



# LightInTheBox.com

## Affiliate Program Overview

June 2011

# Agenda

- Program overview
- Publisher tools
- Ideas for success
- Customer demographics
- Company info
- Sales trends
- Top selling seasons
- Category sales
- Q1-Q4
- Thank you!

# Program overview

- Commission
  - 8% electronics & general merchandise
  - 10% Home décor, faucets and lighting
  - 15% Clothing and Bridal gowns
- 45-day cookie duration
- Search policy
  - Trademark + Coupon is allowed
  - Trademark bidding allowed only in 2<sup>nd</sup> Tier search engines
- Global shipping to 190+ countries

# Publisher Tools

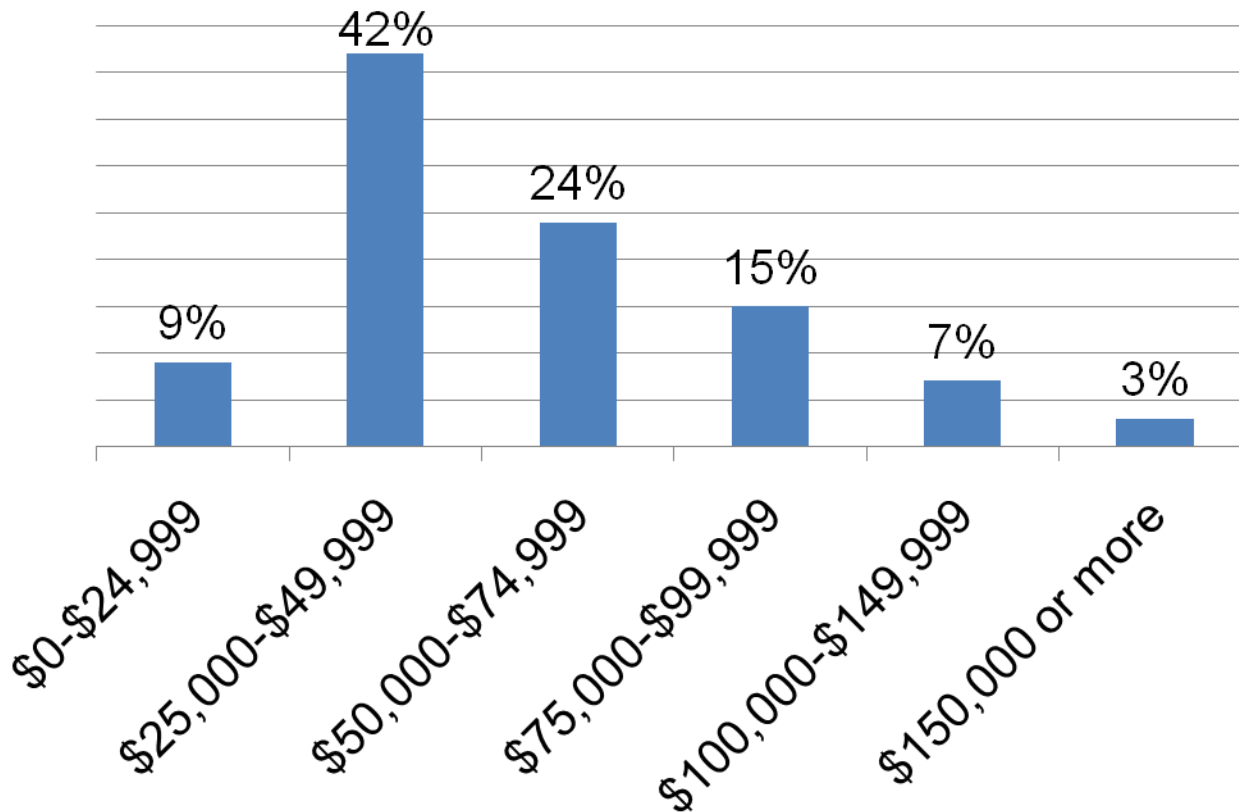
- **Link generator** Generate an affiliate link for any page or products on our site by entering your publisher ID and text link copy.
  - Also use Build Your Own Links in GAN, Deeplinking enabled in CJ and Deeplink generator in Webgains  
[http://www.lightinthebox.com/index.php?main\\_page=LinkGeneratorHost](http://www.lightinthebox.com/index.php?main_page=LinkGeneratorHost)
- **Videos** [http://www.lightinthebox.com/index.php?main\\_page=Thevideos](http://www.lightinthebox.com/index.php?main_page=Thevideos)  
Enter your publisher ID to use the videos on our YouTube page
- **Affiliate blog** <http://affiliate.lightinthebox.com/blog/> Learn about deals, coupons, product reviews, and customer testimonials.
- **Datafeed** available in GAN, CJ and Webgains (French, English US, English UK, German, Spanish and Italian languages available).
- **Banners** Wide selection of banner and link creative

