

Marketplace Benchmarking

30-Day Post-Release Report

T-Cetra UX

1.5x

Total Traffic

5x

Increase in Mobile users

1.8x

Users who clicked Add-to-Cart

Marketplace (MxP) Goals

- 1 Increase purchases on Marketplace
- 2 Bring new customers to Marketplace
- 3 Empower Marketplace users to understand carrier-rebate pricing structure and make informed purchase decisions
- 4 Increase rebate success by clarifying carrier compatibility and clearly communicating rebate restrictions
- 5 Reduce user frustration and preventable RMAs
- 6 Increase perceived value of VIDAPAY and the Marketplace to merchants and partners

- *"Marketplace Redesign Brainstorming" Doc*

6. Increase perceived value of VIDAPAY and the Marketplace to merchants and partners

KPI: Poll responses - anonymous feedback

"It's now more organized"

"The Best"

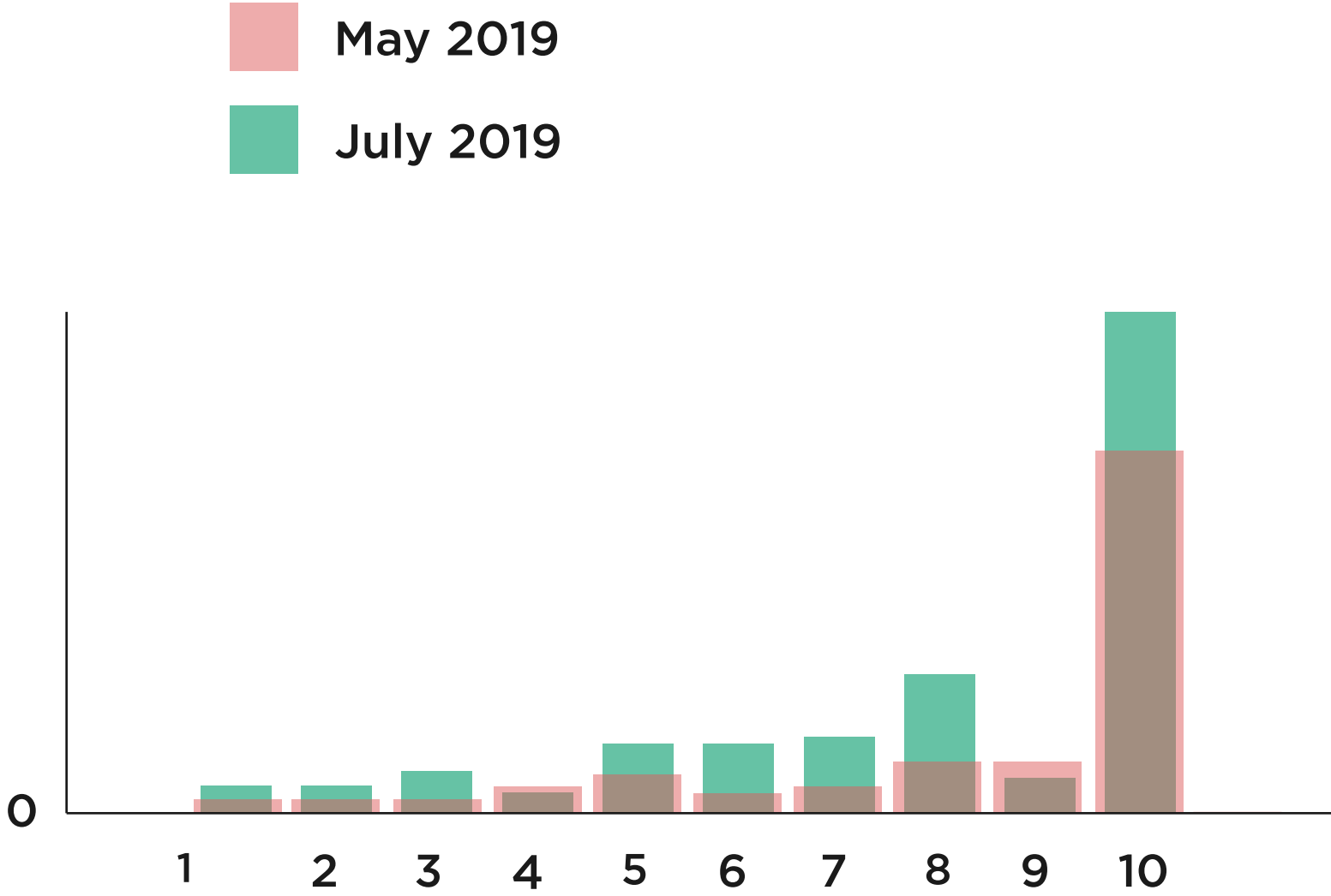
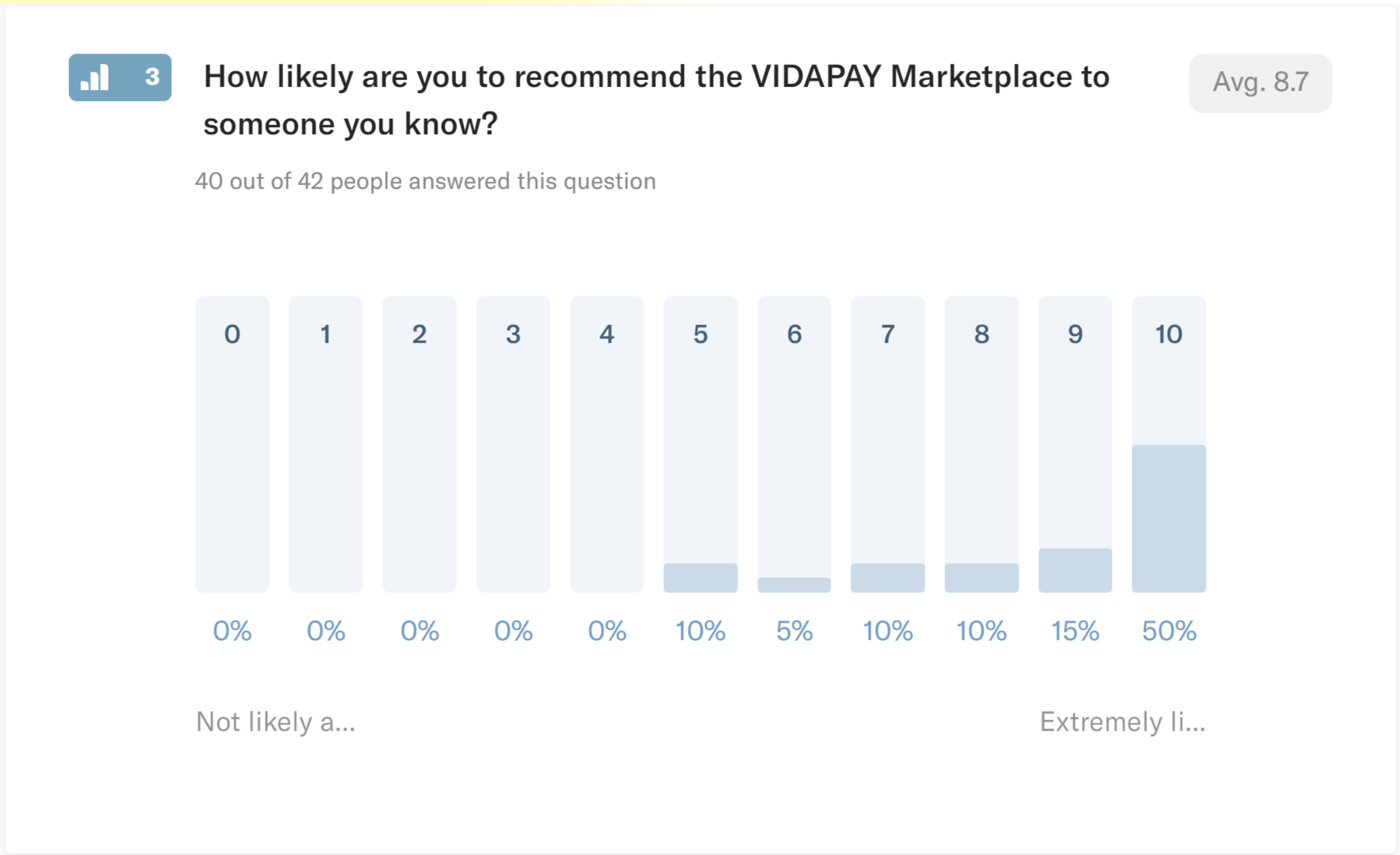
"Everything is good !"

