

jumpshot presents

# Electronics Sales in a Digital World

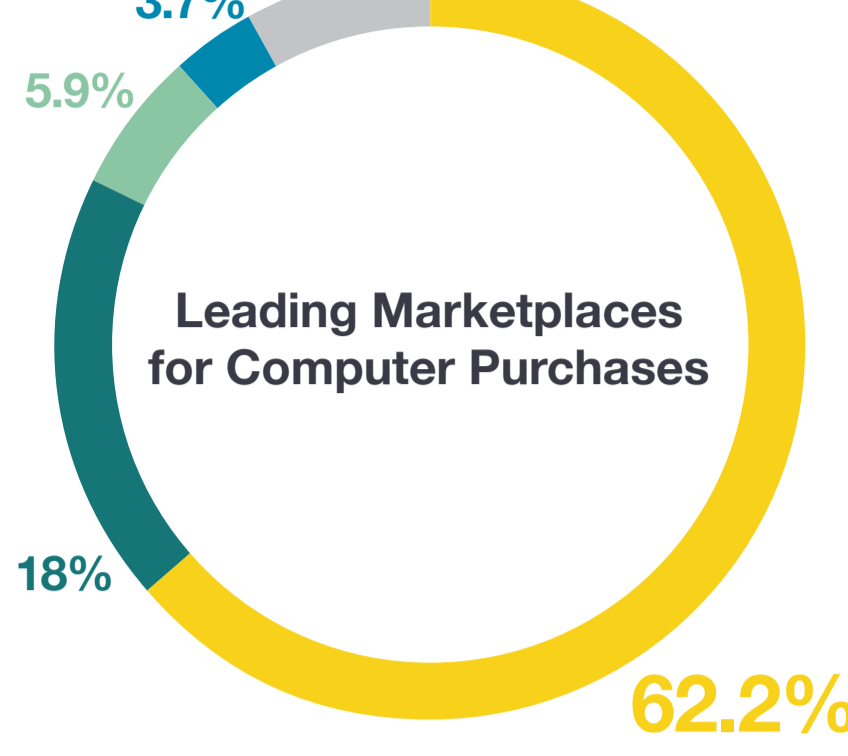


Jumpshot studied anonymous consumer actions within 500 online eCommerce sites and marketplaces in Q2 2018 and analyzed visits and conversions of different brand categories across these sites.

## PC Laptop Computers

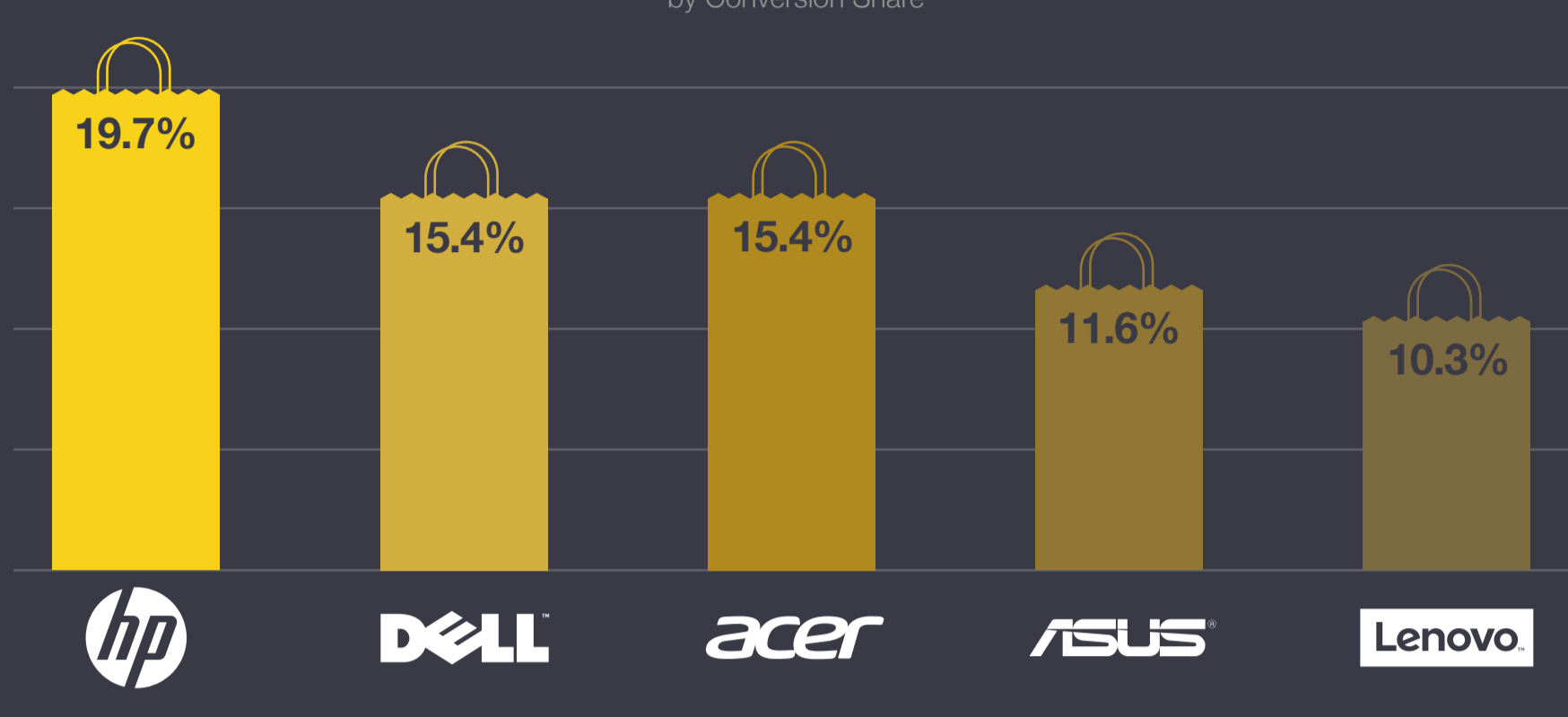
Amazon doesn't dominate computer purchases as much as it does for other categories.

