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## Brandwise Universe Data - January to June 2019, 2020, and 2021

The Brandwise Universe is projected to approach \$3B in wholesale transactions in 2021, a nearly 25% GROWTH over 2019! Annually managing over 2.5 million individual orders for nearly 300,000 buyers provides a unique perspective on our industries. We've pulled data for the first half of 2021 for order total and unique retailers. For context, we're comparing to 2019 to ensure we are comparing it to a non-pandemic year. From across the Brandwise Universe, here's data that we found interesting:

<b>Brandwise Ecosystem Orders</b>	Jan	Feb	Mar	Apr	May	Jun
Total Orders 2019	\$311,832,538	\$189,774,181	\$162,884,305	\$165,395,841	\$134,725,133	\$142,045,312
Total Orders 2021	\$327,683,989	\$238,085,532	\$241,487,631	\$222,548,957	\$166,881,379	\$218,388,064
<b>Unique Retailers Ordering</b>	Jan	Feb	Mar	Apr	May	Jun
Unique Retailers 2019	162,229	96,320	96,415	97,937	90,027	95,271
Unique Retailers 2021	128,501	79,354	80,450	75,113	69,505	74,545
<b>Brandwise Ecosystem 21 v 19</b>	Jan	Feb	Mar	Apr	May	Jun
Order Dollar Total	5%	25%	48%	35%	24%	54%
Unique Retailers	(21%)	(18%)	(17%)	(23%)	(23%)	(22%)
<b>Brandwise Ecosystem Online</b>	Jan	Feb	Mar	Apr	May	Jun
2019 Proportion Online Orders	1 in 101	1 in 64	1 in 53	1 in 45	1 in 43	1 in 53
2020 Proportion Online Orders	1 in 70	1 in 47	1 in 49	1 in 33	1 in 29	1 in 31
2021 Proportion Online Orders	1 in 25	1 in 21	1 in 20	1 in 20	1 in 17	1 in 18
<b>Average Order Size on Play (Directly with Salesperson)</b>		1 <sup>st</sup> Qtr	2 <sup>nd</sup> Qtr			
Play Orders Avg Size 2019		\$1,068	\$945			
Play Orders Avg Size 2020		\$1,138	\$1,117			
<b>Play Orders Avg Size 2021</b>		<b>\$1,408</b>	<b>\$1,245</b>			
<b>Average Order Size through Reach (Online)</b>		1 <sup>st</sup> Qtr	2 <sup>nd</sup> Qtr			
Online Orders Avg Size 2019		\$814	\$726			
Online Orders Avg Size 2020		\$847	\$807			
<b>Online Orders Avg Size 2021</b>		<b>\$1,154</b>	<b>\$1,015</b>			

Here are a few takeaways:

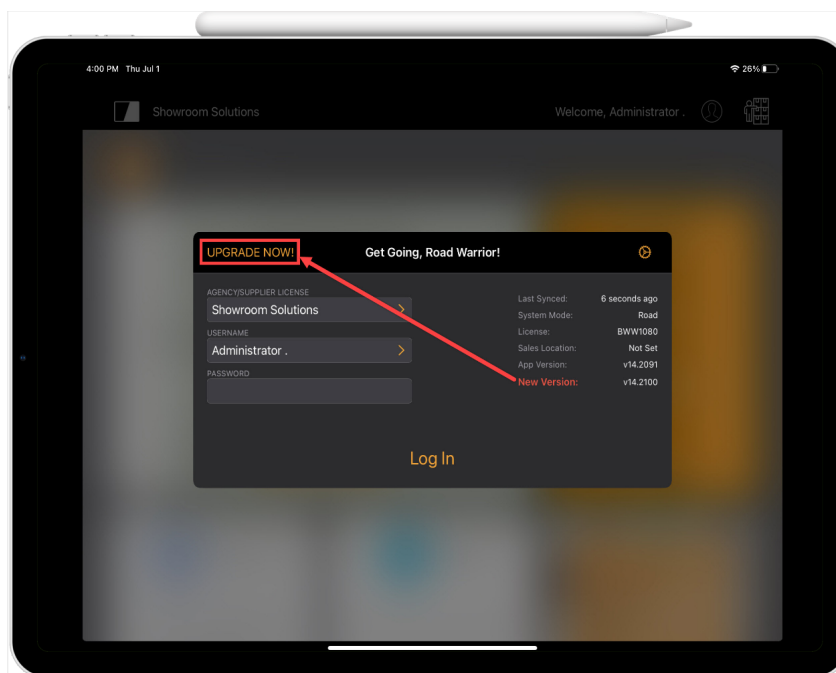
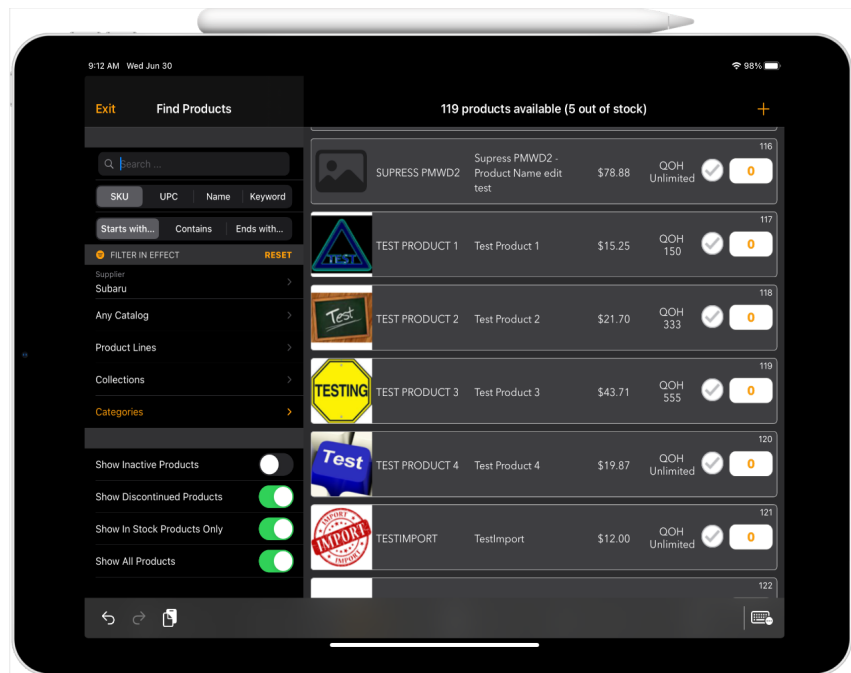
- 1st Qtr 2021 vs 1st Qtr 2019 - the Brandwise Universe has grown by 21%!
- 2nd Qtr 2021 vs 2nd Qtr 2019 - the Brandwise Universe has grown by 37%!
- Numbers of Unique Retailers have fallen due to closures during the pandemic.
- Proportion of online orders - In January 2019, 1 out of every 101 orders came through a Reach site. In June 2021 that has grown dramatically to 1 out of every 18! Our Sales Agencies on Reach Marketplace have equated this to having an extra Virtual Salesperson.
- Average order size continues to grow for both Play orders and Reach orders. Online orders now average over \$1000!!

