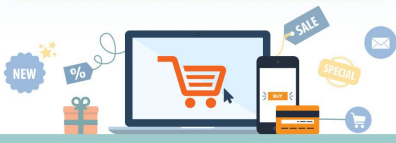


THE EVOLUTION OF ECOMMERCE



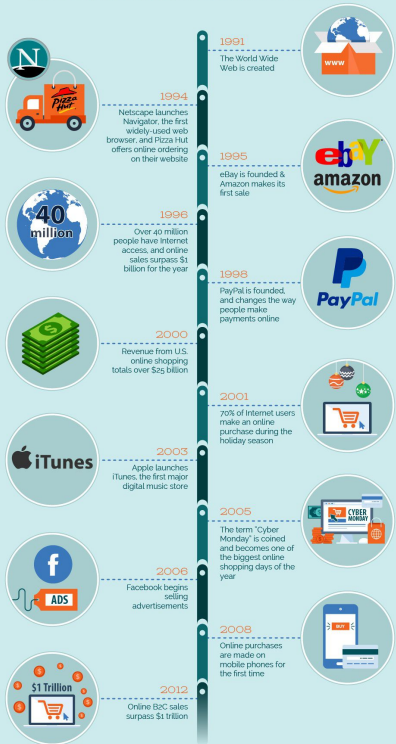
In 1995
Amazon sold their very first book.



In 2015
Americans spent over \$341 billion online.

Over the course of 20 years, ecommerce evolved from a novel new concept into a major part of the world's economy. But how did that happen?

MAJOR ECOMMERCE MILESTONES



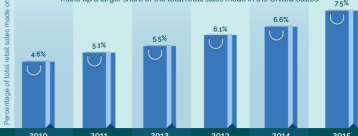
THE GROWTH OF ECOMMERCE

ECOMMERCE SALES IN THE U.S.

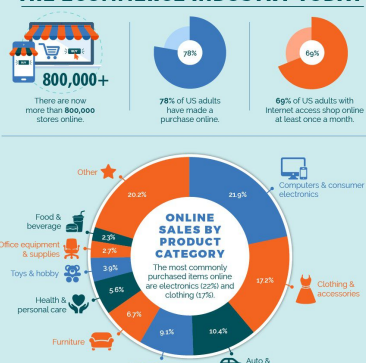


THE GROWING IMPORTANCE OF ECOMMERCE

Ecommerce has not only grown in total revenue, but also continued to make up a larger share of the total retail sales made in the United States.



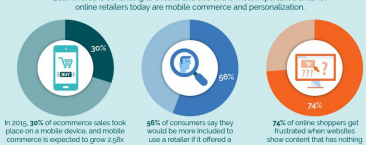
THE ECOMMERCE INDUSTRY TODAY



LOOKING TO THE FUTURE

MOBILE COMMERCE & PERSONALIZATION

Ecommerce is continuing to evolve, and two of the most important trends for online retailers today are mobile commerce and personalization.



SOURCES:

<http://www.intelligence.com/news/personalization/2015/04/21/the-history-of-ecommerce/>
<http://www.ebay.com/press/2015/04/21/ecommerce-sales-in-the-us/>
<http://www.statista.com/statistics/192497/quarterly-ecommerce-sales-in-the-us/>
<http://www.statista.com/statistics/192497/total-and-in-commerce-us-retail-trade-sales-since-2009/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-2/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-3/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-4/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-5/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-6/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-7/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-8/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-9/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-10/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-11/>
<http://www.businessinsider.com/2015/04/ecommerce-sales-2015-12/>