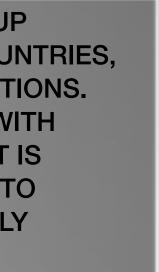
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MARKET RESEARCH STARTS WITH SETTING UP **BENCHMARKING PARAMETERS SUCH AS COUNTRIES, RETAILERS, PHASES AND SCORECARD QUESTIONS.** IN CASE OF A TAILORED CLIENT RESEARCH WITH TAILORED SAMPLE AND SCORECARD, CLIENT IS PROVIDED WITH A USER LEVEL AND IS ABLE TO PARTICIPATE WITHIN THE PLATFORM DIRECTLY THROUGH THE RESEARCH





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	CKAGING - O	UT OF BOX E	XPERIENCE	RETURNS	& REFUNDS	
QUESTION				4	AMAZON	AP
AE - Estimated lead time at checkout What was communicated as the expected delivery lead time? In case expected delivery lead time is 2-5 days please take 5 days, number 2)	≥ 6 days	4-5 days	2-3 days	≤1day	≥ 6 days	S1
AE - Order date: (mm/dd/yyyy)		(mm/d	d/yyyy)		02.08.2016	02.08
Actual date on which the order was placed. AE - Delivery date Actual date on which the first delivery		(mm/d	ld/yyyy)		09.08.2016	03.08
attempt by the carrier was made.	≥ 6 days	4-5 days	2-3 days	≤1 day	≥ 6 days	≤1

AE - Delivery Lead o Number of days it took from Order placement until delivery No there was No there was no issue. Yes there AE - Order issues no issue. was an There was an issue with the order (incorrect issue. product, order delayed, etc). Use comments

section to detail issue.

WITHIN INDIVIDUAL BENCHMARKING RESEARCH, USER CAN TAKE A DEEP DIVE INTO DATA POINTS OF ACTUAL DELIVERY PERFORMANCE OF INDIVIDUAL RETAILERS. 20 - 50 DATA POINTS REVEAL FUNCTIONAL ABILITIES PRESENT ON THE MARKET, SUCH AS CROSS-CHANEL FUNCTIONALITIES, DELIVERY OPTIONS AND SPEED, NOMINATED VS. ACTUAL, OPTIONS TRY-ON-DELIVERY AND MANY OTHERS.

