



**E-commerce
&
BigCommerce**

Why E-commerce is Here to Stay

Now is the perfect time for offline retail merchants to expand online

Some statistics

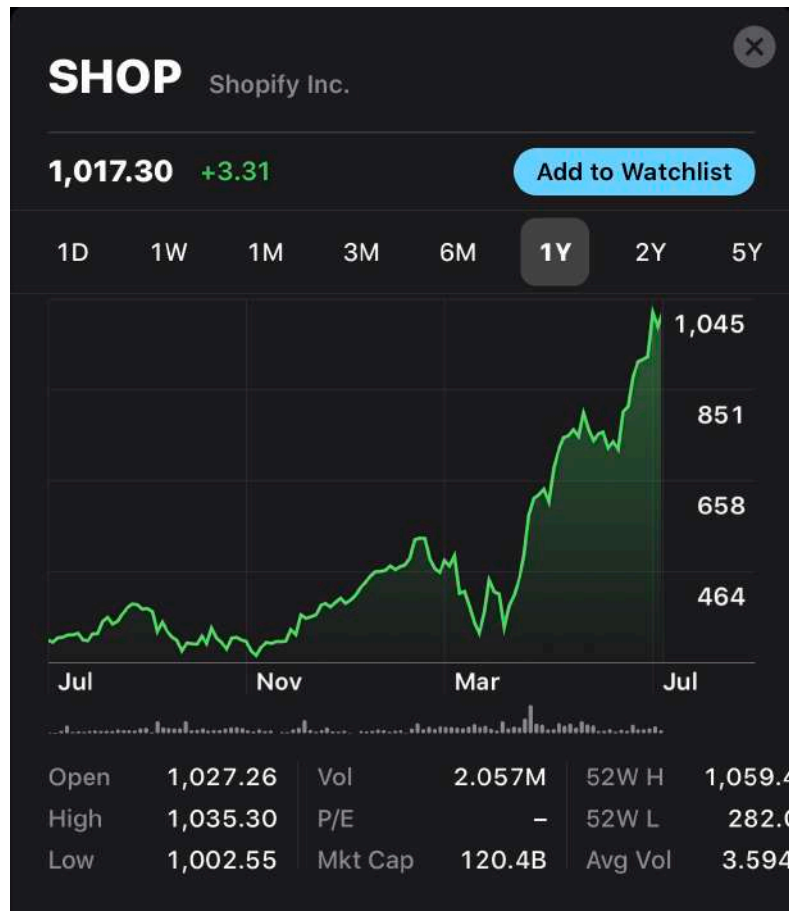
- The number of digital shoppers actively buying online will reach **282 million** in the U.S. alone
- Globally, **ecommerce** is projected to make up **22% of retail sales** by 2023
- Online shopping has been steadily increasing for **all age groups**
- **Ecommerce has grown 50% - 60% in a lot of segments over the last 3 months**

Key Trends in 2020

- Mobile shopping is still on the move
- More ways to pay
- AR enhances the reality of online shopping
- AI helps shops learn about shoppers
- Customers respond to video
- Businesses should optimize digital strategy for conversion

Shopify.

Since March 11th, Shopify's stock has risen from \$422.31 a share to \$1,017.30* a share .



*as of July 8,2020

Shopify stock price has soared 4,600% since IPO in 2015

Theron Mohamed

May 21, 2020 | 10:11 AM ET

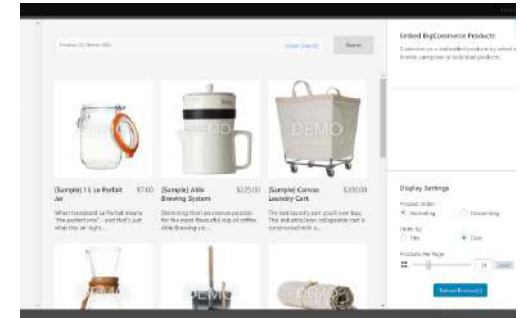


Look at the BIG picture.

Compete against the “best” with one of the best.



