

Industry update

- Desktop retail e-commerce grew by 12.9% to reach USD 289 million during 2012.
- E-commerce sales accounted for 5.1% of total retail sales during 2012

Industry Update

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*The **report** is available to Bloomberg subscribers or can be purchased at G2Mi.com*

- During 2012, Online retail contributed 64.4% and online travel contributed 35.6% of total desktop retail e-commerce
- During Q3 2013, e-commerce sales were USD 67 billion (growth of 18.4%) and accounted for 5.9% of total retail sales
- During Q3 2013, M-commerce sales were USD 5.8 million (growth of 26.1%) and it accounted for 10.9% of total digital sales
- During Q2 2013, apparel and accessories was the highest grossing m-commerce product category with approximately USD 700 million in sales
- Total mobile commerce is expected to grow at a five year CAGR of 40.5% (2012-16) to reach USD 96.8 billion
- During Q3 2013, average spending per buyer was USD 245.3 million, an annual increase of 13.2%
- During 2012, total e-commerce retail sales were USD 225.3 billion, five year CAGR of 12.6% (2008-12), while total retail sales grew at a CAGR of 2.5% during this time
- During 2012, total e-commerce retail sales grew by 16.2%
- The e-commerce retail market is expected to grow at a five year CAGR of 14.3% (2012-16) to reach USD 385 billion
- The e-commerce retail sales is expected to account for approximately 10% of the total retail sales in 2016
- The mobile commerce is expected to grow at a five year CAGR of 40.6% (2012-16) to reach USD 97 billion
- During 2012, all the major pure play online retailers showed increase in their revenues
- In 2012, Amazon was the largest online retailers in terms of unique visitors from the USA and in terms of revenue (USD 61.1 billion), though eBay was the most profitable with USD 2.6 billion in net income
- During Jan-Nov 2013, Fanatics Inc had raised USD 170 million and Fab.com Inc. had raised USD 150 million
- In Sept 2013, eBay acquired Braintree Payments for USD 800 million to strengthen its PayPal brand

Online Retailing in the USA

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Online Retailing in the USA

Industry size / structure

E-commerce Revenues

Figure 1. Online Retailing in the USA, Desktop retail e-commerce market (2008-12)¹

	2008	2009	2010	2011	2012	% CAGR
<u>USD (billion)</u>						
Online Retail	130	130	142	162	186	9.4%
Online Travel	84	80	85	94	103	5.2%
Total e-commerce	214	210	227	256	289	7.8%
<u>% Change</u>						
Online Retail	NA	0.0%	9.2%	14.1%	14.8%	NA
Online Travel	NA	-4.8%	6.3%	10.6%	9.6%	NA
Total e-commerce	NA	-1.9%	8.1%	12.8%	12.9%	NA
<u>% Share</u>						
Online Retail	60.7%	61.9%	62.6%	63.3%	64.4%	NA
Online Travel	39.3%	38.1%	37.4%	36.7%	35.6%	NA

Figure 2. Online Retailing in the USA, E-commerce Market size (Q2 2012-Q3 2013)²

	2012			2013		
	Q2	Q3	Q4	Q1	Q2	Q3
<u>USD (million)</u>						
E-commerce sales	54,686	57,020	59,545	61,720	64,653	67,005
Total retail sales	1,075,710	1,089,700	1,104,646	1,116,538	1,126,486	1,140,819
<u>% Change</u>						
E-commerce sales	15.6%	17.6%	15.5%	16.4%	18.2%	17.5%
Total retail sales	4.6%	4.9%	4.5%	3.9%	4.7%	4.7%
<u>% Share</u>						
E-commerce sales	5.1%	5.2%	5.4%	5.5%	5.7%	5.9%

¹ Source- Comscore Inc.

² Source-US Census Bureau

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Figure 3. Online Retailing in the USA, E-commerce market size (2008-12)³

	2008	2009	2010	2011	2012	% CAGR
<u>USD (billion)</u>						
E-commerce sale	139.99	143.28	166.52	193.90	225.31	12.6%
Total Retail Sales	3,946.41	3,630.41	3,841.45	4,136.35	4,350.28	2.5%
<u>% Change</u>						
E-commerce sale	NA	2.4%	16.2%	16.4%	16.2%	NA
Total Retail Sales	NA	-8.0%	5.8%	7.7%	5.2%	NA
<u>% Share</u>						
E-commerce sale	3.5%	3.9%	4.3%	4.7%	5.2%	NA

Figure 4. Online Retailing in the USA, E-commerce Market Metrics (Q3 2013)⁴

Metric	Q3 2012	Q3 2013	% Change
Sales (USD Billion)	41.9	47.5	13.4%
Buyers (Million)	216.7	245.3	13.2%
Transactions (Million)	194.0	193.0	-0.5%
Spending per Buyer	89.8	92.5	3.0%
Average Order Value (USD)	467.0	513.0	9.9%
Transactions per Buyer	2.41	2.65	10.0%

Figure 5. Online Retailing in the USA, E-commerce Market size (Q2 2012-Q3 2013)⁵

	2012			2013		
	Q2	Q3	Q4	Q1	Q2	Q3
<u>USD (million)</u>						
E-commerce	43,153	41,936	56,781	50,180	49,843	47,468
M-commerce	3,800	4,600	7,200	5,900	4,700	5,800
Total	46,953	46,536	63,981	56,080	54,543	53,268
<u>% Change</u>						
E-commerce	15.1%	15.5%	14.3%	13.3%	15.5%	13.2%
M-commerce	46.2%	31.4%	46.9%	31.1%	23.7%	26.1%
Total	17.1%	16.9%	17.2%	15.0%	16.2%	14.5%
<u>% Share</u>						
E-commerce	91.91%	90.12%	88.75%	89.48%	91.38%	89.11%
M-commerce	8.09%	9.88%	11.25%	10.52%	8.62%	10.89%

³ Source-US Census Bureau

⁴ Source-Comscore Inc (State of US retail)

⁵ Source-Comscore Inc (State of US retail)- Excludes Auctions, Autos and Large Corporate Purchases

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Figure 6. Online Retailing in the USA, M-commerce Market size forecasts(2011-16f)⁶

	2011	2012	2013f	2014f	2015f	2016f
<u>USD (million)</u>						
Tablet	5.43	13.93	26.05	37.32	51	68.06
Smartphone	7.47	9.91	14.59	18.15	22.5	27.11
Other mobile devices	0.68	0.94	1.04	1.25	1.5	1.65
Total	13.58	24.78	41.68	56.72	75.0	96.82
<u>% Change</u>						
Tablet	352.8%	156.5%	87.0%	43.3%	36.7%	33.5%
Smartphone	119.8%	32.7%	47.2%	24.4%	24.0%	20.5%
Other mobile devices	69.8%	38.2%	10.6%	20.2%	20.0%	10.0%
Total	171.7%	82.5%	68.2%	36.1%	32.2%	29.1%
<u>% Share</u>						
Tablet	40.0%	56.2%	62.5%	65.8%	68.0%	70.3%
Smartphone	55.0%	40.0%	35.0%	32.0%	30.0%	28.0%
Other mobile devices	5.0%	3.8%	2.5%	2.2%	2.0%	1.7%

⁶ Source-eMarketer.com (September 05,2013)

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Figure 7. Online Retailing in the USA, Leading categories in e-commerce forecasts (2011-16f)⁷

