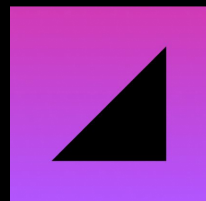
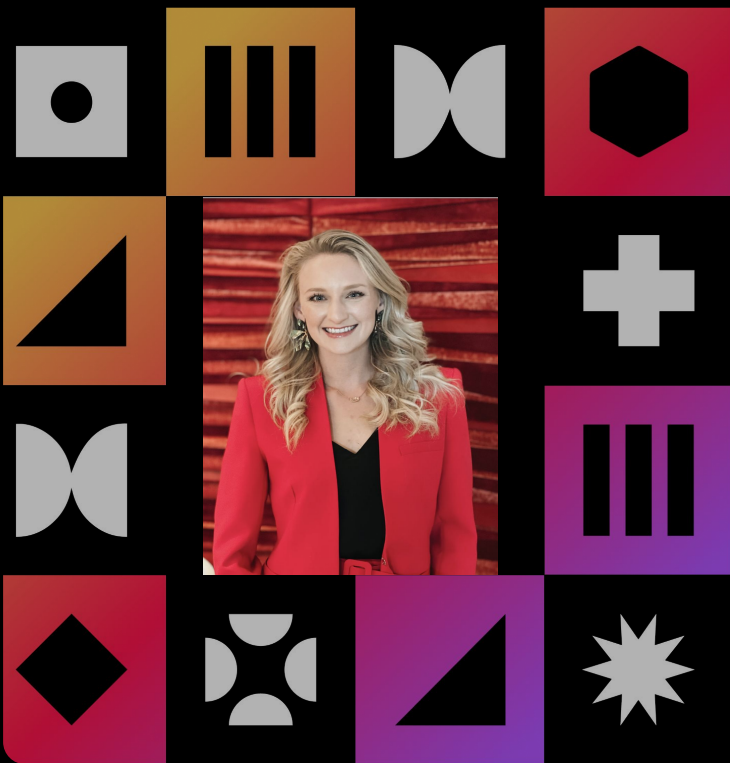




BigCommerce

Five eCommerce imperatives that make us industry-leading





Jessica Williamson

Growth Channel Account Manager,
Southeast



Enterprise eCommerce, Simplified.

- Lower total cost
- Faster innovation
- Fully composable
- B2C + B2B
- World's best omnichannel feed management
- World class performance, uptime, and security

60K+

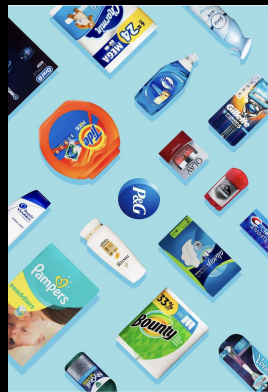
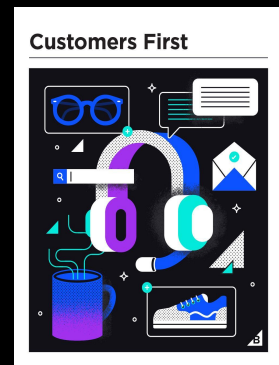
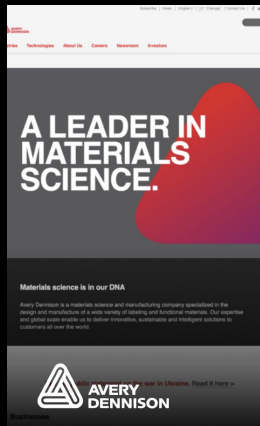
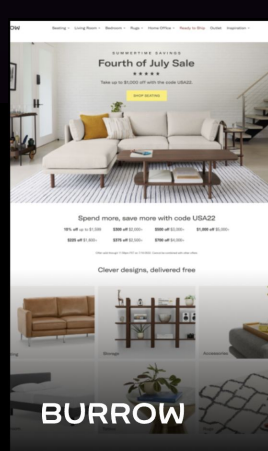
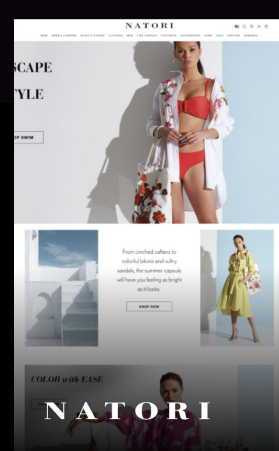
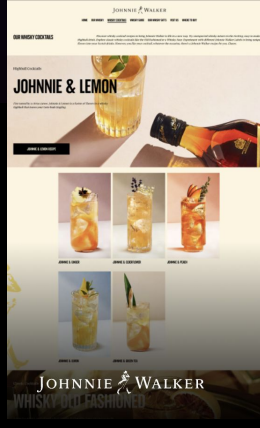
Merchants

