



**PUBLICIS
COMMERCE**

Jason & Scot Show Zenith Basecamp

June 2022



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channeladvisor®



1995-1998

1999-2000

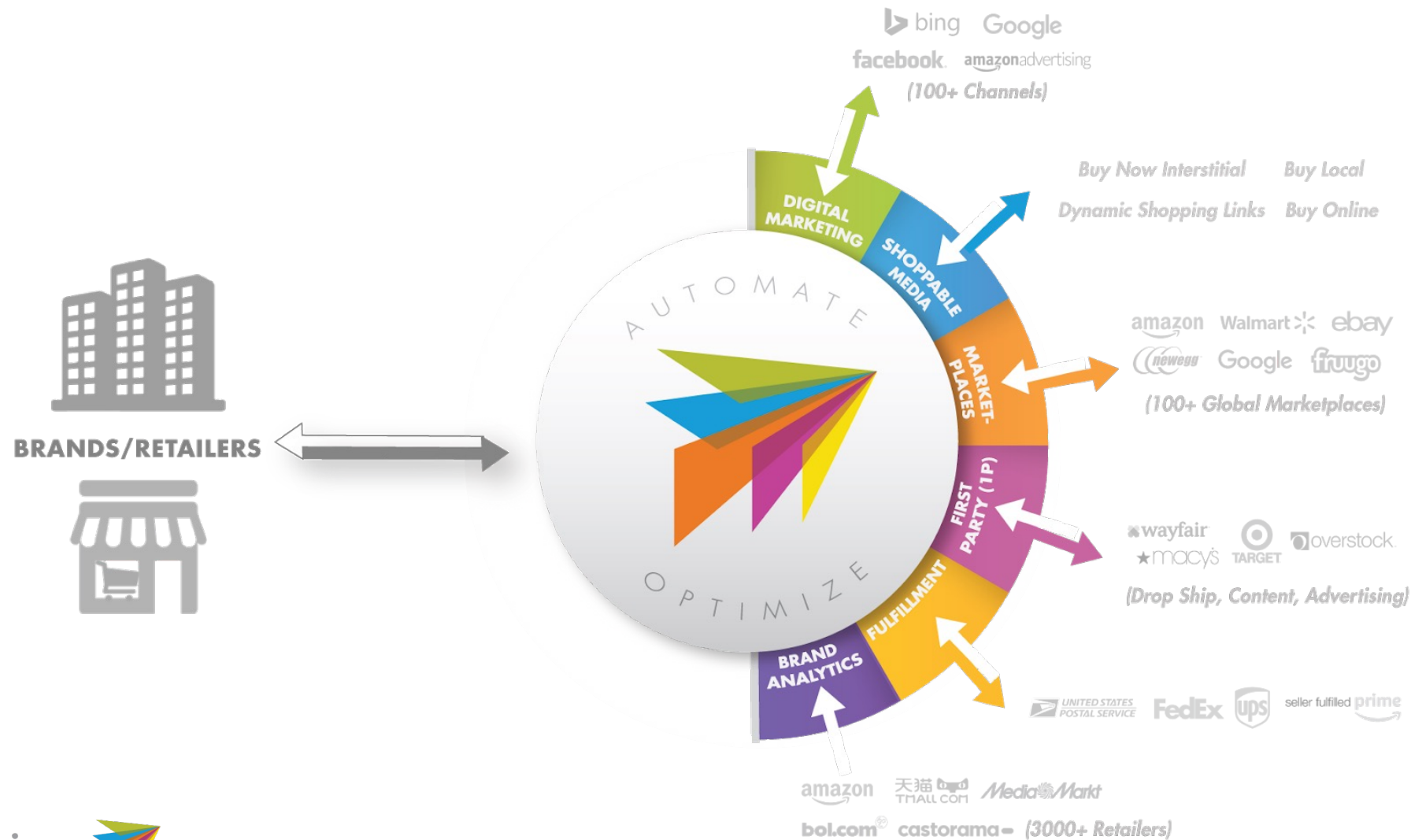
2001-present

2014-present

~30yrs of Startups/20 e-commerce



ChannelAdvisor Overview



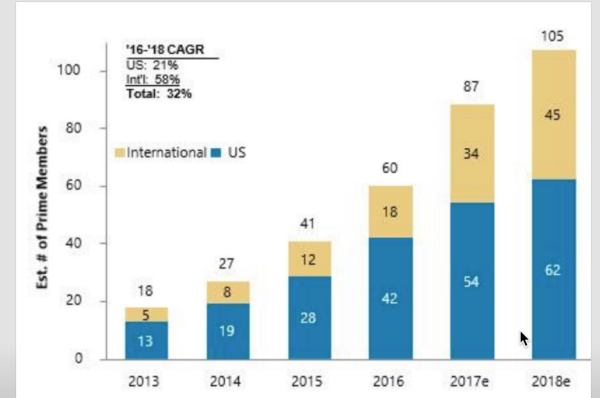


Spiffy Sits at the Intersection of 4 Megatrends

\$9.7T Services Industry Going Digital



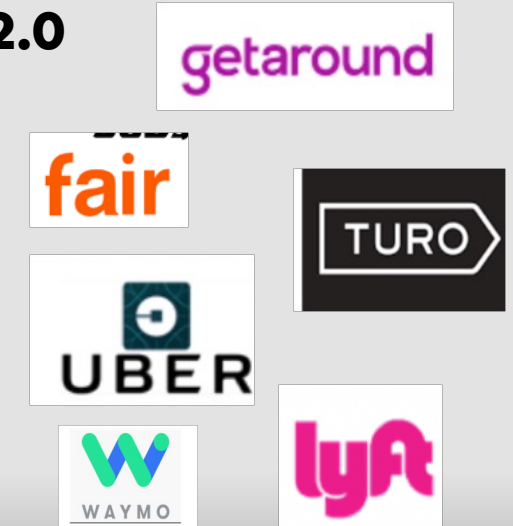
Convenience Oriented Consumer



Disrupting the \$300B Auto Services Industry



Vehicle 2.0



Amazon Q1 US GMV

+6.7%



Markets

Amazon Aims to Sublet, End Warehouse Leases as Online Sales Cool

- Company wants to shed at least 10 million square feet of space
- Amazon spooked investors last month after saying it overbuilt



Amazon shipping containers outside a warehouse in Redlands, California. *Photographer: Roger Kisby/Bloomberg*


By Spencer Soper

May 21, 2022, 11:14 AM CDT

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Plan for College
With Schwab