	2011	2012	2013f	2014f	2015f	2016f
<u>USD (billion)</u>						
Computer & Consumer electronics	42	49.3	56.8	66.2	76.5	87.9
Apparel & accessories	37.6	45.6	54.2	64.5	75.7	87.8
Auto & parts	21.6	23.7	25.5	27.8	30.5	33.5
Books/music/video	17.4	20.8	24.4	28.6	33.2	38.4
Furniture & home furnishing	15.1	17.7	20.2	23.3	26.9	30.9
Toys & hobby	9.5	11.2	13.1	15.3	17.8	20.7
Health & Personal care	9.3	10.9	12.5	14.4	16.5	18.8
Office equipment & Supplies	6.5	7.3	8	8.8	9.6	10.5
Food & beverage	4.3	5	5.8	6.8	8	9.4
Other	31.4	34	38.4	40.9	44.1	47.2
Total	194.7	225.3	258.9	296.6	338.8	385.1
<u>% Change</u>						
Computer & Consumer electronics	NA	17.4%	15.2%	16.5%	15.6%	14.9%
Apparel & accessories	NA	21.3%	18.9%	19.0%	17.4%	16.0%
Auto & parts	NA	9.7%	7.6%	9.0%	9.7%	9.8%
Books/music/video	NA	19.5%	17.3%	17.2%	16.1%	15.7%
Furniture & home furnishing	NA	17.2%	14.1%	15.3%	15.5%	14.9%
Toys & hobby	NA	17.9%	17.0%	16.8%	16.3%	16.3%
Health & Personal care	NA	17.2%	14.7%	15.2%	14.6%	13.9%
Office equipment & Supplies	NA	12.3%	9.6%	10.0%	9.1%	9.4%
Food & beverage	NA	16.3%	16.0%	17.2%	17.6%	17.5%
Other	NA	8.3%	12.9%	6.5%	7.8%	7.0%
Total	NA	15.8%	14.8%	14.6%	14.2%	13.7%
<u>% Share</u>						
Computer & Consumer electronics	21.6%	21.9%	21.9%	22.3%	22.6%	22.8%
Apparel & accessories	19.3%	20.2%	20.9%	21.7%	22.3%	22.8%
Auto & parts	11.1%	10.5%	9.8%	9.4%	9.0%	8.7%
Books/music/video	8.9%	9.2%	9.4%	9.6%	9.8%	10.0%
Furniture & home furnishing	7.8%	7.8%	7.8%	7.9%	7.9%	8.0%
Toys & hobby	4.9%	5.0%	5.1%	5.2%	5.3%	5.4%
Health & Personal care	4.8%	4.8%	4.8%	4.9%	4.9%	4.9%
Office equipment & Supplies	3.3%	3.2%	3.1%	3.0%	2.8%	2.7%
Food & beverage	2.2%	2.2%	2.2%	2.3%	2.4%	2.4%
Other	16.1%	15.1%	14.8%	13.8%	13.0%	12.3%

⁷ Source-eMarketer.com (April 25,2013)

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Figure 8. Online Retailing in the USA, Platform share of leading product categories in digital commerce (Q3 2013)⁸

	Desktop	Smartphone	Tablet
Computer Hardware	93%	4%	3%
Consumer Electronics	90%	6%	4%
Apparel & Accessories	90%	6%	4%
Event Tickets	86%	9%	5%
Digital Content & Subscription	82%	11%	8%
Toys & Hobbies	76%	15%	9%
Video Games & Accessories	73%	16%	10%
Total Digital Commerce	89%	7%	4%

Figure 9. Online Retailing in the USA, Type of delivery used (Q2 2012-Q3 2013)⁹

	2012			2013		
	Q2	Q3	Q4	Q1	Q2	Q3
Free shipping	47%	43%	50%	48%	51%	56%
Paid shipping	53%	57%	50%	52%	49%	44%

Figure 10. Online Retailing in the USA, Key financial indicators of leading e-commerce service providers in 2012¹⁰

In USD million	Revenue	% Change	Operating income	% Change	Profit/loss	% Change
Amazon.com Inc.	61,093	27.1%	676	-21.6%	-39	NA
eBay Inc.	14,072	20.8%	2,888	21.7%	2,609	-19.2%
Groupon Inc.	2,334	45.0%	99	NA	-51	NA
Overstock.com Inc.	1,099	4.3%	12	NA	15	NA

⁸ Source-State of US retail (Comscore, Q3 2013)

⁹ Source-State of US retail (Comscore, Q3 2013)

¹⁰ Source-Company annual reports

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Sector Structure

Online KPIs

Amazon was the leading online retailer in the USA, followed by eBay during Apr-Oct 2013.

Figure 11. Online Retailing in the USA, Leading 30 e-commerce properties in USA by unique visitors (Apr-Oct 2013)¹¹

Retail Property	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13
<i>Unique visitors ('000)</i>							
Amazon Sites	121,683.5	122,637.2	126,463.1	130,783.5	133,023.9	128,903.3	130,885.8
eBay	80,886.5	83,559.8	86,293.4	89,022.6	88,643.5	83,490.8	85,387.0
Wal-Mart	57,936.5	59,454.9	59,487.9	61,312.3	62,525.0	57,381.6	61,604.9
Apple.com Sites	32,262.9	32,586.0	33,898.9	34,228.3	32,689.9	39,479.4	38,718.3
Target Corp.	40,894.5	43,675.8	38,932.6	39,403.1	40,404.8	38,358.0	38,435.5
The Home Depot	30,147.4	32,222.6	31,498.3	31,253.1	28,198.0	27,253.8	26,167.6
Best Buy Sites	18,836.5	20,541.6	21,608.3	22,202.3	22,632.0	22,799.1	24,122.3
Sears.com	21,976.2	24,152.2	22,537.1	22,342.6	21,931.5	21,707.8	21,283.4
Lowe's.com	23,458.6	26,762.7	24,744.2	25,985.0	24,083.3	21,899.3	21,059.5
Macys.com	19,181.3	19,464.1	18,042.2	17,506.8	19,731.5	18,677.6	19,923.8
Kohls.com	15,714.4	17,790.1	16,524.5	16,797.3	18,592.7	18,087.2	19,738.3
Jcpenny.com	19,016.2	19,582.7	17,789.9	17,233.9	19,174.5	17,734.7	18,954.9
Groupon.com	14,981.4	15,559.9	16,137.7	16,851.0	16,069.0	14,245.7	13,327.6
Overstock.com	12,401.0	12,603.8	12,488.7	11,092.5	12,187.8	11,866.7	12,611.7
Etsy.com	9,596.6	9,702.8	9,563.7	10,139.8	10,685.9	11,491.2	11,953.7
Staples.com	9,298.9	9,806.0	9,777.9	10,753.6	11,978.4	10,882.3	10,537.3
Barnesandnoble.com	9,091.1	9,961.2	9,934.3	10,588.0	11,190.8	10,252.6	10,135.3
Kmart.com	9,947.0	10,301.2	9,670.0	9,752.2	9,858.6	9,810.4	9,990.1
Zappos.com	9,092.2	9,363.0	8,716.0	8,563.1	9,005.5	9,406.3	9,942.3
Costco.com	7,794.8	8,582.9	9,077.9	9,390.0	9,671.4	9,478.4	9,932.3
Dell.com	6,447.6	6,652.5	6,668.6	6,849.1	7,195.0	6,857.4	7,762.8
Nordstrom.com	7,629.0	7,809.7	6,905.7	7,915.1	7,307.0	7,359.5	7,495.4
Retailmenot.com	5,453.6	5,846.2	6,104.6	6,470.2	6,641.9	6,440.4	6,826.6
Officedepot.com	4,717.5	4,915.5	4,447.6	5,633.7	6,096.3	5,321.7	6,267.2
LivingSocial.com	9,624.2	9,025.6	5,408.6	5,291.7	5,006.3	4,599.4	4,931.5
Newegg.com	2,419.3	2,628.1	3,280.6	3,264.7	3,432.3	3,438.9	3,984.7
6pm.com	3,192.2	3,102.6	2,904.1	3,137.1	3,394.8	3,380.6	3,454.1
bjs.com	1,435.4	1,573.8	1,505.3	1,523.4	1,576.9	1,634.7	1,617.4
Urbanoutfitters.com	1,182.4	1,234.3	1,246.3	1,368.3	1,451.5	1,147.0	1,491.1
Asos.com	792.1	878.2	765.9	806.1	713.5	722.8	802.2

¹¹ Source-Compete (Siteanalytics), US Data

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Recent Industry Developments

During the period, Jan-Nov 2013, we have covered over 250 financial transactions in online retailing sector in the USA. In June 2013, Fanatics Inc raised USD 170 million in funding from Temasek Holdings and Alibaba Group, and Fab.com Inc., raised USD 150 million in funding from Atomico Ventures led group of investors.