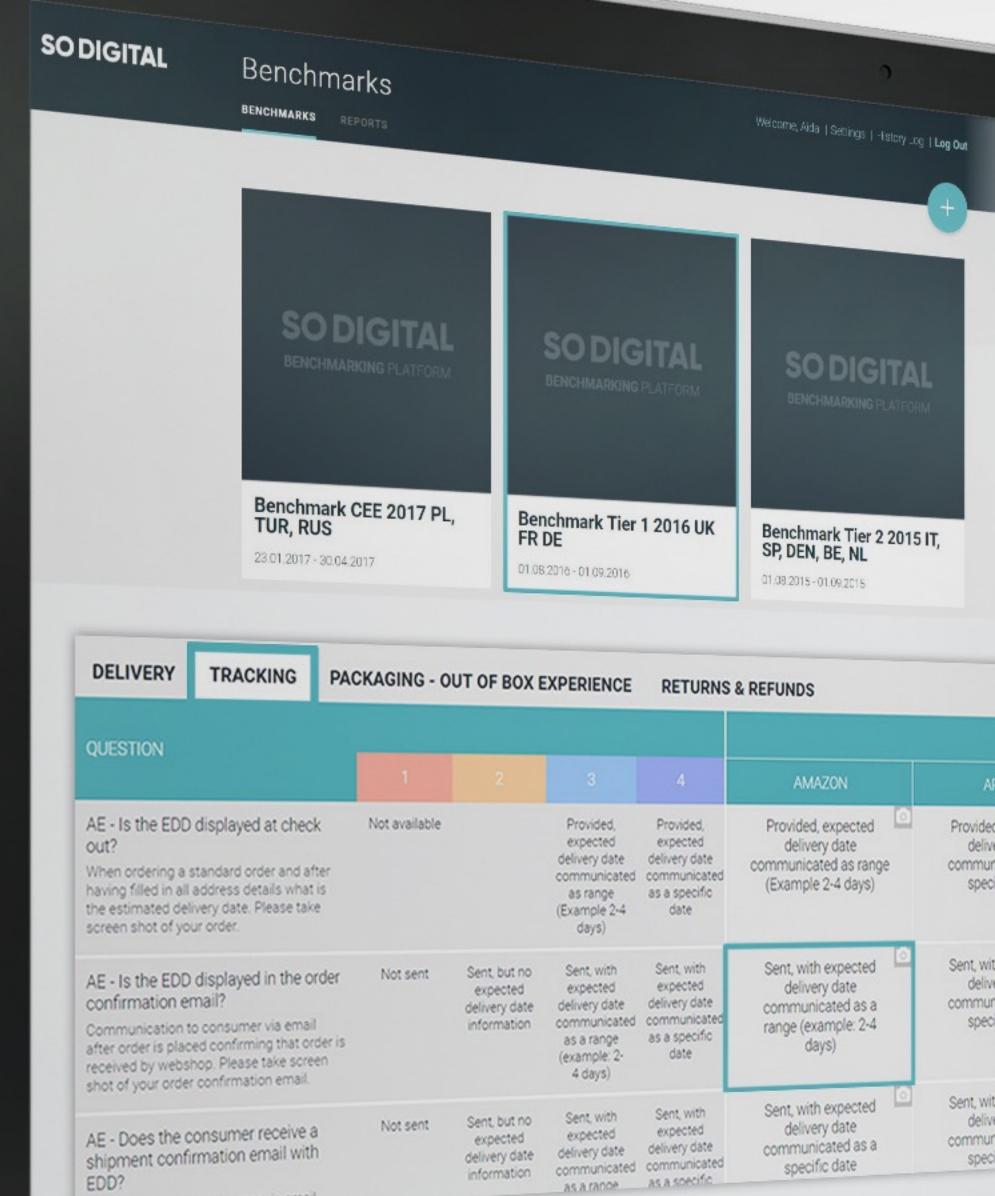
PLE	ASOS	DECATHLON	FOOT LOCKER
day	≥6 days	2-3 days	≥6 days
2016	03.08.2016	03.08.2016	04.08.2016
2016	09.08.2016	06.08.2016	09.08.2016
day	≥6 days	4-5 days	4-5 days
is no issue.	No there was no issue.	No there was no issue.	No there was no issue.

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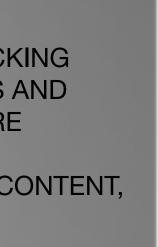