\$100B+

Merchant Sales

150

Countries Served





Forrester rates BigCommerce ahead of Salesforce, Adobe/Magento, and Shopify Plus for enterprise B2C ecommerce.

FORRESTER

What analysts are saying...

BigCommerce is one of the Strongest Performers in commerce.



THE FORRESTER WAVE™

B2C Commerce Solutions

Q2 2022



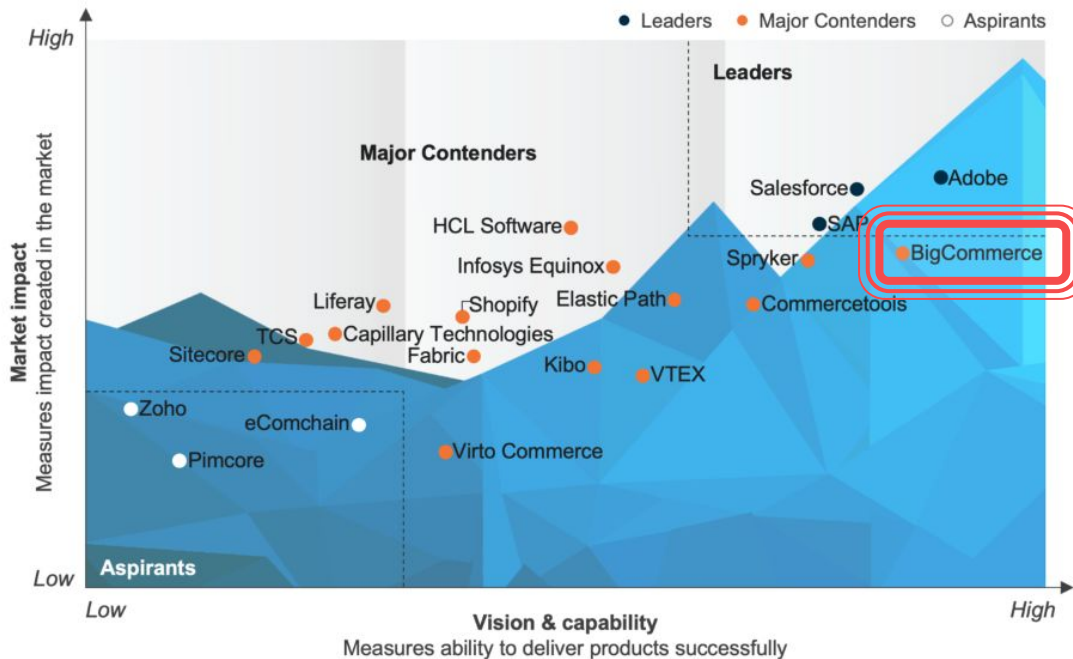
*A gray bubble or open dot indicates a nonparticipating vendor.