Using the right partners, e-commerce is a piece of the Omni-channel opportunity you have with a merchant



Benefits & Steps to Get Started

Key points merchants should consider for their new business strategy

Benefits of Ecommerce

- ✓ Low start-up costs
- ✓ Reach a greater audience
- ✓ Increase company responsiveness
- ✓ 24/7 availability

10 Steps to Ecommerce

1. Create a plan (*It's a new channel*)
2. Choose your ecommerce platform (*long term investment*)
3. Create an ongoing budget (*ROI and KPIs*)
4. Choose a domain name (*your online address*)
5. Choose and customize your template (*brand/experience*)
6. Online product selection (*which ones?*)
7. Supplier selection and fulfillment (*who will ship?*)
8. Choose and set up payment options (*frictionless checkout*)
9. Add Products (*manage inventory*)
10. Test and launch your online store (*Yes, We're Open!*)

About BigCommerce

BigCommerce's mission is to help merchants sell more at **every stage of growth**

Why merchants choose BigCommerce:

Built for Growth

Powerful Performance

Low cost of Ownership



“

On BigCommerce, we are saving a significant amount of money on development and overall platform costs. More importantly, we now have an extremely agile environment that can change quickly to meet our business needs. The SaaS aspect of BigCommerce is great because we don't have to worry about hosting which enables us to focus on the merchandising aspects of the website.”

—Mark Hopkins

CHIEF INFORMATION OFFICER



Ideal Merchant

Growing merchants selling physical retail goods & products

Small and Medium Business

\$50K-\$1M Online, <\$10M Offline

- ✓ Selling offline currently and needs an online store
- ✓ Merchant is new to ecommerce
- ✓ Outgrowing their current ecommerce platform (e.g. Shopify) and needs a more robust solution

Mid-Market/Enterprise

\$1M-\$20M Online, \$10M+ Offline

- ✓ Paying extra fees for processing
 - ✓ No longer wants to manage their own PCI compliance
 - ✓ Can't quickly launch new features
 - ✓ Updating their catalog is a challenge
- Total cost of ownership is too high

Common verticals/industries:


Apparel, Fashion + Jewelry, Electronics, Automotive, Home + Garden, Pets, Sports + Outdoors, High Risk

Ecommerce Platform Comparison Chart

Small-to-Medium Sized Businesses

ADD TO CART

 **BIGCOMMERCE**

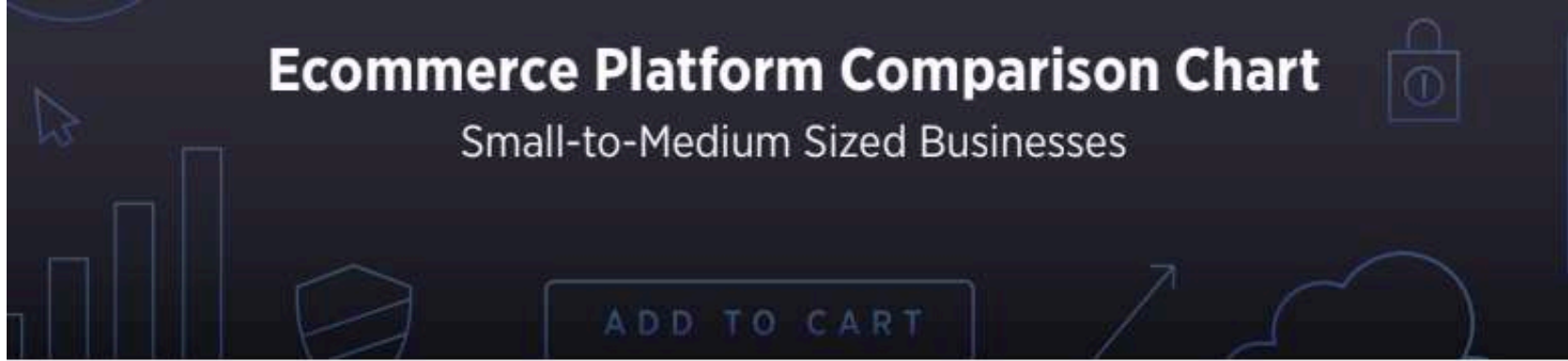
 **shopify**




 **Magento**
Open Source

Hosting Included	✓	✓	
24/7 Support Included	✓	✓	
Level 1 PCI Compliance Included	✓	✓	
Proprietary Payment Processor		✓	
Proprietary POS		✓	
Transaction Fees*		✓	
Email Marketing Integrations	✓	✓	✓
Display pricing in Multiple currencies	✓	Requires 3rd party app	✓
Bundled Products	✓	Requires 3rd party app	✓
Easy to use Theme Editor	✓	✓	✓
Custom Fields	✓	Requires 3rd party app	✓