Figure 12. Online Retailing in the USA, Recent M&As¹²

Date reported	Buyer / Investor	Target / Investee	Deal Description
Nov-13	Ziff Davis Inc.	TechBargains.com	US-based technology information and news publisher Ziff Davis Inc. acquired electronic products deal aggregation website TechBargains.com from Exponential Interactive Inc. for an undisclosed consideration. The acquisition expands Ziff Davis' portfolio of digital media and publishing websites that includes IGN.com, PCMag.com and ComputerShopper.com as well as strengthen its presence in the digital media industry. TechBargains.com is a deal aggregation website that offers curated deals and coupon codes to consumers daily. TechBargains.com operates as a division of advertising intelligence and digital media solutions firm Exponential Interactive. Ziff Davis, led by Vivek Shah (CEO), provides online content management and publishing services including online advertising, marketing and networking. It operates as a subsidiary of cloud messaging and communication solutions provider j2 Global Inc.
Nov-13	Allconnect Inc.	WhiteFence Inc.	US-based consumer services firm Allconnect Inc. acquired online home services comparison and retailing firm WhiteFence Inc. Post-acquisition, WhiteFence will continue to operate from its existing Houston-based office and its entire team will be join Allconnect. The acquisition allows Allconnect to expand its digital capabilities as well as further strengthen its position across the US multi-platform home services shopping market. Founded in 1998 by R. Lee Pritchard and led by Mark E. Miller (CEO), Allconnect provides home service comparison and buying platform that allows consumers to buy home, TV, internet and utility services via its tele-calling and web platform. Founded in 2000 and led by Bob Harris (CEO), WhiteFence operates an online home services retailing platform that allows consumers to compare and buy various home services including phone, internet, TV, electricity, natural gas, home security, insurance and other home services.
Nov-13	Good Eggs Inc.	Lolabee's Harvest LLC	US-based online organic grocery delivery service platform operator Good Eggs Inc. acquired US-based online organic products marketplace operator Lolabee's Harvest LLC. Post-acquisition, Lolabee's platform will be discontinued while its network of farmers and customer accounts will be transferred to Good Eggs. The deal allows Good Eggs to expand its network of farmers and handmade food products businesses, broaden its customer base as well as extend its delivery network and strengthen its presence in online organic food delivery sector. LolaBee's Harvest, founded in 2011 by Lauren Bass, operates an online organic products marketplace that delivers organic fruits and vegetables, sustainable seafood, pastured meat, dairy and eggs from local farmers and artisanal. Good Eggs, founded in 2011 by Rob Spiro (CEO) and Alon Salant, operates an online grocery delivery platform that delivers organic products and handmade food items from the local farmers & food makers.

¹² Source-G2Mi

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Date reported	Buyer / Investor	Target / Investee	Deal Description
Nov-13	Groupon Inc.	Ticket Monster Inc. (LivingSocial Korea)	US-based group buying solutions company Groupon Inc. acquired South Korean eCommerce platform operator Ticket Monster Inc. (LivingSocial Korea) from LivingSocial Inc. for a total consideration of USD 260 million. The consideration paid includes USD 100 million in cash and USD 160 million as Groupon's common stock. Post-acquisition, Ticket Monster's team will join Groupon. The deal expands Groupon's mobile commerce capabilities and strengthen its presence in South Korean market. The deal allows LivingSocial to reinvest and focus on its core business. Ticket Monster, founded in 2010 by Hyun sung Daniel Shin (CEO), operates an eCommerce website that offers discount offers for range of products, services and events tickets. LivingSocial provides online discounted group buying services. Groupon, founded in 2008 and led by Andrew Mason (CEO), provides online marketing services to business by providing its subscribers with discounted deals on services and goods.
Nov-13	RetailMeNot Inc.	ZenDeals.com	US-based online coupon delivery and discounting deals provider RetailMeNot Inc. acquired US-based online coupons validation services platform ZenDeals.com for an undisclosed consideration. The acquisition allows RetailMeNot to expand its portfolio of services as well as strengthen its presence in discounted coupons and ecommerce industry. Founded by Cotter Cunningham (CEO), RetailMeNot operates an online search portal, RetailMeNot.com for daily discounting deals as well as promotional codes and coupons for e-commerce websites. Founded in 2011 by David Lemphers, Alexi Suvacioglu and Christopher Couhault (CEO), ZenDeals.com is an online coupons validation platform that automatically checks all the coupons available on the net and delivers only valid coupons to customers.
Nov-13	Leslie's Poolmart Inc. (Leslie's Swimming Pool Supplies)	Pool Supply World Inc.	US-based swimming pool supplies retailer Leslie's Poolmart Inc. (Leslie's Swimming Pool Supplies) acquired online swimming pool supplies retailer Pool Supply World Inc. (PSW). Post-acquisition, PSW will operate as a separate division of Leslie's Poolmart under its current brand name and will continue to be led by Mark Kruege as CEO. The acquisition allows Leslie's Poolmart to expand its business across online retailing segment as well as expand its customer base. Founded in 1963 by Phil Leslie and led by Lawrence H. Hayward (CEO), Leslie's Poolmart is a leading retailer of swimming pool supplies and related products worldwide. PSW operates an online retailing platform for swimming pool and spa supplies as well as other related products.
Oct-13	BOLT Solutions Inc.	Superior Access Insurance Services Inc.	US-based online insurance services firm BOLT Solutions Inc. acquired online insurance products distribution firm Superior Access Insurance Services Inc. (SAI). The acquisition allows BOLT to further strengthen its market position by leveraging SAI's distribution channel of more than 2,100 agents with over 95 products from 50 major insurers as well as to expand its customer base. Founded in 2000 and led by Eric Gewirtzman (CEO), Bolt (formerly known as SeaPass Solutions Inc.) operates an online platform allowing businesses to choose and buy insurance products. SAI operates as an online insurance distributor that provides its clients with an access to insurance products and agency services from 50 leading insurers.
Oct-13	SFX Entertainment Inc.	Tunezy Inc.	US-based events management company SFX Entertainment Inc. acquired Canada-based online musician social platform operator Tunezy Inc. for an undisclosed consideration. Post-acquisition, Tunezy will operate as a subsidiary SFX and will shift operations to New York. The deal allows SFX to expand its technology platform offerings as well as strengthen its business operation in the electronic dance music industry. Tunezy, founded in 2011 and led by Derrick Fung (CEO), operates an online social platform that allows musicians to connect with their fans by retailing customized user experiences including back-stage passes, meet and greets, Skype chats, and pre-show dinners. SFX Entertainment, founded in 2012 by Robert F. X. Sillerman (CEO), is engaged in promotion of live events and concerts focused on electronic dance music.

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Date reported	Buyer / Investor	Target / Investee	Deal Description
Oct-13	Group of investors	The Editorialist LLC	US-based integrated online magazine and e-commerce platform operator The Editorialist LLC raised USD 2 million in series A funding round from an undisclosed group of investors. The company intends to utilize the invested capital for further developing its platform, expanding its presence across new markets as well as for exercising additional growth opportunities. Also, the company will use the funds for enhancing its sales and marketing efforts. Founded in 2013 by Kate Davidson Hudson and Stefania Allen, Editorialist operates an integrated online magazine and e-commerce platform that allows users to purchase the fashion products such as apparels, jewelry and accessories along with browsing the fashion content over the magazine.
Oct-13	DormCo.com	PrimoLights.com	US-based online college dorm room products retailing platform DormCo.com acquired US-based online Christmas and holiday lighting retailing platform PrimoLights.com for an undisclosed consideration. Post-acquisition, PrimoLights.com will operate as a subsidiary of DormoCo.com. The deal is in line with DormoCo.com's growth strategy to extend its product offerings and expand its revenue resources as well as strengthen its customer base and presence in online dorm room decoration retailing sector. Founded in 2010, PrimoLights.com operates as an online retailing platform that provides Christmas lights and lights for special events for both residential and customers that includes LED lights, incandescent mini lights and C7 and C9 bulbs. Founded in 2010 by Jeff Gawronski, DormoCo.com operates an online retailing platform providing college dorm room products including trunks, bedding, decor, closet and study at flat rate shipping.
Sep-13	eBay Inc.	Bureau of Trade	US-based e-commerce company eBay Inc. acquired US-based online vintage products retailing company Bureau of Trade for an undisclosed consideration. Post-acquisition, Bureau of Trade's website will continue to operate under eBay while Bureau of Trade's founder Michael Phillips Moskowitz will join eBay's team and will focus on enhancing eBay's personalization services. The deal is in line with eBay's strategy to further develop its website's offering and enhance shopping experience for users. Bureau of Trade, founded in 2012, operates as online vintage products retailing platform focused on men that allows them to discover vintage merchandise including classic cars, vintage chronographs, mummy cartouge and furniture. eBay, founded in 1995 and led by John Donahoe (CEO), operates as an online marketplace for the sale of a wide range of goods and services.
Sep-13	eBay Inc.	Braintree Payment Solutions LLC	US-based e-commerce company eBay Inc. acquired US-based payment services company Braintree Payment Solutions LLC for a total consideration of USD 800 million. The acquisitions allow eBay to expand its payment technology and capabilities to simplify the payment process for customers on mobile devices. Post-acquisition, eBay intends to combine the Braintree business and its team led by Bill Ready (CEO, Braintree) with its PayPal payments business. Founded in 2007, Braintree is engaged in operating a payment platform for ecommerce transactions to merchants across the US, Europe, Australia and Canada. Founded in 1995 and led by John Donahoe (CEO), eBay operates online marketplace for the sale of a wide range of goods and services.
Sep-13	From You Flowers LLC	EvesAddiction.com	US-based online flowers retailing company From You Flowers LLC (FYF) acquired online jewelry retailer EvesAddiction.com (EDC). The acquisition allows FYF to expand its platform into jewelry sector as well as to strengthen its position as a leading online gifts retailer across the US market. Post-acquisition, FYF will leverage its proprietary software to further develop EDC's platform to accelerate its business growth. Also, the companies will leverage cross-platforms to promote their products. FYF, founded in 2002 by Michael Chapin (CEO), provides online flowers, plants and gift baskets retailing and delivery services. The company operates as a subsidiary of Tenth Avenue Commerce and portfolio company of Tenth Avenue Holdings LLC. Founded by Ray Galeotti (CEO), EDC operates as an online retailer of silver, stainless steel, titanium and gold plated jewelry as well as jewelry of various other metals.

