offers





Case Studies

Success Story



Case Study US Patriot Tactical

#637 on Internet Retailer Second 500

- Moved from hosted solution
- Online Sales: ↑47%
- Transactions: ↑29%
- Conversion Rate: ↑17%
- Mobile conversion rate ↑3X

"Since moving to Bigcommerce our site is now faster, the user experience is better, and we have achieved a higher search rank — showing up as the number one result in organic listings on Google."

Success Story



Case Study Criquet Shirts

Men's Apparel Retailer

- Brick and Mortar, Online
- Revenue: ↑300%
- Annual Growth: >2X YOY, every year
- Repeat Customer Rate: ↑50%

"Since launching on Bigcommerce we have seen significant growth. While our traffic has increased dramatically, we've maintained a repeat customer rate of approximately 50%."



Thank You