Ecommerce Platform Comparison Chart

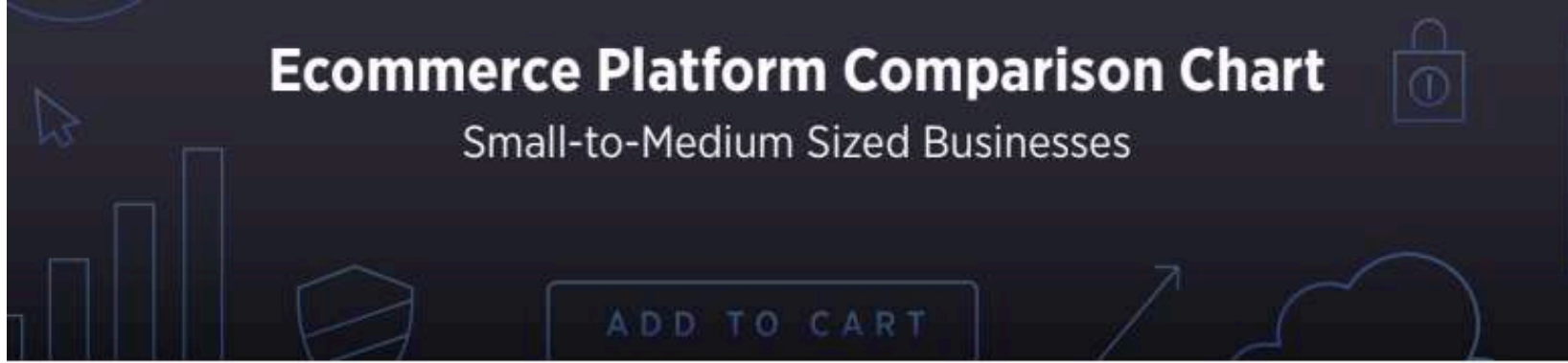
Small-to-Medium Sized Businesses






	 BIGCOMMERCE	 shopify	 Magento Open Source
Wishlists	✓	Requires 3rd party app	✓
Unlimited Products	✓	✓	✓
Quantity Based Price Breaks	✓	Requires 3rd party app	✓
Customer Group Pricing (Wholesale)	✓	Requires 3rd party app	✓
Abandoned Cart Saver	✓	✓	
Order Editing	✓	Requires 3rd party app	✓
Native Credit Card Vaulting	✓		✓
Cross-Sell Products	✓	Requires 3rd party app	✓
Up-Sell Products	✓	Requires 3rd party app	✓
Downloadable Products	✓	Requires app	✓
Product Tags	✓	✓	✓
Product Image Zoom	✓	✓	✓

Ecommerce Platform Comparison Chart

Small-to-Medium Sized Businesses



			
Product Video	✓	Requires 3rd party app	✓
Up to 600 Product Variants	✓		✓
Multiple Option Types	✓	Requires 3rd party app	✓
Coupon Codes	✓	✓	✓
Cart Level Discounts	✓	✓	✓
Automatic Software Updates	✓	✓	✓
Support for Product Dimensions	✓	Requires 3rd party app	✓
Fully Customizable URLs	✓	Limited Customization	✓
Access to Edit Robot.txt	✓		✓
Unlimited Staff Accounts	✓		✓
Full Customizable Checkout	✓		✓
Native Multi-Channel Selling	✓	✓	✓

Pricing

<p>Standard</p> <p>\$29.95/month</p> <p>Sell online with your own beautiful online store</p>	<p>Plus</p> <p>\$79.95/month</p> <p>Grow your online business with marketing tools proven to increase conversion</p>	<p>Pro</p> <p>\$299.95/month</p> <p>Scale your growing business with a comprehensive set of features</p>
<p>Up to \$50k GMV</p>	<p>Up to \$150k GMV</p>	<p>Up to \$400k* GMV</p>

Compete with Flat Rate Pricing Schedule.