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Sep-13	Groupon Inc	SideTour Inc	US-based group buying solutions provider Groupon Inc acquired US-based online experience sharing, hosting and booking solutions provider SideTour Inc for an undisclosed consideration. Post-acquisition, the SideTour will be integrated with Groupon's GrouponLive Events business with SideTour's offerings will be offered to Groupon's subscribers. The acquisition allows Groupon to expand its offering categories as well as strengthen its presence in the global e-commerce industry. Founded in 2011 by Vipin Goyal (CEO), Mark Webster, Aaron Foss and Minesh Mistry, SideTour.com is an online experience sharing platform that allows users to find and book for unique experiences posted by other users. Founded in 2008 by Alexey Chernyak, Keisuke Seto and Andrew Mason (CEO), Groupon provides online marketing services to business by providing its subscribers with discounted deals on services and goods that help in driving in customers to the local business.
Sep-13	Project J Corp (Joyus.com)	Kingmaker Inc	US-based online video shopping platform operator Project J Corp (Joyus.com) acquired instructional video commerce company Kingmaker Inc. Post-acquisition, Kingmaker's shareholders will acquire significant stake in Joyus in exchange of sold stake in Kingmaker as well as company's entire team will retained including Guy Gal (Founder, Kingmaker) who will assume the role of Head of Business Development at Joyus. The acquisition allows Joyus to expand its online inventory as well as to further strengthen its position as a video commerce company across the US market. Founded in 2011 by Sukhinder Singh Cassidy and Diana L. Williams, Joyus offers online retailing platform that allows users to browse apparel, beauty and lifestyle products in form of videos and to buy those products. Founded in 2011, Kingmaker operates as an instructional video commerce company that educate consumers about products through videos as well as allows them to purchase the products
Sep-13	Bregal Sagemount	NETRADA North America Holding Inc	US-based private equity investment firm Bregal Sagemount acquired NETRADA North America Holding Inc (NNA) from Germany-based eCommerce solutions firm NETRADA Holding GmbH (NHG) for an undisclosed consideration. The deal is a part of management buyout with NNA's management team also participating. Post-acquisition, NNA will continue to operate independently under the leadership of founders, Dave Cook and Dave Eckley. The deal allows NNA to expand its solutions portfolio and strengthen its customer base as well as strengthen its presence in eCommerce solutions sector in North America. NNA (formerly known as FillTek LLC), founded in 2001, operates as a North America operation of NHG. NHG, founded in 1997 and led by Stephen Hare (CEO), provides eCommerce solutions including eCommerce portal development, digital imaging, digital marketing, site management, software development and fulfillment services for fashion and lifestyle industry.
Sep-13	Discount Coupons Corp	Cloops Inc	US-based digital marketing and daily deal services provider Discount Coupons Corp (DCC) acquired online discounted deals provider Cloops Inc. The acquisition supports DCC's current business strategy to consolidate its position across daily deal services segments by acquiring companies in the associated segment as well as allows company to expand its online inventory. Post-acquisition, DCC will also expand Cloops' services across new geographical markets. Led by Pat Martin (CEO), DCC operates as a full services marketing company that offers including branding, advertising, business development, public relations, market research and analytics, strategy development, social media marketing, SEO, website designing and others as well as operates various daily deal websites. Founded in 2011 and led by Steve Rattner (CEO), Cloops operates an online retailing platform that offers daily discounted deals for diversified consumer and travel products.
Aug-13	Shoedazzle.com Inc	Just Fabulous Inc (JustFab.com)	US-based online women shoes and handbags retailer Shoedazzle.com Inc merged with online shoes and handbag designing and retailing company Just Fabulous Inc (JustFab.com). Post-merger, Shoedazzle will operate as a business under JustFab while maintaining its own identity. The combined business will be led by JustFab's co-Founders and co-CEOs, Adam Goldenberg and Don Ressler as co-CEOs. Also, MJ Eng (co-Founder and President, ShoeDazzle) will continue to run ShoeDazzle and Brian Lee (CEO, ShoeDazzle) will join JustFab's board of directors. The deal provides the combined company with expanded market share, enhanced resources and expanded reach in the US market. Founded in 2010, JustFab.com operates as an online fashion styling, retailing and recommendation platform for women shoes and handbags products. Founded in 2008, ShoeDazzle operates an online shopping platform that also provides personalized recommendation to users along with offering information on shopping choices and styles.

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Date reported	Buyer / Investor	Target / Investee	Deal Description
Aug-13	T. Rowe Price Group Inc	GrubHub Seamless	US-based investment management firm T. Rowe Price Group Inc acquired stake in US-based online food ordering company GrubHub Seamless for an undisclosed consideration. Post-acquisition, T. Rowe Price will hold ownership stake in GrubHub Seamless. The deal allows GrubHub Seamless to expand its network of restaurants and strengthen its position in the online ordering industry by utilizing T. Rowe Price's resources and partnership networks. GrubHub Seamless, founded in 2013 by merger of GrubHub Inc and Seamless North America LLC and led by Matt Maloney (CEO), provides online and mobile ordering platforms that allow diners and corporate businesses to order directly from takeout restaurants across the US and London via its online platforms including grubhub.com, seamless.com, menupages.com and allmenus.com. T. Rowe Price, founded in 1937 and led by James Kennedy (CEO), operates as a publicly owned investment firm with USD 614 billion assets under management.
Aug-13	Charge Payment LLC	US Data Capture Inc	US-based payment processing solutions company Charge Payment LLC acquired US-based electronic payment processing solutions company US Data Capture Inc (USDC) for an undisclosed consideration. Post-acquisition, USDC will operate as a wholly owned subsidiary of Charge Payment while Peter A. Gatof (President, USDC) will continue to lead the company along with his team. The deal provides USDC with additional capital, management expertise and business platform from Charge Payment to further develop and enhance its product offering as well as expand its business operations. USDC, founded in 1991, provides credit card and debit card, check, online payments and micro payments processing services as well as sells and leases point-of-sale terminals and smartcard readers to merchants. Charge Payment, founded in 2013 by Greg Daily (CEO), operates as a credit and debit card transaction processing company focused on providing online processing services to merchants across the US.
Aug-13	Alibaba Group Holding Ltd	ShopRunner Inc	China-based diversified business holding company Alibaba Group Holding Ltd acquired minority stake in US-based online shopping company ShopRunner Inc for a consideration of USD 75 million. The deal is in line with Alibaba's strategy to strengthen its worldwide network and promote its initial public offering (IPO) across the US market. The company plans to use the proceeds from the current funding round to further expand its online platform and enhance its marketing initiatives. Founded in 2010 by Michael Rubin (CEO), ShopRunner operates as a members-only shopping service that offers consumers with unlimited free 2-day shipping and return shipping services on purchases from retailers. It is part of Kynetic LLC. Founded in 1999 and led by Jonathan Lu (CEO), Alibaba Holdings offers e-commerce, search, cloud computing and online payment services via its portfolio companies.
Aug-13	Target Corp	DermStore Beauty Group	US-based discount retailing stores operator Target Corp acquired US-based online beauty products retailing network operator DermStore Beauty Group for an undisclosed consideration. The acquisition allows Target to expand its presence in the global online beauty industry and will further expand its e-commerce business. Post-acquisition, DermStore will operate as a wholly owned subsidiary of Target and will be led by Dan Obegi (CEO, DermStore) as President. DermStore.com will continue to operate as a separate online business under its own brand name. Target, founded in 1902 and led by Gregg Steinhafel (CEO), owns and operates a chain discount retail stores in the US and Canada along with an e-commerce platform, Target.com. DermStore Beauty Group is engaged in operating a portfolio of e-commerce websites to offer beauty products and accessories to online shoppers. Its portfolio of websites includes DermStore.com, Blush.com and HairEnvy.com.
Aug-13	Teleflora LLC	Access Flower Trading Inc (Flowerbuyer.com)	US-based online flower ordering and delivery services company Teleflora LLC acquired Canada-based online flower auctioning platform operator Access Flower Trading Inc (Flowerbuyer.com). Post-acquisition, Flowerbuyer's entire management team will continue to manage the company except company's CEO Cornelis Keeren, who will retire from the company. The acquisition allows Teleflora to expand its business network across the US and Canadian market. Founded in 1934 and led by Jeff Bennett (President), Teleflora is an online flower ordering and delivery services company. Access Flower Trading operates an online flower auctioning platform, Flowerbuyer.com that allows florists to purchase flowers at reduced prices.