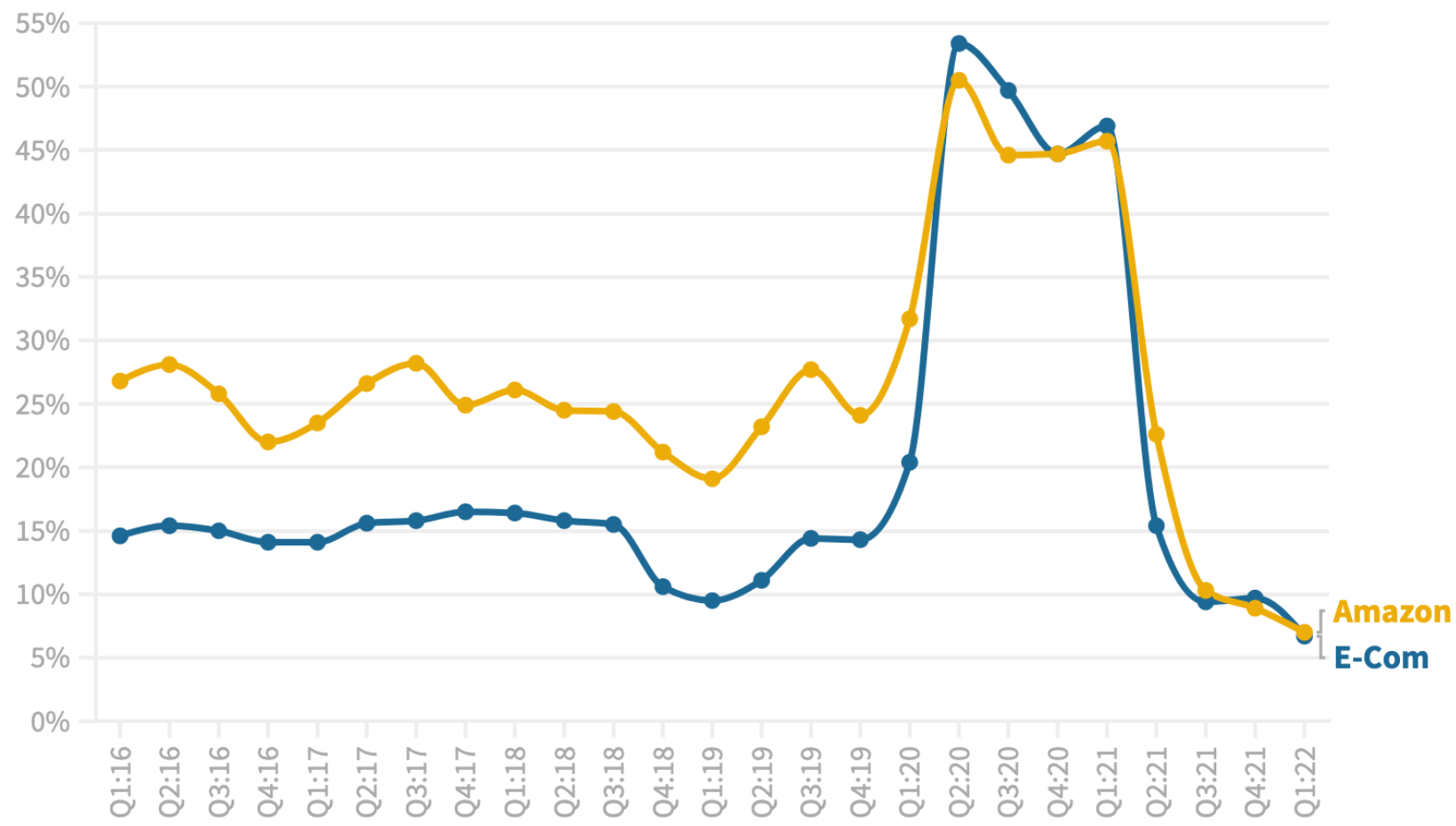
Flexible Financial Planning Options
College Savings Calculator
Live Help When You Need It

CHOOSE SCHWAB

charles
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Amazon vs. E-Commerce US YoY Growth