Communication to consumer via email

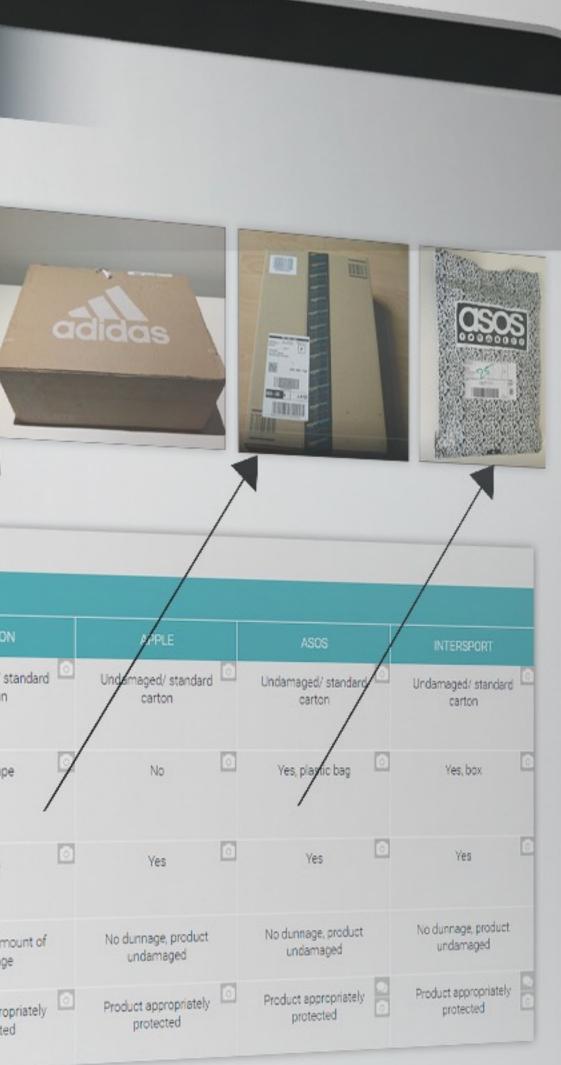
commande Amazon.tr de " confirmation-commande@amazon.fr (confirmation-commande@amazon.fr) Ajouteraux contacts 02/08/2014 Vos commandes || Volre comple || Amazon/tr amazonfr Confirmation de commande Commande nº 171-3624352-0749914 Nous vous remercions de votre commande sur Amazon Markeplace, effectuée auprès de UOW United. Nous vous tiendrons informés par e-mail lorsque les articles de votre commande auront été expédiés. Votre dale de livraison estimée est indiquée ci-dessous. Vous pouvez suivre l'état de votre commande ou motifier celle-ci dans Vos Livraison : Votre commande sera expédiée à : Samedi 6 aoút -GAUTIER Lucie Mercredi 17 aoút 96 RUE MICHEL-ANGE PARIS, 75016 Votre mode de livraison France Livraison Rapide Provided, expected Not available Provided, expected delivery date delivery date communicated as a communicated as a specific date specific date Sent, with expected Sent, with expected Sent, with expected delivery date delivery date delivery date communicated as a communicated as a communicated as a specific date specific date specific date Sent, with expected Sent, but no expected Sent, with expected delivery date delivery date delivery date communicated as a information communicated as a range (example: 2-4 specific date

TRACKING PHASE LOOKS AT THE ORDER TRACKING EXPERIENCE AND PERFORMANCE. CHANNELS AND OPTIONS USED. PERFORMANCE ANSWERS ARE DOCUMENTED WITH PHOTOS OF THE ACTUAL TRACKING COMMUNICATIONS – IN TERMS OF CONTENT, DESIGN, AND INFORMATION PROVIDED



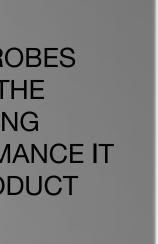


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DELIVERY TRACKING	PACKAGING - 0	UT OF BOX E		RETURNS	S & REFUNDS	
QUESTION						
	1			4	ADIDAS	AMAZON
Outer carton/packaging experience What did the outer packaging look like when the order was received? Please photograph.	ce Opened/ product sticking out	Damaged	Undamaged/ standard carton	Undamaged/ premium presentation	Undamaged/ standard carton	Undamaged/ sta carton
Outer box branding Is the outer carton branded? Was it bran on the box or on the seal/tape? Please photograph.	nded	Not ra	anked.		Yes, box	Yes, tape
Opening experience	No			Yes	Yes	Yes
Was it easy to open the box? Please						
	Excessive dunnage	No dunnage, product damage	Necessary amount of dunnage	No dunnage, product undamaged	No dunnage, product undamaged	Necessary amo dunnage



OUT-OF-BOX AND PACKAGING EXPERIENCE PROBES INTO THE FIRST PHYSICAL ENCOUNTER WITH THE PRODUCT AND THE BRAND. ASIDE OF PROVIDING STANDARDISED EVALUATION ON THE PERFORMANCE IT ALSO PROVIDES PHOTOS OF THE ACTUAL PRODUCT PACKAGING AN UNBOXING EXPERIENCE





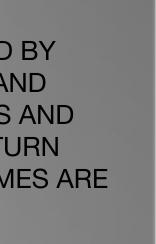
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DELIVERY TRACKING PA	CKAGING - OU	T OF BOX EXPERIENCE	RETURN	S & REFUNDS	
QUESTION		2 3		AMAZON	AP
Return options - Drop off point Possibility to drop off your return at a return point or a post office.	Not possible	Drop off far from home	Drop off close to home	Drop off close to home	Drop off cl
Collect at home - day specific Possibility to have the carrier pick up your return at your home.	Not possible		Possible	Not possible	Pos
Return in store Possibility to return your online purchase in a store of the company you are ordering	Not possible		Possible	Not possible	Pos
with. Example would be buy on Nike.com and return to a Nike store.			Possible	Not possible	Not p
Online return + new order online without new payment. Possibility to exchange one item for another	Not possible	only possible for different color or size	Posalole		