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Enterprise leadership recognition

Digital Commerce Platform PEAK Matrix® Assessment 2023

Everest Group Digital Commerce Platform PEAK Matrix® Assessment 2023^{1,2}



1 Assessment for BigCommerce, Commercetools, Elastic Path, Fabric, Kibo, SAP, Shopify, Sitecore, Virtocommerce, and VTEX excludes technology provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, technology provider public disclosures, and Everest Group's interactions with buyers

2 Assessment of Adobe and Salesforce includes partial inputs from the technology provider and is based on Everest Group's estimates that leverage Everest Group's proprietary data assets, technology providers' public disclosure, and interaction with buyers

Source: Everest Group (2023)



Global leader on G2 for B2B



Select Grid® View

Live

Trending

Select Company Size

All

Small Business

Mid Market

Enterprise

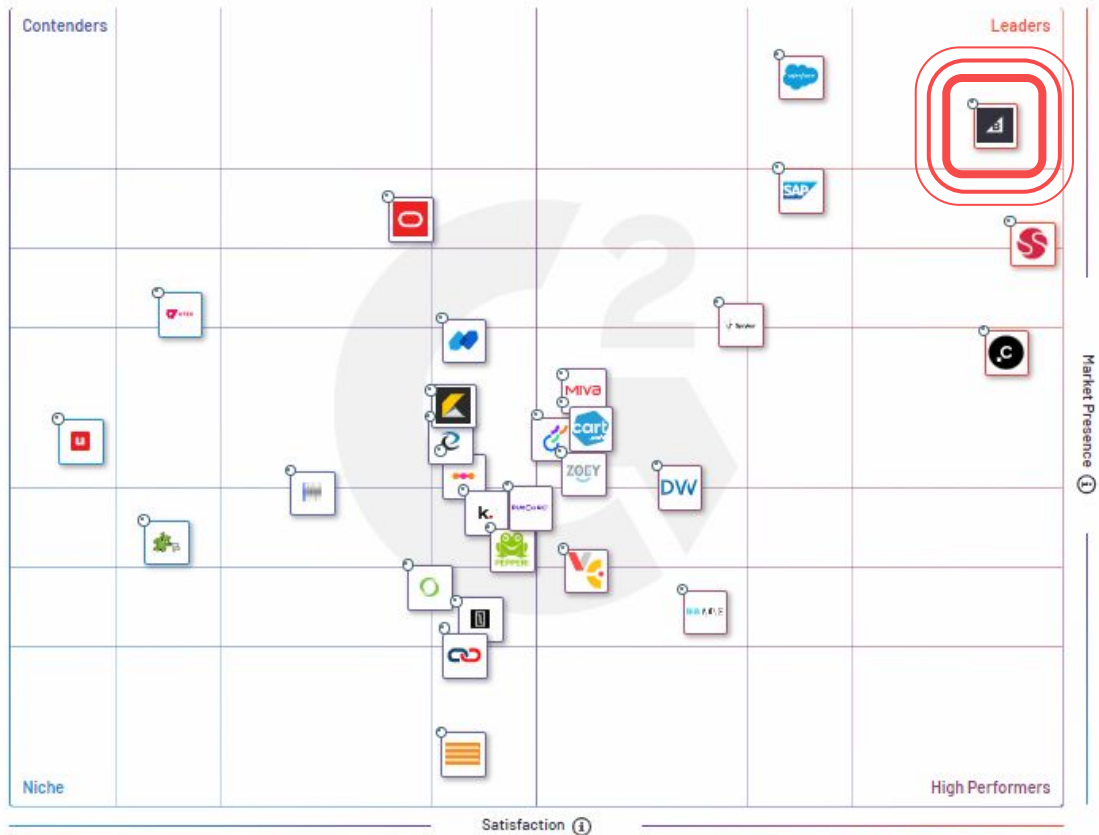
Select Target customer

All

B2C

B2B

G2 Grid® for Ecommerce Platforms



Health & Beauty

method men HOMEDICS Nature's One Mrs. MEYER'S CLEAN DAY MOLTON BROWN LONDON CALDREA LARQ bliss victoriachealth

Fashion & Apparel

CZ CUTTERS & BUCK Reebok GORE WEAR BADGLEY MISCHKA SADDLEBACK LEATHER CO. BON-TON NATORI LAPERLA GRENSON ENGLAND HILL Closet ABI AND JOSEPH