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Date reported	Buyer / Investor	Target / Investee	Deal Description
Aug-13	Clutch Holdings LLC	ProfitPoint Inc	US-based mobile commerce solutions firm Clutch Holdings LLC acquired loyalty programs and e-gifting solutions provider ProfitPoint Inc. The acquisition allows Clutch to expand its portfolio of services as well as strengthen its technical expertise and presence in the customer loyalty and m-commerce solutions industry. Founded by Ned Moore (CEO), Clutch is engaged in providing a mobile platform that offers shopping, loyalty programs and gifting services to targeted customers. The platform uses a recommendation technology that enables consumers to receive deals and purchase gifts via a mobile application. Founded in 2003 and led by Ken Zimmer (President), ProfitPoint is engaged in providing loyalty, rewards and gift card programs for merchants to attract new and retain existing customers.
Aug-13	Wayfair LLC	DwellStudio.com	US-based online home goods retailing company Wayfair LLC acquired online home decoration goods retailers DwellStudio.com. Post-acquisition, DwellStudio will continue to operate under its own brand name. The acquisition allows Wayfair to expand its portfolio of retailing websites including Joss & Main and AllModern.com as well as to expand its market presence. The deal also allows DwellStudio to leverage Wayfair's logistics resources, diversified customer base and experience in digital media for scaling its business. Wayfair, founded in 2002 by Steve Conine and Niraj Shah (CEO), provides online retailing services for home goods like furniture, decor, kitchen and dining products, patio and garden and baby products. Founded in 1999 by Christiane Lemieux, DwellStudio operates an online retailing platform for home furnishing products.
Aug-13	Blucora Inc	Monoprice Inc	US-based online businesses operator Blucora Inc acquired online retailing company Monoprice Inc for USD 180 million. Post-acquisition, Monoprice will operate as a wholly-owned subsidiary of Blucora and will continue to operate from its California-based office as a standalone business unit. Also, Monoprice's existing management team will continue to lead the company. The acquisition allows Blucora to further expand its presence across digital media space and allows Monoprice to leverage Blucora's resources to further strengthen its position as a mainstream digital consumer brand. Founded in 2002 and led by Ajay Kumar (CEO), Monoprice operates an online retailing platform for branded consumer electronics products. Founded in 1996 and led by William J. Ruckelshaus (CEO), Blucora operates two leading online businesses including InfoSpace that offers online search and monetization solutions as well as TaxACT that offers online tax preparation solutions to consumers and professionals.
Aug-13	Vertana Group LLC	The Serious Shops	US-based e-commerce holding company Vertana Group LLC acquired US-based e-commerce websites network operator The Serious Shops for an undisclosed consideration. The acquired Serious Shops' portfolio includes online puzzles products retailer, SeriousPuzzles.com; online specialty drinks retailer, SeriousChai.com and specialty beverage products retailer SeriousSips.com. The acquisition allows Vertana to expand its e-commerce websites portfolio as well as strengthen its products delivery capabilities across all major US markets from its fulfillment centers in the East Coast, Midwest and West Coast. Founded in 2002 by Adam Moore and Kelly Moore, Serious Shops is engaged in operating e-commerce websites to offer discounted products to the US customers. Vertana is an e-commerce holding firm that is engaged in acquiring, managing and holding online retailing businesses across a wide range of specialized markets.
Jul-13	Camille La Vie & Group USA	eDressMe.com	US-based women apparel retail stores operator Camille La Vie & Group USA (CLVG) acquired US-based women apparel eCommerce website operator eDressMe.com for an undisclosed consideration. Post-acquisition, eDressMe.com will continue to operate under CLVG while Joanne Stoner (founder, eDressMe.com) will CLVG's executive team. As part of the deal, CLVG will further develop eDressMe.com's platform as well as promote its own eCommerce website. The deal allows CLVG to expand its customer base and strengthen its presence in online retailing industry in the US. eDressMe.com, founded in 2002, operates as an eCommerce platform that retails women's apparel including cocktail dress, social occasion dress and office wear dress from leading brands. CLVG, founded in 1985 and led by Denise Viotti (President), operates 25 women apparel stores across the US that offers prom and homecoming dress, wedding dress, bridesmaid dress, accessories and shoes along with an eCommerce website, Camillelavie.com.

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Date reported	Buyer / Investor	Target / Investee	Deal Description
Jun-13	Demand Media Inc	Society6 LLC	US-based digital media company Demand Media Inc acquired US-based e-commerce platform operator Society6 LLC for a total consideration of USD 94 million. Demand Media paid the total consideration as USD 75 million in cash and USD 19 million in its common stock. The acquisition allows Demand Media to expand its portfolio of online properties as well as diversify its business presence in the e-commerce industry. Post-acquisition, Demand Media will operate Society6 as a stand-alone website and brand and will retain its co-founders, Justin Cooper, Lucas Tirigall-Caste and Justin Wills. Founded in 2009, Society6 operates an e-commerce marketplace, Society6.com. The platform allows artists to sell their products such as iPhone cases, T-shirts and prints directly to consumers. Demand Media, founded in 2006 by Richard Rosenblatt (CEO) and Shawn Colo, operates a number of online content platforms including eHow, creativebug, Livestrong, IndieClick, Cracked and Demand Vertical Network.
Jan-13	Data Point Capital, Longworth Venture Partners Foundation and Point Judith Capital	Kitsy Lane	US-based online jewellery boutique provider Kitsy Lane received USD 3.5 million in investment from Data Point Capital and Longworth Venture Partners Foundation led group of investors in series A funding round. The company's investment round also included existing investor, Point Judith Capital. The company intends to use the proceeds of the current funding round to enhance its platform and offering as well as strengthen its user base. In conjunction with the deal, Scott Savitz (founder, Data Point Capital) joined Kitsy Lane's Board. Kitsy Lane, founded in 2012 by Andy Fox (CEO), provides users with an online platform to create their own online jewellery and accessories boutique from the range of jewellery available on their website and with every sale they get a 25% of sale price as commission. It hosts more than 22,000 women owned boutiques.

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Figure 13. Online retailing in the USA, Recent investments¹³

Date reported	Buyer / Investor	Target / Investee	Deal Description
Nov-13	Institutional Venture Partners, Lightspeed Venture Partners, General Catalyst Partners and ICONIQ Capital	The Honest Company	US-based online baby products brand The Honest Company received USD 25 million in investment from Institutional Venture Partners led group of investors. The current round of funding also included participation from existing investors, Lightspeed Venture Partners and General Catalyst Partners along with ICONIQ Capital. The company plans to use the proceeds from the current round of funding to accelerate international expansion initiatives and new product development as well as enhance its distribution capabilities and brand accessibility by adding more retail partners. The current investment takes the total funds raised by the company till date to USD 52 million. The Honest Company, founded by Jessica Alba, Christopher Gavigan, Brian Lee (CEO) and Sean Kane, provides eco-friendly products for families and babies retailed via its eCommerce website, Honest.com on a monthly subscription service and retail partners.
Oct-13	Oak Investment Partners and HTV Industries Inc.	Nomorerack.com Inc.	US-based online discounted retailing services firm Nomorerack.com Inc. received USD 40 million in investment from Oak Investment Partners and HTV Industries Inc. in series B funding round. The company plans to use the proceeds from the current funding round for introducing additional products' categories, expanding its business into new markets as well as enhancing its sales and marketing initiatives. As part of the investment deal, Dan Harrington (CEO, HTV Industries) joined the company's board of directors. Nomorerack, founded in 2010 by Deepak Agarwal (CEO) and Melina Ash, operates as an online retailer that provides flash discount deals on diversified consumer products. Earlier in Nov 2012, the company raised USD 12 million in series A funding round led by Giosis Gmarket with participation from 20K Industries.
Oct-13	Marissa Mayer, New Enterprise Associates, Khosla Ventures, Founders Fund, American Express Ventures, Allen & Cothe and the Advance/Newhouse Communications	Traina Interactive Corp (IfOnly.com)	US-based online celebrity-affiliated experiences marketplace operator Traina Interactive Corp (IfOnly.com) received USD 12 million in investment from group of investors. The group of investors participated in the current round of funding includes Marissa Mayer (CEO, Yahoo Inc.), New Enterprise Associates (NEA), Khosla Ventures, Founders Fund, American Express Ventures, Allen & Cothe and the Advance/Newhouse Communications. The company plans to use the proceeds from current round of funding to further expand its range of categories and portfolio of celebrity-affiliated items as well as enhance its marketing initiatives. IfOnly.com, founded in 2012 by Trevor Traina (CEO), operates as an online marketplace that allows users to bid for personalized products and experience curated by celebrities in the fields of sports, food and wine, music and Bollywood while the 70% amount paid is donated to charity selected individually by celebrity.