- Hotjar and Typeform "rate your experience" polls

Overall: Neutral-to-Positive remarks. Most who left comments either had a specific complaint - often unrelated to MxP - or simply said "nothing" or "I don't know" when asked what we could do to improve.

6. Increase perceived value of VIDAPAY and the Marketplace to merchants and partners

KPI: Poll responses - raters



- Typeform and Hotjar "rate your experience" polls

6. Increase perceived value of VIDAPAY and the Marketplace to merchants and partners

Merchant's ideas for improvement

"Please add the tool to show how many phones are available in the dealers system, and what phones have rebates and maybe have a system alert on phones with expiring rebates"

"Choose Shipping options, to receive phone faster"

"Slow to load compared to the old one"

"when i click market place nothing pop up...i cannot order like i use too"

- Responses from Typeform and Hotjar polls

5. Reduce User Frustration and Preventable RMAs

KPI: Call Reason Logs, RMA velocity

"Requesting RMA for Handsets" Call Reason Count

MAR: 56

APR: 49

MAY: 69

JUN: ~55

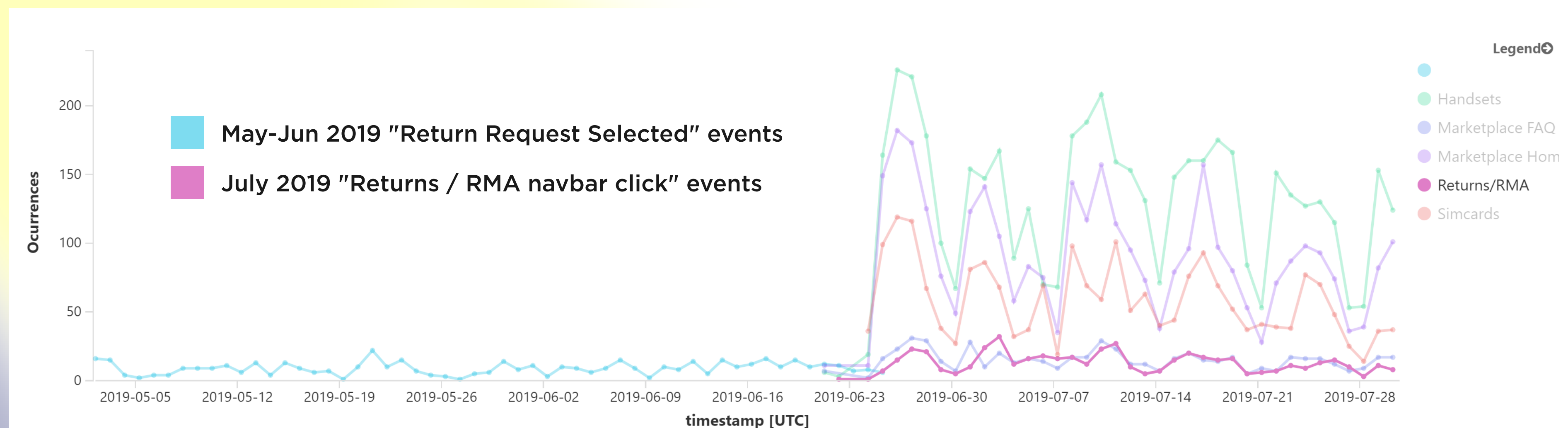
JUL: ~60

- CSR "Call Reason Log" Report

Overall: Neutral-to-Positive outcomes. RMAs appear consistent despite more traffic.

