

Bricks Get Clicks: Traditional Dept. Stores Show Promise In April E-tail Rankings

Reston, VA (May 9, 2000) – Amazon.com continued to dominate PC Data Online's Top 20 E-tailer's Report during April, a month which saw renewed strength from two traditional brick-and-mortar department store e-tailers.

Sears.com jumped into the Top 20 to the No. 5 position in April, up from No. 29 last month with over 300,000 buyers. Jcpenney.com held firm at the No. 9 spot for the second straight month with over 200,000 buyers.

Staples.com likewise did well in April, landing at the No. 8 spot from last month's No. 38 position with 236,000 buyers.

"There is life on the Internet for large, established retailers like Sears, JC Penney and Staples," said Cameron Meierhoefer, Internet analyst for PC Data Online. "Over the past year, many established retailers were slow to embrace the web. However, the recent success of these sites suggest that a careful approach to establishing retail presence on the web may be paying off in the long run and may be a way to strengthen brand loyalty among younger, more Internet-savvy consumers."

At the top of the rankings, amazon.com extended its lead on the field with over 1.5 million buyers. Over 90 percent of its 16.2 million monthly visitors completed purchases, according to the April data. At No. 2 and 3, tickmaster.com and barnesandnoble.com had 633,000 and 439,000 buyers respectively.

Seasonal gift-buyers continue to take advantage of the Internet. The two major flower sites experienced major buying spikes over Easter. 1800flowers.com rose from No. 38 to No. 8 with 144,000 buyers, while ftd.com rose from No. 31 to No. 17.

Reel.com also had a good month in April, jumping from No. 37 last month to the No. 19 position.

The data for the Top 20 Online Retailers is gathered through a proprietary software tool that tracks "unique visitors" and "unique buyers" on each web site. Each visitor or buyer is counted once, regardless of how many times the individual visits a site or buys from a site.

This sample includes over 120,000 home Internet users. Total home Internet users are estimated at approximately 74 million. PC Data Online defines Internet retail sites as web sites where visitors can actually purchase products. They include neither shopping domains that provide free downloads, product reviews, or purchasing incentives, such as coupons, nor other types of e-commerce sites, such as auction, travel reservation or financial service sites.

Headquartered in Reston, VA, PC Data was established in 1991 and is the leading provider of high tech sales intelligence. Its PC Data Online divisions was introduced in March, 1999 to measure Internet traffic and e-commerce and to rapidly deployed surveys over the Internet.

Top 20 Web Retailers Among U.S. Home Web Users						
April 2000						
April E-tailer Rank	March E-tailer Rank	Web Site	Projected Buyers (000)	Overall Reach (%)	Unique Users (000)	Buy Rate (%)
1	1	amazon.com	1,506	21.3%	16,260	9.3%
2	3	ticketmaster.com	633	7.4%	5,674	11.2%
3	4	barnesandnoble.com	439	7.4%	5,663	7.8%
4	2	cdnow.com	367	8.9%	6,797	5.4%
5	29	sears.com	303	3.4%	2,627	11.5%
6	5	buy.com	302	3.3%	2,493	12.1%
7	7	drugstore.com	261	2.5%	1,900	13.7%
8	38	staples.com	236	2.2%	1,654	14.3%
9	9	jcpenny.com	210	2.7%	2,032	10.4%
10	22	more.com	172	1.6%	1,218	14.1%
11	8	mothernature.com	168	3.1%	2,344	7.2%
12	28	1800flowers.com	144	2.9%	2,175	6.6%
13	12	pets.com	144	2.1%	1,565	9.2%
14	11	yahoo.com	138	64.9%	49,455	0.3%
15	6	iprint.com	136	4.6%	3,483	3.9%
16	14	gateway.com	133	3.1%	2,384	5.6%
17	31	ftd.com	124	1.3%	995	12.5%
18	17	planetrx.com	105	2.0%	1,545	6.8%
19	37	reel.com	102	2.4%	1,828	5.6%
20	19	egghead.com	88	2.3%	1,734	5.1%