internet retailer TOP 500 GUIDE

188. *CustomInk.com*   *See Latest Company News*

Financial

2009 Web Sales: $63,000,000
2008 Web Sales: $60,000,000
2007 Web Sales: $48,000,000
2006 Web Sales: $35,000,000
2005 Web Sales: $23,500,000
2004 Web Sales: $13,000,000
2009 Percent Growth: 5%

Operations

2009 Monthly Visits: 823,409[2]
2008 Monthly Visits: 744,000[2]
2009 Monthly Unique Visitors: 597,173[3]
2008 Monthly Unique Visitors: 531,000[3]
2009 Conversion Rate: 8.5%[1]
2008 Conversion Rate: 8.5%[1]
2009 Average Ticket: $77[1]
2008 Average Ticket: $77[1]
Total SKUs on Web: 1,000
Number of States Sales Tax Collected in: NA

Web Site Summary

URL: CustomInk.com
Year Launched: 2000
Merchandise Category: Apparel/Accessories
Merchant Type: Web Only
Parent Company: CustomInk LLC

Customer Satisfaction[5]

Browser Satisfaction (Top 100 Only): NA
Purchase Intent Score (Top 100 Only): NA
Multichannel Web Value Index (Top 100 Only): NA

Performance[6]

Response Time: 3.532
Site Availability: 99.25%
Consistency: Fair

Marketing

Search Engine Shoppers 2009[7]: 43.74%
Search Engine Shoppers 2008[7]: 50.66%
New Shoppers 2009[7]: 77.4%
Return Shoppers 2009[7]: 22.6%
Monthly E-Mail Campaigns[8]: 3
E-Mails With Incentives: 0
E-Mails With Links to Social Networks: Yes
To which social networks[8]: Facebook, Twitter, YouTube
2009 Rank In Category: 53
2008 Rank In Category: 43
2007 Rank In Category: 43
2006 Rank in Category: 23
2005 Rank in Category: NA
2009 Share In Category: 0.42%
2008 Share In Category: 0.43%
2007 Share In Category: 0.39%
2006 Share in Category: 1.14%
Number of Affiliates: NA
SEO Effectiveness: Excellent
2009 Share of all Top 500 Sales: 0.05%
2008 Share of all Top 500 Sales: 0.05%

Company Overview

CustomInk.com enables customers to design and order custom decorated products such as printed t-shirts and embroidered caps for their groups and events, including student groups, bands, small businesses, corporations, and family reunions. Its custom t-shirt printing operations accommodate orders of all sizes, ranging from a single t-shirt to quantities in the thousands.

Web Site Features & Functions

360 Degree Spin	Customer Reviews	Frequently Asked Questions	Product Customization Widgets
Affiliate Program	Dynamic Imaging	Gadgets	
Color Swatching	E-Mail A Friend	Guided Navigation	

Payment Systems		**Customer Service**	
American Express	Electronic Check	Account Status / History	Order Status
Deferred Payment	MasterCard	Estimated Shipping Date	Real-Time Inventory Check
Discover	Visa	Live Chat / E-Mail Order Confirmation	Shipment Tracking
			Toll-Free Number

Social Networks

Facebook	Twitter
MySpace	YouTube

2009 Share of all E-Commerce Sales:
0.05%
2008 Share of all E-Commerce Sales:
0.04%
Shopper Profile

Female[10]: 54.85%

Male[10]: 45.15%

Age 25 or less[10]: 21.35%

Age 26 to 34[10]: 26.45%

Age 35 to 44[10]: 24.85%

Age 45 to 54[10]: 18.21%

Age 55 and up[10]: 9.14%

Annual Household Income $30,000 or less[10]: 18.12%

Annual Household Income $30,001 to $60,000[10]: 23.32%

Annual Household Income $60,001 to $100,000[10]: 32.26%

Annual Household Income More Than $100,000[10]: 26.3%

Corporate Information

Executives:
Marc Katz - CEO
Sean Murphy - EVP, Marketing
Andrew Willis - VP, E-Commerce Technology
Street Address: 7902 Westpark Drive
City: McLean
State/Province: VA
Zip/Postal Code: 22102
Phone Number: 800-293-4232

Vendors

Affiliate Marketing: In-house	**E-Mail Marketing:** Responsys	**Search Engine Marketing:** In-house
Comparison Engine Feeds: NA	**Fulfillment:** In-house	**Security Certification:** McAfee, VeriSign
Content Delivery: In-house	**Live Chat / Click-To-Call:** LivePerson	**Shipping Carrier:** FedEx, UPS, USPS
Content Management: In-house	**Order Management:** In-house	**Site Design:** In-house
CRM: SugarCRM	**Payment Security:** NA	**Site Search:** In-house
Customer Reviews & Forums: In-house	**Payment Systems:** PayPal	**Web Analytics:** Coremetrics
Customer Service Software: In-house	**Personalization:** NA	**Web Hosting:** In-house
E-Commerce Platform: In-house	**Rich Media:** NA	**Web Performance Monitoring:** In-house

[1]Internet Retailer Estimate [2]Estimate by Internet Retailer based on average daily visitors as reported by comScore Inc. [3]Monthly Average by comScore Inc. [4]Monthly Average by Nielsen Online [5]ACSI Methodology by ForeSee Results [6]January 2010, Gomez Inc. [7]January 2010, Hitwise: Percentage of All Traffic [8]January 2010, Silverpop Systems Inc. [9]January 2010, Conductor Inc. [10]2009 avg. per month, Compete Inc. **NS**: Not Significant