Electronics

FUJITSU Nikon Leica Skullcandy CCTV Vodafone NOKIA | Phones BRICKHOUSE SECURITY ATARI VCS

Home & Garden

Big Green Egg solo stove SHARP BURROW cantoni Flooret. CARILOHA AMERICAN LEATHER UPLIFT DESK

Food & Beverage

BEN & JERRY'S jenis 5-hour ENERGY JOHNIE WALKER DI BRUNO BROS. CULINARY PIONEERS SINCE 1936 Hummel CANDIES GROW & BEHOLD BEER CARTEL Carluccio's SPICEOLOGY

Sports & Outdoors

SPINNING K2 marucci KELTY ROCK BOTTOM GOLF pure barre YETI rockymounts PALM BALL online.com

Automotive

Mazda AWESOME VW AUDI GROUP SPECIALISTS PRIORITY TIRE STURGIS Harley Davidson Brock's PERFORMANCE STG TouchUpDirect enjukuracing BB WHEELS

B2B & Industrial

AVERY DENNISON Clarion ResMed RDO EQUIPMENT CO. Black Diamond berlin TECTRAN Driven to be BETTER HS WHOLESALE JEWEL MASTER DISTRIBUTOR AORN SAFE SURGERY TOGETHER ACLS.com



eCommerce leaders' day-to-day pressures

Drive more sales

with fewer resources

Implement new ideas

to improve site experience and conversion

Innovate quickly

across departments without waiting for technical resources

Integrate new technologies

without losing momentum on optimization

Keep up with customer needs

and the competitive landscape

Manage complex data systems

and system integrations

Make the site more performant

and feature-rich while making sure it doesn't go down

Manage brand, pricing, promotion,

and inventory across multiple channels

BigCommerce delivers

Enterprise eCommerce, simplified.

Engage, attract, convert, expand, and operate with lower cost and more freedom.