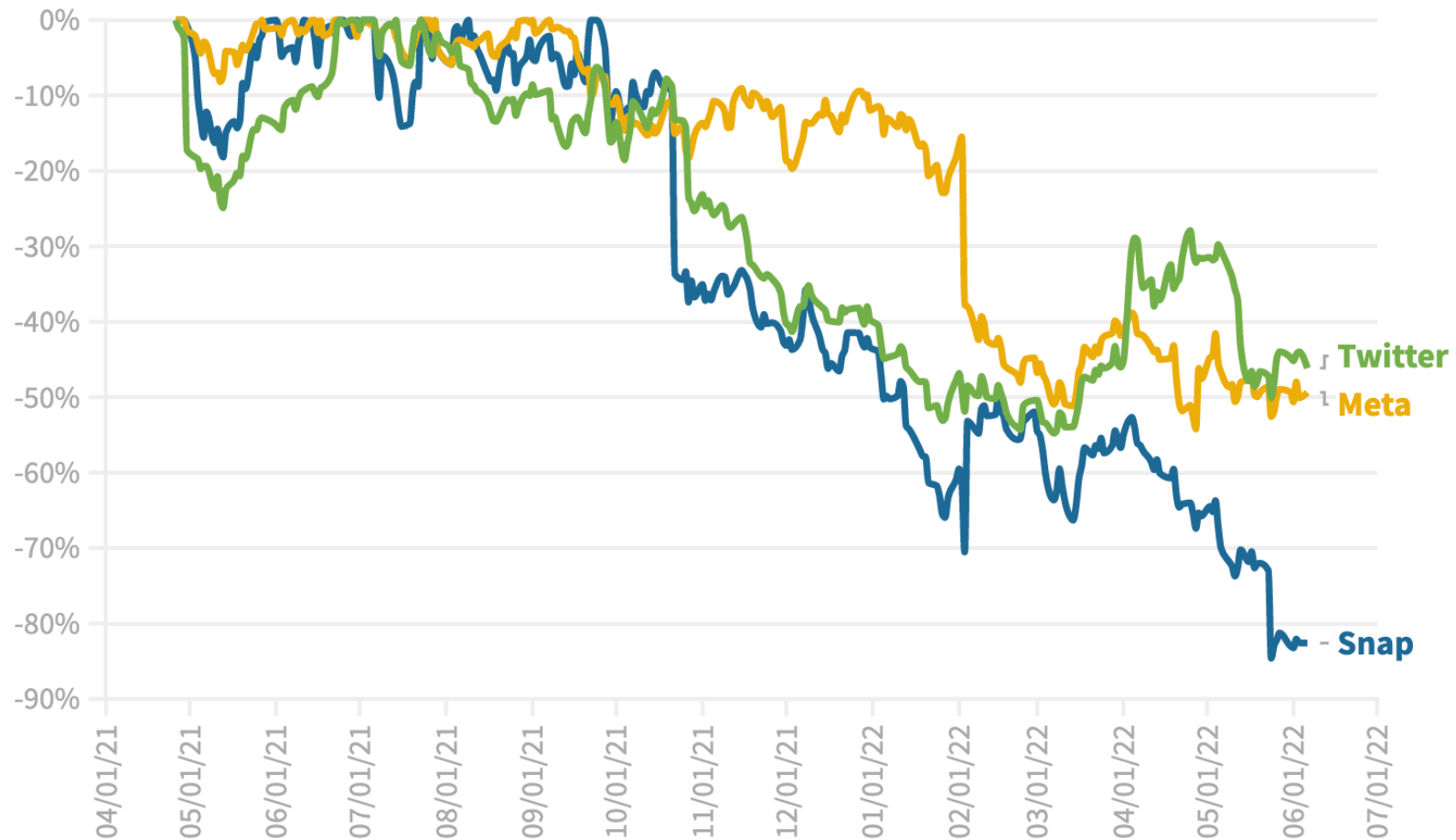


IDFA



Impact of IDFA

% off high stock price





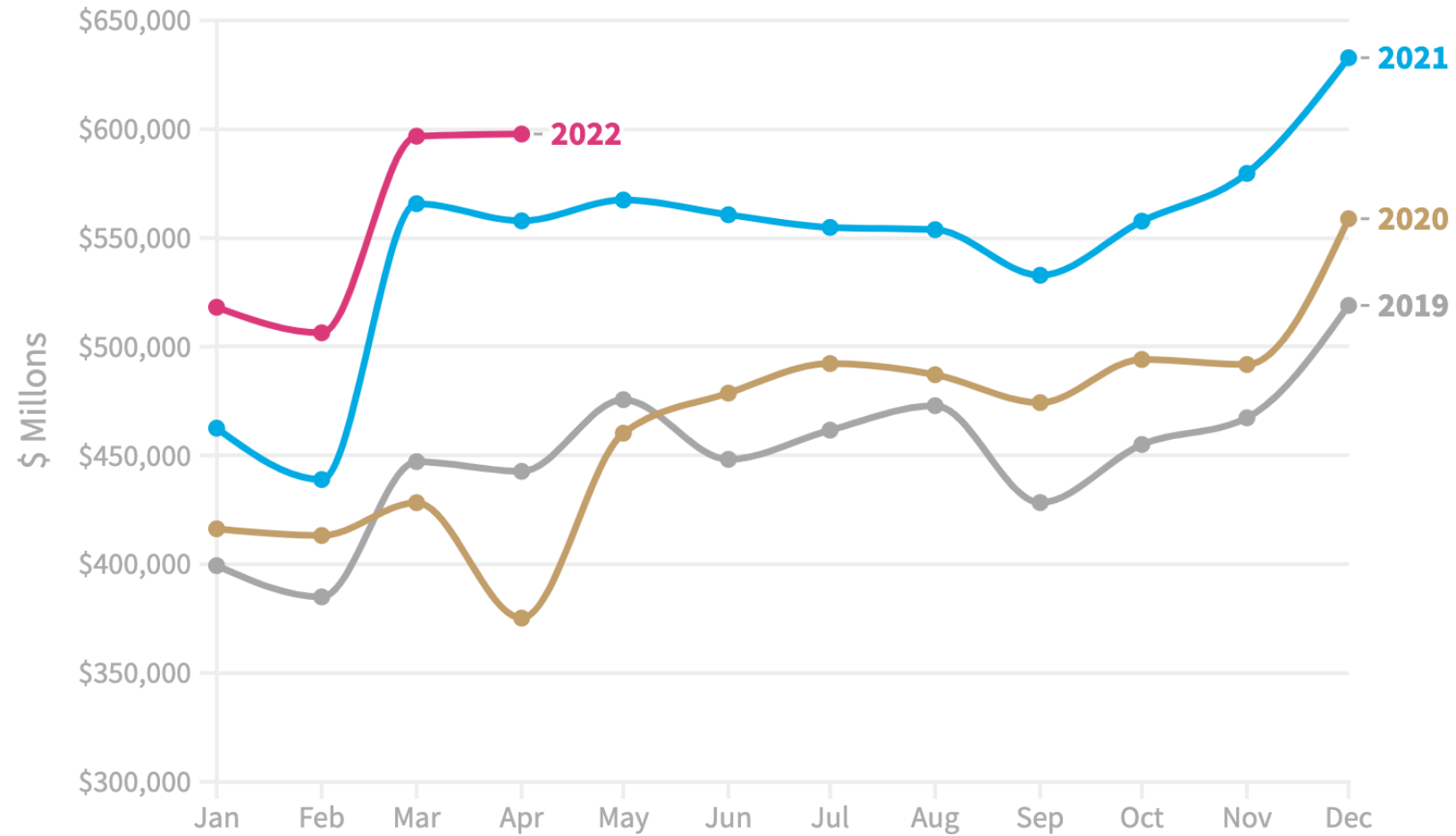
Retail - 2022 Jan-April

\$2.2T

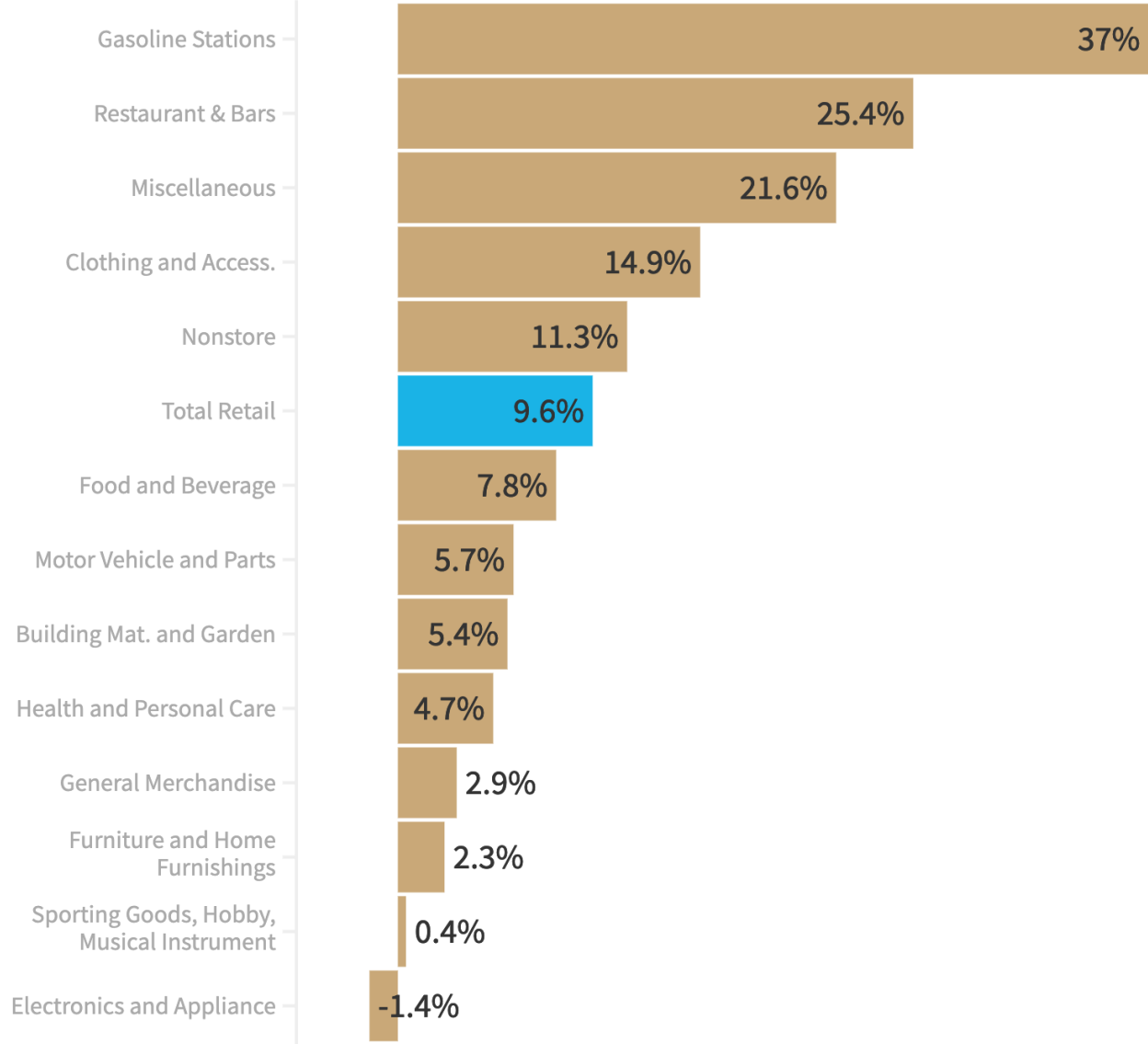
+9.6% vs 2020