- amazon.com
- BEST BUY
- COSTCO WHOLESALE
- Walmart
- Others



### Top Performing PC Brands

by Conversion Share

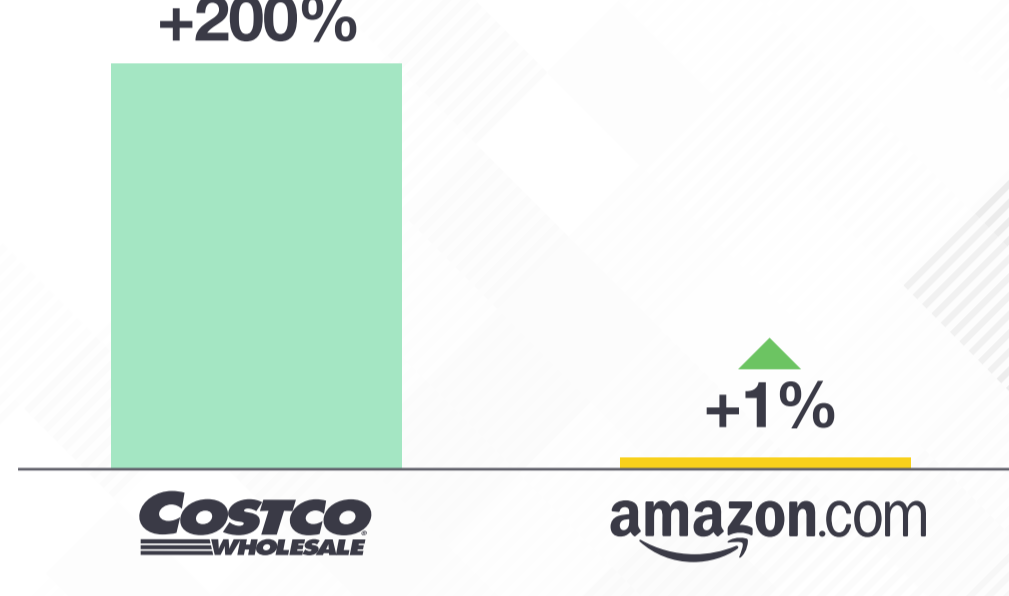


HP leads the pack, but most PC brands are down YoY, except for Acer, which grew 19%.