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RETURN AND REFUNDS PROCESS IS EXAMINED BY RECORDING ACTUAL EXPERIENCE, PROCESS AND POLICIES. SEAMLESS RETURNS, RETURN FEES AND OPTIONS, DETAILED PROCESS STEPS LIKE RETURN LABLE AND BOX AS WELL AS REFUND LEAD TIMES ARE JUST SOME OF THE ELEMENTS WE LOOK AT.

PPLE	ASOS	DECATHLON	FOOT LOCKER
lose to home	Drop off close to home	Drop off close to home	Not possible
ssible	Possible	Not possible	Possible
ssible	Not possible	Possible	Not possible
possible	Not possible	Not possible	Not possible
ssible	Not possible	Possble	Not possible





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REPORTING PART OF THE PLATFORM IS WHERE BUSINESS INSIGHTS ARE DERIVED. ABLE TO COMPARE INDIVIDUAL RETAILERS PER DIMENSION OF POST-PURCHASE AS WELL AS MARKET LEVEL AVERAGE PERFORMANCE, USERS ARE ABLE TO FEED THEIR E-**COMMERCE STRATEGY FORMULATION & OPTIMISATION** ACTIVITIES WITH ACTUAL MARKET DATA





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Reports

BENCHMARKS REPORTS

NAME			
Out of Box Experiment	OWNER	CREATED	LASTU
Out of Box Experience - Inner Box Design Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf		Chort
Out of Box Experience Germany		20.08.2018 at 18:46	20.08.2018
Benchmark Tier 1 2016 UK FR DE	Aida Wolf	15.02.0010	
Tracking performance in France 2016		15.02.2018 at 19:17	15.02.2011
Benchmark Tier 1 2016 UK FR DE	Aida Wolf	15.02.2018 at 19:10	15.02.2018
Footlocker vs Zalando in Germany			0.06.2010
Benchmark Tier 1 2016 UK FR DE	Aida Wolf	01.02.2018 at 01:43	01.02.2018

OUT OF BOX EXPERIENCE GERMANY

OUTER CARTON/PACKAGING EXPERIENCE

What did the outer packaging look like when the order was received? Please photograph.

TOTAL	DETAILS	PHOTOS
Opened/ product sticking out	0.00%	
Opened/ product sticking out Damaged	5.26%	

UPDATE ACTIONS J18 at 18:46 🔟 🗰 018 at 19:17 🔟 🗯 018 at 19:10 🔟 🍵 018 at 01:43 📊 🍵 OUT OF BOX EXPERIENCE GERMANY

01

TOTAL	DET	NLS	PHOTOS		
ountry / Company	Opened/ product sticking out	Damaged	Underraged/ standard carton	Undarmaged premium presentation	
ermeny / Adidas			×		
ermeny / Amezon					
emery / Apple					
emany / Asos					
many / Decathion					
mary / Foot Looker					
many/HEM					
ernary / Intersport					
mony / JD Sports Fashion					
many / Nedverman			4		
mary / Next					
ermany / Outfitter GmbH					

REPORT OF INDIVIDUAL POST-PURCHASE DIMENSION PER MARKET CONTAINS INSIGHTS OF THE AVERAGE MARKET PERFORMANCE AS WELL WELL AS HOW EACH INDIVIDUAL RETAILER PERFORMS ON A SELECTED DIMENSIONS.