+36% vs 2019

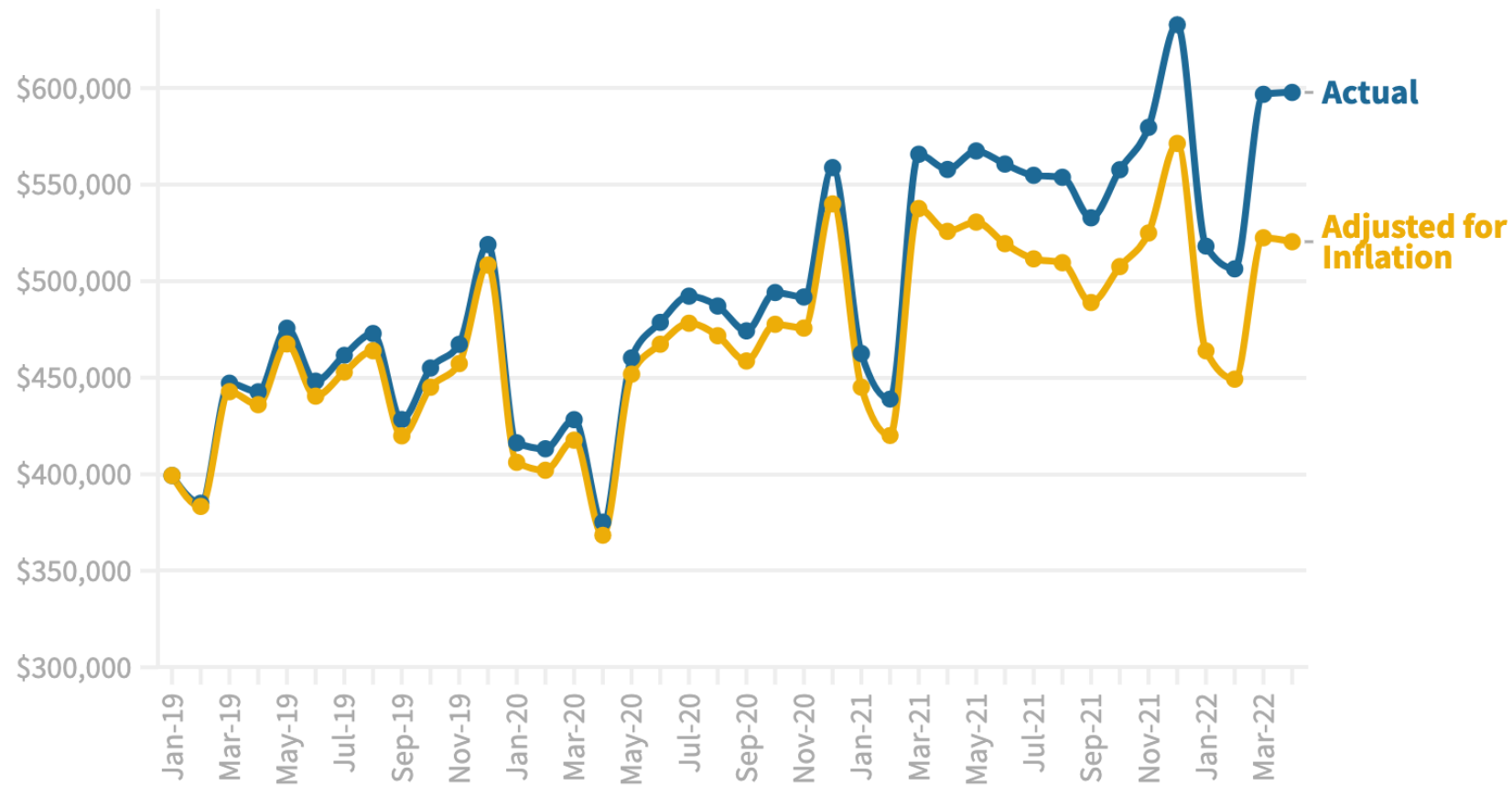
Monthly Retail Sales



YTD Sales vs 2021



US Retail Sales adjusted for inflation



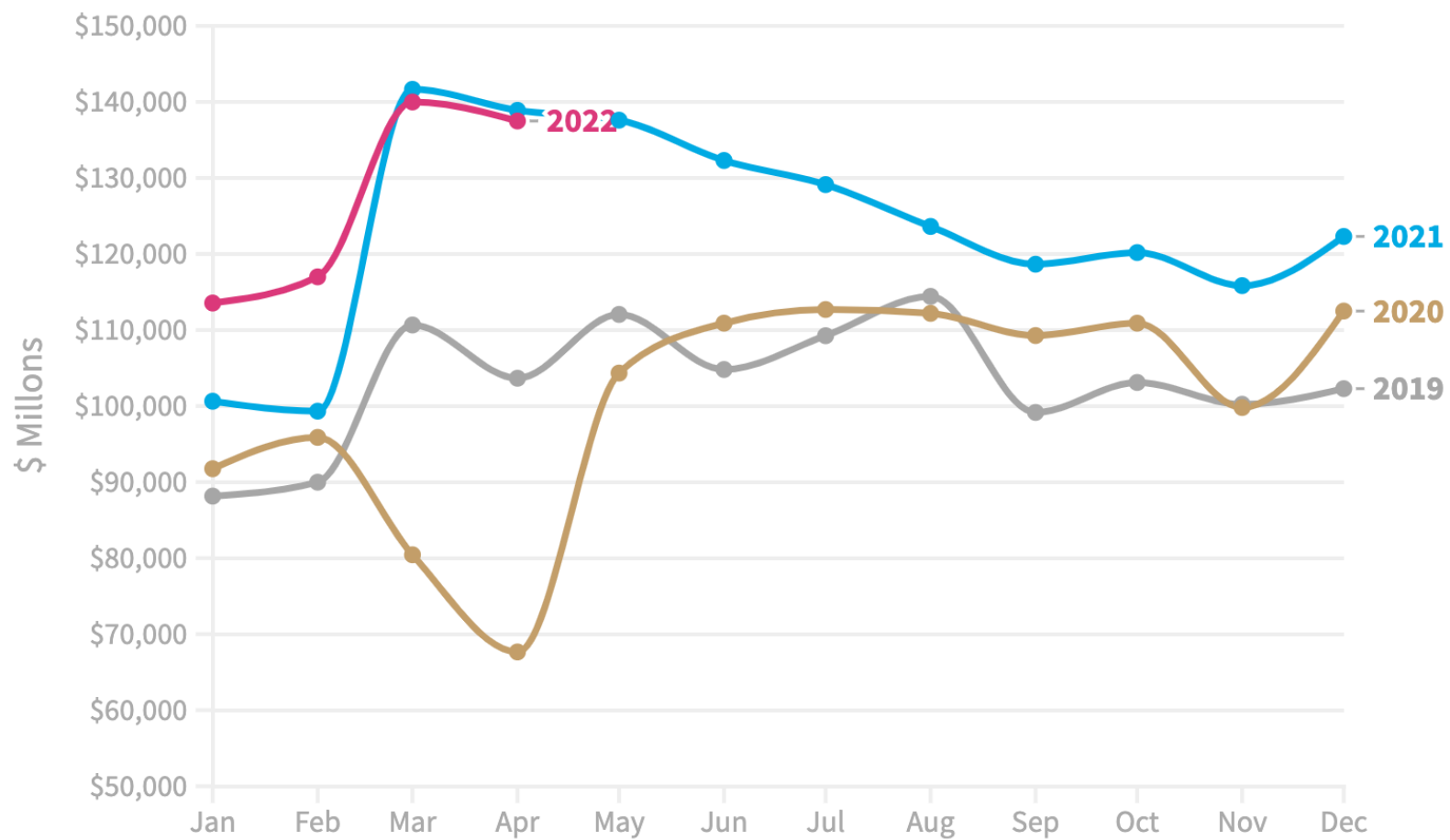
Automobile - 2022 Jan-April

\$508B