Flat rate combined with a transaction fee helps you compete and keep it simple

Competitor pricing

- ✓ Shopify - 2.9% plus \$0.30 per transaction
- ✓ Square online – 2.9% plus \$0.30 per transaction
- ✓ Woocommerce – 2.9% plus \$0.30 per transaction

With our flat rate pricing schedule, partners can choose a flat rate and a transaction fee

Example - 2.7% plus \$0.30 per transaction

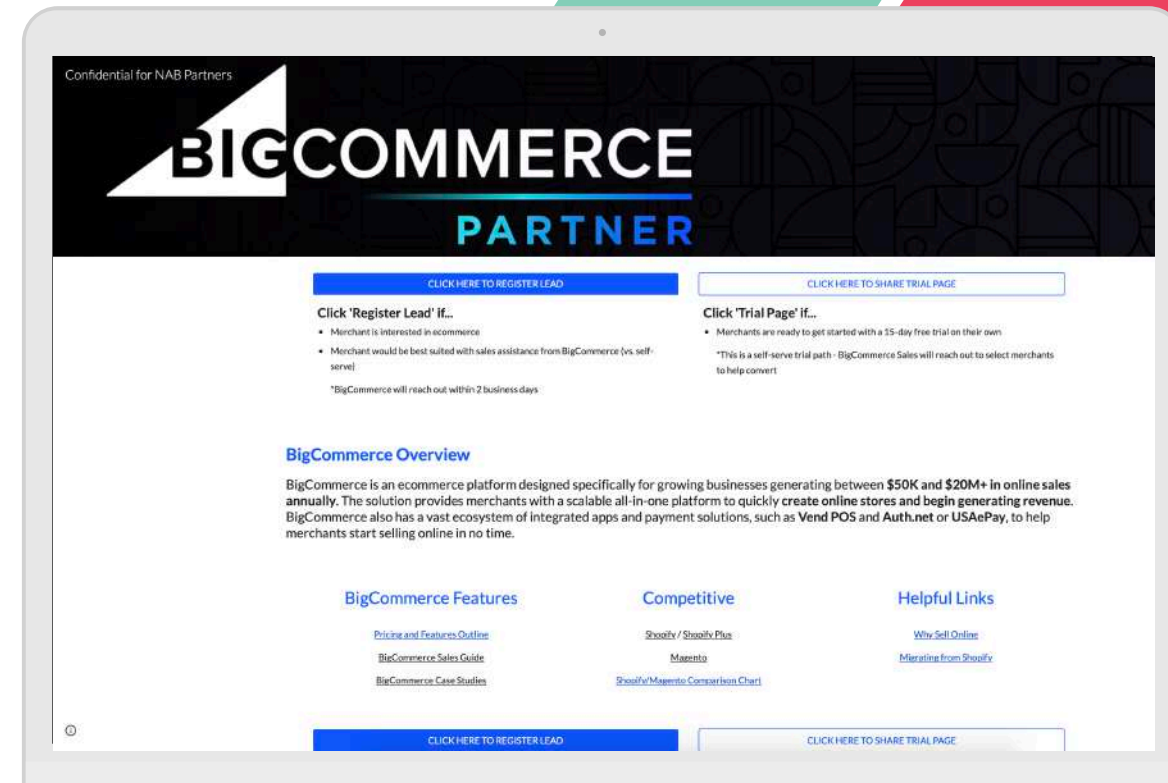
NAB partner's page

1) Register a lead to help get assistance closing

2) Trial page link for merchants

3) Marketing Assets & sales tools

<https://sites.google.com/bigcommerce.com/nabpartners/home>



Referring Merchants

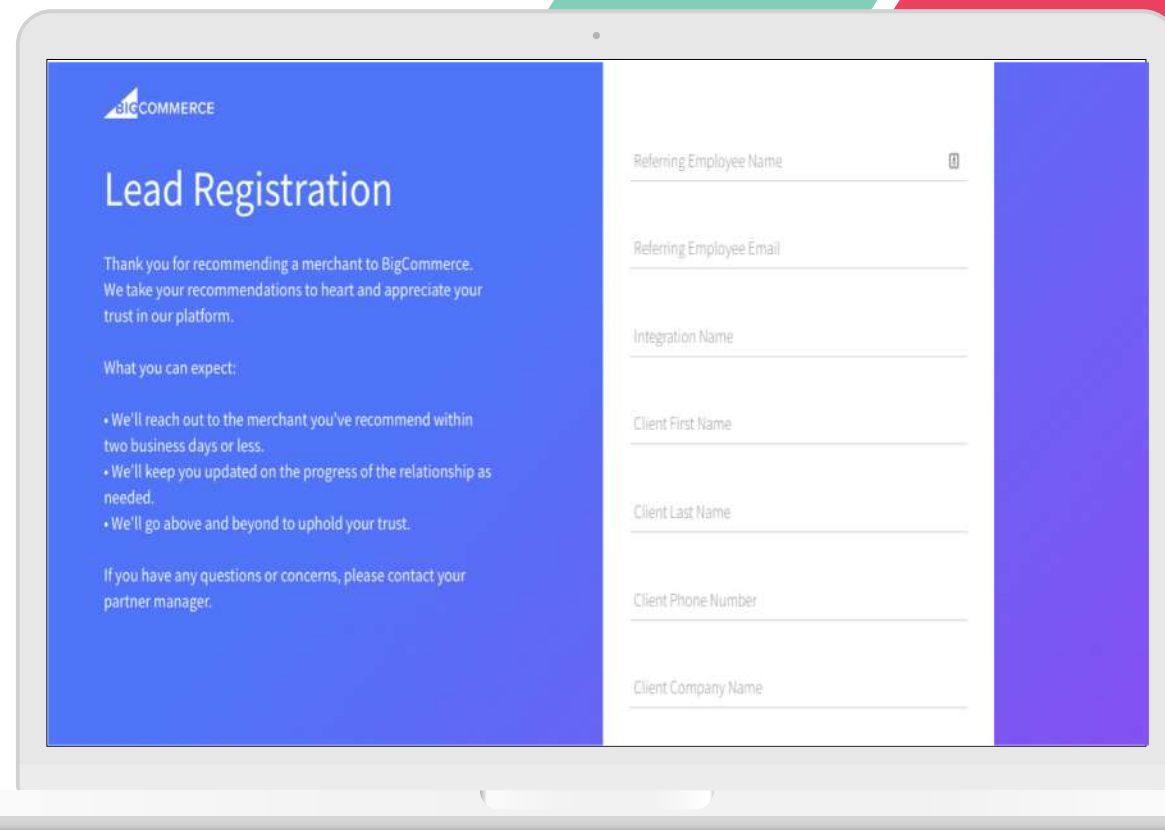
1) Vend + BigCommerce + USA ePay (or Auth.net)

- ✓ Please refer using your existing methods directly to the Vend team

2) BigCommerce + USA ePay (or Auth.net) ONLY

- ✓ Use the link below to submit referrals for direct sales follow-up
- ✓ Be sure to note “NAB” under Integration Name

https://grow.bigcommerce.com/north_american_bancard.html



BIGCOMMERCE

Lead Registration

Thank you for recommending a merchant to BigCommerce. We take your recommendations to heart and appreciate your trust in our platform.

What you can expect:

- We'll reach out to the merchant you've recommend within two business days or less.
- We'll keep you updated on the progress of the relationship as needed.
- We'll go above and beyond to uphold your trust.

If you have any questions or concerns, please contact your partner manager.