## Updates on Play for iPad!

Play is our industry-leading digital presentation and order capture tool. Play is currently used daily by over 4,500 road salespeople and thousands more back office and showroom personnel. Over the past few months, our development team has been hard at work introducing and documenting new features including these below which are included in the **14.2000 release notes**. The latest version has been released by request since early July and is now available to all to take if they wish. *To get the latest version, please contact our Support team at 303.788.9970 x1 or [support@brandwise.com](mailto:support@brandwise.com).*

*I only want to see product that's in stock!*

So long as your suppliers are providing this data, this new toggle gives you the ability to limit your search results to only those products that have either active stock numbers or are listed as "Unlimited".



*Click UPGRADE NOW to accept the latest version!*

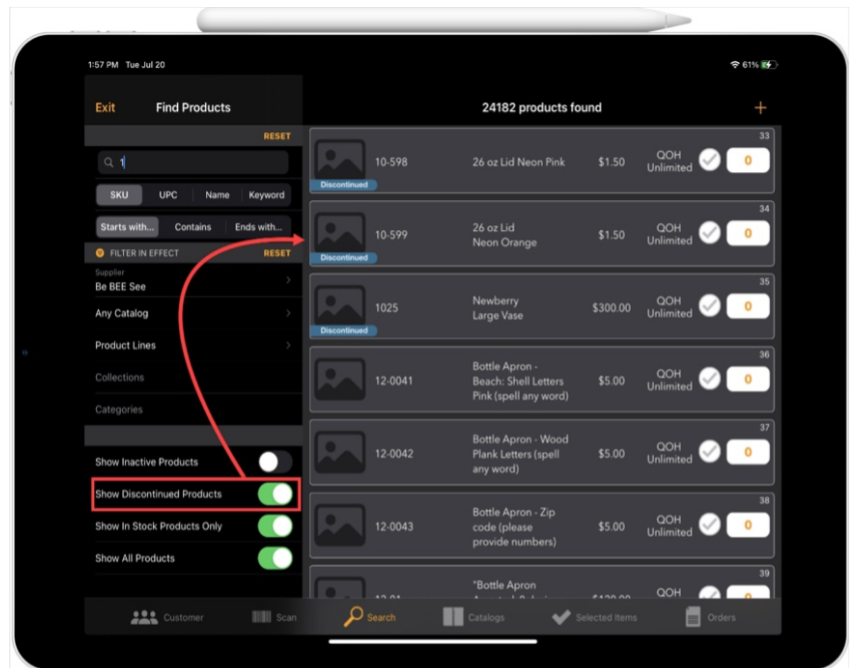
Update now to **extend your iPad's battery life!** We've improved the application performance in terms of speed, memory usage and battery life. Don't delay - optimize your Play app today!

*I want to sell In-Stock product that may have been discontinued.*

Suppliers have 3 options for how to consider a product:

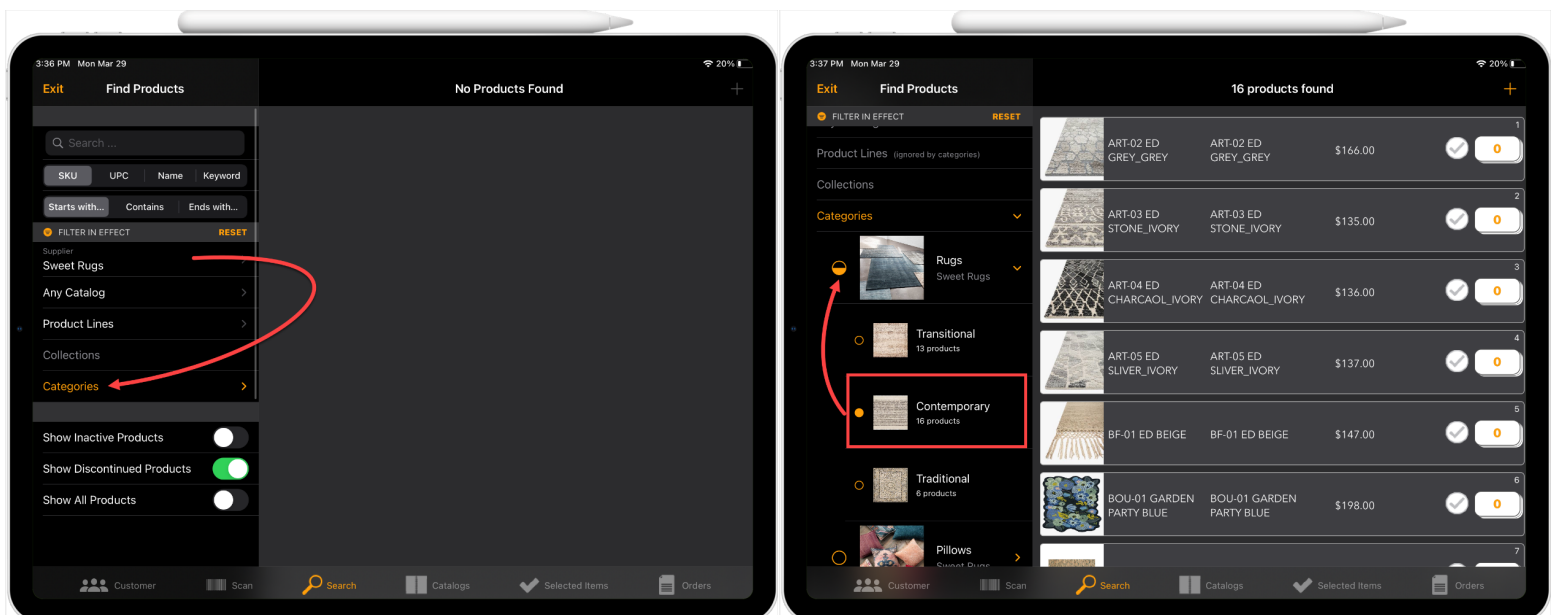
- 1 – Active
- 2 – Discontinued
- 3 – Inactive

Discontinued products are often still in stock. Use the toggle switch on the bottom left to see (and sell) Discontinued Products!