# Ideas for success

- ✓ Feature LightInTheBox in the most relevant categories on your website
  - Wedding, Clothing, Electronics, Cell Phones, Home, Wholesale, Department Store, Discount Store
- ✓ Promote top categories during relevant seasons
  - i.e. Electronics for Christmas; Cosplay for Halloween
- ✓ Feature affiliate exclusive coupons
- ✓ Link to thousands of products with the datafeed
- ✓ Promote LightInTheBox internationally (add on your sites for UK, Canada, Europe, Spanish, etc)
- ✓ Bid on Trademark + [Coupon]
- ✓ Promote celebrity fashion trends

# Customer Demographics

- Income: Primarily middle earners



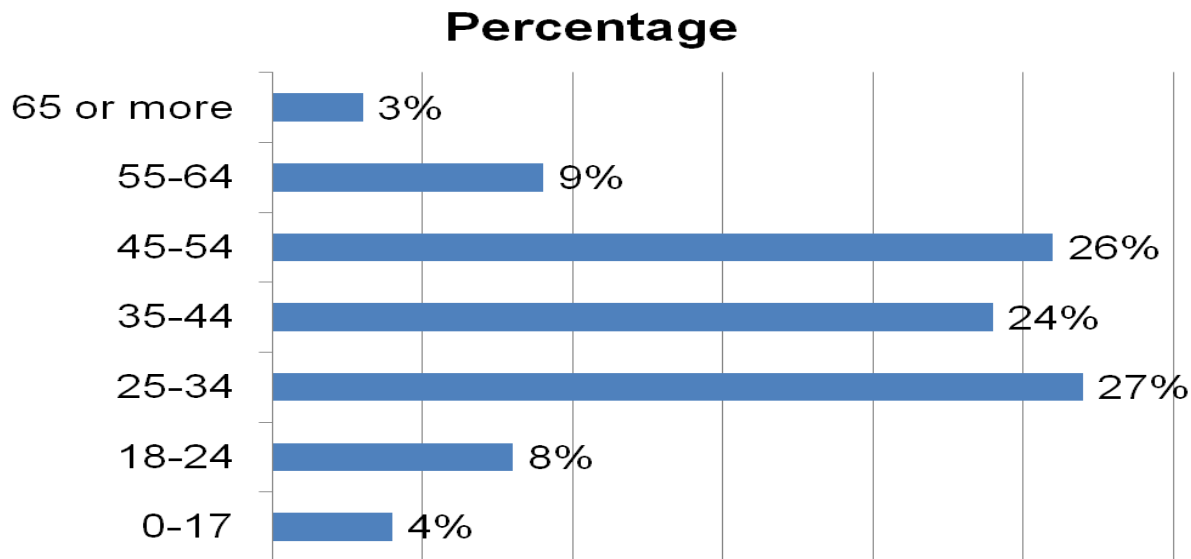
# Customer Demographics

- Gender: Mainly Female

Male: 36%

Female: 64%

- Median Age: 30-50



# Company Info

- LightInTheBox.com launched in 2006
- Ship globally to customers in over 190 countries
- Over 95,000 products
- Wholesale prices; whether purchasing one or buying in bulk
- Rapid growth; some affiliates earned well over \$100k in commissions in 2010
- Offer dropshipping service
- Launched Miniinthebox in 2010