Engage



Create digital shopping experience differentiation

Attract



Maximize omnichannel traffic, demand, and sales

Convert



Create the best B2C and B2B one page checkout UX

Expand



Add new brands, geographies, and channels

Operate



Lower cost and risk while continuously innovating



Engage



Create digital shopping experience differentiation

Attract



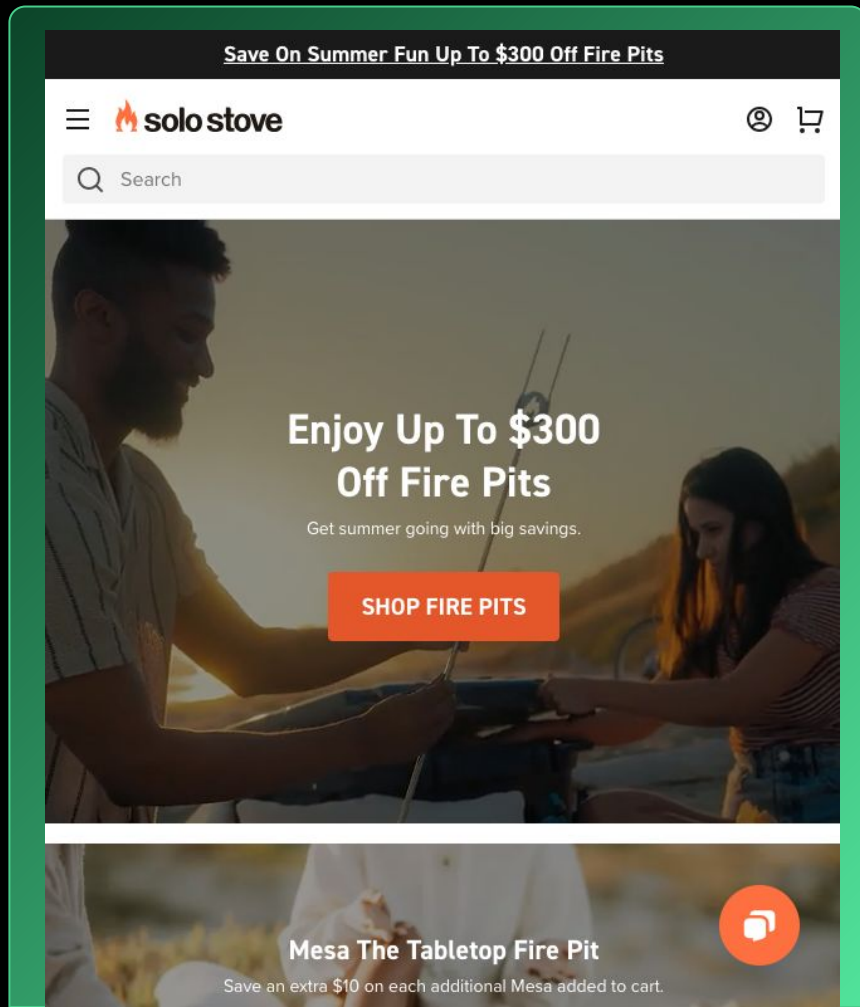
Convert



Expand



Operate





Engage 

Attract 

Maximize site traffic, demand, and sales

Convert 

Expand 

Operate 



Engage 

Attract 

Convert 

Create the best B2C and B2B
one page checkout UX

Expand 

Operate 



The screenshot shows a promotional banner for Dippin' Dots. At the top, there is a dark blue header with a white menu icon on the left and a white shopping cart icon on the right. The main banner features a blue background with water droplets and ice cubes. In the center, a large white circle contains the text "10% off ONLINE ONLY!". To the left of this circle is a pink circle with the text "all ices!". To the right is a white circle containing the code "Code: ICE10" and the expiration date "EXP 3.31.23". Below the banner, the text "10% OFF ICES!" is displayed in a large, bold, blue font. Underneath, a message reads "Take 10% off our Ice flavors, all month long! Use code ice 10 at checkout!". At the bottom, there is a blue button with the text "SHOP NOW" in white.



*With flagship payments configuration:

BigCommerce's native one-page checkout delivers:

61.9%

Checkout
conversion rate

2.33%

Visit to order
conversion rate

*May '23 data, Enterprise stores using BigCommerce storefront and native one page checkout, a major payment processor (includes Braintree, PayPal Commerce Platform, Stripe, Adyen), PayPal Wallet, and Apple Pay



Engage 

Attract 

Convert 

Expand 

Add new brands, storefronts, geographies, and channels

Operate 



Buy 2 Radian® 3QX and Get The 3rd Free

Use Code 3QX3RDFREE

Shop Now 

 Help

Within **8 months from signing**
with BigCommerce

HMD Global (Nokia)
launched **10 localized**
stores in **15 countries.**

hmd.



First store in UK was
live in **3 months**



Unique checkout, payment
solutions, and locale-specific
differences for **each store**



Included seamless
integrations for **multi-**
region omnichannel and tax



Simplified expansion. Faster growth. Local experiences.

That's BigCommerce.



Native capabilities

Simplified expansion powered by our native capabilities.



Efficiency at scale

Centralized management that eliminates duplicate efforts.



Unified data

Be more data driven, holistically or by specific storefront.



Local experiences

For relevant and engaging experiences.



Unique offerings

Choose when and where to sell specific products.



Local currency

Set default and get paid in local currency with no conversion.



