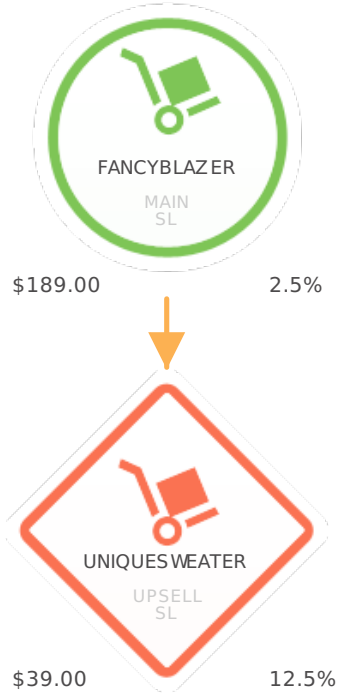
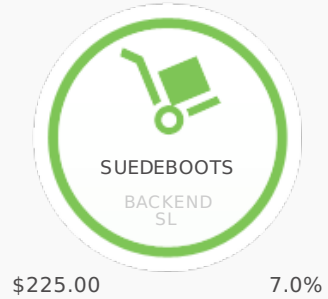
FUNNEL DIAGRAM

1M+ONLINESTORE-WOMENSCLOTHING (Scenario A)

December 7, 2016



3 DAYS LATER

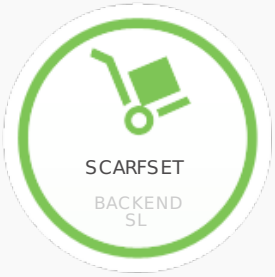


7 DAYS LATER

10 DAYS LATER

$185.00 5.7%

14 DAYS LATER



$199.00 4.0%

21 DAYS LATER

$279.00 4.5%

28 DAYS LATER

$799.00 1.8%