Referring Employee Name

Referring Employee Email

Integration Name

Client First Name

Client Last Name

Client Phone Number

Client Company Name

Getting a Merchant Started

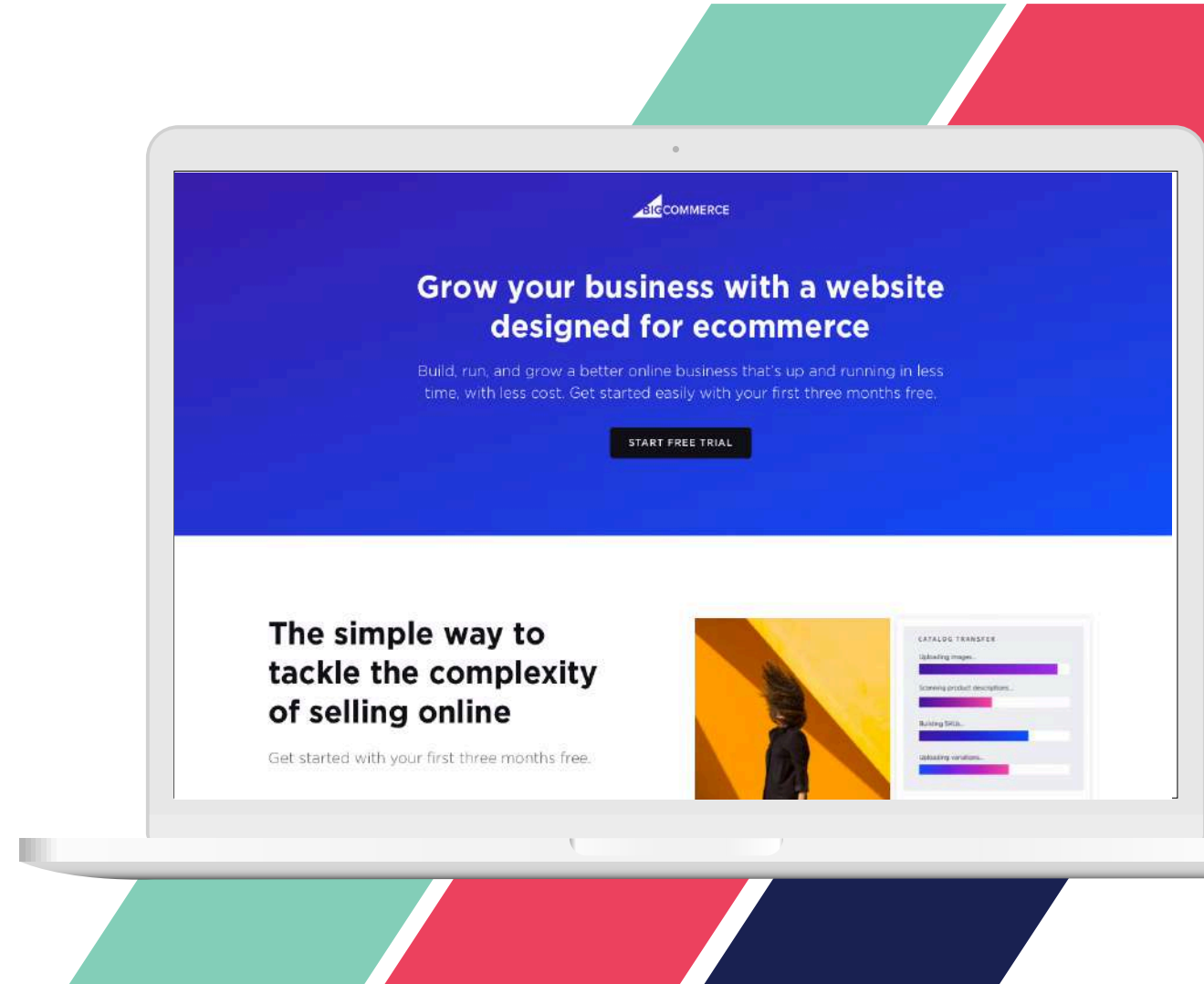
Free Trial

- ✓ The merchant can start to build their own site

<https://www.bigcommerce.com/dm/nab>

You send them the payments application

- ✓ Authorize.net
- ✓ Flat rate with a transaction fee or IC plus



Marketing Collateral for sales partners



Product Overview

BigCommerce for Small Business is a comprehensive ecommerce solution designed specifically for growing businesses generating between \$50K and \$1M in online sales annually. The solution provides merchants with a scalable all-in-one platform to quickly create online stores and begin generating revenue. The platform comes with all of the latest features and best practices for improved search rankings, quicker page loads and higher conversions.