## Portable Audio Devices

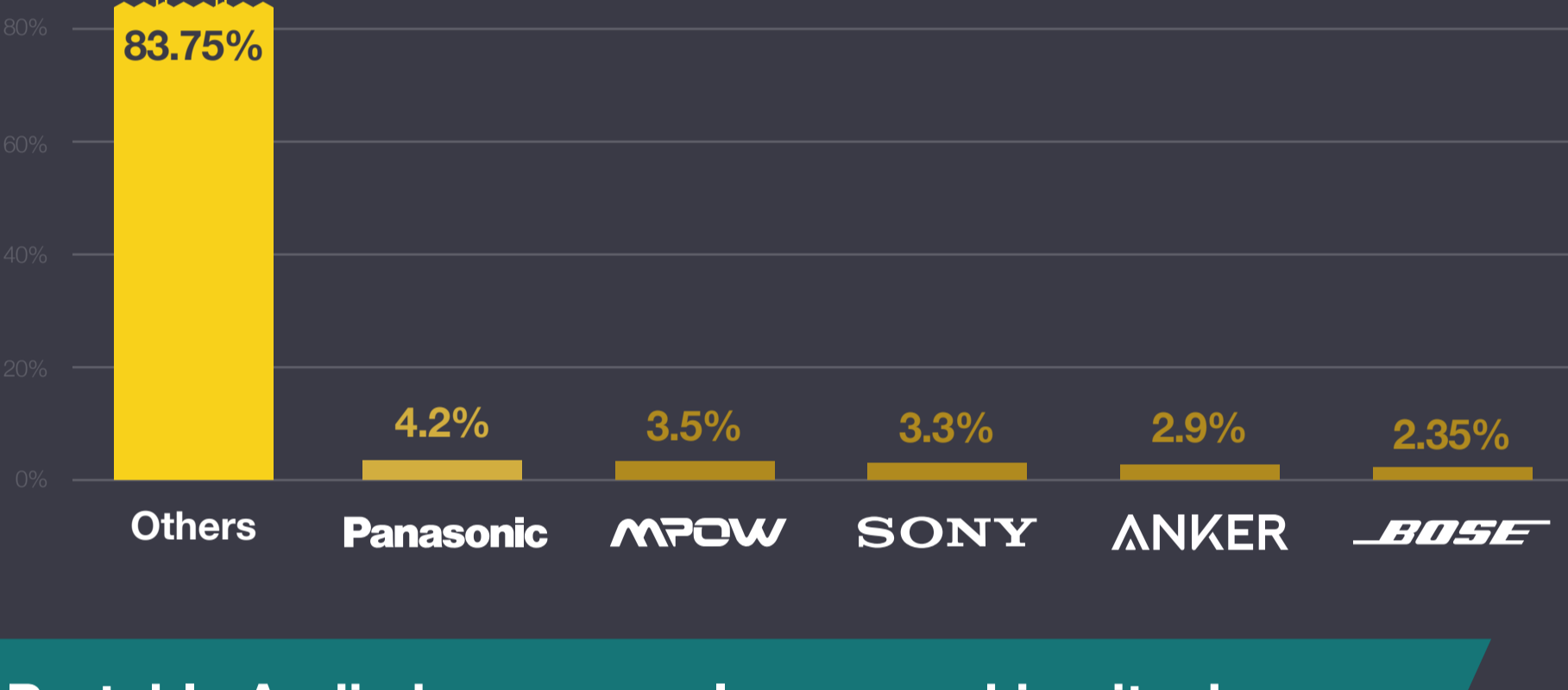
Amazon has 92% market share of the Portable Audio category, but Amazon's growth YoY is stagnant. Costco's market share is less than 1%, but growing rapidly.