Engage



Attract



Convert



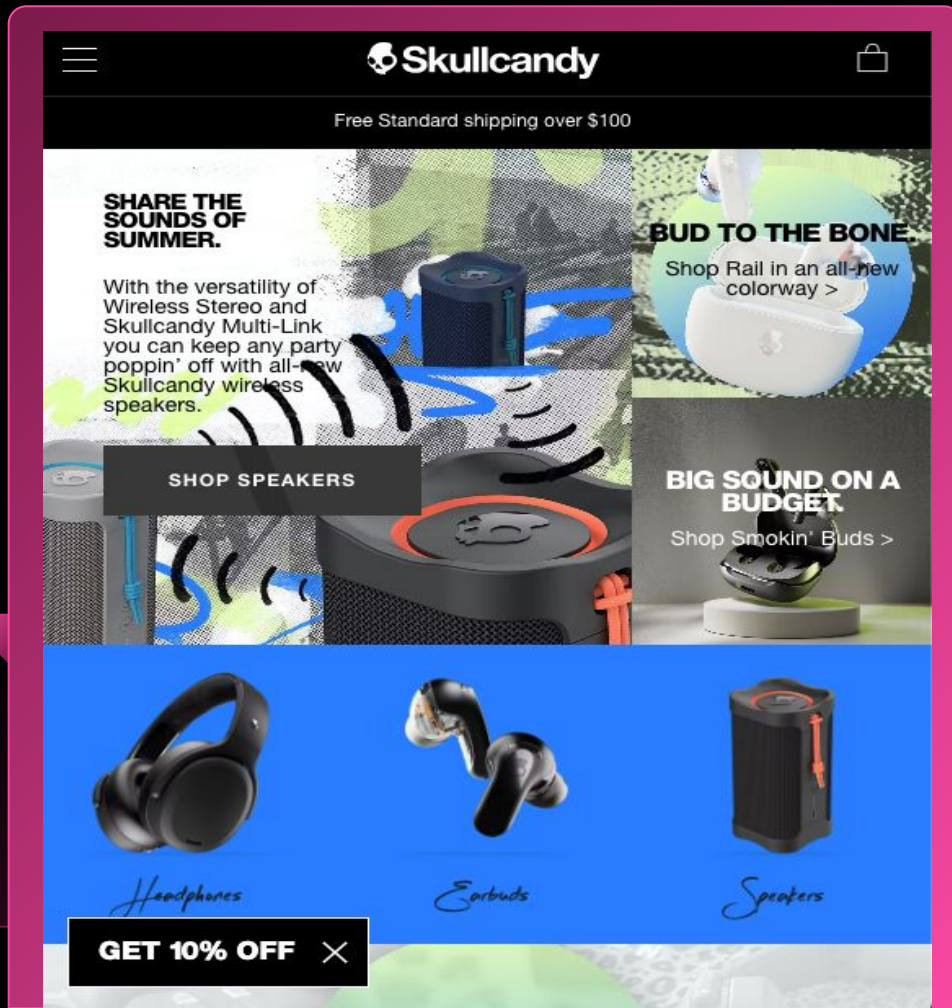
Expand



Operate



Lower cost and risk while continuously innovating





BigCommerce streamlines operations with:

LOWER COSTS

Less maintenance. More growth.

Focus on business profitability and growth while we manage hosting, updates, security, and compliance management.

PERFORMANCE

Proven reliability, built for complexity.

The world's most demanding brands count on BigCommerce to keep them running at the most demanding times.

SECURITY

Certified security and compliance.

We provide critical security and compliance with an ever-growing list of Tier 1 certifications including ISO, SOC, PCI, GDPR & CCPA.

DATA

Actionable data insights.

Manage multiple store, omni, B2C, B2B, CaaS, and international data from one account with unconstrained analysis capabilities.

BigCommerce lowers total costs by:



Saving Time

Low maintenance with hosting, updates, security, and compliance handled means less time fixing, while reducing associated pain and costs.



Saving Waste

Native enterprise capabilities with on-demand integrations allow you to add features as you need them, rather than paying for what you don't need.



Saving Fees

0% additional transaction fees and no proprietary penalties means you'll save on recurring add-on costs found with other providers.



Saving Share

BigCommerce rewards growth. The bigger you get, the less you pay per order, rather than increasing take rate the more you sell.



What fuels our leadership for these eCommerce imperatives?

Our people.

Launch Services

- Solutions Architecting
- Data Migration Services
- Implementation Project Management
- Enterprise Launch Coach



Success Services

- Technical Account Management
- Customer Success Management
- Enterprise Growth Coach
- BigCommerce University

24/7

Chat, email, and US-based phone support

Enterprise eCommerce, simplified.

Engage, attract, convert, expand, and operate with lower cost and more freedom.

Thank You