*I Want More Search Options!*

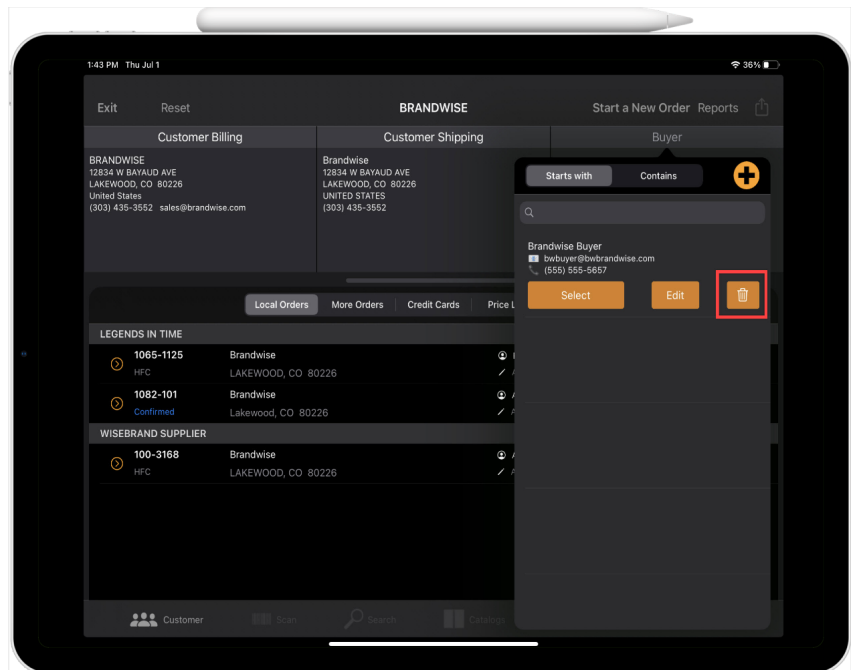
Search from within a category or filter by category, now included on the Search Screen on Play for iPad!





*My customer has a new buyer. I want to make that change on my iPad!*

Well now you can. We've added the ability to Add, Edit, AND Remove Buyers from a Store using the Customer Editor on the iPad

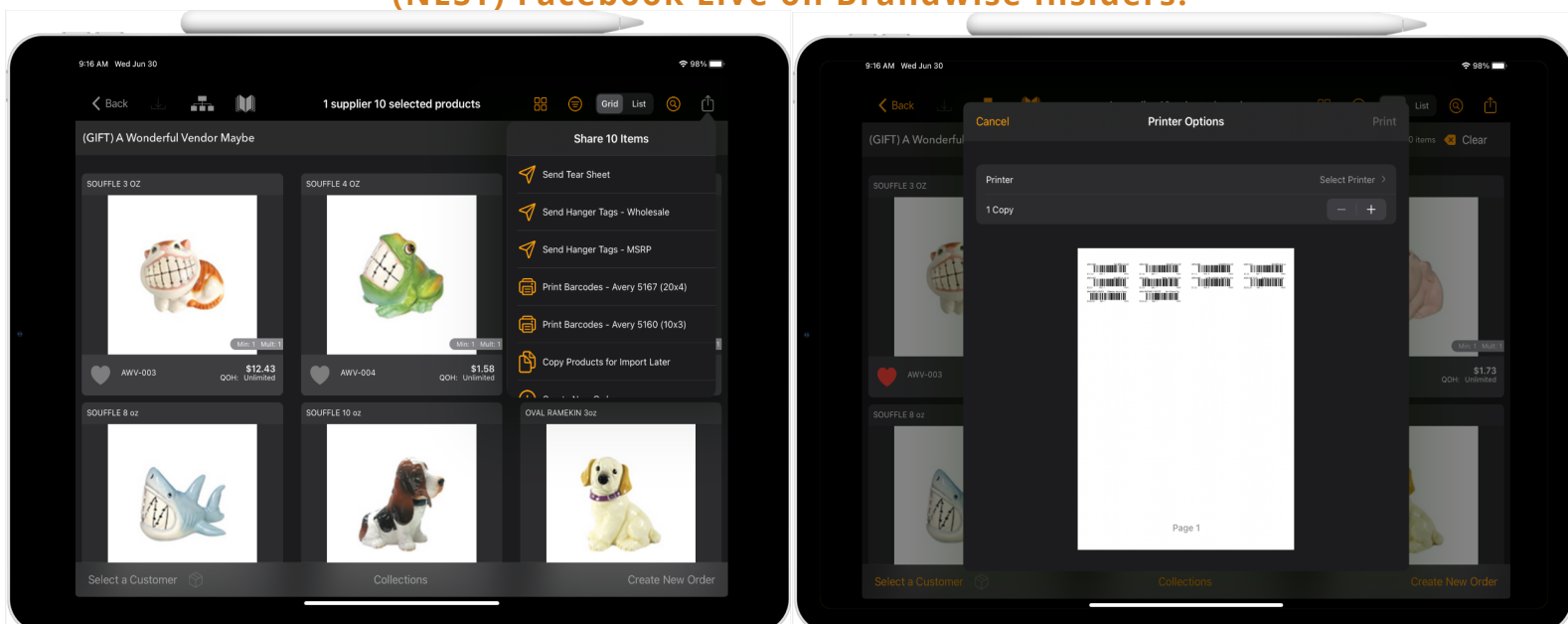


*Printing Barcodes directly from my iPad would be really convenient!  
Well now you can!*

Print Barcodes for Selected Products using the Share menu on your iPad!

1. Select your products
2. Click on Share
3. Choose Avery 5167 or Avery 5160 labels
4. Print!

**Read this article on the BSC to learn more, or check out Delaney's (NEST) Facebook Live on Brandwise Insiders!**

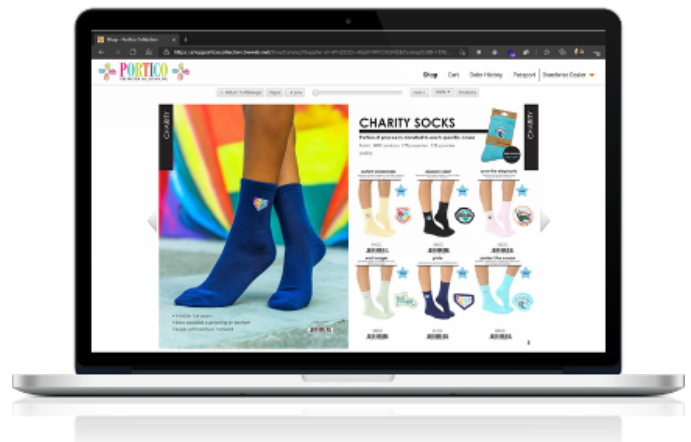
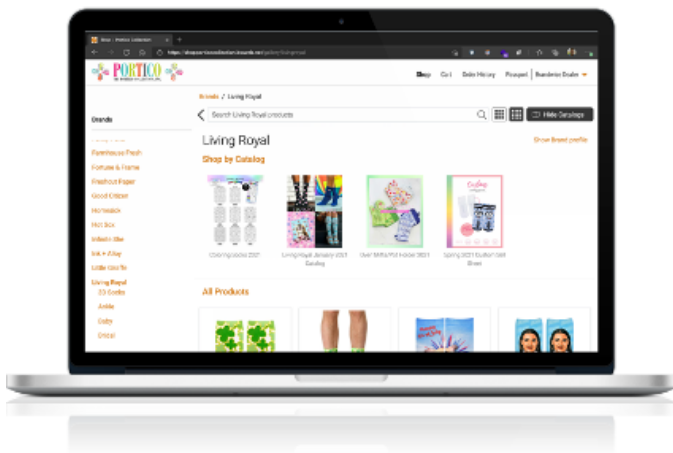