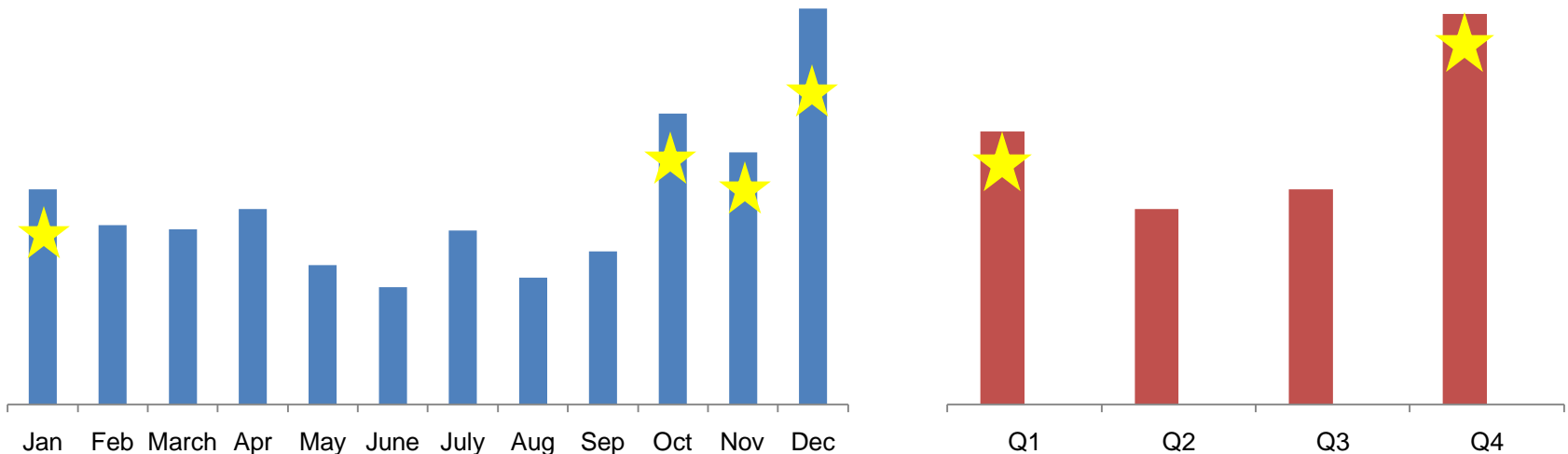


# Why LightInTheBox?

- International shipping
- High quality fashion, discount prices
  - Celebrity-inspired fashion from tabloids to red carpet
  - Wedding gowns can be custom fit to measurements
  - Affordable alternatives to top designer gowns
- Affordable versions of in-demand electronics
  - Tablets, MP3 players, GPS, Video Game accessories, Cameras
  - Accessories and cases
- Unique Home Décor
  - Faucets, lighting, fixtures and appliances

# LightInTheBox Sales Trends

- Q4 and Q1 are strong seasons with top sales in Dec, Oct, Nov and Jan.



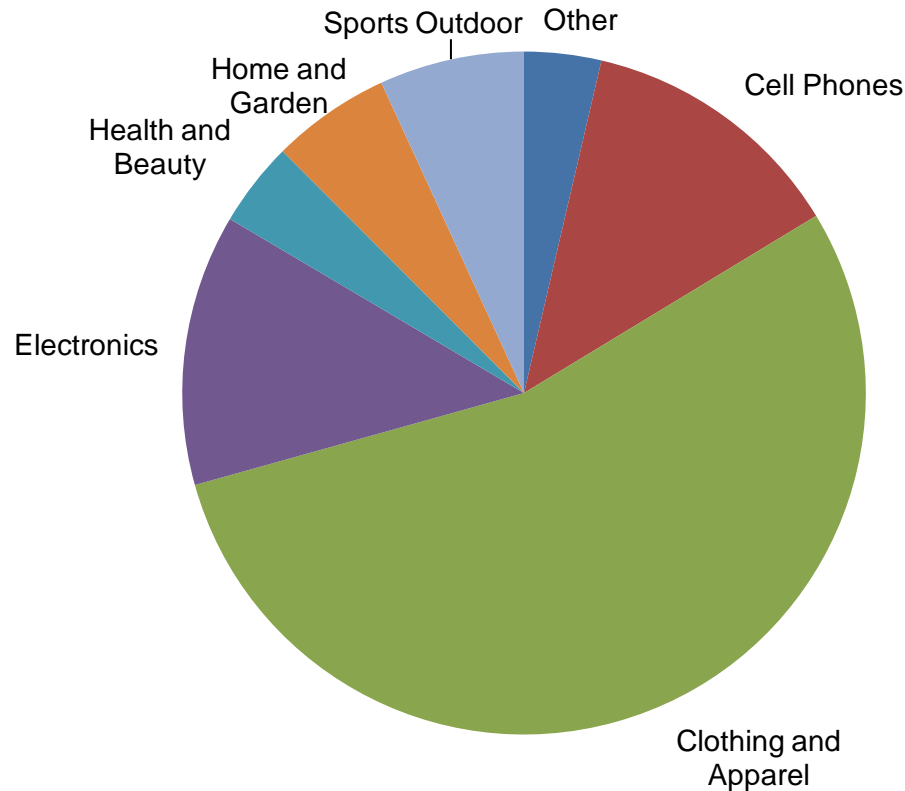
\* Based affiliate sales reporting from Jan 1, 2009 – August 8, 2010