¹³ Source-G2Mi

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Date reported	Buyer / Investor	Target / Investee	Deal Description
Oct-13	General Catalyst Partners, Highland Capital Partners and David Tisch	Handybook Inc.	US-based online and mobile home services platform operator Handybook Inc. raised USD 10 million in investment from General Catalyst Partners and Highland Capital Partners led group of investors. The current investment round also included the participation from David Tisch. The company intends to utilize the invested capital for enhancing the adoption of its platform, expanding its business into new US markets and for exercising additional growth opportunities. Handybook operates online and mobile platform that allows users to search and instantly book professionals for housekeeping services. Earlier in 2012, the company raised USD 2 million in seed funding round from General Catalyst Partners and Highland Capital Partners.
Oct-13	Benchmark Capital	Stitch Fix Inc.	US-based online personal styling platform operator Stitch Fix Inc. raised USD 12 million in series B funding round from Benchmark Capital. The company intends to utilize the invested capital for scaling its operations, accelerating its customer acquisition initiatives and exercising additional growth opportunities. In conjunction with the investment, Bill Gurley (General Partner, Benchmark Capital) joined the company's board of directors. Founded in 2011 by Katrina Lake (CEO), Stitch Fix operates as an online personal styling and shopping platform for women that identify the clothes and styles that best fit the client's taste, budget and lifestyle and then sends the stylist picked clothes to customers' home for final selection. Earlier in Feb 2013, the company raised USD 4.75 million in series A financing round led by Baseline Ventures and Lightspeed Venture Partner.
Oct-13	Technology Crossover Ventures, Allen & Company, Kevin Hartz and Julia Hartz	Minted LLC	US-based online design community and retailing platform operator Minted LLC raised USD 41 million in series C financing round from Technology Crossover Ventures. Other investors including Allen & Company, Kevin Hartz and Julia Hartz as well as company's existing investors Benchmark Capital Marissa Mayer and Jeremy Stoppelman also participated in this financing round. The company intends to utilize the invested capital for the development of its platform by introducing additional art categories over its platform, enhancing the adoption of its platform and exercising additional growth opportunities. In conjunction with the investment, Woody Marshall (General Partner, Minted) joined the company's board of directors. Founded in 2007 by Mariam Naficy (CEO), Minted operates an online community of graphic designers and sales platform, Minted.com that prints and sells designs in the form of holiday cards, wedding invitations, notebooks and calendars.
Oct-13	Venrock, Comcast Ventures, New World Ventures and Battery Ventures	DollerShaveClub.com	US-based online membership retailing services provider DollerShaveClub.com raised USD 12 million in series B funding round from Venrock led group of investors. Other investors including Comcast Ventures, New World Ventures and Battery Ventures also took part in this funding round. The company intends to utilize the invested capital for the expansion of its product portfolio by adding more men's grooming products. DollarShaveClub.com, led by Michael Dubin (CEO), operates as an online membership service that delivers shaving blades to a base of over 330,000 member customers on monthly basis. Earlier in March 2012, DollerShaveClub.com raised USD 1 million from Kleiner Perkins Caufield & Byers, Forerunner Ventures, Andreessen Horowitz, Shasta Ventures, Felicis Ventures and White Star Capital.
Sep-13	Shining Capital Management, Matrix Partners, Rho Ventures and Technology Crossover Ventures	Just Fabulous Inc. (JustFab.com)	US-based online shoes and handbag designing and retailing company Just Fabulous Inc. (JustFab.com) raised USD 40 million in series C funding from Hong Kong-based Shining Capital Management led group of investors. The company's existing investors including Matrix Partners, Rho Ventures, Technology Crossover Ventures (TCV) and Intelligent Beauty also took part in this funding round. The company intends to utilize the invested funds to expand its product offerings as well as to expand its business globally. The company is already present in Canada, Germany, the UK, France and Spain. Founded in 2010, JustFab.com operates as an online fashion styling, retailing and recommendation platform for women shoes and handbags products.

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Date reported	Buyer / Investor	Target / Investee	Deal Description
Aug-13	August Capital and Victory Park Capital	AvantCredit Corp	US-based online consumer lending platform operator AvantCredit Corp raised USD 20 million in investment from company's existing investors August Capital and Victory Park Capital. The company intends to utilize the invested capital for further developing its platform and expanding its loan portfolio. The company will also use the funds for enhancing its customer acquisition initiatives and expanding its platform into new geographical markets. Founded in 2012 by Al Goldstein, John Sun and Paul Zhang, AvantCredit operates an online money lending platform Avantcredit.com, which provides loan between USD 1,000 and USD 20,000 to nearly subprime customers.
Jul-13	Canaan Partners, Advance Publications, Battery Ventures, Lerer Ventures, Great Oaks VC and Forerunner Ventures	Joor	US-based subscription-based online business-to-business retailing platform operator Joor raised USD 15 million in financing from Canaan Partners led group of investors. Other investors including Advance Publications and Joor's existing investors Battery Ventures, Lerer Ventures, Great Oaks Venture Capital and Forerunner Ventures also took part in this round of investment. The company intends to utilize the invested capital for accelerating its global business expansion strategy. Joor, founded in 2010 by Mona Bijoor (CEO), is a subscription based B2B retailing website that has a network of over 40,000 retailers covering 600 brands. Its B2B marketplace allows brands to transact online with boutiques and wholesale retailers. The latest funding brings the company's total raised capital till date to USD 20.5 million.
Jul-13	Sequoia Capital, Felicis Ventures, Tenaya Capital and JAFCO Technology Partners	Inkling Inc	US-based interactive learning content platform operator Inkling Inc raised USD 16 million in series C financing round from Sequoia Capital led group of investors. Other investors including Felicis Ventures, Tenaya Capital and JAFCO Technology Partners also participated in this round of investment. The company intends to utilize the invested capital for the development of its platform, expand partnerships with major educational publishers to enhance digitalization in education as well as for scaling marketing efforts. Inkling, founded in 2009 by Matt MacInnis (CEO), Robert Cromwell and Josh Forman, operates as an interactive learning content platform for iPad that allows users to purchase learning content. The latest funding brings the company's total raised capital till date to USD 48 million.
Jul-13	Group of investors	Ideeli Inc	US-based online flash sale retailer Ideeli Inc raised USD 12 million in financing from an undisclosed group of investors. The company intends to utilize the invested capital for infrastructure development, scaling marketing efforts as well as for international business expansion. The latest financing brings Ideeli's total capital raised till date to USD 112 million. Ideeli, founded in 2007 by Paul Hurley (CEO), is an online retailing website that offers flash sale offers in apparel, accessories, travel and lifestyle categories in the US. Earlier in June 2012, the company raised USD 30 million from Credit Suisse led group of investors.
Jun-13	Accel Partners, Andreessen Horowitz, Intel Capital and Intuit Inc	Clinkle Corp	US-based payment platform operator Clinkle Corp raised USD 25 million in seed funding round from Accel Partners led group of investors. Other investors including Andreessen Horowitz, Intel Capital, Intuit Inc as well as angel investors Andrew Viterbi (Co-founder, Qualcomm), Bob Joss (Former VC, Wells Fargo), Diane Greene and Mendel Rosenblum (Co-founders, VMWare), Dick Fredericks, Gordon Eubanks (Former CEO, Symantec), Jim Breyer (Partner, Accel Partners), Marc Benioff (Founder and CEO, Salesforce), Mehran Sahami, Owen Van Natta, Peter Crisp, Peter Thiel, Regis McKenna and Ross Perot Jr. also took part in this round of investment. The company will use the funds for the development of its payment platform and for successful launching its services. Founded in 2011 by Lucas Duplan, Clinkle is engaged in the development of a yet to launch payment platform.