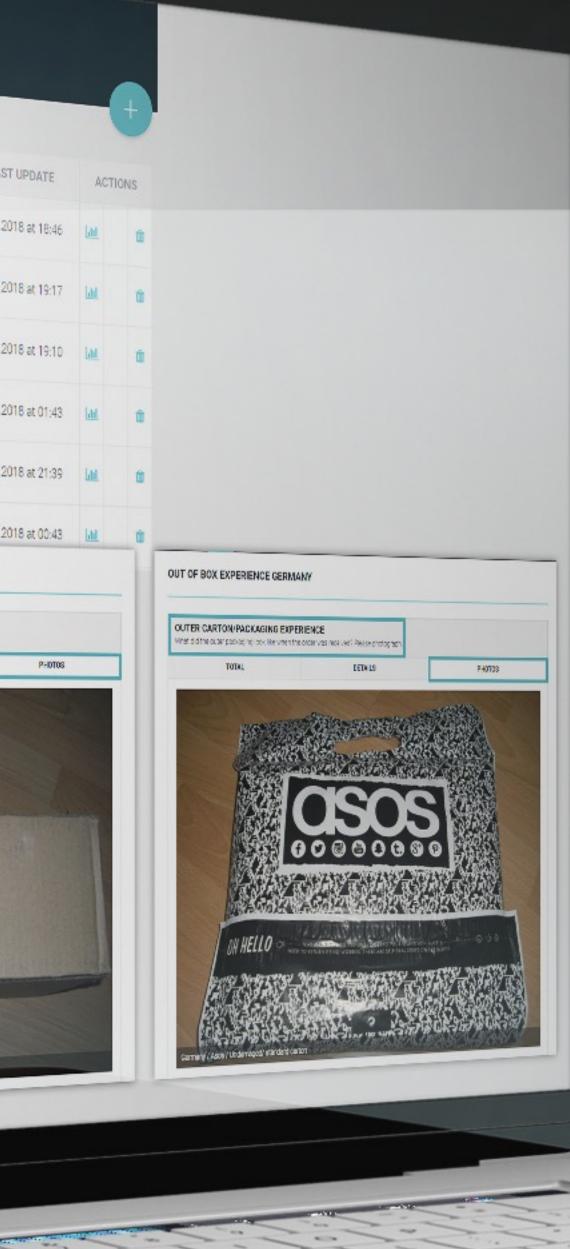


SO DIGITAL

Reports

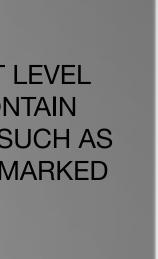
BENCHMARKS REPORTS

	NAME			
	NAME	OWNER	ODE	
	Out of Box Experience - Inner Box Design Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf	CREATED	L
	Out of Box Experience Germany Benchmark Tier 1 2016 UK FR DE	Aida Wolf	20.08.2018 at 18:46	20,0
	Tracking performance in France 2016 Benchmark Tier 1 2016 UK FR DE	Aida Wolf	15.02.2018 at 19:17	15.0
	Footlocker vs Zalando in Comment		15.02.2018 at 19:10	15.0
	Denchmark her 1 2016 UK FR DE	Aida Wolf	01.02.2018 at 01:43	01.0
	New Report 23.01.2018 Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	23.01.2018 at 21:39	23.0
OX EXPERIENCE GERMANY	Bol.com Benchmark Tier 2 2015 IT. SP. DEN. BE. NL	Aida Wolf	12.01.2018 at 00:43	12.0
		OUTER CARTON/PACKAGING Whet did the outer packaging look like w TOTAL	EXPERIENCE hen the order was received? Please shorograph DETAILS	
	was received? Please photograph.	TOTAL	hen the order was received? Please shotograph	



WHERE APPLICABLE, INDIVIDUAL AND MARKET LEVEL REPORTS, ASIDE OF NUMERICAL RESULTS, CONTAIN PHOTOGRAPHS OF THE ACTUAL EXPERIENCE SUCH AS OUT-OF-BOX EXPERIENCE, FOR EVERY BENCHMARKED RETAILER AND PRODUCT ORDERED.