# Top selling seasons

- **Christmas: October - December**
  - Electronics, cell phones, video games, MP3 player, GPS, home décor, special occasion dresses
- **Halloween: September - October**
  - Cosplay, Costumes, Fantasy wear and decorations
- **Valentines Day: January – February**
  - Wedding and bridal gowns, jewelry, electronics, beauty

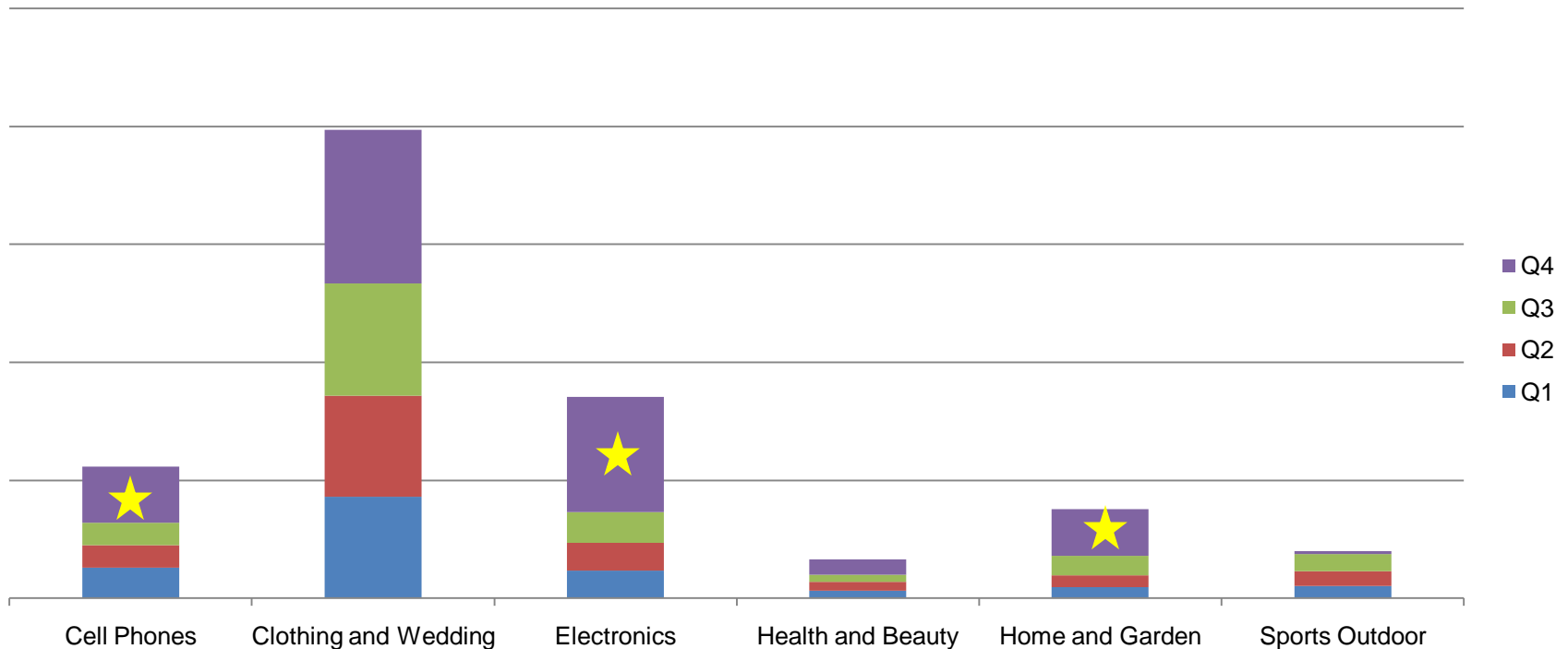
# Product category sales

- LightInTheBox.com features a diverse assortment of products. Clothing and Wedding, Cell Phones and Electronics are top categories.