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Jun-13	Atomico Ventures, Tencent, Andreessen Horowitz, Menlo Ventures, RTP Capital, Pinnacle Ventures, Lars Hinrichs and Docomo Capital	Fab.com Inc	US-based online retailing and e-commerce services provider Fab.com Inc raised USD 150 million in financing from Atomico Ventures led group of investors. Other investors including Tencent, Andreessen Horowitz, Menlo Ventures, RTP Capital, Pinnacle Ventures, Lars Hinrichs and Docomo Capital also took part in this round of investment. The company will use the invested funds for the international expansion of its business and services. In conjunction with the investment, a member from Tencent will take a seat on Fab.com's board and will be responsible for Fab.com's expansion into Asia. Fab.com, founded in 2011 by Jason Goldberg (CEO), Bradford Shellhammer, Nishith Shah and Deepa Shah, operates as an online platform for design and fashion products.
Jun-13	Revolution Growth	Lolly Wolly Doodle Inc	US-based online kids apparel brand Lolly Wolly Doodle Inc received USD 20 million in investment from Revolution Growth led group of investors. The current round of funding also included participation from FirstMark Capital, High Line Venture Partners and Novel TMT Ventures. The company plans to use the proceeds from the current funding round to scale up its operations, expand its team and product portfolio as well as strengthen its online and offline market presence. As part of the deal, Donn Davis (co-founder, Revolution Growth) will join Lolly Wolly Doodle's board. Lolly Wolly Doodle, founded in 2008 by Brandi Temple (CEO), operates as an online apparel brand for kids that designs, manufactures and customizes apparels based on real-time feedback from its customers via social networks including its Facebook page. The company retails its products via its Facebook page or its website.
Jun-13	Temasek Holdings Pte Ltd and Alibaba Group Holding Ltd	Fanatics Inc	US-based online sports merchandise retailer Fanatics Inc received USD 170 million in investment from Temasek Holdings Pte Ltd and Alibaba Group Holding Ltd. The company plans to use the proceeds from the current funding round to expand its inventory and enhance its distribution network as well as acquire new warehouse in the Western US and accelerate its international expansion strategy. As part of the deal, a representative from Temasek Holdings will join Fanatics' Board. Fanatics, founded in 1995 by Alan Trager (CEO) and Mitch Trager, is an e-commerce company that is engaged in selling professional sports products as well as providing marketing and fulfillment services for sports leagues, athletic programs, sports conferences and major sport teams. The company is owned by Kynetic LLC
May-13	Kleiner Perkins Caufield & Byers, Google Ventures, Marissa Mayer, Ali Pincus, Jim Lanzone, Tony Robbins, CrunchFund, RPM Ventures and XG Ventures	Luvocracy Inc	US-based social commerce platform operator Luvocracy Inc raised USD 11 million in series A financing round from Kleiner Perkins Caufield & Byers (KPCB) led group of investors. Other investors including Google Ventures, Marissa Mayer, Ali Pincus, Jim Lanzone, Tony Robbins, CrunchFund, RPM Ventures and XG Ventures also took part in this financing round. The company intends to utilize the invested capital for the development of its platform as well as for scaling marketing efforts. In conjunction with the investment, Bing Gordon (Partner, KPCB) joined Luvocracy's board of directors. Led by Nathan Stoll (CEO), Luvocracy is engaged in operating a social marketplace, Luvocracy.com that allows users to share and recommend products to other users.
May-13	Victory Park Capital and August Capital	AvantCredit Corporation	US-Based online money lending platform AvantCredit Corporation has raised USD 34 million in equity and debt financing from group of investor led by Victory Park Capital with participation from August Capital. The funding includes USD 25 million in credit facility from Victory Park Capital. The company intends to utilize the funds in further developing its technology platform, expand its services in Colorado, Idaho, Delaware and South Dakota, and expand its sales and marketing efforts. AvantCredit Corporation, founded in 2012 by Al Goldstein, the company primarily operates an online money lending platform Avantcredit.com, which offers money lending between USD 1000 to USD 10,000 primarily to nearly subprime customers. The company's loan portfolio is about USD 4 million. Victory Park Capital is the US based private equity with focus on with focus on small capital and middle market companies across industries.

Online Retailing in the USA

Global Media Market Intelligence (G2Mi.com)

Date reported	Buyer / Investor	Target / Investee	Deal Description
May-13	InterWest Partners, Time Warner Investments, Accel Partners and Harrison Metal Capital	Project J Corp (Joyus.com)	US-based online video shopping platform operator Project J Corp (Joyus.com) raised USD 11.5 million in second round of funding from InterWest Partners and Time Warner Investments led group of investors. Other investors participated in the current financing round includes company's existing investors Accel Partners and Harrison Metal Capital. The company intends to utilize the invested capital for developing its platform, enhancing partnerships with more brands and for exercising additional growth opportunities. The current transaction brings the total financing raised by the company till date to USD 19.4 million. Founded in 2011 by Sukhinder Singh Cassidy and Diana L. Williams, Joyus offers online retailing platform that allows users to browse apparel, beauty and lifestyle products in form of videos and to buy those products. Earlier in 2011, the company raised USD 7.9 million from Joel Hyatt, Venky Harinarayan and others.
May-13	TrilogyGrowth	Poppin Inc (Poppin.com)	US-based online office work style products retailing platform operator Poppin Inc (Poppin.com) raised USD 11.1 million in series B financing round from Canadian investment management firm TrilogyGrowth led group of investors. Other investors participated in the current financing round includes company's existing investors Shasta Ventures and First Round Capital as well as David Tisch and other angel investors along with company's Founder, J. Christopher Burch. The company intends to utilize the invested capital for developing and expanding its online retailing platform as well as for enhancing its customer base. In conjunction with the investment, Joel Silver (Managing Partner, TrilogyGrowth) joined the company's board of directors. Founded in 2009 and led by Randy Nicolau (CEO), Poppin operates an online retailing platform that offers office work style products including stationary, furniture, technology products, gifts and other office products.
Apr-13	Andreessen Horowitz, Union Square Ventures, Village Ventures, Thrive Capital and Ashton Kutcher	Dwolla Inc	US-based payment network operator Dwolla Inc raised USD 16.5 million in series C funding round from Andreessen Horowitz led group of investors. Other investors including Union Square Ventures, Village Ventures, Thrive Capital as well as angel investor Ashton Kutcher also took part in this round of investment. The company intends to utilize the invested capital to expand its team size in Iowa and New York, open a new office in San Francisco as well as for expanding business operations and services nationally. Led by Ben Milne (CEO), Dwolla is engaged in operating a payment network that allows users to send and accept money from other users. The company connects a user's bank account to its payment network to facilitate the transaction and charge USD 0.25 per transaction or free for transactions of USD 10 or less. Earlier in February 2012, Dwolla raised USD 5 million in series B funding round from Union Square Ventures, Village Ventures, Thrive Capital and Paige Craig.
Apr-13	Andreessen Horowitz, Union Square Ventures, Index Ventures and Lux Capital	Shapeways Inc	US-based online 3D printing marketplace operator Shapeways Inc raised USD 30 million in series C financing round from Andreessen Horowitz led group of investors. Other investors participated in the current financing round includes company's existing investors Union Square Ventures, Index Ventures and Lux Capital. The company intends to utilize the invested capital for developing its platform, expanding its operational capacity by building more factories and for expanding its team. In conjunction with the investment, Chris Dixon (Partner, Andreessen Horowitz) joined Shapeways' board of directors. Founded in 2007 by Robert Schouwenburg, Marleen Vogelaar and Peter Weijmarshausen (CEO), Shapeways operates as an online 3D printing marketplace that sells personalized products ranging across diversified consumer product categories along with printing customized 3D products with user's uploaded designs. The company had previously raised USD 11.3 million in series B funding round.

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Date reported	Buyer / Investor	Target / Investee	Deal Description
Apr-13	Tiger Global Management LLC	Eventbrite Inc	US-based online event ticketing solutions provider Eventbrite Inc received USD 60 million in investment from Tiger Global Management LLC led group of investors. The current round of funding also included participation from existing investors, Sequoia Capital, DAG Ventures and Tenaya Capital along with new investor, T. Rowe Price. The company plans to use the proceeds from the current funding round to further develop its online platform and broaden its team as well as expand its business operations globally. The current investment takes total funds raised by the company to date to USD 140 million. Eventbrite, founded in 2006 by Kevin Hartz (CEO), Julia Hartz (President) and Renaud Visage, provides online ticketing solutions for organizers to sell their live events, conferences and community events and promote it on social networks as well as allows users to discover and share the events they are attending with their friends.
Apr-13	InterWest Partners	Real Real Inc	US-based online luxury resale store operator Real Real Inc received USD 14 million in investment from InterWest Partners led group of investors in series B funding round. The current round of funding also included participation from existing investors, Canaan Partners, e.ventures and Greycroft Partners along with new investors, Novel TMT Ventures, Panarea Capital, Suzy Welch and Sukhinder Singh Cassidy. The company plans to use the proceeds from the current funding round to expand its technological capabilities and infrastructure. Real Real, founded in 2011 by Julie Wainwright (CEO), operates as an online retailing platform that sells second-hand designer brands and luxury items including jewelry, shoes, bags, accessories and apparels.
Apr-13	Group of investors	RetailMeNot Inc	US-based online coupon delivery and discounting deals provider RetailMeNot Inc raised USD 87 million in financing from a group of investors. A total of 11 investors participated in this financing round and invested in equity, options, warrants and right to acquire other security. The company intends to utilize the invested capital for expanding its business internationally, expanding its partners base as well as for making potential acquisitions. Founded by Cotter Cunningham (CEO), RetailMeNot (formerly known as WhaleShark Media Inc) operates an online search portal, RetailMeNot.com for daily discounting deals as well as promotional codes and coupons for e-commerce sites. Earlier in August 2011, the company raised USD 10 million in investments from Google Ventures.
Apr-13	General Atlantic LLC	Acumen Brands Inc	US-based online retailing networks operator Acumen Brands Inc received USD 83.2 million in investment from General Atlantic LLC led group of investors in series C round of funding. The current round of funding also included participation from existing investors, Dillards Inc, Noro-Moseley Partners, BLH Venture Partners and the Arkansas Risk Capital Matching Fund. The company plans to use the proceeds from the current funding round to expand its employee base as well as strengthen its business operations. As part of the deal, Anton Levy (MD of General Atlantic) will join Acumen's Board. The current investment brings total funds raised by the company till date to USD 91.95 million. Acumen Brands, founded in 2009 and led by John James (CEO), is as an eCommerce company that operates a range of online retailing networks including ScrubShopper.com for medical uniforms), ToughWeld.com (for work wear) and CountryOutfitter.com (for country lifestyle wear).