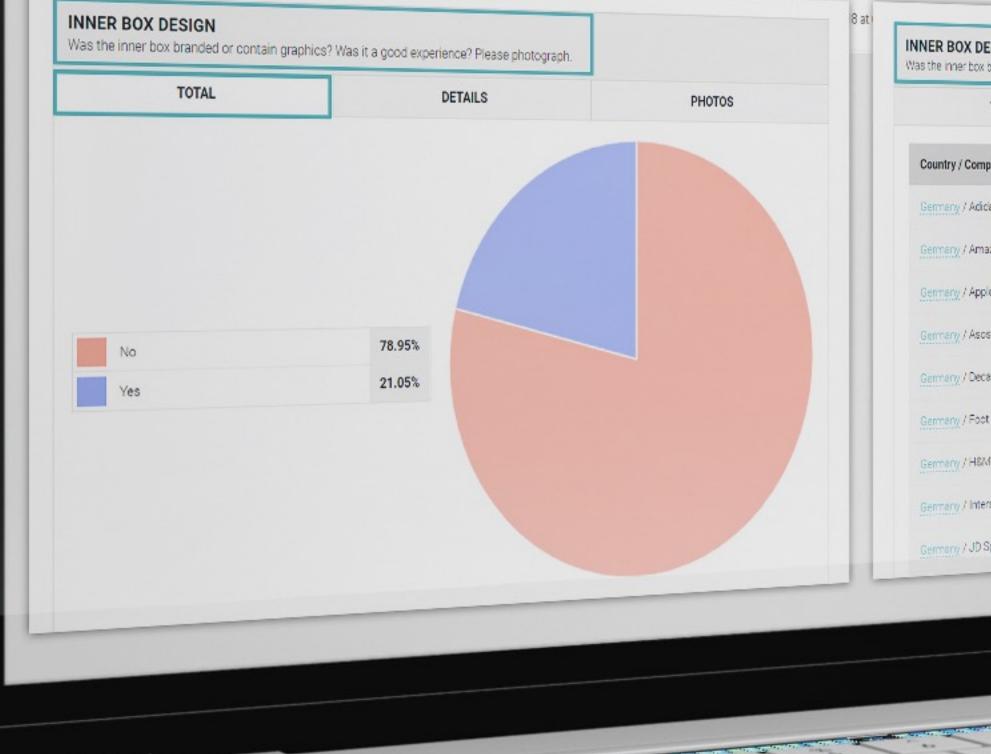


SO DIGITAL

Reports

BENCHMARKS REPORTS						
NAME	Oliging				+	
Out of Box Experience - Inner Box Design Benchmark CEE 2017 PL, TUR, RUS	OWNER	CREATED	LAST UPDATE	ACTI	ONS	
Out of Box Experience O	Aida Wolf	20.08.2018 at 18:46	20.08.2018 at 18:46	Lat	8	
2 TO THE T 2016 UK FR DE	Aida Wolf	15.02.2018 at 19.17	15.02.2018 at 19:17	lat		
Tracking performance in France 2016 Benchmark Tier 1 2016 UK FR DE	Aida Wolf	15.02.2018 at 19:10			-	
Footlocker vs Zalando in Germany Benchmark Tier 1 2016 UK FR DE	Aida Wolf		15.02.2018 at 19:10	Lan.	Û	
New Report 23.01 2018		01.02.2018 at 01:43	01.02.2018 at 01:43	<u>lat</u>	Û	
Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	23.01.2018 at 21:39	23.01.2018 at 21:39	LAL		
					-	

