



# SHOP.COM PROGRAM

CHANGING THE WAY PEOPLE SHOP FOR 30 YEARS

market**america**® | SHOP•COM™

# WELCOME TO THE NEW SHOP.COM POWERED BY MARKET AMERICA!

Join the revolutionary new marketplace that puts your products everywhere your customers are today: web, mobile apps, social media and more! Take advantage of a unique opportunity to position your business in front of engaged shoppers who are looking for YOUR quality products and services.

- Gain access to a new market of loyal customers through our people-powered distribution network
- Grow your sales online, as well as through our mobile app, social media tools and direct marketing
- Have access to an Account Manager dedicated to helping you grow your business
- Manage your storefront with our updated Marketplace Business Center tools
- Partner with a newly redesigned marketplace backed by a very experienced team
- Display your brand on your storefront and throughout the purchasing process
- Gain access to multiplatform, global merchandising opportunities including display advertising, email marketing, social media tools and more.
- We provide easy-to-use tools to help you manage your business on SHOP.COM

## ADDITIONAL SHOP.COM DETAILS

SHOP.COM means unparalleled brand exposure and product sales. You'll have access to more than 3 million loyal customers and 180,000 Independent UnFranchise® Owners while connecting your brand to the power of a revolutionary shopping experience — the only one in the industry that rewards its customers with Cashback on qualified purchases with no annual cap. We've combined SHOP.COM's technology with the people power of Market America Worldwide to become a leading global marketplace.

- In 2021, SHOP.COM saw **5.25 million** sessions with more than **12.5 million** pages viewed
  - This includes an increase of **5.1%** for first-time visits
- Compared to 2020:
  - Average Order Value increased **7.4%**
  - Per Session Value increased **2.2%**
- More than **180,000** Independent UnFranchise Owners and more than **3 million** customers\*
- **\$700 million** in annualized retail sales\*
- Millions of monthly unique visitors\*
- Dozens of new features like the **SHOP.COM mobile app**, the Shopping Annuity Assessment, Home Shopping List, AutoShip program and more



## DID YOU KNOW?

Our Independent UnFranchise Owners represent on average seven customers.

## 2021 AWARDS AND RANKINGS

1. SHOP.COM ranks **#19** in *Newsweek* magazine's 2021 Best Online Shops
2. SHOP.COM ranks **#11** in Digital Commerce 360's 2021 Top 500 Primary Merchandise Category
3. SHOP.COM ranks **#52** on Digital Commerce 360's 2021 Top 100 Online Marketplaces
4. SHOP.COM ranks **#79** in Digital Commerce 360's 2021 Top 500 & Top 1,000 Online Retailers
5. Market America | SHOP.COM ranks **#15** in The Business North Carolina Top 125 Private Companies for 2021.
6. *CommonWealth* Magazine ranks Market Taiwan | SHOP.COM **#25** in its 2021 Top 2,000 Enterprises in the Service Category – the General Merchandise Retail Business Category.
7. Market America | SHOP.COM, which has an **A+ rating** with The Better Business Bureau (BBB), is also a two-time winner of the BBB's Torch Award for Marketplace Ethics. According to the Better Business Bureau, "the Torch Award for Marketplace Ethics is the most prestigious award the BBB can present to a business. Being a recipient indicates the business not only believes in high standards promoted by the BBB, but consistently demonstrates and integrates them into daily business practices."

# THE SHOP.COM MARKETPLACE DIFFERENCE

## WE PAY CUSTOMERS TO SHOP

It's what sets us apart from other marketplaces, and you can be a part of it. Customers can earn up to 50% Cashback on select purchases, plus 0.5% on every qualifying purchase made by someone they refer. We give our customers an incentive to shop from Cashback stores, and give our Independent UnFranchise® Owners an incentive to tell others about the site — as they receive credit for all the sales made through their personal SHOP.COM site. Featured Cashback stores receive preferred placement and high visibility. It's a win for everyone!

## OUR LEADING CATEGORIES

- Clothing, Shoes & Accessories
- Home & Housewares
- Electronics
- Travel
- Office
- Consumables (Grocery, Drug, CPG)

## EXPAND YOUR GLOBAL REACH

SHOP.COM has a global reach that includes the United States, Canada, Taiwan, Hong Kong, the United Kingdom, Australia, Singapore, Malaysia, China.



1992



1993



2002



2005



2007



2011



2012



2014



2017

# MARKETING SUPPORT & OPPORTUNITIES

## REACH YOUR CUSTOMERS THROUGH EVERY CHANNEL — SOCIAL, LOCAL, MOBILE AND MORE!

- **SHOP Mobile** — Your products and deals will also be published on our mobile app for iPhone and Android
- **eGifts** — Use our patented solution to create ready-to-send eGifts for customers to choose for any occasion or holiday
- **Hot Deals page** — Promote your latest deals to drive more orders and traffic
- **Shopping blog networks** — Reach more customers through our award-winning blogs, including Loren's World, TheShoppingVine.com and more
- **Social media platforms** — Get promoted across popular social networks, including Twitter, Facebook, Instagram, Pinterest, Tumblr, Tik Tok and more
- **Live events** — We promote Partner Stores at our World Conference and International Convention
- Promote your brand via display advertising and email marketing at **ZERO** additional cost.