## Updates for Reach Marketplaces!

Reach is the platform that hosts hundreds of B2B eCommerce Association and Agency Marketplaces where thousands of Buyers shop every day! To get more information on how to get started on the new Reach Marketplace, please reach out to [info@brandwise.com](mailto:info@brandwise.com).

## Buyers Love Hotspotted Catalogs!

Hotspotted Digital Catalogs debuted on all new Reach Marketplaces on Monday, June 7th. All hotspotted catalogs are now shoppable on the new marketplaces, as long as a Supplier has uploaded their product file in Transit.

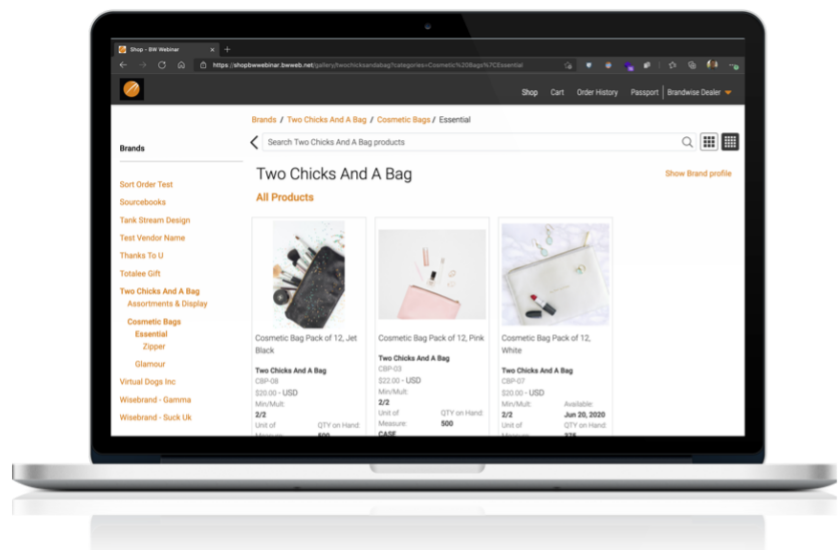


## Categories help you guide your customers!

Categories made their appearance initially during the first quarter of 2021, and now you can link directly to a category on all your Marketing campaigns.

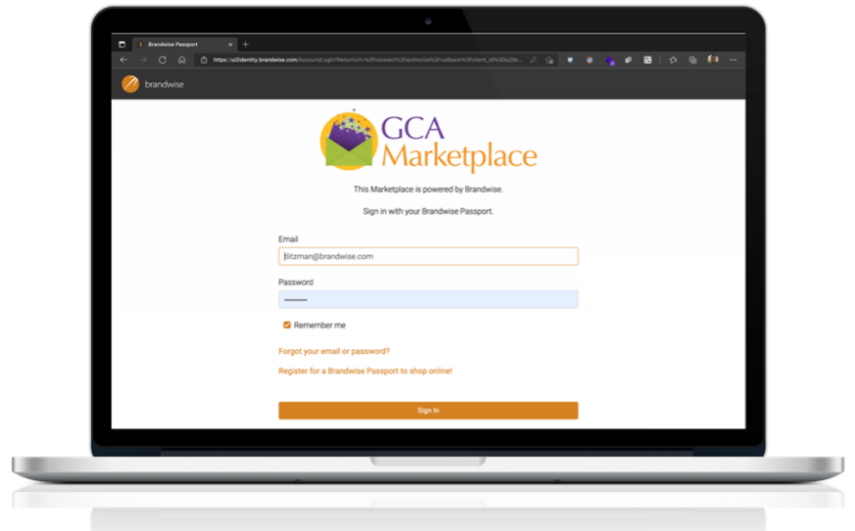
UOM, QOH, and Available Date are also now visible from the gallery view. Read these articles on the BSC to learn more:

**How to Build Categories**  
**How to Map Categories in Transit**  
**How to Link to a Category**



## Now the Buyer Knows Where They Are!!

Each Reach Marketplace is now branded with the company's information to ensure that buyers know where they're shopping.

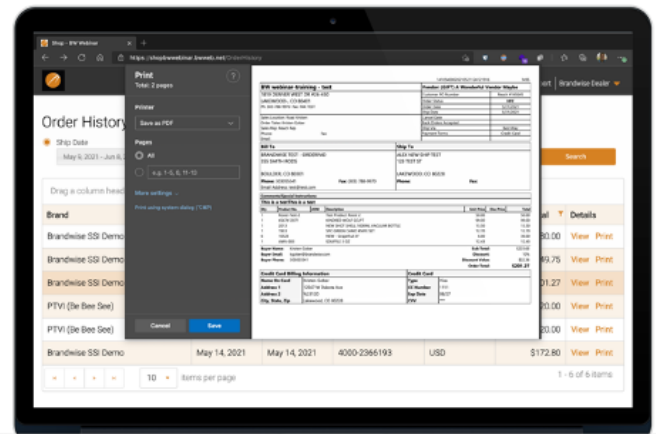
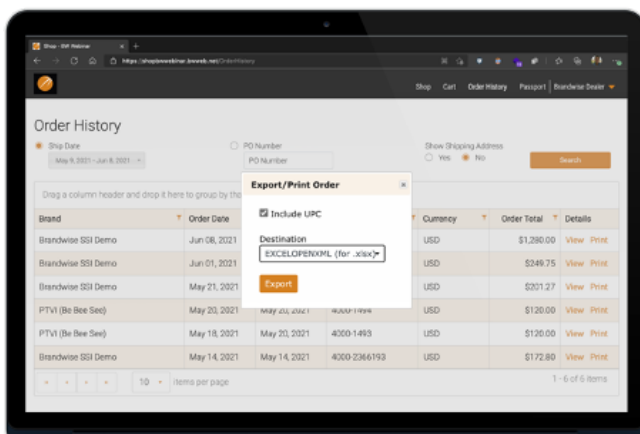


## My Buyer Wants To...

- Print Orders!
- Email their Orders!
- Download orders in Excel!
- Print barcodes from their Orders!