+5.7% v 2021

+51% v 2020

Monthly Auto Sales



Grocery - 2022 Jan-April

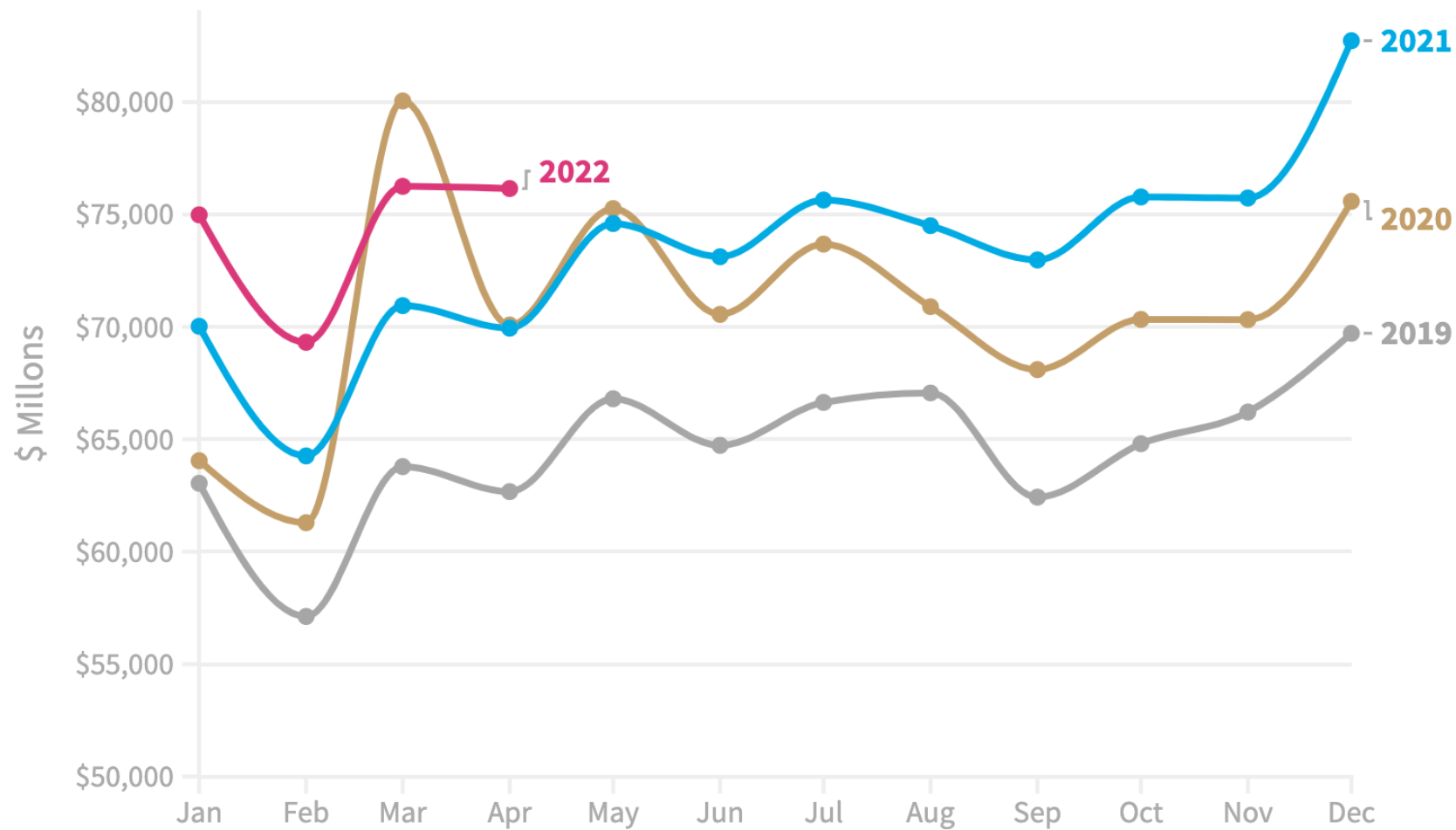
\$297B

+7.8% vs 2021

+7.7% vs 2020

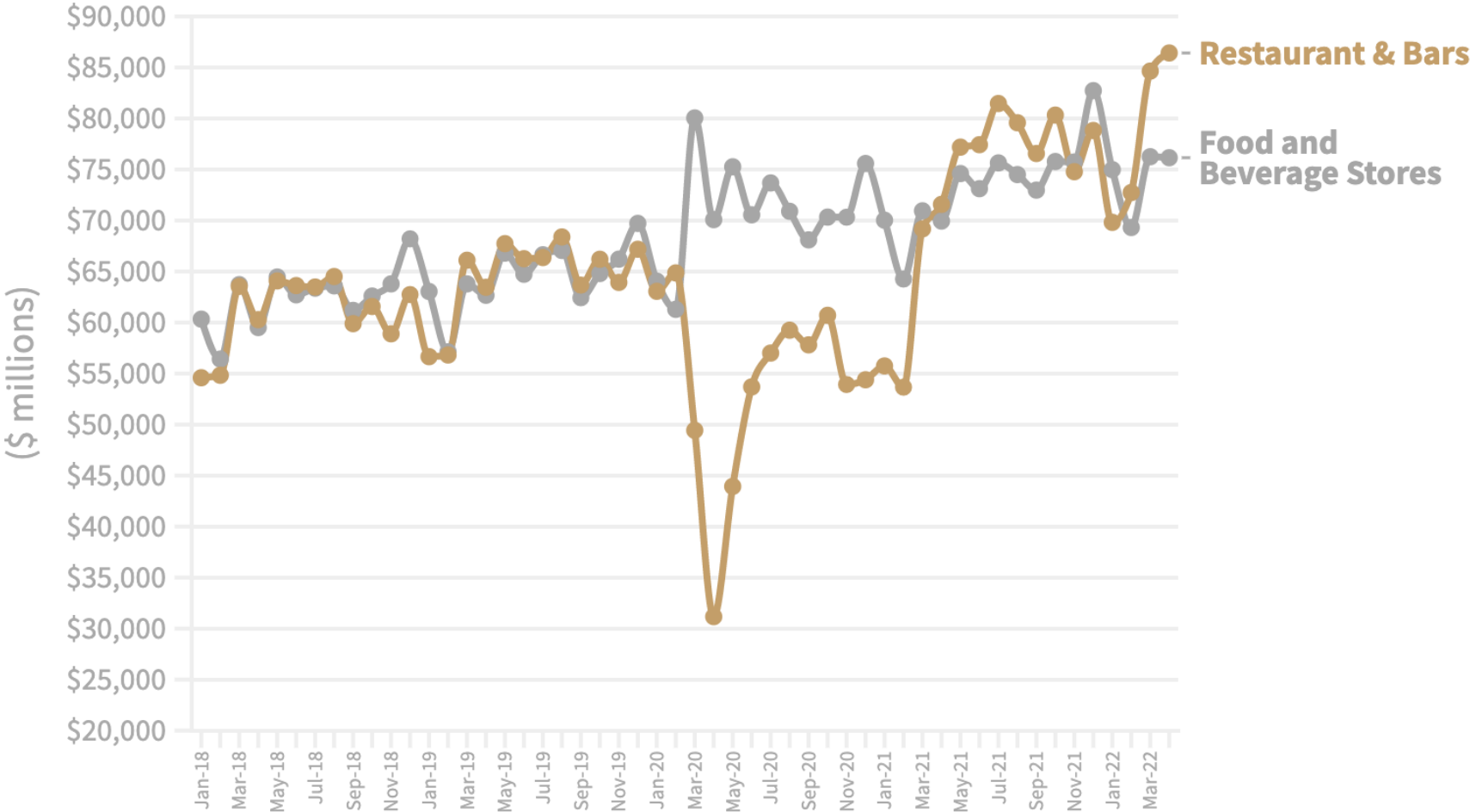
+21% vs 2019

Monthly Grocery Sales



SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 445

Restaurant vs Grocery



E-Commerce March 2021

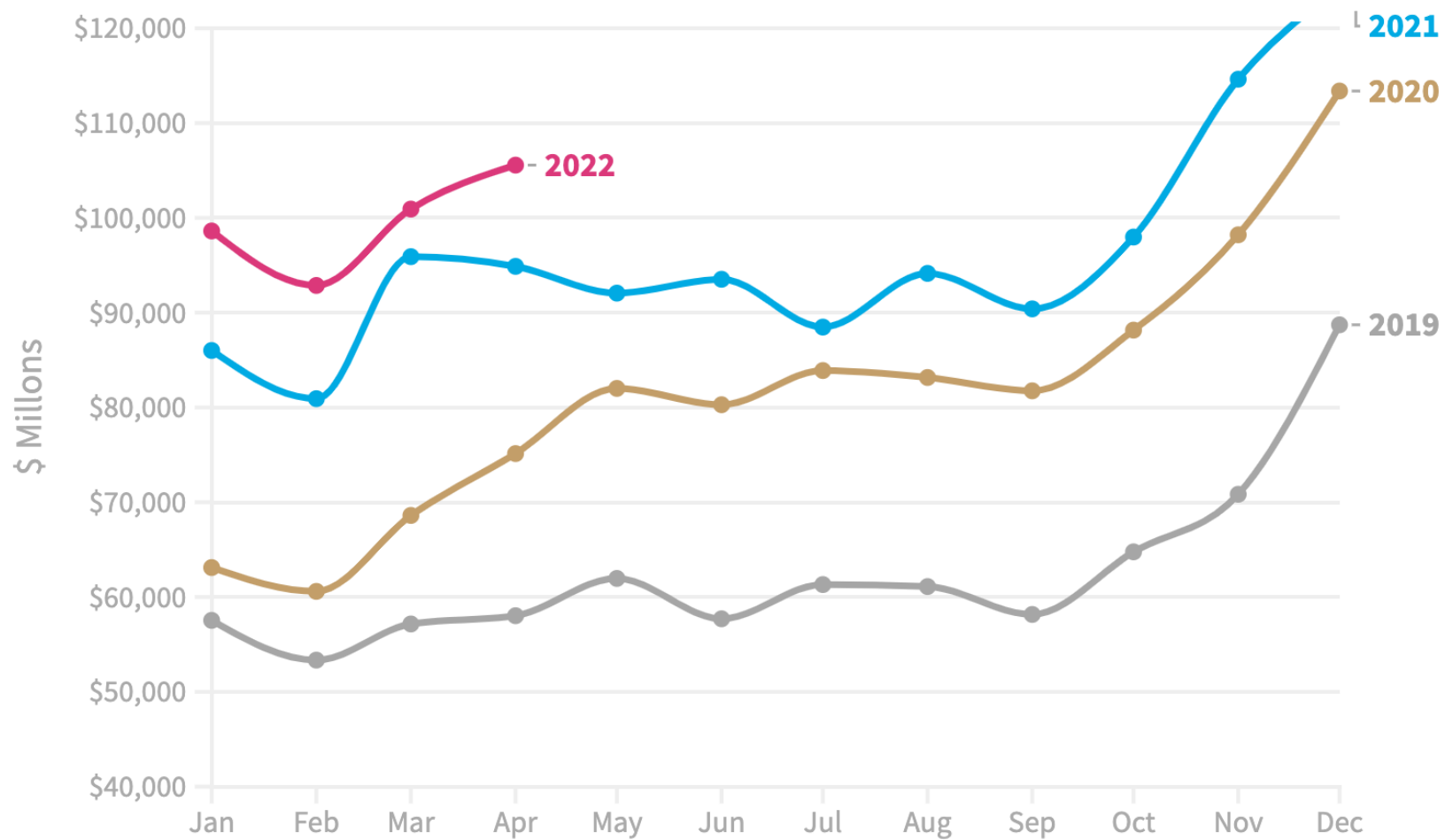
\$94B

14.7% of US Retail

+10% vs 2021

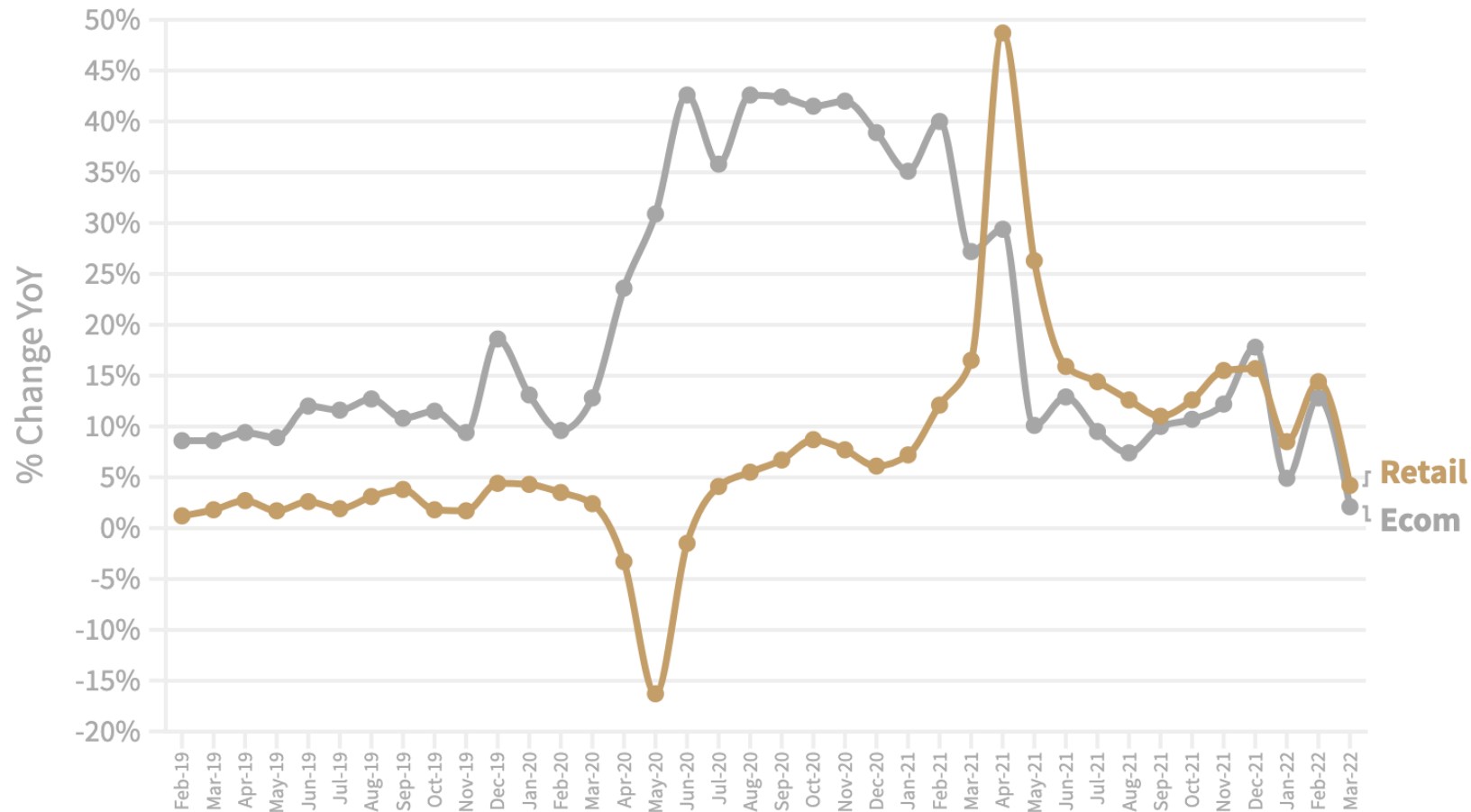
