

452. Entertainment Earth Inc.

Entertainment Earth is a multichannel retailer and wholesaler of licensed merchandise, including action figures, toys, gifts, and collectibles that caters primarily to the adult collector. The retailer uses social media, such as Facebook and Twitter, to connect with its customer base. Podcasts and a Geek Girl blog, which spotlights the site's merchandise, round out the site.

OPERATING DATA

FINANCIAL

2009 Sales: \$13,700,000
 2008 Sales: \$13,700,000
 2007 Sales: \$12,300,000
 2006 Sales: \$10,050,000
 2005 Sales: \$7,900,000
 2009 Growth Rate: 0%

OPERATIONS

Monthly Visits: 2,000,000¹
 Monthly Unique Visitors: 250,440³
 Conversion Rate: 1.10%¹
 Average Ticket: \$45¹
 Total SKUs on Web: 6,000
 Number of states sales tax collected in: NA

WEB SITE SUMMARY

URL: EntertainmentEarth.com
 Year Launched: 1996
 Category: Toys/Hobbies
 Merchant Type: Catalog/Call Center
 Parent Company:
 Entertainment Earth Inc.

PERFORMANCE⁶

Response Time: 9.44 seconds
 Site Availability: 99.87%
 Consistency: Poor

MARKETING

Search Engine Shoppers⁷
 2009: 34% of all traffic
 2008: 31% of all traffic
 New Shoppers 2009: NA
 Return Shoppers 2009: NA
 Monthly E-Mail Campaigns: 12⁸
 With Incentives: 11
 With Links to Social Networks: No
 SEO Effectiveness: Good⁹
 Number of Affiliates: 10,000

SHOPPER PROFILE¹⁰

Male: 52% / Female: 48%
 Age 24 or less: 17% / 25 to 34: 27%
 35 to 44: 28% / 45 to 54: 17%
 55 and up: 10%
 Annual Household Income
 \$30,000 or less: 20%
 \$30,001 to \$60,000: 23%
 \$60,001 to \$100,000: 33%
 More than \$100,000: 24%

CORPORATE INFORMATION

Aaron Labowitz, CEO
 12730 Raymer St., Suite 1
 North Hollywood, CA 91605
 800-370-2320

WEB SITE SERVICES

FEATURES & FUNCTIONS

Affiliate Program	Product Recommendations
Blogs	Product Wikis
Catalog Quick Order	RSS Feed
Daily/Seasonal Specials	Social Networking
Dynamic Imaging	Syndicated Content
E-Mail a Friend	Top Sellers
Enlarged Product View	What's New
Frequent Buyer	Wish List
Frequently Asked Questions	
Guided Navigation	
Interactive Catalog	
Outlet Center	
Pre-Orders	
Product Customization	

PAYMENTS

American Express
 Discover
 Electronic Checks
 MasterCard
 Visa

VENDORS

Affiliate Marketing: In-house, Commission Junction	Payment Security: NA
Comparison Engine Feeds: NA	Payment Systems: Authorize.Net
Content Delivery: In-house	Personalization: NA
Content Management: In-house	Rich Media: In-house
CRM: In-house	Search Engine Marketing: In-house
Customer Reviews & Forums: NA	Security Certification: NA
Customer Service Software: In-house	Shipping Carrier: NA
E-Commerce Platform: In-house	Site Design: In-house
E-Mail Marketing: In-house	Site Search: In-house
Fulfillment: In-house	Web Analytics: Google
Live Chat/Click to Call: NA	Web Hosting: In-house
Order Management: In-house, Dydacomp	Web Performance Monitoring: In-house

1. Internet Retailer estimate. 2. Internet Retailer estimate based on avg. daily visits as reported by comScore Inc. 3. Monthly avg. by comScore 4. Monthly avg. by Nielsen Online. 5. ACSI Methodology by ForeSee Results, see p. 112. 6. Jan. 2010, Gomez, see p. 95. 7. Jan. 2010, Experian Hitwise, see p. 100. 8. Jan. 2010, Silverpop Systems Inc., see p. 101. 9. Jan. 2010 by Conductor Inc., see p. 113. 10. 2009 avg. per month, Compete Inc., see p. 113.