# HOW IT ALL WORKS

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## SIX-STEP PROCESS – THE BASICS

**STEP 1** – Sign the SHOP.COM Merchant Seller Agreement

**STEP 2** – Set up your Seller Account

**STEP 3** – Upload your inventory

**STEP 4** – Shop open: Once you've finished the integration process, your shop opens for business.

**STEP 5** – Sell: Work with your account manager to discover best practices of the SHOP.COM Marketplace and start selling your products to our loyal customers! You ship products to customers — SHOP.COM notifies you by email when an order has been placed. You simply pack and ship your item to the customer.

**STEP 6** – SHOP.COM transfers payments to you! SHOP.COM deposits payment into your bank account at regular intervals and sends an email notifying you that your payment has been sent.



# SHOP.COM PARTNER STORE PROGRAM

## Rate card and fee information

### KEY PROGRAM INFO:

1. \$29.95 per month
2. Referral fee: \$1.00 per order
3. 3% payment processing and fraud protection fee
4. Tied to category-based pricing

CATEGORY	SHOP.COM Product Commission
Auto	12%
Baby	12%
Beauty	12%
Books	12%
Business	12%
Cameras	5%
Camera & Photo Accessories	12%
Computers	5%
Computer Accessories	12%
Clothing	12%
Collectibles	12%
Crafts	12%
Food & Drink	9%
Electronics	5%
Garden	12%
Gifts	12%
Health & Nutrition	12%
Hobbies, Workshops & Courses	12%

CATEGORY	SHOP.COM Product Commission
Home Store	12%
Jewelry	17%
Movies	12%
Music	12%
Party Supplies	12%
Pet Supplies	12%
Posters	12%
Restaurants	12%
Services	12%
Shoes	12%
Software	12%
Sports and Fitness	12%
Sports Fan Shop	12%
Sports Fan Shop Collectibles	15%
Tools	12%
Toys	12%
Travel	12%
Video Games	8%



# DEMOGRAPHICS

## CUSTOMER PROFILE AND WHAT YOU DIDN'T KNOW ABOUT OUR AUDIENCE




- Our customers are more likely to **attend an MLB game** over an NFL or NBA game
- Our customers are more likely to **drive a Toyota, Chevrolet, Ford or Honda**
- **7 out of every 10** customers are pet owners (cat or dog)
- **Top 5 activities** our customers enjoy: travel, cooking, physical fitness, book reading and moneymaking
- **Top vacation spot** outside of the U.S.: Caribbean
- Average grocery spending per month: **\$325.00 – \$400.00**
- Will spend on average **\$3,300.00 a year** at sit-down restaurants (non QSR)
- **74%** of our customers donate to charitable causes
- Within the next 12 months, nearly **50%** of our audience will do one of the following:
  - Remodel their home
  - Move to a new residence
  - Buy a personal computer
  - Buy a new vehicle
- **90%** of our customers rate themselves as “tech savvy” and carry or use a/an:
  - Cell phone/smart phone
  - MP3 player
  - Tablet (iPad, Kindle)
  - PC or MAC
  - Video camera to record and upload
- Improved engagement over this time last year shows **Engaged Users increased by 25%**, with the most growth coming from shoppers with these interests:
  - Technology
  - Home & Garden/Do-it-yourself Projects
  - Beauty & Wellness

# \$78,000

AVERAGE HOUSEHOLD INCOME

## AGES 30–55

 **70%**  
FEMALE

 **30%**  
MALE

**70%**

**COLLEGE-EDUCATED**  
13% have a Master's Degree

**77%**

**OWN HOME**

**65%**

**MARRIED**

# OUR SOCIAL MEDIA AUDIENCE

## SOCIAL MEDIA CONNECTS PEOPLE AND PRODUCT

In total, the Market America social media team manages and produces content for over 65 social media sites daily, which includes the Market America and SHOP Facebook and Twitter accounts, and accounts for our brands and products like Isotonix®, nutraMetrix®, Motives® and Lumière de Vie®. The Market America social media team produces several blogs, covering everything from business and entrepreneurship to fashion, beauty, health and fitness.

The Market America | SHOP.COM social media team manages and produces content for our brands and business across all social media platforms including Facebook, Instagram, Twitter, Pinterest, Tik Tok and LinkedIn. Our pages are updated daily as we engage with people around the world who are interested in learning more about the UnFranchise Business and the products which drive our success.

The Market America social media team produces blog content covering everything from business and entrepreneurship to fashion, beauty, health and fitness.

## TOOLS TO EXPOSE YOUR BUSINESS



SHOP•LIVE™



MyList



Social  
Networking



Webinars



Mobile



Invite  
Friends Tool



Online Videos



3-Way Call

## MARKET AMERICA'S SOCIAL MEDIA AUDIENCE DEMOGRAPHICS

As of January 2022 (All channels combined)

# 599,000+

Our social media team engages with **MORE THAN HALF A MILLION** followers on our social media sites each day!

Market America and SHOP.COM can be found on:



# 32,500,000

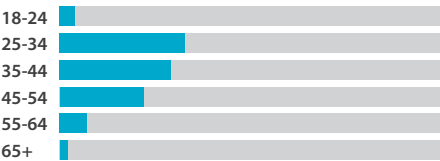
AVERAGE MONTHLY IMPRESSIONS

Total impressions equal number of times content has been seen and engaged with on our social networks.



### IMPRESSIONS DEMOGRAPHICS

#### AGE RANGES



**74%**  
FEMALE



**26.3%**  
MALE



### IMPRESSIONS DEMOGRAPHICS

#### AGE RANGES



**67%**  
FEMALE



**33.3%**  
MALE



# OUR CONTACT INFORMATION

## Marketplace and Partnerships Team

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