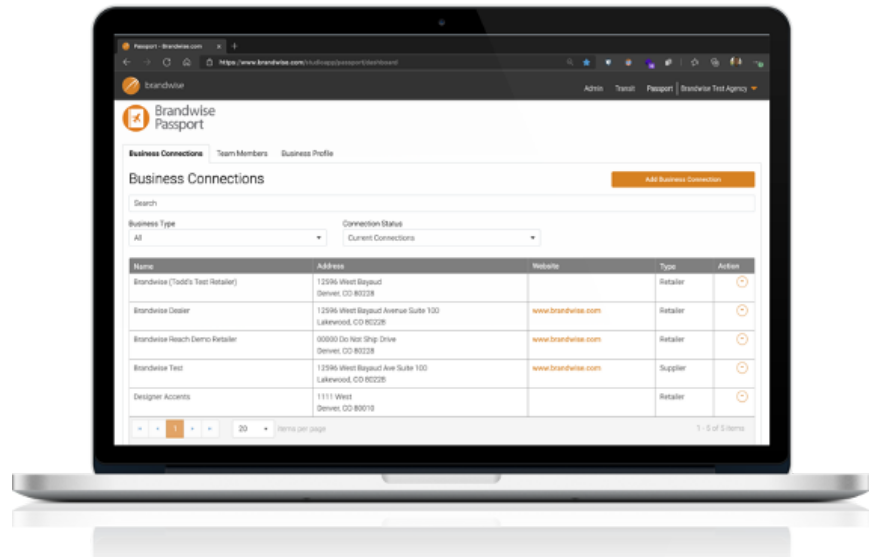
Well Guess What? Now they can do ALL of that!!!

Buyers can now easily print and download orders and order data directly from the Reach Marketplace by clicking on the Order History tab!



## *Less Scrolling!*

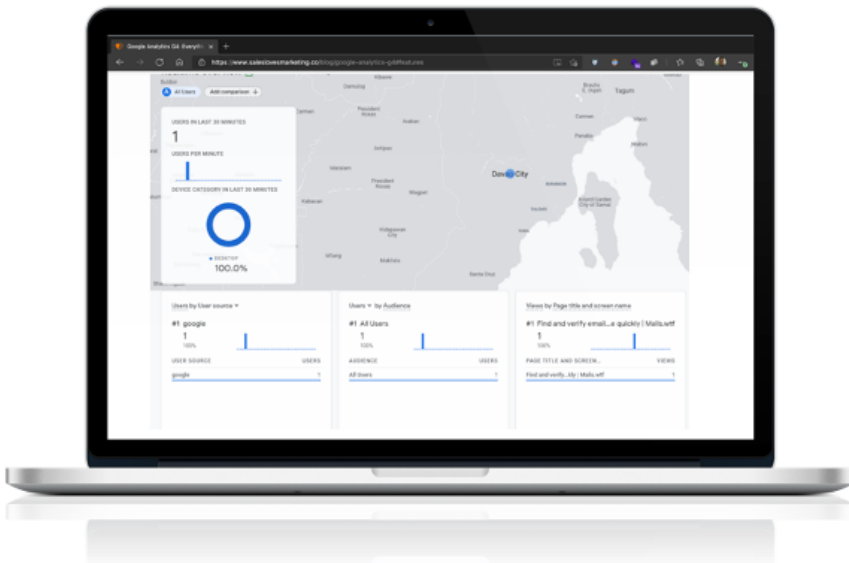
Paging is now available on the Business Connections dashboard, which is especially helpful for companies, like Agencies who work with dozens of Suppliers and Retailers, that have a high volume of connections.



## *What kind of insights are available to track activity on my site?*

Google Analytics are now available on Reach 2.0!

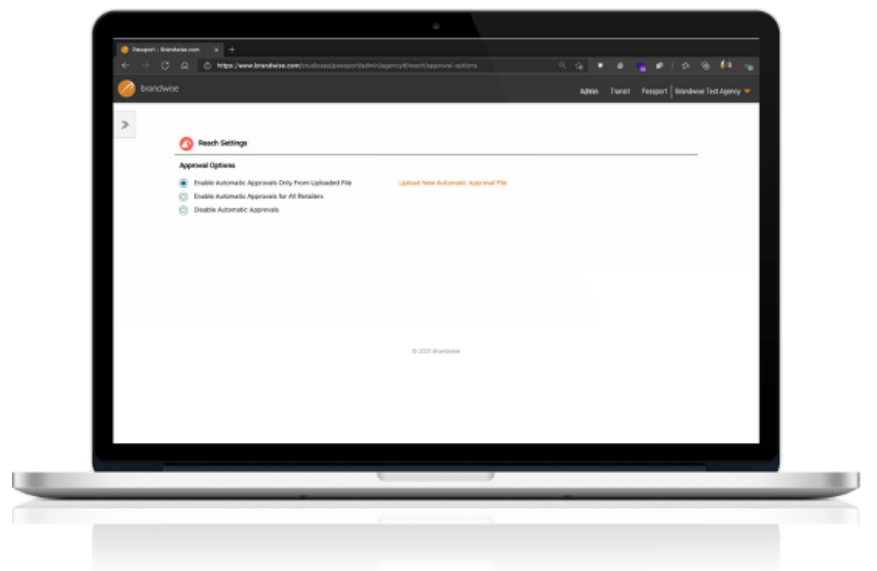
Use Google Analytics to track activity on your new Reach Marketplace. We are tracking using the Universal and new G4 dashboards. Speak to your Brandwise contact to learn how to get set up with this information.

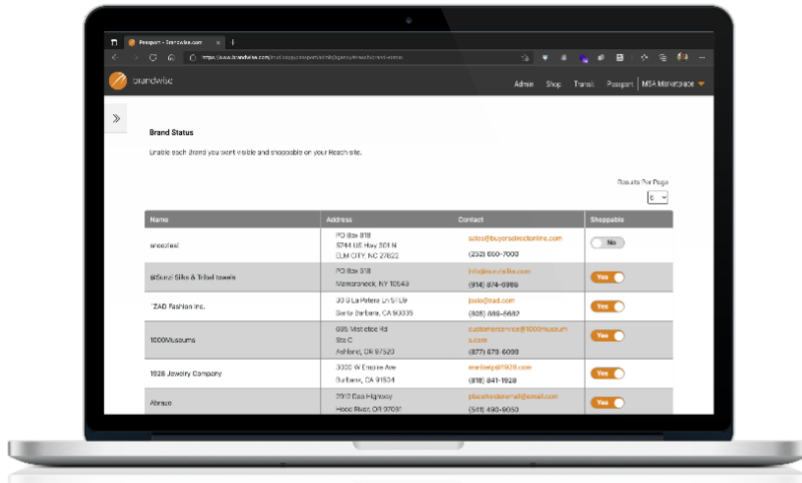


## *Let's get Retailers Shopping Now!*

Auto-approval options (pre-approved buyer file, manually approve, or approve all) are now available for Reach Marketplace owners to utilize as they see fit when approving buyers to shop.

