

## Merchant info and affiliate program overview

### Contact:

Jillian McGary

Affiliate manager, Schaaf-PartnerCentric

[Jillian@Schaafpc.com](mailto:Jillian@Schaafpc.com)

310-749-9676

Networks—CJ, GAN, TradeTracker and Webgains

## Merchant Info

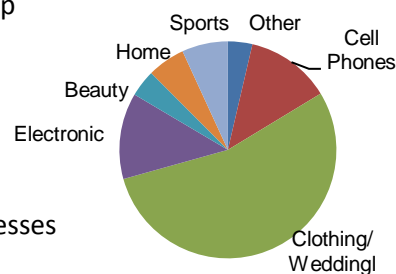
**Merchant Description:** LightInTheBox.com provides customers worldwide with high-quality products at wholesale prices; straight from the manufacturer. They offer a great selection of customized bridal gowns, special occasion dresses, electronics, cell phones, apparel, home décor and more. Over 95,000 products that ship to over 190 countries!

### Top categories:

- Wedding & Bridal
- Women's & Men's Apparel
- Department Stores
- Electronics
- Cell phones
- Home & Garden
- Wholesale/Drop-ship
- Sports & Outdoors

### Top products:

- Bridesmaids dresses
- Wedding dresses
- MP3 players
- Smart phones
- GPS
- Faucets
- Special Occasion Dresses
- Light Fixtures



### Customer Demographics:

- Female (46% female, 36% male)
- Median age 30-50
- 51% with HH income under \$50,000

### Best Selling Seasons:

- Christmas: Cell phones, video games, MP3 player, GPS, home décor, special occasion dresses
- Halloween: Cosplay, Costumes, Fantasy wear and decorations
- Valentines Day: Wedding and bridal gowns, electronics, jewelry, beauty
- Oscar & Grammy Awards (Q1): Red carpet inspired dresses
- Back to school: Computer, Electronics, Cell phones, homecoming dresses
- Mother's Day: Women's apparel, MP3, cell phones
- Dads/Grads: MP3, Cell phones, Sporting goods, gadgets

## **Affiliate Program Overview**

### **Commission:**

8% electronics & general merchandise  
10% Home décor, faucets and lighting  
15% Clothing and Bridal

- 45-day cookie duration
- \$125 Average Order Size

### **Ideas for Success:**

- ✓ Feature LightInTheBox in the most relevant categories on your website
  - i.e. Wedding, Apparel, Electronics, Cell Phones, Home, Wholesale, Department Store
- ✓ Promote top categories during relevant seasons
  - i.e. Electronics for Christmas; Cosplay for Halloween, Wedding for Valentines
- ✓ Feature coupons available only through the affiliate channel
  - Exclusive coupons available in exchange for placement
- ✓ Promote LightInTheBox internationally (add on your sites for UK, Canada, Europe, Spanish, etc)
- ✓ Bid on Trademark + [Coupon]
- ✓ Datafeed in GAN, CJ and Webgains (French, English US, English UK, German, Spanish and Italian languages available).
- ✓ Promote celebrity fashion trends

### **Search policy:**

- Trademark + Coupon is allowed
- Trademark bidding allowed only in 2<sup>nd</sup> Tier search engines

**Recommended Keywords:** China Wholesale, drop-ship, e source, China Supplier, Global Wholesale, global source, Import from China, Online Wholesale, B2B China, bulk, Wedding Dress, Bridal gowns, bridesmaid dress, winter wedding dresses, discount wedding dresses, Electronics, Car DVD, MP3, Dual Sim Phone, Cell Phone, Laptop, Tablet PC, prom dress, homecoming dress, discount cell phone, discount smart phone