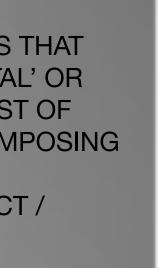
1

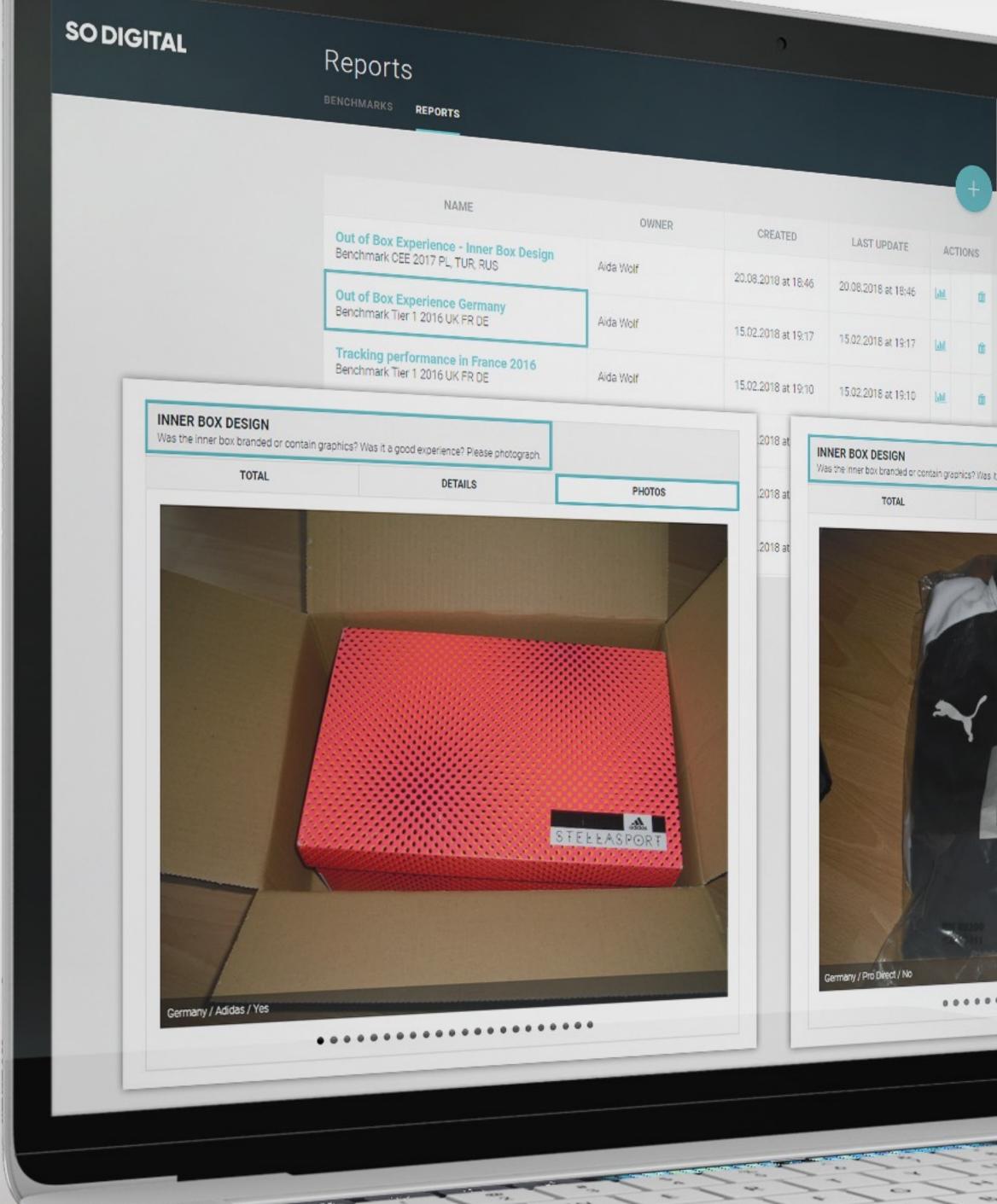


K DESIGN box branced or contain graphics? Was it a good experience? Please photograph.					
TOTAL	DETAILS	PHOTOS			
Company	No	Yes			
Adides		*			
Amazon		*			
Apple		~			
Asos	*				
Decathion					
Foot Locker					
нам					
Intersport					
JD Sports Fashion					

COUNTRY LEVEL REPORTS ON QUESTION SETS THAT MAY INCLUDE PHOTOGRAPHS WILL HAVE 'TOTAL' OR AVERAGE – SUMMATIVE RESULTS, DETAILED LIST OF PERFORMANCE FOR INDIVIDUAL RETAILER COMPOSING THE 'TOTAL' RESULT AS WELL AS INDIVIDUAL PHOTOGRAPHS FOR EACH RETAILER / PRODUCT / EXPERIENCE DETAIL







LAST UPDATE ACTIONS Was the inner box branded or contain graphics? Was it a good experience? Please photograph. TOTAL DETAILS PHOTOS

IN CASE OF SCORECARD QUESTIONS REFERRING TO SPECIFIC SUBSET OF EXPERIENCE, SUCH AS INNER BOX DESIGN, SURPRISE GIFT, MARKETING MESSAGING ETC. PHOTOGRAPHS ARE ALSO PROVIDED.