### **Managing Retailer Requests Auto Approval of Buyers**





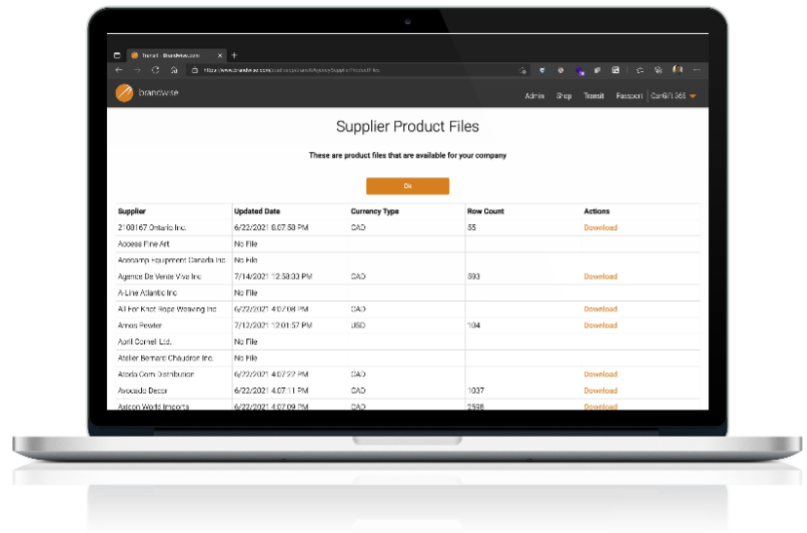
## New Interface

Agencies can easily set up the Brand Status for their suppliers depending on if they're web ready or not.

Agencies can also easily control payment terms and shipping options!

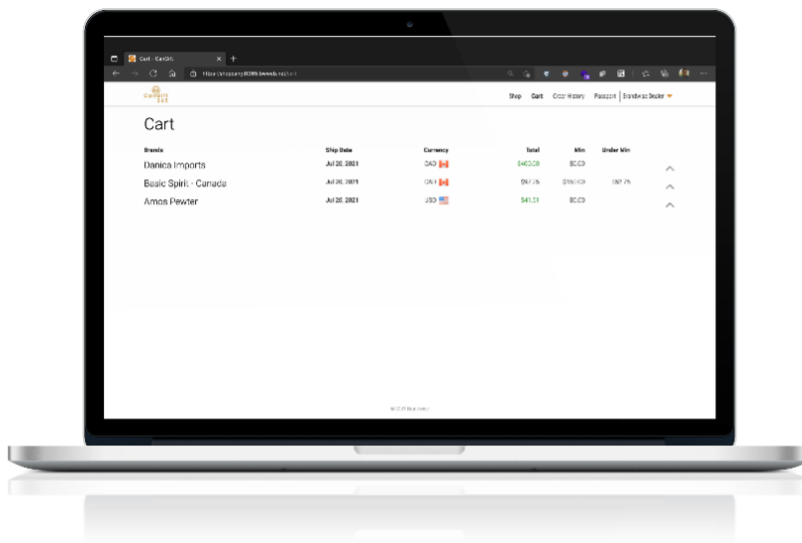
*Inquiring Agencies want to know...  
"Where can I find already loaded Product Files?"*

**Supplier Product Files Dashboard with no expiration for when you can download them!**



*Canadian Dollars? No Problem! USD? Of Course! Australian Dollars? Indeed!*

Multiple currencies are accepted in Transit for all your selling needs online. Whether you accept one currency or offer multiple currencies for buyers around the world to shop from, our online marketplace is ready!



## Spotlight on two of our Association Marketplaces by Kelly P. Bristol



### Greeting Card Association – GCA Marketplace

The GCA Marketplace launched in March 2021. In May, the GCA held its 2-day virtual show, \*Noted. The show was a success for both exhibitors and attendees and increased the number of buyers registered to shop on the GCA Marketplace. Orders on the GCA Marketplace tripled compared to pre-show orders! There are over 80 Suppliers currently featured on the GCA Marketplace. **Some of the brands include:**

Animal Charm Designs	Awkward Affections	Belle Bellette Inc	Quilling Card
Rust Bel Love Paperie	Audi S Art & Design	Avanti Press, Inc	Illustrations
Daniel Joseph Durkin	Designer Greetings	Up With Paper	Elevation
Next Chapter Studio	Your True Nature	Good Juju Ink	Seedlings

More buyers are registering every day. We look forward to the GCA Marketplace gaining recognition as the best online resource for the most varied selection of greeting cards and related products.



### Museum Store Association – MSA Marketplace

The MSA Marketplace launched in Nov 2020. The Association's virtual show, MSA Forward, was held at the end of April. MSA members include both buyers and suppliers. The live virtual event provided multiple opportunities for them to connect. Strong order volume during the virtual show tripled the transaction volume. Since the event, more stores have been able to reopen, orders have continued to increase, and the MSA Marketplace hosted *another* 2-day Shop + Sip buying event in July. **Some of the brands on the MSA**

#### Marketplace include:

McKernan Woolen Mills	Dunitz & Company	Josh Bach Limited	Studio Daedre	Kamibashi
David Howell & Company	Heebie Jeebies LLC	Alice Sturzinger	Sandia Dublin	RainCaper
New York Puzzle Company	Kikkerland Designs	Allport Editions	Origin Jewelry	Rextooth
Humboldt Artisans Group	Authentic Models	Today is Art Day	Pennybandz	Wizhead
The Music Gifts Company	Beato Chocolates	Phaidon Press	Worldfinds	Exaclair
American Life Brands	Fly Paper Products	Channel Craft	Gallopade	Eeboo



## **New Stream Process and PCI Compliance** by Dillon Womack

Over the past few months we've been messaging Suppliers and Agencies about the new processes for managing credit card payments through Stream and Stream Lite. Through e-blasts, webinars, and direct outreach, we have initiated the necessary process to transition all Suppliers to the new way of accepting credit cards in Brandwise. We're delighted to report that about 20% of the Suppliers in the Brandwise Universe have already taken action, however we still need to have everyone moved over to the new process for accepting credit cards by our **deadline of September 7th, 2021!**

Based on a Supplier's status, there are three scenarios:

If a supplier is utilizing Stream Lite, we recommend that they transition to the new process as soon as possible. This will give them the ability to charge a credit card multiple times (critical in this era of inventory fluctuation) in a fully PCI Compliant manner. There is still time to be prepared before Las Vegas Market and our Support team is ready to assist you.

