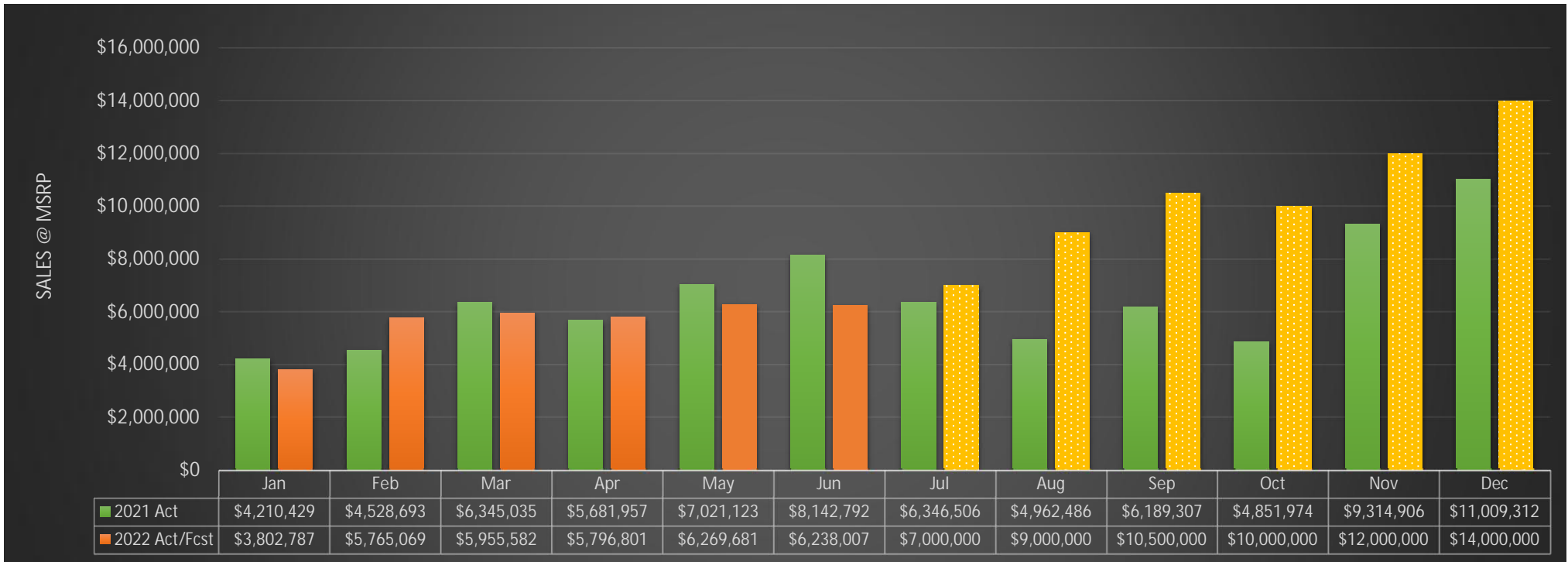


# Accessories Ecommerce Sales



- May - June: \$6.2M; -1% MoM; -23% YoY
- June YTD: \$36M; -6% YTD
- July Forecast: \$7 M; 12% MoM; 10% YoY

# What worked and what didn't

- My Rewards driving incremental sales 

- My Rewards Members

- \$3.7M Sales (60% of total)
- \$326/Order; +\$92 or +45% vs. PY
  - Member Spend/Order \$326.14
  - Redemption/Order \$122.93
  - Incremental/Order \$203.21

- Clicks to Bricks 

- 85% through dealer → 26,614 dealer visits
  - 77% pickup at dealership
  - 8% purchased with installation
    - Labor Sales
      - June: \$236,045
      - YTD: \$1,303,344

- Traffic 

- Unique Visitors 713K; 8% MoM; -17% YoY

- Site stability and responsiveness

- Experienced some issues with access and checkout
- Page load-times elevated

- Conversion

- Down slightly MoM and YoY

- eCommerce Revenue/Order 

- \$348/Order; +31 or 13% vs PY
- Key Categories
  - Performance \$236K; -2% MoM
  - Floor Liners \$1.2M; +9% MoM
  - Roof Carriers; \$385K; +46% MoM
  - Assist Steps \$409K; -17% MoM
  - Tonneau Covers; \$896K; -1% MoM

- eCommerce Revenue PNUR

- June \$38.64; -\$5.41 or -12% vs PM; -\$8.36 or -18% vs PY

# 2022 Accessories Ecommerce Public Offers (internal use only)



	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
	Get Organized	Floor Protection Sales Event	Personalization (CGK), March Madness (B)	Shine Up for Spring	Buy More. Get More. Online Sales Event		Summer Adventure		Seasons Change Sales Event	Trucks / Fall	Black Friday Sales Event	Year End Sales Event
	T3 Service Lane Retention Program Campaign 1 (January-March)			T3 Service Lane Retention Program Campaign 2 (April-June)			T3 Service Lane Retention Program Campaign 3 (July-September)			T3 Service Lane Retention Program Campaign 4 (October-December)		
	1/4 - 1/31	2/1-2/28	3/1- 4/4	4/5-5/2	5/3-5/31	6/1-6/30	7/1-8/1	8/2-8/31	9/1-9/30	10/1-10/31	11/1-11/30	12/1-1/3
Chevy			20% Bed Products Category									
GMC	10% Interior + Exterior Cargo Mgt Categories	15% Floor Liners, Floor Mats, Cargo Protection Sub-Categories	10% Other	15% Exterior Category	Scaled Offer 10% with \$100-\$249 15% with \$250-\$499 20% with \$500+		15% Trailering Category	XX% Exterior + Exterior Cargo Mgmt	XX% Floor Liners, Floor Mats, Cargo Protection Sub-Categories	XX% Bed Products Category	Scaled Offer XX% with \$100-\$249 XX% with \$250-\$499 XX% with \$500+	
Buick	10%* Eligible *Added 1/20	10% Eligible	16% Other 10% Floor Protection	10% Eligible			20% VXW Assist Steps	XX% Eligible	XX% Eligible	XX% Eligible		
Cadillac			15% Other 10% Floor Protection									
Emails (2-11 mos. Ownership)	1/12	2/13	3/15	4/14	5/6	6/7	7/12	8/9	9/13	10/11	11/8	12/13
	1/25	2/23	3/29	4/27	5/24	6/21	7/26	8/23	9/27	10/25	11/25	12/27

CONFIDENTIAL DOCUMENT – Offers only for online purchases unless otherwise noted

everybody.in Updated 1/10/22