

Internet retailer TOP 500 GUIDE

211. Zazzle Inc. [See Latest Company News](#)

Financial

2009 Web Sales: \$54,835,200¹

2008 Web Sales: \$52,224,000¹

2007 Web Sales: \$41,779,200¹

2006 Web Sales: \$33,423,360¹

2005 Web Sales: \$20,000,000¹

2004 Web Sales: \$16,666,667¹

2009 Percent Growth: 5%

Operations

2009 Monthly Visits: 4,513,034²

2008 Monthly Visits: 2,443,000⁴

2009 Monthly Unique Visitors: 3,563,321³

2008 Monthly Unique Visitors: 2,039,000⁴

2009 Conversion Rate: 2.25%¹

2008 Conversion Rate: 4.5%¹

2009 Average Ticket: \$45¹

2008 Average Ticket: \$40¹

Total SKUs on Web: 6,328

Number of States Sales Tax Collected in:

1

Web Site Summary

URL: [Zazzle.com](#), [Zazzle.co.uk](#), [Zazzle.ca](#), [Zazzle.com.au](#), [Zazzle.co.nz](#), [Zazzle.es](#), [Zazzle.fr](#), [Zazzle.pt](#), [Zazzle.com.br](#), [Zazzle.de](#), [ARTSPROJEKT.com](#)

Year Launched: 2005

Merchandise Category: Specialty/Non-Apparel

Merchant Type: Web Only

Parent Company: Zazzle Inc.

Customer Satisfaction⁵

Browser Satisfaction (Top 100 Only): NA

Purchase Intent Score (Top 100 Only): NA

Multichannel Web Value Index (Top 100 Only): NA

Performance⁶

Response Time: 2.07

Site Availability: 99.95%

Consistency: Good

Marketing

Search Engine Shoppers 2009⁷: 47.43%

Search Engine Shoppers 2008⁷: 41.9%

New Shoppers 2009⁷: 76.98%

Return Shoppers 2009⁷: 23.02%

Monthly E-Mail Campaigns⁸: NA

E-Mails With Incentives: NA

E-Mails With Links to Social Networks: NA

To which social networks⁸: NA

2009 Rank In Category: 8

2008 Rank In Category: 16

2007 Rank In Category: 21

2006 Rank in Category: 25

2005 Rank in Category: 33

2009 Share In Category: 2.02%

2008 Share In Category: 1.36%

2007 Share In Category: 1.22%

2006 Share in Category: 1.09%

Company Overview

Zazzle.com, a manufacturer and retailer of personalized products ranging from t-shirts and tennis shoes to coffee mugs and calendars, in September 2009 expanded its paper products line in a pre-holiday push. The new categories included photo cards, which let customers upload their personal photos to a greeting card; invitations and announcements; and stationery, flyers, and marketing rack cards.

Web Site Features & Functions

Affiliate Program	E-Mail A Friend	Online Gift Certificates	Social Networking
Blogs	Enlarged Product View	Product Customization	Top Sellers
Color Swatching	Frequently Asked	Product Ratings	Videocasts
Coupons / Rebates	Questions	Product	What's New
Customer Reviews	Guided Navigation	Recommendations	Widgets
Daily / Seasonal	Microsites	RSS Feeds	Zoom
Specials	Mouse Over	Site Personalization	
Dynamic Imaging			

Payment Systems

American Express	PayPal Express
MasterCard	Checkout
PayPal	Visa

Site Search

Best Sellers	Related Links /
Category /	Products / Searches
Department / Product	Reviewer Tags
Type	Reviews / Ratings
Keyword Search	What's New
Recently Viewed	
Items / Saved Results	
Recommended Items	

Social Networks

Facebook	Twitter
MySpace	YouTube

Customer Service

Account Status /	Real-Time Inventory
History	Check
Estimated Shipping	Shipping Cost
Date	Calculator
Express Checkout	Shipment Tracking
Order Confirmation	Toll-Free Number
Order Status	Ship to Multiple
	Addresses

Shopping Engines & Marketplaces

Bing	Yahoo Shopping
Google Product	
Search	

Number of Affiliates: NA
SEO Effectiveness: Excellent
2009 Share of all Top 500 Sales: 0.04%
2008 Share of all Top 500 Sales: 0.04%
2009 Share of all E-Commerce Sales:
 0.04%
2008 Share of all E-Commerce Sales:
 0.04%

Shopper Profile

Female¹⁰: 57.06%
Male¹⁰: 42.94%
Age 25 or less¹⁰: 18.86%
Age 26 to 34¹⁰: 26.77%
Age 35 to 44¹⁰: 25.44%
Age 45 to 54¹⁰: 18.01%
Age 55 and up¹⁰: 10.92%
Annual Household Income \$30,000 or less¹⁰: 17.54%
Annual Household Income \$30,001 to \$60,000¹⁰: 22.84%
Annual Household Income \$60,001 to \$100,000¹⁰: 33.28%
Annual Household Income More Than \$100,000¹⁰: 26.35%

Corporate Information

Executives:

Robert Beaver - CEO/Co-Founder
 Jeff Beaver - Chief Product Officer/Co-Founder
 Jason Kang - VP, Marketing
 Bobby Beaver - CTO/Co-Founder
 Michael Wang - Chief Fulfillment Officer
 Bridget Smith - CFO
 Melanie Sherk - Chief Legal Officer

Street Address: 1900 Seaport Blvd., 4th Floor

City: Redwood City

State/Province: CA

Zip/Postal Code: 94063

Phone Number: 650-872-8000

Vendors

Affiliate Marketing: Google Affiliate Network

Comparison Engine Feeds: NA

Content Delivery: In-house

Content Management: In-house

CRM: In-house

Customer Reviews & Forums: In-house, BizRate

Customer Service Software: RightNow Technologies

E-Commerce Platform: In-house

E-Mail Marketing: In-house, Acceleration DreamMail

Fulfillment: In-house

Live Chat / Click-To-Call: NA

Order Management: In-house

Payment Security: VeriSign, eTrust

Payment Systems: In-house

Personalization: In-house

Rich Media: In-house

Search Engine Marketing: In-house

Security Certification: VeriSign

Shipping Carrier: FedEx, UPS, USPS

Site Design: In-house

Site Search: In-house

Web Analytics: In-house, Adobe Omniture

Web Hosting: In-house

Web Performance Monitoring: In-house

¹Internet Retailer Estimate ²Estimate by Internet Retailer based on average daily visitors as reported by comScore Inc. ³Monthly Average by comScore Inc.

⁴Monthly Average by Nielsen Online ⁵ACSI Methodology by ForeSee ⁶January 2010, Gomez Inc. ⁷January 2010, Hitwise: Percentage of All Traffic

⁸January 2010, Silverpop Systems Inc. ⁹January 2010, Conductor Inc. ¹⁰2009 avg. per month, Compete Inc. NS: Not Significant