If a supplier is utilizing Stream, and they are in need of further integrations, we recommend that they wait until after Las Vegas Market to begin the project with our Implementation Team.

Lastly, if a Supplier is brand new to Brandwise we are no longer defaulting suppliers to a payment gateway. To receive credit card information, they will need to start a 90-day free trial of Stream Lite.

The first step is to **select an option and fill out the required form**, also accessible via your Stream dashboard.



To learn more about what these new processes mean for you, **check out this recording** from our June 17th Supplier Admin webinar. Please also reach out to our Support team if you have any questions at **support@brandwise.com** or by phone at 303.788.9970 x1.



## Spring Webinars – a Source for Knowledge & the Latest Updates from Brandwise

On May 26th we brought together five Agency leaders for **a roundtable session** moderated by Ari Lowenstein. The conversation was lively & fun!

Some of the topics they covered:

- What are you most excited about?
- What new strategies have you adopted?
- What technologies have you fully adopted?
- Has your retailer mix changed?
- What are the new challenges for/with reps?
- How has workflow changed?
- What changes have you seen with suppliers?

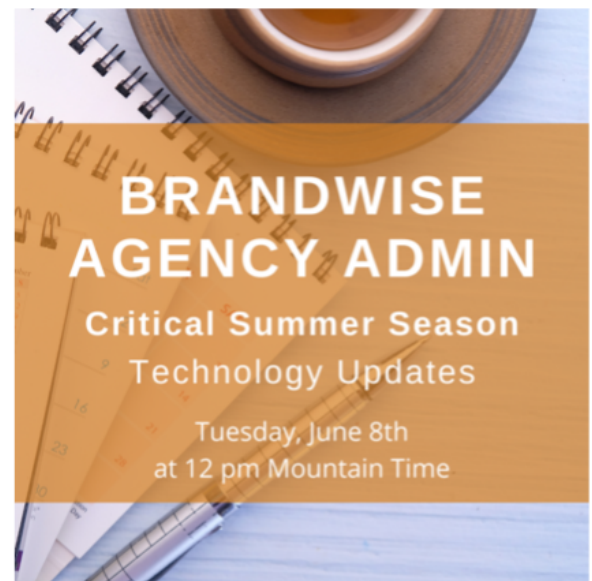
Our panelists included:

- Michelle Morgan, Principal of Just Got 2 Have It
- Kim Pounds, President of NextGen Dallas
- Sandy Shea, Principal of Shea Associates
- Cliff Price – President of Cliff Price & Company
- Dennis Nemcek, President of DNA Sales (Dennis Nemcek Associates)



On Tuesday, June 8th Todd and Dillon led a webinar for Agency Admins to learn more about **critical updates** that directly affect:

- Suppliers' ability to **process credit cards** and the different options available to them
- Enhanced methods and processes to communicate inventory status to your Salespeople and Customers
- A formal introduction to the **Brandwise Quick Start Guide** for your Suppliers.
- As a bonus treat, they also shared information and showed demos from the latest and greatest updates that made their debut that week including digital catalogs on the new Reach Marketplaces! **Check out the recording.**



As you read above, we also held a parallel webinar for Supplier Admins on June 17th.

## Spring Webinars – a Source for Knowledge & the Latest Updates from Brandwise

On Thursday, June 10th Iris and Todd led a webinar for all Salespeople using Brandwise Play for iPad. During this one-hour session they shared more about the latest Play for iPad Updates. To recap they shared more on:

- Updated functionality for customer records & credit cards
- Categories and managing product collections
- How to use categories and collections in a sales order
- Sales Order History

**Watch the recording and share it with your salespeople!**



## Updates and Notices



### Brandwise Insiders

In the past 5 months, 42 members have joined Brandwise Insiders and there's been 154 posts. Our iOS team was sharing some of the latest updates that will be available soon last week, and I heard them mention how one of the requests for work they just completed was something they heard about through Brandwise Insiders. We already knew what an impact you're making on our development of the new tools, and it's exciting to hear about more of the impacts you're making with feature updates on Play as well. We know there's so many more of you out there and that our community keeps growing, so we encourage all Sales Reps, Agencies, Associations, and Suppliers to join us! Simply search **Brandwise Insiders** on Facebook to join us here or opt in to text and emails by texting **INSIDERS** to **33777** today!

## Baby Birds and the Brandwise Support Center by Iris Gagné

The other evening, my husband and I found a baby bird in our backyard. It was struggling to fly and chirping non-stop. We were concerned because it was evening and the bird sounded so scared! We panicked. My husband grabbed a shoebox, lined it with a soft towel, and placed the baby bird inside. I wanted to put a dish of water in the shoebox, but it was bound to be knocked over. That baby bird did not want to be in the shoebox, and we started to question our actions. It was in that moment, *after* we had clumsily “saved” this bird, that I sat down to do some research.



If you encounter a baby bird without down feathers, put it back in the nest. Contrary to popular belief, Mom and Dad will not abandon it because of human scent. If the baby bird has down feathers, it's a fledgling and you should leave it be! It has become too large for the nest and is now learning to be a bird. It takes time for their wings to strengthen enough for flight, and in the meantime, Mom and Dad deliver food. If the bird is injured or abandoned, take it to a professional and do not try to feed them or provide water. It can cause more harm than good. We freed the baby bird with down feathers, returning it to the bush it originally occupied, and later saw Mom or Dad checking in. We were relieved but felt *incredibly* guilty.

So, what's the point of my story? We could have prevented stressing that poor baby bird (and ourselves) had we just consulted existing help information. We live in a world where answers are literally at our fingertips. Yet, it's perfectly natural for humans to have the desire to figure things out on their own. I think it's an essential part of what makes us human! Sometimes, however, it can lead to panic and frustration that could have (easily) been avoided by consulting help information beforehand. On that note...