+55% vs 2020

Non-Store Sales (eCom & Catalog)



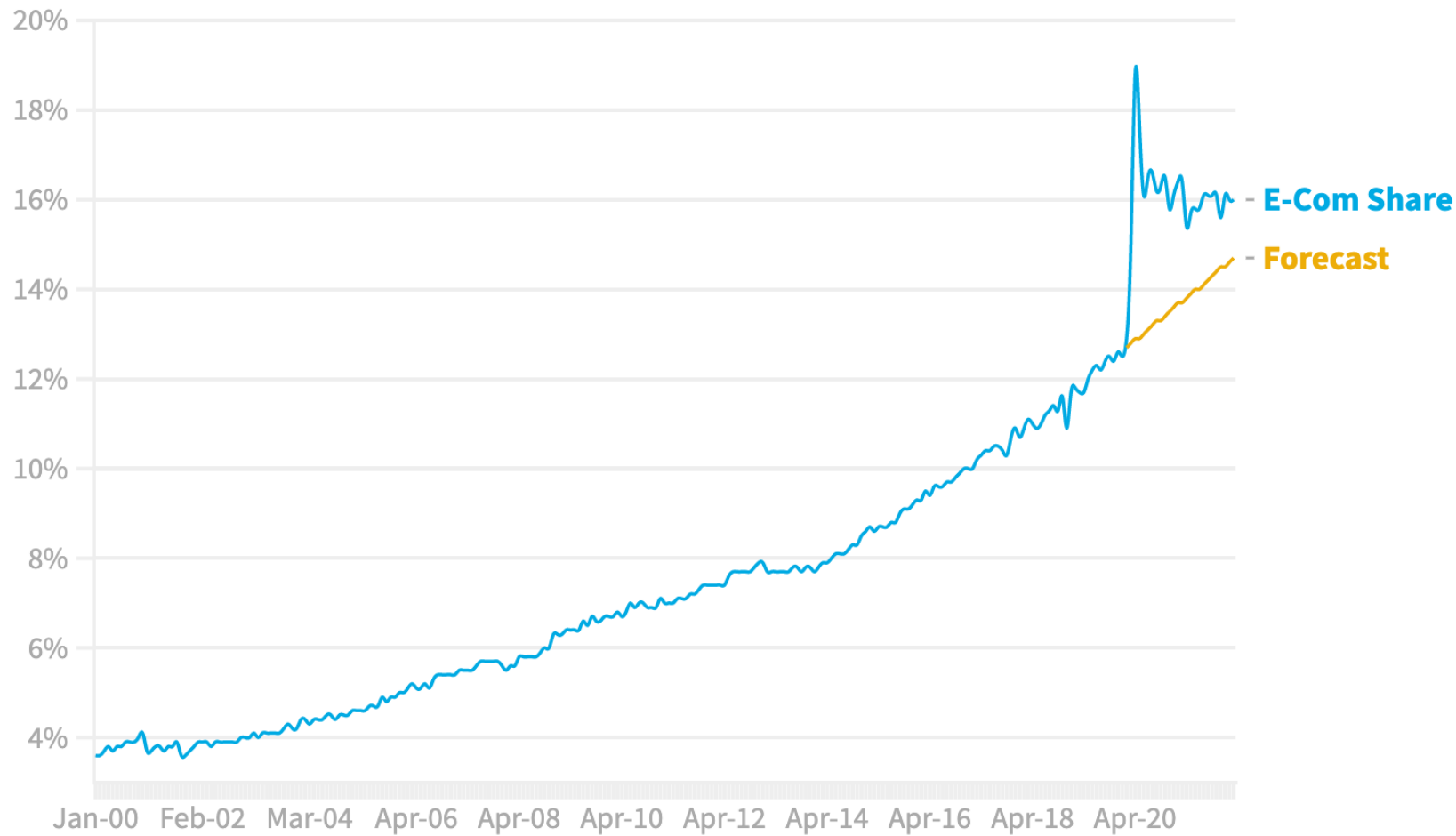
SOURCE: US Dept of Commerce, Economic Indicators Division, Retail Indicator Branch, Adv Monthly, Not Seasonally Adj. Cat 454