5. Reduce User Frustration and Preventable RMAs

KPI: Return Request Selected analytics events



Overall: Neutral-to-Positive outcomes. RMAs appear consistent despite more traffic.

4. Increase rebate success

by clarifying carrier compatibility and clearly communicating rebate restrictions

KPI: Rebate Courtesy Credit CSR Calls

"Cashback Promo One Time Courtesy Credit" Call Reason Count

MAR: 226

APR: 163

MAY: 145

JUN: ~70

JUL: ~50

- CSR "Call Reason Log" Report

Overall: Positive Outcomes, but may be unrelated. More data is needed.

4. Increase rebate success

by clarifying carrier compatibility and clearly communicating rebate restrictions

KPI: Rebate Claim Reports

UX does not have direct access to these numbers - see Sales or Marketplace team data.

Overall: Outcome TBD. More data is needed.

3. Empower Marketplace users

to understand carrier-rebate pricing structure and make informed purchase decisions

KPI: Add-to-Carts after clicking Products (Conversions from See Details)



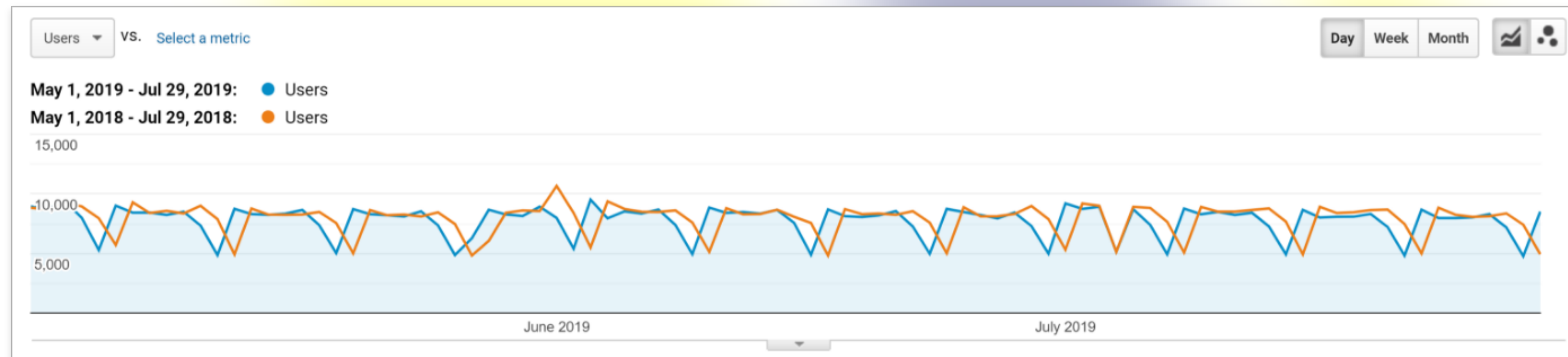
2x *as many Add-to-Carts
after clicking an individual product*

- Azure Analytics

Overall: Positive Outcomes. Merchants are more likely to convert in new MxP.

2. Bring new customers to Marketplace

KPI: Marketplace visitors per MAU, Year-over-year



- Google Analytics, Azure Analytics

Overall: Positive Outcomes. MxP traffic has increased relative to overall site traffic.

1. Increase purchases on Marketplace

KPI: Branded vs. Marketplace UI

In May, **45%** *of handset sales came from Marketplace UI.*

In July, **55%** *of handset sales came from Marketplace UI.*

- Azure Analytics, VP DB

Overall: Outcome TBD. More data is needed.