BigCommerce for Small-to-Medium-sized businesses (SMBs) offers enterprise-level functionality that is cost effective, third-party friendly and enables merchants to:

- Build robust and responsive websites using powerful ecommerce software
- Design online stores that are not only beautiful, but functional and responsive
- Host securely with multi-layered, industry-standard credit card data security protection
- Drive more traffic with built-in marketing and search engine optimization (SEO)
- Reduce costs and complexity with powerful built-in features that other e-commerce platforms offer at an additional cost or not at all.
- Convert visitors to customers using best-in-class optimization tools included with the platform
- Accept payments globally from more than 65 payment gateways, including Amazon Pay, PayPal and Square
- Ship and fulfill orders to streamline orders and garner customer satisfaction and loyalty
- Analyze their businesses with store performance metrics that inform business decisions
- Sell everywhere using omni-channel integrations
- Sell globally with international payment providers and native language support
- Integrate seamlessly with apps to sell more with less effort



Why sell online

MEET YOUR CUSTOMERS' EXPECTATIONS WITH ECOMMERCE

More than half the Internet shops online

According to a 2016 [Remarkety report](#), 53% of global internet users made an online purchase. That's approximately 1 billion people. Now's the time to get your business set up and add ecommerce as a sales tool.

It's easier than ever

Merchants can have a store up and running in less than one day, with no technical knowledge needed.

Meet your customers where they shop

According to a [GE Shopper study](#), 81% of shoppers research their product online before purchasing.

At some point in their lives, 96% of Americans with internet access have made an online purchase. Four out of five of those Americans have done so in the last month alone, says [Mercury Analysis](#).

Geographically limitless - sell anywhere to anyone

Now you are no longer limited to the local market that your store is located in, reach millions of users every day in hundreds of countries.

Stay open 24/7

Having an online store is like having an employee that manages your business 24/7, they never take breaks and are always working to make you money.

Generate sales at a fraction of the cost of a brick and mortar

Now merchants have a another channel for generating sales, with a small fraction of the overhead as a physical location.



Tying it all together

Point of Sale - EPX



Ecommerce

BIGCOMMERCE

Integrated Payments - EPX

Authorize.Net

BIGCOMMERCE

vend

**North American
BANKCARD**

Boost in-store and online sales

An ecommerce solution that keeps Vend customers in mind

BigCommerce is the most feature-rich ecommerce solution on the market. We give you the tools to grow your online sales, so you can focus on what you do best — selling. Bring your solutions together and streamline your sales by connecting BigCommerce with Vend.

Simplicity and customization

It's easy to launch an online store with one of our stunning themes. Our flexibility allows you to create a highly-customized and engaging online store. BigCommerce includes all the latest features for better search rankings, faster page loads and higher conversion.

Flexible, centralized operations

Reduce time on manual double-entry. A real-time sync of sales, customers and products lets you manage all your inventory in one place. Choose how stock levels are displayed on BigCommerce — select inventory from a single retail location, or combine stock from multiple chosen stores and warehouses in your Vend account.

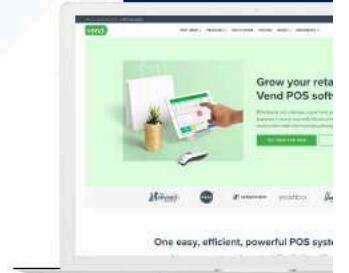
Built-in omnichannel integrations

BigCommerce offers native integrations with Amazon, Facebook Marketplace, Instagram Shopping, eBay and Pinterest. No matter where you have a business presence, your inventory will stay in-sync through BigCommerce and Vend.

A better way to ship

BigCommerce makes it quick and easy to set up powerful shipping options by supporting real-time carrier quotes, free shipping, flat rates, dropshipping, USPS label printing and more.

To get started, visit: www.bigcommerce.com/vend



Partner's Next steps

- *Make sure every customer in your portfolio knows that you can offer BigCommerce and other e-commerce solutions*
- *Create simplified enrollment links that you can easily share to get a merchant boarded*
- *Add BigCommerce and E-commerce solutions to your product offering, website, etc.*



Thank you.

Please feel free to contact us with any questions.



Partner Support