E-Commerce vs Retail YoY Growth

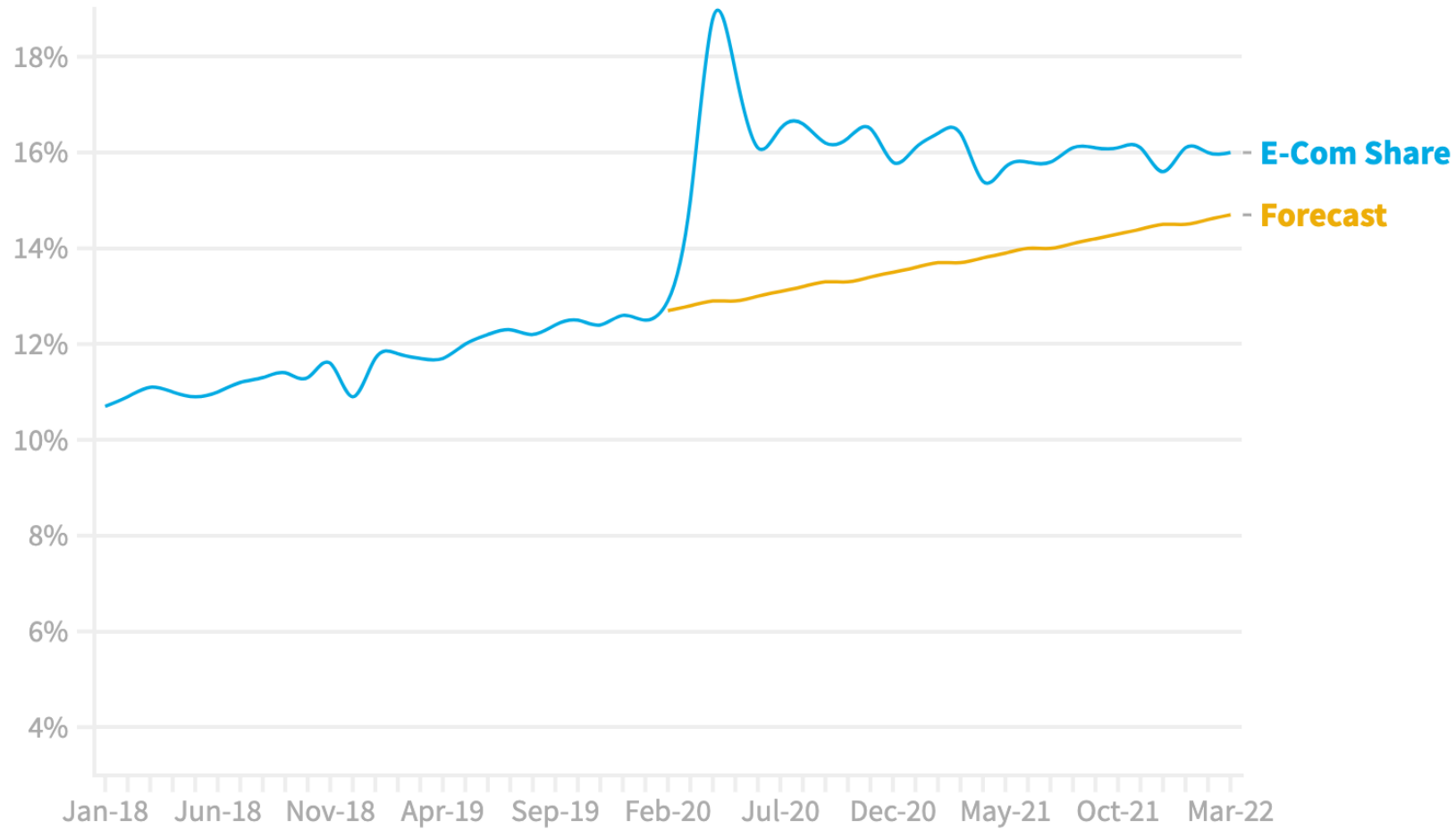


Source: US Dept of Commerce, Economic Indicators Division, Retail

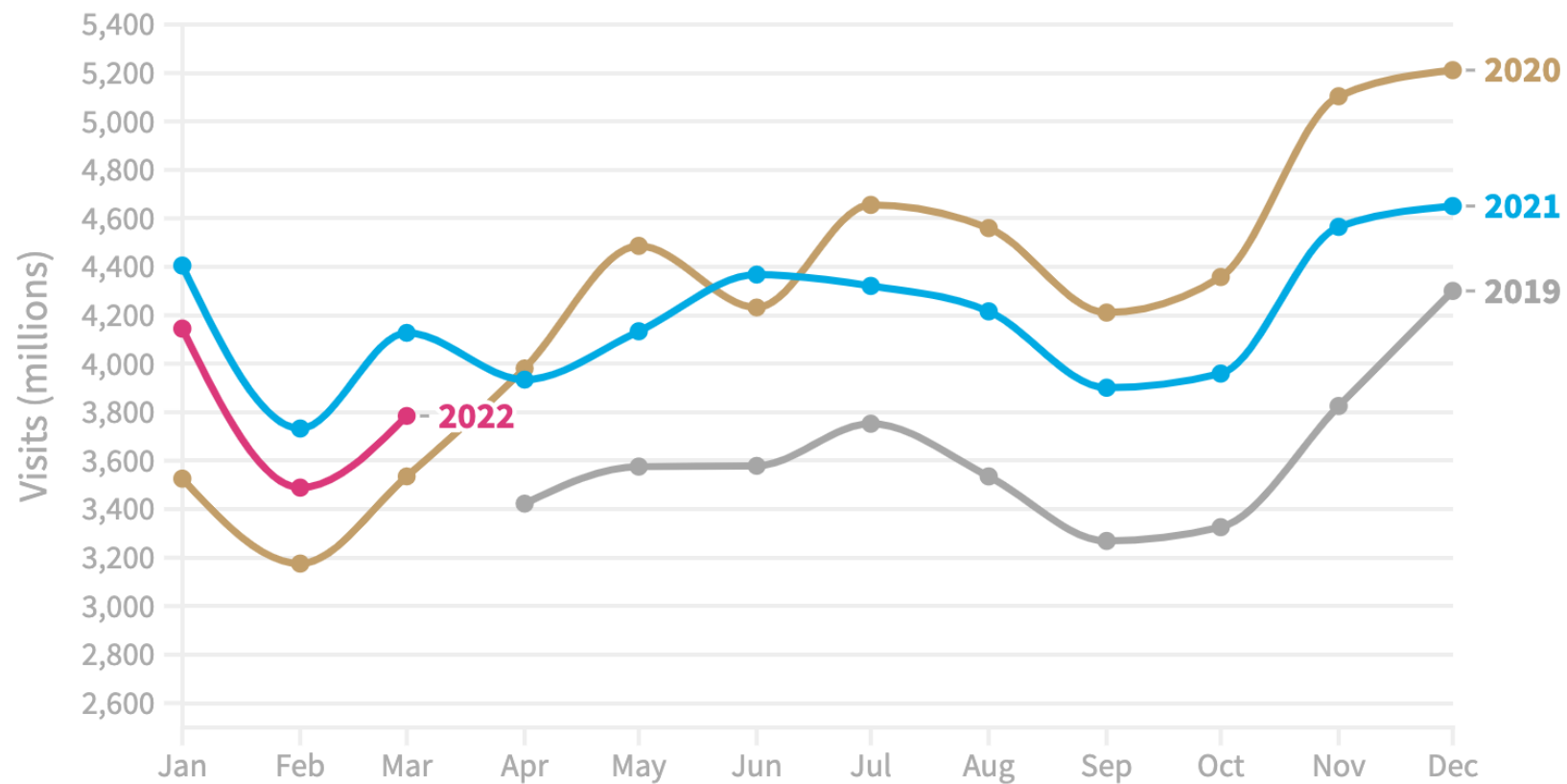
E-Commerce Share of Retail



E-Commerce Share of Retail



US Top 10 E-commerce WebTraffic





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**Happy
Commercing!**