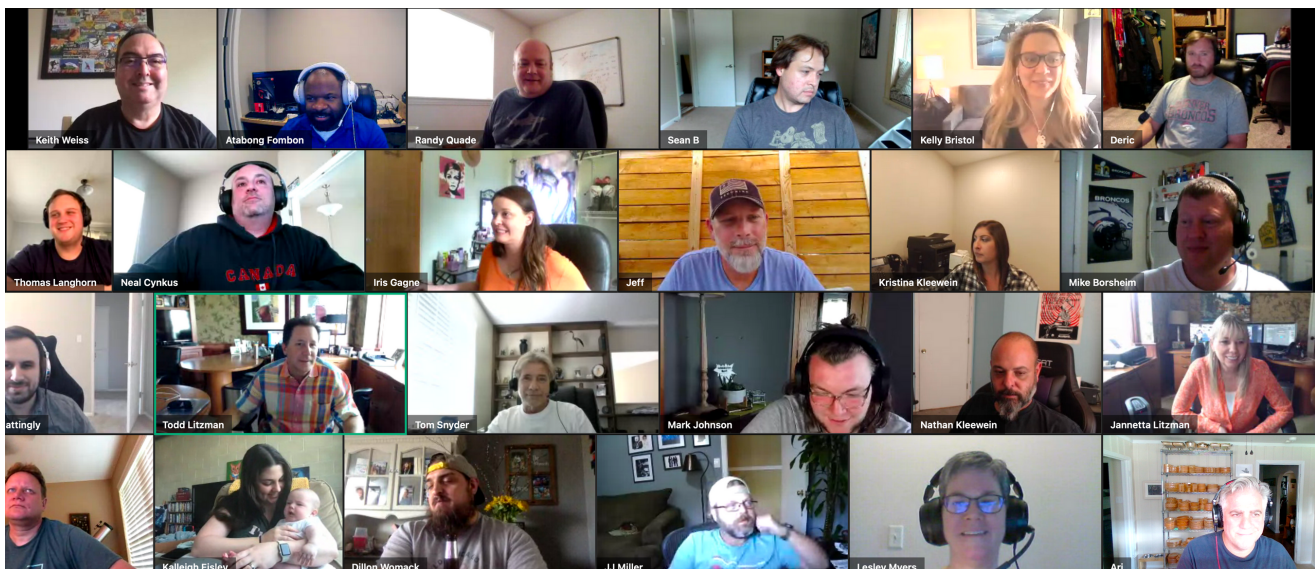
The **Brandwise Support Center (BSC)** has all sorts of helpful information that you may not be taking full advantage of! If you don't already have a free account, make sure to sign up for one **here**. If you've contacted our support team by phone or email previously, then you're already in our system and can click the **Get a Password** link. If you have never contacted Support, click the **Sign up** link. You'll gain access to a library of video and article tutorials for Brandwise tools, access to the status of your support tickets, recorded webinars, and more. We'd love for you to check it out and let us know what you'd like to see next!



## **Brandwise Works Remotely, just like you!** *by Kalleigh Eisley-Tracy*

Like many of you, the closure of our office in March 2020 kicked off an era of working remotely. Although we'd had some experience with this (Colorado snowstorms), no one in our office had considered that this could be permanent. In a way, we're finally doing what a lot of you, particularly you road warriors, have been doing for years – working from home.

Our team relies on tools including GoToMeeting, Microsoft Teams, and workflow platforms. By every measure, productivity has increased! We meet virtually and can work together on the fly. The results? Faster development, more production of content and articles for the Brandwise Support Center (BSC) and Brandwise Insiders, and more webinars allowing us to interact with you more than we ever thought possible. With our working relationships so important to us, we're pleasantly surprised by how much we've been able to connect with each other and with you this past year.



We conducted surveys throughout the remainder of 2020 to learn what the Brandwise staff preferred - return to the office or keep working from home? Overwhelmingly, our team prefers working from home. Many of our staff say it's easier to meet deadlines and complete projects on time, feel motivated to do their work, and get work done without interruptions... however Miles, my four-month old son, sometimes has other plans regarding that last one.

So, does the concept of a work-life balance kind of blur together at times? Of course, but there are quality tradeoffs! There have been key wins for our team, including:

- Eliminating daily commutes (up to an hour for some) allowing us to spend more time with our families.
- Without the requirement to live in/around Denver, we've been able to cast a larger net when recruiting and hired several colleagues that live throughout the country.
- Kristen, one of our Support Technicians, worked remotely from overseas in Korea for three months!
- Some team members have moved out of Colorado to be closer to their extended families.
- I worked from home through the wild ride of pregnancy right up until [false] and active labor started!
- Ari, our CSO, planned his wedding, got married, and took his honeymoon while still meeting deadlines and staying connected (Ari zoomed in from Belize!)
- Searching for and purchasing our dream homes without worrying about distance from the office.
- Todd, Jannetta, Ari, Dillon, Ron, Tonya, Kelly, and Cindy traveled to in-person shows for the first time in over a year!
- And... we still get together for major meetings and to meet up socially! In June, we celebrated a milestone birthday for Dillon, and Miles got overwhelmed by his in-person debut meeting everyone he's only ever met on camera...

So, this is what the future looks like for us right now – more productivity and more personal time. We'll take it! We look forward to continuing to meet with you, virtually and in-person, and to share all the exciting updates along the way!





## Sales Reps, did you know you can display Available Dates on Order Copies from Play for iPad?



Well, now you do! If your Brandwise Admin has configured your Play system to do so, you can share order copies with your buyers that contain products on one order separated out by Available Date. If you are a Brandwise Admin that needs guidance on configuring Available Dates in Play, please review one of the following articles in the Brandwise Support Center (BSC). **If you are an Agency, see this article** and **if you are a Supplier, see this article**. Once the settings are in place, follow the instructions you'll find in **this article** on the BSC.

Once you've configured everything successfully, your order copies will separate out products on the order by Available Date. Learn more helpful tips like this by signing up with an account on the BSC and get notified of new articles by joining **Brandwise Insiders** today. If you have any questions or would like assistance, please speak to our Support team at 303.788.9970 x1 or email us at [support@brandwise.com](mailto:support@brandwise.com).

### Note from the Editor

Thank you for getting caught up on all the latest changes over these past few months. I'll be the first to admit that coming back to discover all the changes at Brandwise, after 8 weeks on maternity leave, I was overwhelmed at first and I have a whole new respect for making sure we have everything ready [documentation-wise] to share with all of you as it happens! Working from home looks a little different with my little Mama's boy in tow, and I appreciate the warm welcome we have both received upon our return. As if this year hasn't been exciting enough, I know we still have many more pending releases and I can't wait to share all those updates with you as they happen!

♡♡ Kalleigh Eisley-Tracy



### About Brandwise

At Brandwise, our mission is to provide Sales Reps and Suppliers with best in class tools to grow their business. Founded in 1997, Brandwise integrates digital product presentation, order capture, order management, order delivery, and analytics on the ONLY platform that builds on the strength of our industry's past and the potential of our collective future.