### YoY Retailer Growth for Portable Audio Devices



### Top Performing Portable Audio Device Brands

by Conversion Share

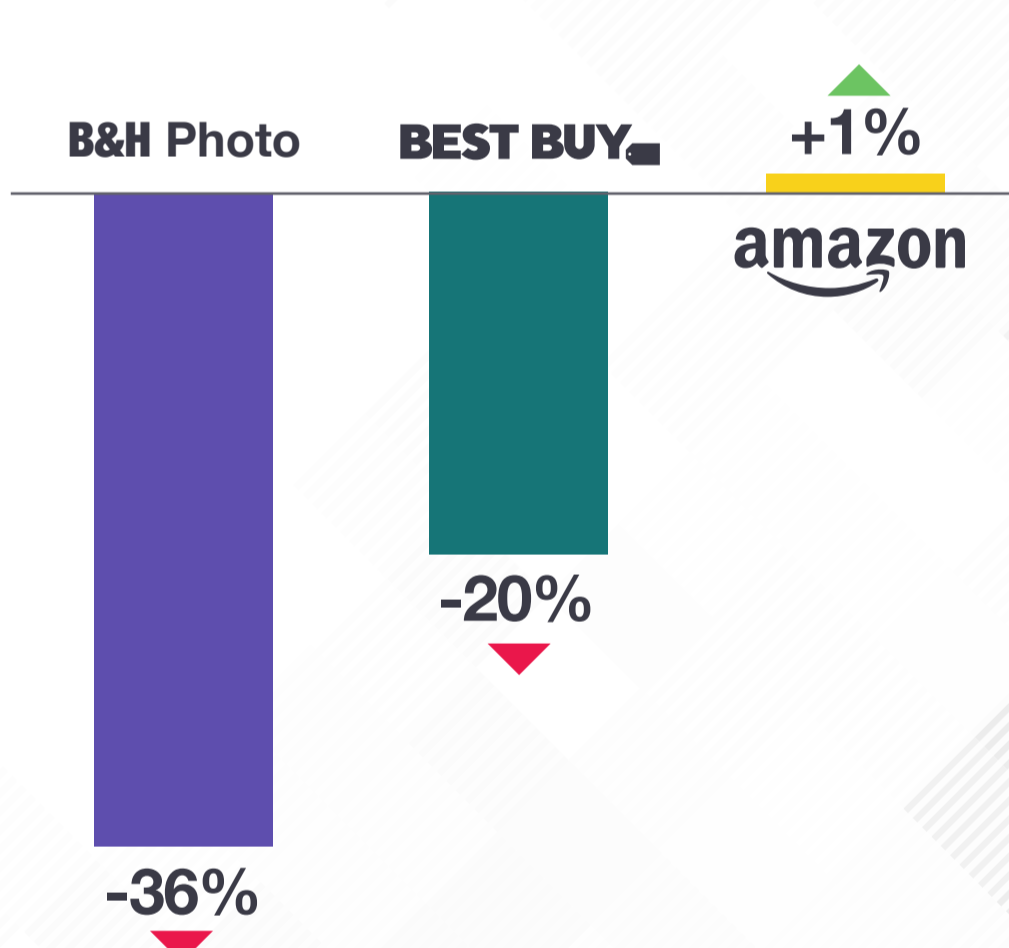


Portable Audio has many players, making it a hyper-competitive market, not dominated by the big brands.