Online Retailing in the USA

Global Media Market Intelligence (G2Mi.com)

Date reported	Buyer / Investor	Target / Investee	Deal Description
Mar-13	Highland Consumer Fund, Madrona Venture Group, Acton Capital Partners and Jeff Mallett	Indochino Apparel Inc (Indochino.com)	Canadian online only menswear retailer Indochino Apparel Inc (Indochino.com) received USD 13 million in series B financing round from Highland Consumer Fund led group of investors. The company's existing investors including Madrona Venture Group, Acton Capital Partners and Jeff Mallett (Chairman, Indochino) also took part in this round of investment. The company intends to utilize the invested capital for product development and marketing activities as well as hiring employees in management and operational teams. Indochino, founded in 2007 by Kyle Vucko (CEO) and Heikal Gani, provides online retailing services for custom menswear and suits and serves around 17,000 customers. The latest financing brings Indochino's total raised capital till date to USD 17 million.
Mar-13	Glynn Capital, Mousse Partners, Accel Partners, Lightspeed Venture Partners and Nordstrom	Bonobos Inc (Bonobos.com)	US-based online retailing marketplace operator Bonobos Inc (Bonobos.com) raised USD 30 million from Glynn Capital and Mousse Partners led group of investors. The company's existing investors Accel Partners, Lightspeed Venture, Forerunner Ventures and Nordstrom also took part in this financing. The company will use the invested funds for accelerating its business growth and enhancing its online marketing initiatives primarily social marketing. As part of the financing round, the company will spin off its in-house designed technology product focused on consumer personalization services. In addition, the company will expand its partnership with Nordstrom to further drive its online clothing business. The current financing round brings the total investment raised by the company till date to USD 73 million. Bonobos, founded in 2007 by Andy Dunn (CEO) and Brian Spaly, operates as an online retailer of men's apparels and clothing. It retails its own brand.
Feb-13	Group of investors	LivingSocial Inc	US-based online social commerce services provider LivingSocial Inc received USD 110 million in investment from undisclosed group of investors. The company intends to utilize the invested capital to exercise additional growth opportunities, to expand its investment in areas including marketing, technologies and mobile as well as to build cash reserves for unanticipated expenses. The current investment takes total funds raised by the company to date to USD 918 million. LivingSocial, founded in 2007 by Tim O'Shaughnessy (CEO), Eddie Fredrick (President), Aaron Batalion (CTO) and Val Alekenko (CIO), provides online discounted group buying services and solutions to around 70 million registered users in 600 markets worldwide. LivingSocial is part of Hungry Machine Inc. Earlier in 2011; the company raised USD 176 million in series F funding round from JP Morgan, Lightspeed Venture Partners and Amazon.
Feb-13	Spark Capital	Consumer United Inc	US-based online insurance agency Consumer United Inc raised USD 22.5 million in equity financing from Spark Capital led group of investors. The company also received a USD 30 million credit line from Thayer Street Partners. The company intends to utilize the invested capital for the expansion of its community, expand product offerings as well as for accelerating marketing efforts. In conjunction with the investment, Mo Koyfman (General Partner, Spark Capital) and Josh Koplewicz (Founder, Thayer Street) joined the company's board of directors. Founded in 2006 by Justin Dangel (CEO), Consumer United operates an online community that offers discounted quotes on personal, auto, home and travel insurance from leading insurance providers including Travelers, MetLife, The Hartford, Safeco, Progressive, Infinity, American Strategic Insurance and Universal North America.

Online Retailing in the USA

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Competitive environment

In the USA, the online retailing sector is a mix of pure play online retailers and cross-platform retailers. Pure play online retailers provide mostly online retailing platform and fulfillment services to other players. While, the cross-platform players entered in the sector to take advantage of changing shopping preferences of the customers. Cross-platform players provide services like book order online pickup in store, Book online in store get delivery at home and Book online make return at store.

Figure 14. Online retailing in the USA, Major Players

Company Name	Key Activities	Key data
Amazon.com Inc.	E-commerce, online retailing, online discounts	<ul style="list-style-type: none"> Operates 32 brands including Zappos, IMDB, Kindle, Casa.com, Jungleee, Amazon Web Services, Vine.com and Amazon Local Revenue mix: Media-USD 19,992 million (33%), Electronics and other general merchandise- USD 38,628 million (63%), Other- USD 2,523 million (4%)
Barnes and Noble Inc.	Physical and online retailing	<ul style="list-style-type: none"> Provides online retailing services through Barnesandnoble.com Also provides e-book versions of books,
Best Buy Co., Inc.	Physical and online retailing	<ul style="list-style-type: none"> Operates websites like BestBuy.com, BestBuyMobile.com, CarphoneWarehouse.com, PhoneHouse.com and FutureShop.ca
eBay Inc.	E-commerce, online marketplace, online retailing	<ul style="list-style-type: none"> Active users-123.6 million (Q3 2013) Active registered accounts (Payments)-137.4 million, Net total Payment volume- USD 43,837 million (Q3 2013) Transaction revenue at marketplaces - USD 6,078 million (2012) Revenue -USD 14,072 million (2012)
Groupon Inc.	E-commerce, group buying services	<ul style="list-style-type: none"> Operational in 48 countries Active customers 43.5 million (as of Q3 2013) Mobile apps downloads till Q3 2013-60 million Revenue-USD 2,334.5 million, North American revenues share 39.4%,
Kohl's Corp.	Physical and online retailing	<ul style="list-style-type: none"> Provides online retailing services through Kohls.com Ecommerce contributed for over 7% of total revenues
Living Social Inc.	Daily discount deals	<ul style="list-style-type: none"> Operates local marketplace for daily deals Has over 60 million members Gets 6.3 million unique visitors per month on an average in the USA
Lowe's Companies Inc.	Physical and online retailing	<ul style="list-style-type: none"> Provides online retailing services through Lowes.com, Lowes.ca, and ATGstores.com Also operates mobile applications Lowes.com contributed for approximately 1.5% of total sales
Macy's Inc.	Physical and online retailing	<ul style="list-style-type: none"> Provides online and mobile retailing services through Macys.com Gets 19 million unique visitors each month on an average in the USA
Nordstrom Inc.	Physical and online retailing	<ul style="list-style-type: none"> Provides online services through Nordstrom.com and HauteLook.com Active online members-3.6 million Online sales -USD 1,300 million (13% of the total sales)

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Company Name	Key Activities	Key data
Overstock.com Inc.	Online retailing and fulfillment partner	<ul style="list-style-type: none">• Unique customers-1.55 million (Q3 2013)• Total orders-2 million (Q3 2013)• Direct revenues-USD 155.5 million, Fulfillment partner revenues-USD 943.7 million (2012)
Sears Inc.	Physical and online retailing	<ul style="list-style-type: none">• Operates brands like Kmart, Sears Domestic, Mygofer and Lands' End• Online sales increased by 17% in 2012• Offers over 65 million products online,
Staples Inc.	Physical and online retailing	<ul style="list-style-type: none">• Office product retailer• Provides online services to customers in Canada and USA through Staples.com
Target Corp.	Physical and online retailing	<ul style="list-style-type: none">• Operates online retailing services through Target.com• Target gets 40 million unique visitors each month on average
The Home Depot U.S.A. Inc.	Physical and online retailing	<ul style="list-style-type: none">• Provides online retailing services through Homedepot.com• It allows customers to schedule appointments and track their projects online
Wal-Mart Stores Inc.	Physical and online retailing	<ul style="list-style-type: none">• Operates its online business through Walmart Labs• During Q3 2013 e-commerce sales grew by 40%



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