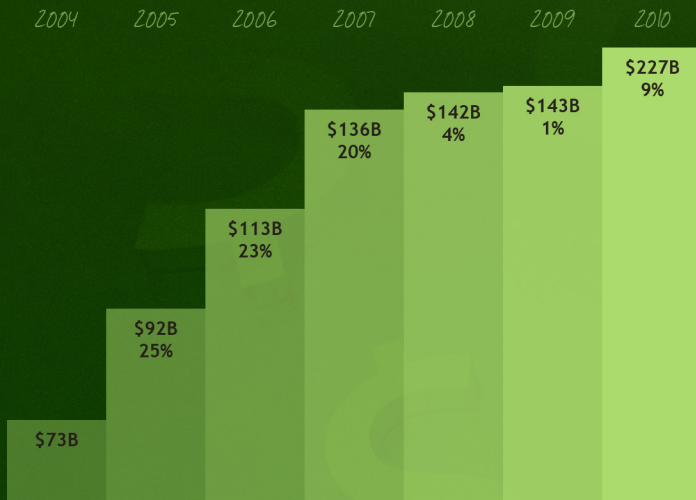




E-COMMERCE TRENDS

E-Commerce growth has been staggering over the last 10 years. Despite a recession, sales over the Internet have steadily grown. With the onset of Social Media and Smartphones, we are now poised for another huge leap in growth. Here's an overview of where things are going.

U.S. YEARLY E-COMMERCE GROWTH



E-COMMERCE PREDICTIONS FOR 2011



Increase in number of mobile E-commerce apps



Product recommendations based on what Facebook friends like



Easier check-outs via payment with mobile phones



More free shipping offerings

SOCIAL TRENDS

WHY USE FACEBOOK FOR E-COMMERCE?

Consumers have grown resistant to traditional marketing methods in favor of reviews and recommendations from friends.

% OF PEOPLE WHO TRUST

Source	Percentage
Recommendations from friends	90%
Consumer opinions	70%
Brand websites	70%
TV	62%
Search Engine Ads	41%

THE PROOF IS IN THE PUDDING

Ticketmaster Every time a user posts an event to Facebook it generates \$5.30 of direct ticket sales.

American Eagle Facebook-referred visitors spend on average 57% more than other shoppers.

Levi's Referral traffic from Facebook increased by 40 times since implementing the Like button 2010.

MOBILE TRENDS

WORLD MOBILE E-COMMERCE GROWTH

YEAR: 2009

Mobile: \$1.2 Billion
Online: \$210 Billion

YEAR: 2015 (predicted)

Mobile: \$119 Billion
Online: \$1.4 Trillion



MOBILE SHOPPING USER BREAKDOWN