## Cameras

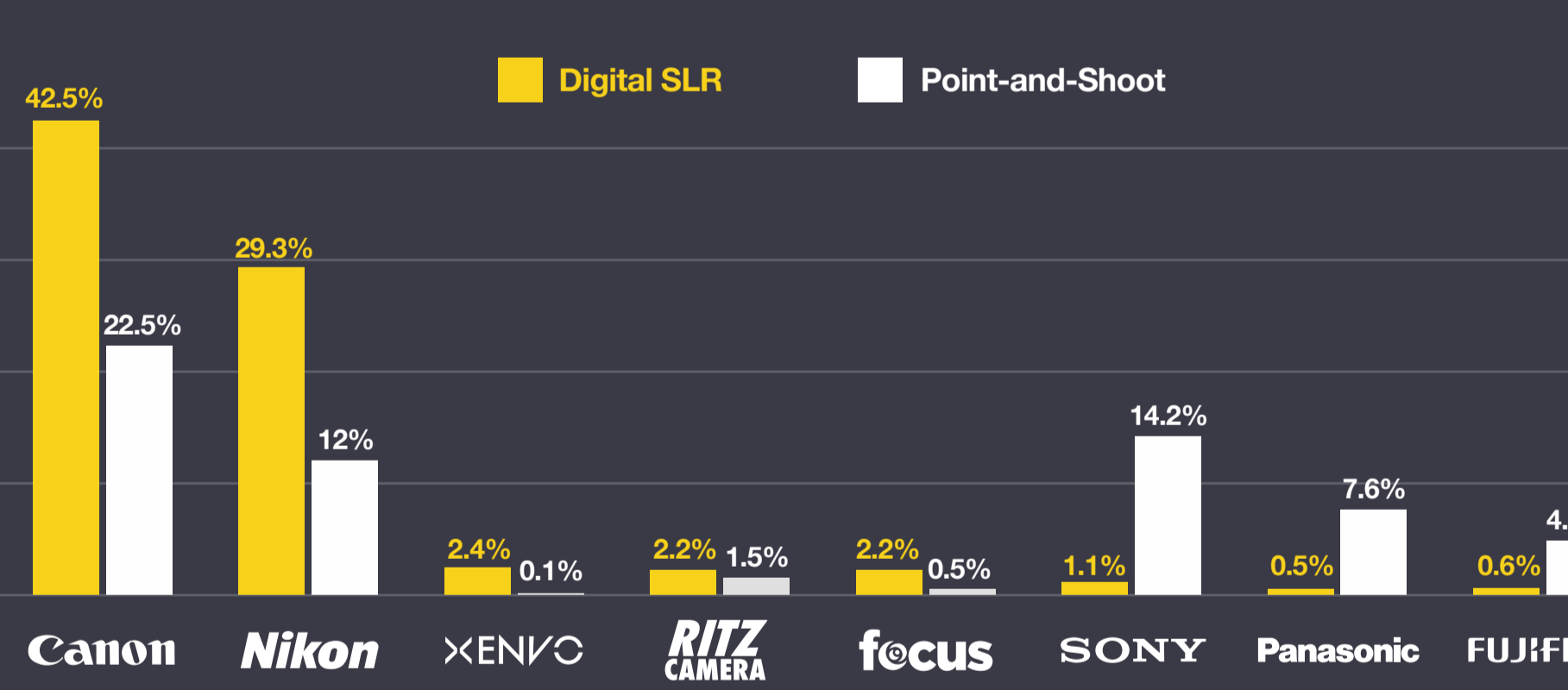
Most top camera retailers have lost market share to Amazon year-over-year.

### YoY Retailer Growth for Cameras



### Top Performing Camera Brands

by Conversion Share

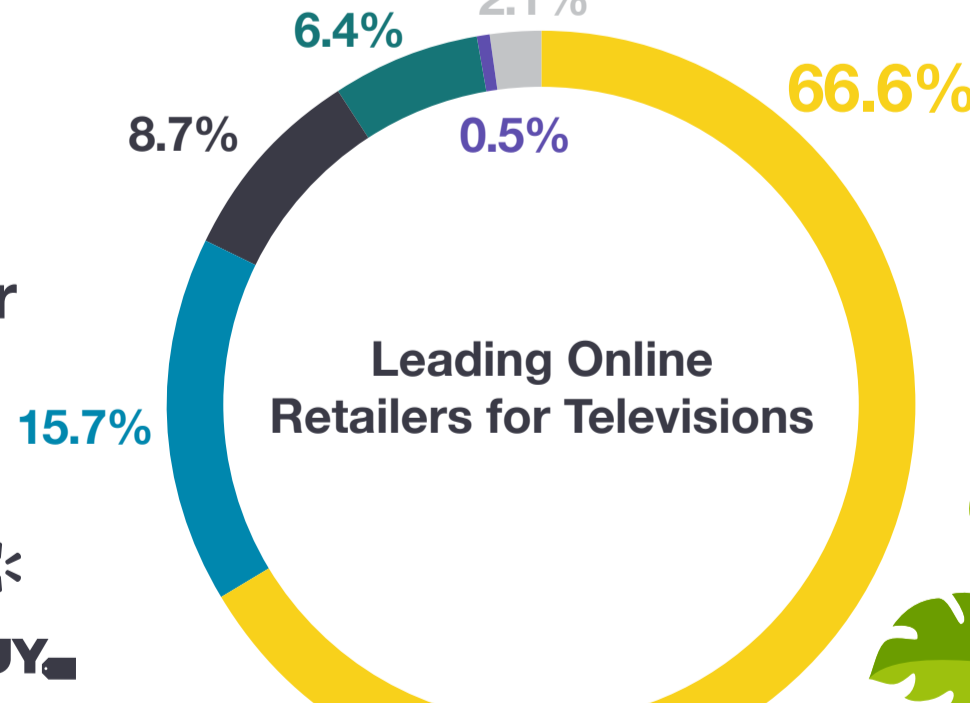


All camera brands are down compared to 2017, possibly due to the increased quality of smart phone cameras.

