

Internet retailer TOP 500 GUIDE

269. American Apparel Inc. [See Latest Company News](#)

Financial

Quarterly Financial Data [Click Here](#)

2009 Web Sales: \$37,300,000

2008 Web Sales: \$39,400,000

2007 Web Sales: \$25,400,000

2006 Web Sales: \$13,282,000

2005 Web Sales: \$6,139,000

2004 Web Sales: NA

2009 Percent Growth: -5.33%

2008 Percent Growth: NA

2007 Percent Growth: NA

2009 Total Sales: NA

2008 Total Sales: NA

2007 Total Sales: NA

2006 Total Sales: NA

2005 Total Sales: NA

Operations

2009 Monthly Visits: 2,000,000¹

2008 Monthly Visits: 2,137,000

2007 Monthly Visits: NA

2006 Monthly Visits: NA

2009 Monthly Unique Visitors: 625,000⁴

2008 Monthly Unique Visitors: 1,417,000

2007 Monthly Unique Visitors: NA

2006 Monthly Unique Visitors: NA

2009 Conversion Rate: 1.8%¹

2008 Conversion Rate: 2.01%

2007 Conversion Rate: NA

2006 Conversion Rate: NA

2009 Average Ticket: \$87

2008 Average Ticket: \$87

2007 Average Ticket: NA

2006 Average Ticket: NA

Total SKUs on Web: 24,000

Number of States Sales Tax Collected in:

NA

Web Site Summary

URL: AmericanApparel.net,
Store.AmericanApparel.net,
Store.AmericanApparel.ca,
Store.AmericanApparel.eu,
Store.AmericanApparel.co.uk,
Store.AmericanApparel.ch,
Store.AmericanApparel.co.kr,
Store.AmericanApparel.co.jp,
Store.AmericanApparel.com.au

Year Launched: 2003

Merchandise Category: Apparel/Accessories

Merchant Type: Consumer Brand
 Manufacturer

Parent Company: American Apparel 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: 1.898

Site Availability: 99.85%

Consistency: Good

Marketing

Company Overview

American Apparel, an online retailer of T-shirts, underwear, and related apparel for young adults, manufactures most of its product line in facilities in Los Angeles. American Apparel sponsors frequent online contests such as "The Search for the Best Bottom in the World." The company has wholesale and retail divisions globally in addition to its e-commerce site.

Web Site Features & Functions

Auction	Dynamic Imaging	Mouse Over	Store Locator
Blogs	E-Mail A Friend	Online Gift Certificates	Top Sellers
Color Swatching	Enlarged Product View	Product Ratings	Videocasts
Coupons / Rebates	Frequently Asked	Product	What's New
Customer Reviews	Questions	Recommendations	Wish List
Daily / Seasonal	Mapping	RSS Feeds	
Specials	Microsites	Social Networking	

Payment Systems

American Express	Stored Value Cards
Discover	Visa
MasterCard	

Site Search

Best Sellers	Related Links /
Item Number	Products / Searches
Keyword Search	Reviews / Ratings
Recommended Items	What's New

Social Networks

Facebook	Twitter
MySpace	YouTube

Customer Service

Account Status /	Shipping Cost
History	Calculator
Estimated Shipping	Shipment Tracking
Date	Toll-Free Number
Order Confirmation	
Order Status	

Shopping Engines & Marketplaces

Amazon	Yahoo Shopping
Google Product	
Search	

Search Engine Category Rank Paid: NA
Search Engine Category Rank Natural: NA
Search Engine Shoppers 2009⁷: 25.5%
Search Engine Shoppers 2008⁷: 23.06%
Search Engine Shoppers 2007⁷: NA
Search Engine Shoppers 2006⁷: NA
New Shoppers 2009⁷: NA
New Shoppers 2008⁷: NA
New Shoppers 2007⁷: NA
Return Shoppers 2009⁷: NA
Return Shoppers 2008⁷: NA
Return Shoppers 2007⁷: NA
Monthly E-Mail Campaigns⁸: 3
With Personalized Subject Line: NA
E-Mails With Incentives: 2
E-Mails With Links to Social Networks:
 Yes
To which social networks⁸: Facebook,
 Twitter
2009 Rank In Category: 77
2008 Rank In Category: 54
2007 Rank In Category: 57
2006 Rank in Category: NA
2005 Rank in Category: NA
2009 Share In Category: 0.25%
2008 Share In Category: 0.28%
2007 Share In Category: 0.24%
2006 Share in Category: NA
Number of Affiliates: NA
SEO Effectiveness: Good
2009 Share of all Top 500 Sales: 0.03%
2008 Share of all Top 500 Sales: 0.03%
2009 Share of all E-Commerce Sales:
 0.03%
2008 Share of all E-Commerce Sales:
 0.03%
Shopper Profile
Female¹⁰: 55.73%
Male¹⁰: 44.27%
Age 25 or less¹⁰: 25.69%
Age 26 to 34¹⁰: 30.92%
Age 35 to 44¹⁰: 20.54%
Age 45 to 54¹⁰: 15.58%
Age 55 and up¹⁰: 7.28%
Annual Household Income \$30,000 or less¹⁰: 18.48%
Annual Household Income \$30,001 to \$60,000¹⁰: 21.76%
Annual Household Income \$60,001 to \$100,000¹⁰: 32.1%
Annual Household Income More Than \$100,000¹⁰: 27.66%
Corporate Information
Executives:
 Raz Schionning - Web Director
 Lan Tran - Sr. Web Marketing Manager
 Charles DeLauder - Sr. Web Technology Manager
 Doug McLaughlin - Sr. Web Design Manager
 Carlie DeBoer - Sr. Web Store Manager
Street Address: 747 Warehouse St.
City: Los Angeles
State/Province: CA
Zip/Postal Code: 90021
Phone Number: 213-488-0226

Vendors

Affiliate Marketing: NA
Comparison Engine Feeds: NA
Content Delivery: Akamai

E-Mail Marketing: Lyris
Fulfillment: In-house
Live Chat / Click-To-Call: NA

Search Engine Marketing: In-house
Security Certification: McAfee
Shipping Carrier: NA

Content Management: In-house	Order Management: In-house	Site Design: In-house
CRM: In-house	Payment Security: NA	Site Search: In-house
Customer Reviews & Forums: In-house	Payment Systems: TSYS	Web Analytics: Google, In-house
Customer Service Software: In-house	Personalization: In-house	Web Hosting: In-house
E-Commerce Platform: In-house, Yahoo	Rich Media: In-house	Web Performance Monitoring: Nagios

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 Results 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

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