# Category sales trends

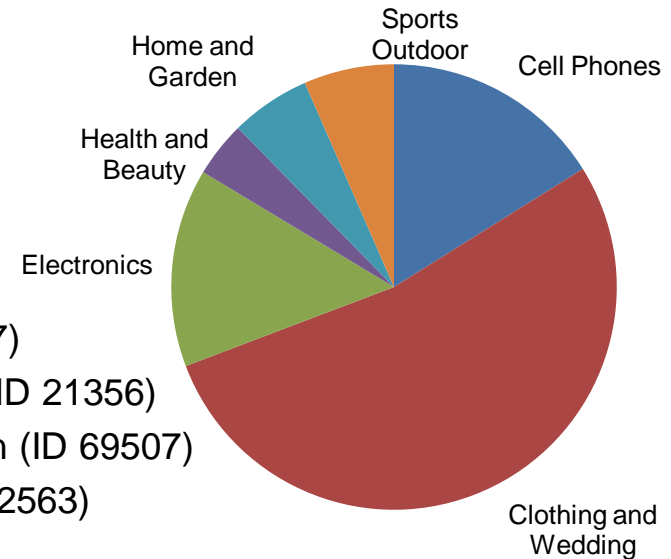
- Sales grow consistently through the first half of the year. Virtually all categories peak in Q4 during the Christmas season; especially electronics, home and cell phones.



# Q1 LightInTheBox Sales

- Top Products

- Chiffon Satin Sheath Sweetheart Evening Dress inspired by Selena Gomez at Emmy Awards (product ID 67906)
- Chiffon Sheath/ Column V-neck Floor-length Evening Dress inspired by Serena in Gossip Girl (product ID 50287)
- Ball Gown Strapless Short/ Mini Satin Bridesmaid Dress (ID 21356)
- 1GB Fashion Design OLED MP3 Player With FM Function (ID 69507)
- A-line V-neck Knee-length Chiffon Bridesmaid Dress (Id 22563)



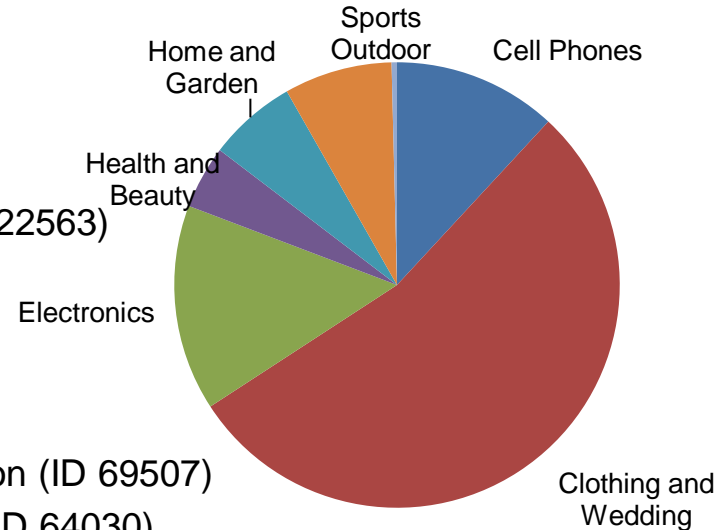
- Sales and Events

- Grammy Awards: find red carpet inspired dresses
- Oscar Awards: find red carpet inspired dresses
- Valentines Day

# Q2 LightInTheBox Sales

- **Top Products**

- A-line V-neck Knee-length Chiffon Bridesmaid Dress (Id 22563)
- Chiffon Sheath Train Evening Dress inspired by Fergie at Golden Globes (87291)
- Chiffon Satin Sheath Sweetheart Evening Dress inspired by Selena Gomez at Emmy Awards (product ID 67906)
- 1GB Fashion Design OLED MP3 Player With FM Function (ID 69507)
- Spy Pen with Sound Activated Camera + 8GB Memory (ID 64030)
- Fly Touch 2 - 10 Inch Touchscreen Android 2.1 Internet Tablet + GPS (ID 161027)