## Televisions

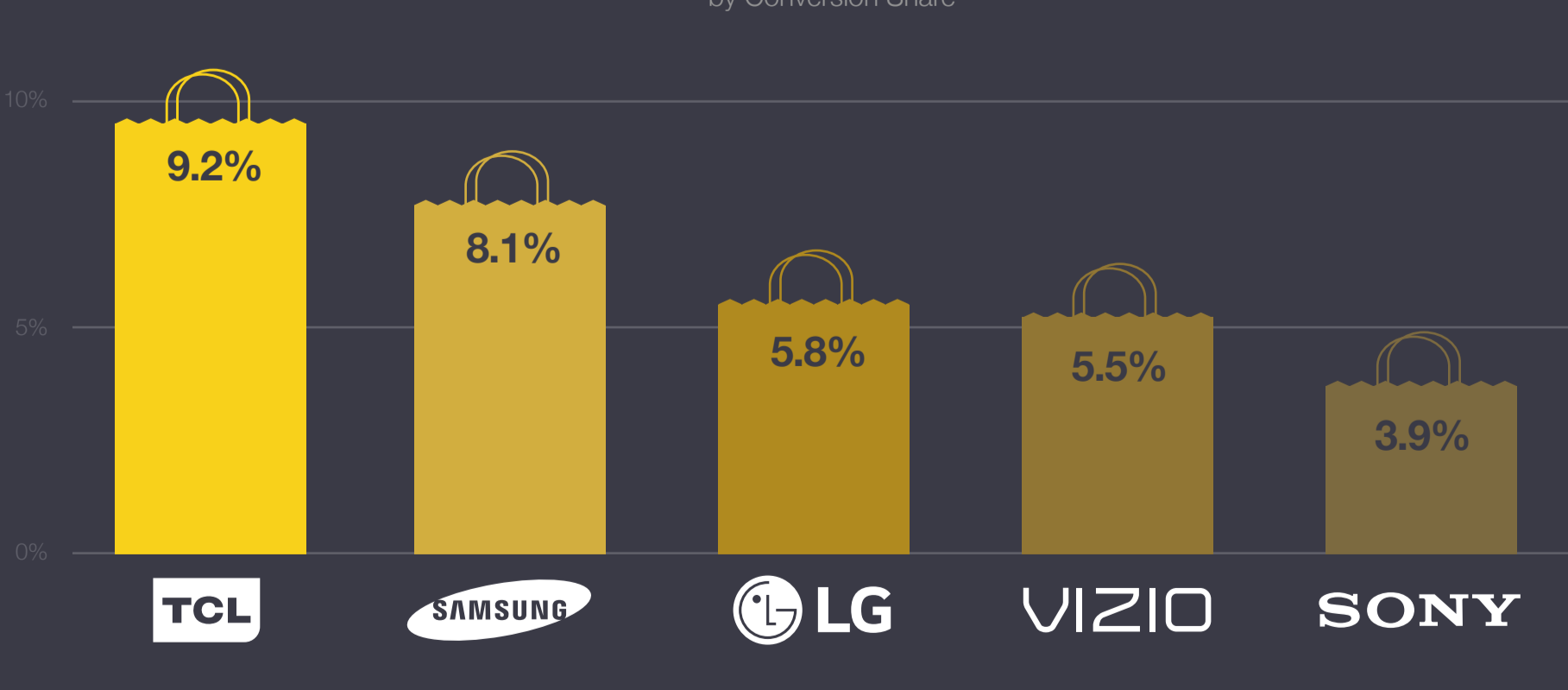
Samsung's small 0.5% market share will continue to grow as they increase their market share YoY by 67%.

- amazon.com
- Walmart
- Newegg
- BEST BUY
- SAMSUNG
- Others



### Top Performing Television Brands

by Conversion Share



New TV giant, TCL, grew its market share 4x within 12 months, while legends Samsung and VIZIO lost over 40% YoY.

jumpshot

Jumpshot is the only company that unlocks walled-garden data to empower marketers to target and expand their customer base. Our real-time, global panel of 100 million devices tracks 5 billion actions a day to deliver insights in online behavior from every consumer action.

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