

# Internet retailer TOP 500 GUIDE

## 120. CafePress.com [See Latest Company News](#)

### Financial

**2009 Web Sales:** \$126,000,000<sup>1</sup>

**2008 Web Sales:** \$120,000,000

**2007 Web Sales:** \$104,834,400<sup>1</sup>

**2006 Web Sales:** \$95,304,000<sup>1</sup>

**2005 Web Sales:** \$86,640,000<sup>1</sup>

**2004 Web Sales:** \$69,312,000<sup>1</sup>

**2009 Percent Growth:** 5%

### Operations

**2009 Monthly Visits:** 11,000,000

**2008 Monthly Visits:** 13,000,000<sup>1</sup>

**2009 Monthly Unique Visitors:** 9,000,000

**2008 Monthly Unique Visitors:** 4,791,000<sup>4</sup>

**2009 Conversion Rate:** 2%<sup>1</sup>

**2008 Conversion Rate:** 1.7%<sup>1</sup>

**2009 Average Ticket:** \$48

**2008 Average Ticket:** \$46

**Total SKUs on Web:** 250,000,000

**Number of States Sales Tax Collected in:**

4

### Web Site Summary

**URL:** [CafePress.com](http://CafePress.com)

**Year Launched:** 1999

**Merchandise Category:** Mass Merchant

**Merchant Type:** Web Only

**Parent Company:** CafePress.com

### Customer Satisfaction<sup>5</sup>

**Browser Satisfaction (Top 100 Only):** NA

**Purchase Intent Score (Top 100 Only):**

NA

**Multichannel Web Value Index (Top 100 Only):** NA

### Performance<sup>6</sup>

**Response Time:** 2.34

**Site Availability:** 99.8%

**Consistency:** Good

### Marketing

**Search Engine Shoppers 2009<sup>7</sup>:** 35.22%

**Search Engine Shoppers 2008<sup>7</sup>:** 35.46%

**New Shoppers 2009<sup>7</sup>:** 77.91%

**Return Shoppers 2009<sup>7</sup>:** 22.09%

**Monthly E-Mail Campaigns<sup>8</sup>:** 10

**E-Mails With Incentives:** 9

**E-Mails With Links to Social Networks:**

Yes

**To which social networks<sup>8</sup>:** Facebook,

Twitter

**2009 Rank In Category:** 28

**2008 Rank In Category:** 18

**2007 Rank In Category:** 17

**2006 Rank in Category:** 16

**2005 Rank in Category:** 15

**2009 Share In Category:** 0.81%

**2008 Share In Category:** 0.34%

**2007 Share In Category:** 0.36%

**2006 Share in Category:** 0.43%

**Number of Affiliates:** 1

**SEO Effectiveness:** Good

**2009 Share of all Top 500 Sales:** 0.1%

## Company Overview

CafePress, an online retailer of customer-generated personalized products, in 2009 partnered with Source Interlink Media to launch 75 online shops selling magazine branded T-shirts, hats, and other popular gifts. CafePress hosts each store and manages payment transactions, shipping, and customer service. Source Interlink is a publisher of magazines and online content for enthusiast audiences.

### Web Site Features & Functions

360 Degree Spin	Daily / Seasonal	Guided Navigation	Product
Affiliate Program	Specials	Microsites	Recommendations
Blogs	Dynamic Imaging	Mouse Over	Site Personalization
Color Swatching	E-Mail A Friend	Online Gift Certificates	Social Networking
Coupons / Rebates	Enlarged Product View	Product Comparisons	Top Sellers
Customer Reviews	Frequently Asked	Product Customization	Videocasts
	Questions		Zoom
	Gadgets		

### Payment Systems

American Express	MasterCard
Discover	Visa

### Site Search

Advanced Search	Keyword Search
Best Sellers	Recently Viewed
Category /	Items / Saved Results
Department / Product	Recommended Items
Type	Refine Results

Gender

Item Number

### Social Networks

Facebook	Twitter
MySpace	YouTube

### Customer Service

Account Status /	Order Status
History	Real-Time Inventory
Currency Converter	Check
Estimated Shipping	Shipping Cost
Date	Calculator
Live Chat / E-Mail	Shipment Tracking
Order Confirmation	Toll-Free Number

### Shopping Engines & Marketplaces

Google Product
Search

**2008 Share of all Top 500 Sales:** 0.1%

**2009 Share of all E-Commerce Sales:**  
0.09%

**2008 Share of all E-Commerce Sales:**  
0.09%

#### Shopper Profile

**Female<sup>10</sup>:** 55.51%

**Male<sup>10</sup>:** 44.49%

**Age 25 or less<sup>10</sup>:** 17.3%

**Age 26 to 34<sup>10</sup>:** 25.05%

**Age 35 to 44<sup>10</sup>:** 25.14%

**Age 45 to 54<sup>10</sup>:** 19.18%

**Age 55 and up<sup>10</sup>:** 13.32%

**Annual Household Income \$30,000 or less<sup>10</sup>:** 18.51%

**Annual Household Income \$30,001 to \$60,000<sup>10</sup>:** 23.66%

**Annual Household Income \$60,001 to \$100,000<sup>10</sup>:** 32.62%

**Annual Household Income More Than \$100,000<sup>10</sup>:** 25.22%

#### Corporate Information

##### Executives:

Fred Durham - CEO/Co-Founder

Amy Maniatis - VP, Marketing

Neil Markey - VP, Engineering

Bob Marino - COO

Abdul Popal - VP, Business Operations

Monica Johnson - CFO

**Street Address:** 1850 Gateway Drive, Suite 300

**City:** San Mateo

**State/Province:** CA

**Zip/Postal Code:** 94404

**Phone Number:** 650-655-3000

#### Vendors

**Affiliate Marketing:** Commission Junction

**Comparison Engine Feeds:** NA

**Content Delivery:** Akamai

**Content Management:** In-house

**CRM:** In-house

**Customer Reviews & Forums:** In-house

**Customer Service Software:** LivePerson

**E-Commerce Platform:** In-house/Microsoft .NET

**E-Mail Marketing:** Dream Mail

**Fulfillment:** In-house

**Live Chat / Click-To-Call:** NA

**Order Management:** In-house

**Payment Security:** NA

**Payment Systems:** In-house

**Personalization:** In-house

**Rich Media:** NA

**Search Engine Marketing:** In-house

**Security Certification:** TRUSTe, McAfee

**Shipping Carrier:** NA

**Site Design:** In-house

**Site Search:** In-house

**Web Analytics:** Adobe Omniture

**Web Hosting:** In-house

**Web Performance Monitoring:** Gomez

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

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

<sup>8</sup>January 2010, Silverpop Systems Inc. <sup>9</sup>January 2010, Conductor Inc. <sup>10</sup>2009 avg. per month, Compete Inc. NS: Not Significant