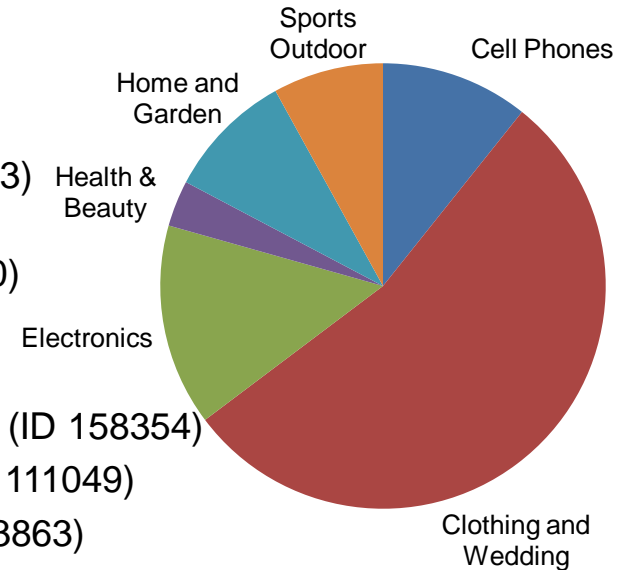
- **Sales and Events**

- Easter: Wedding, MP3
- Mothers' Day: Wedding, MP3
- Fathers' Day: MP3, Gadgets, Sporting goods
- Prom: Formal dresses

# Q3 LightInTheBox Sales

- **Top Products**

- A-line V-neck Knee-length Chiffon Bridesmaid Dress (Id 22563)
- Chiffon Elastic Silk-like Satin Column Floor-length Evening Dress inspired by Kate Beckinsale at Cannes Film (ID 112460)
- Deep V Neck Sleeveless Dress/Inspired by VICTORIA BECKHAM (ID 116080)
- Android 2.1 C-MID Tablet with 7 Inch HD Touchscreen + WiFi (ID 158354)
- Digital Alarm Clock with Hidden Camera + Motion Sensor (ID 111049)
- Single Handle Chrome Waterfall Bathroom Sink Faucet (ID 63863)



- **Sales and Events**

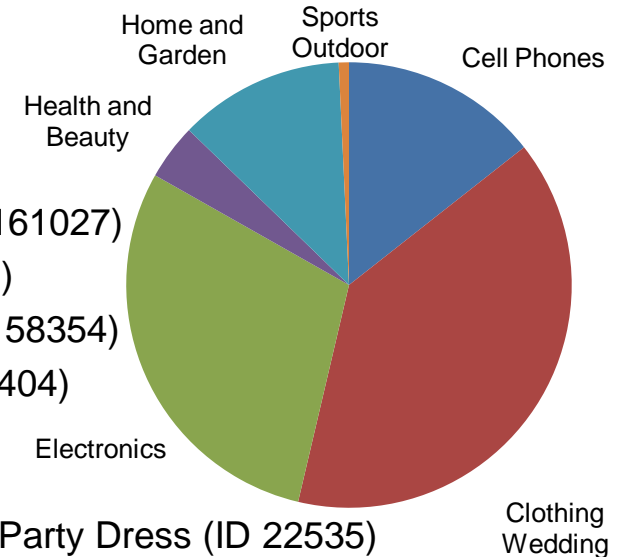
- World Cup (June/July): Sporting goods
- Graduation: Cell phones, MP3
- Back to school: Electronics, computer, cell phones



# Q4 LightInTheBox Sales

- Top Products

- Fly Touch 2 –10” Touchscreen Android 2.1 Tablet+GPS (ID 161027)
- 8GB USB Pen with Spy Camcorder+Web Camera (ID 61266)
- Android 2.1 C-MID Tablet w/ 7”HD Touchscreen + WiFi (ID 158354)
- Backless Dress Inspired by Blake Lively ,Gossip Girl (ID 110404)
- Chiffon Sheath/ Column Mini Cocktail/ Homecoming Dress inspired by Gossip Girl (ID 50255)
- Empire Strapless Floor-length Chiffon Bridesmaid/ Wedding Party Dress (ID 22535)
- Bleach Ichigo Kurosaki Men's Bankai Form Cosplay Costume (ID 111421)



- Sales and Events

- Halloween: Cosplay and Costumes
- Christmas: Computers, Cell phone, camera
- Homecoming: Formal dresses/fashion

# Thank you!

- We appreciate your partnership!
- Reach Affiliate Manager: Jillian McGary
  - Email: [litb@schaafco.com](mailto:litb@schaafco.com)
  - Cell phone: 310-749-9676
- Follow Lightinthebox:
  - Twitter: @Lightinthebox