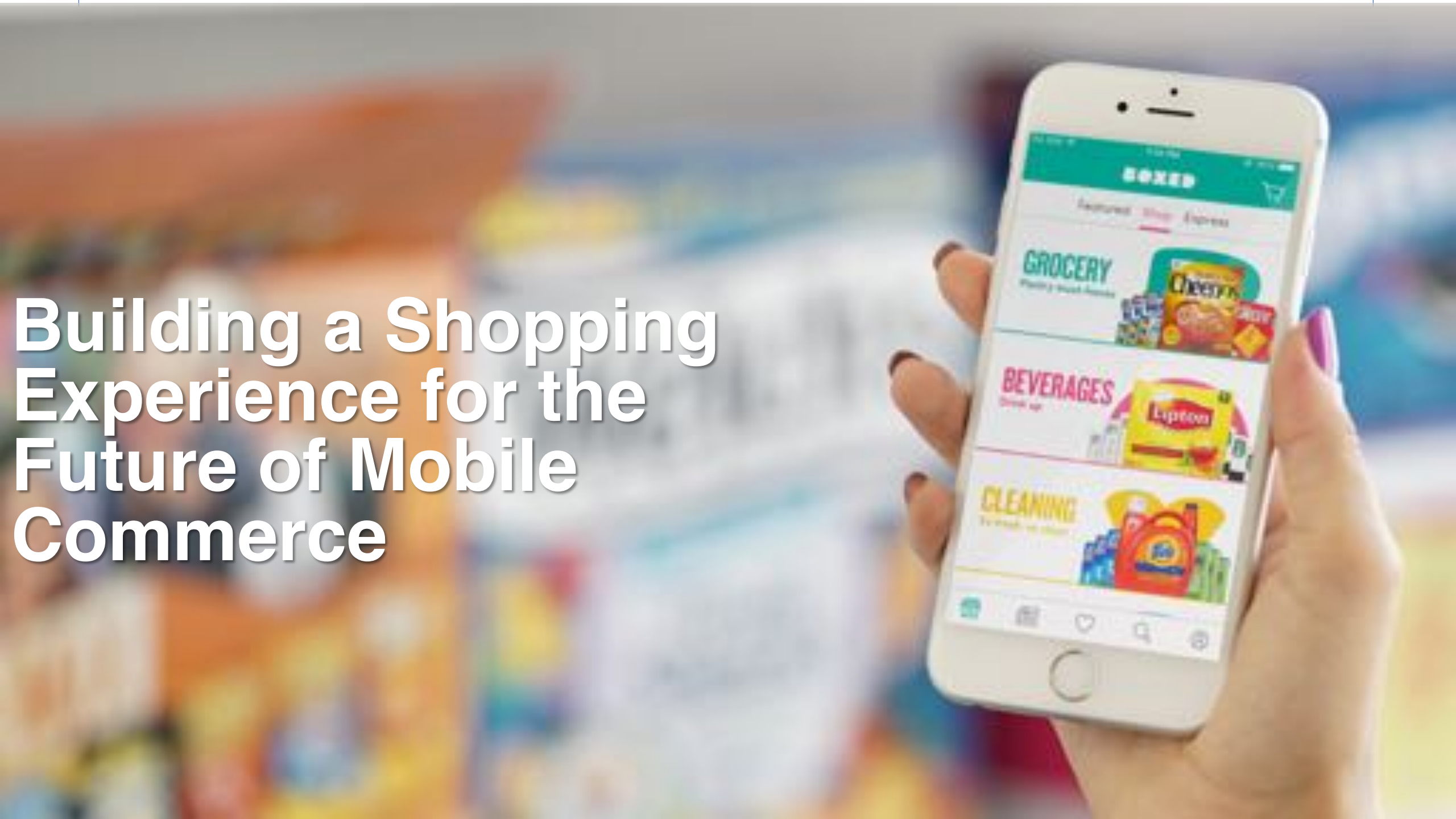

Building a Shopping Experience for the Future of Mobile Commerce
BOXED
GROCERY
BEVERAGES
CLEANING


SILICON VALLEY
hoolf
hp
YouTube

the first computer at Boxed



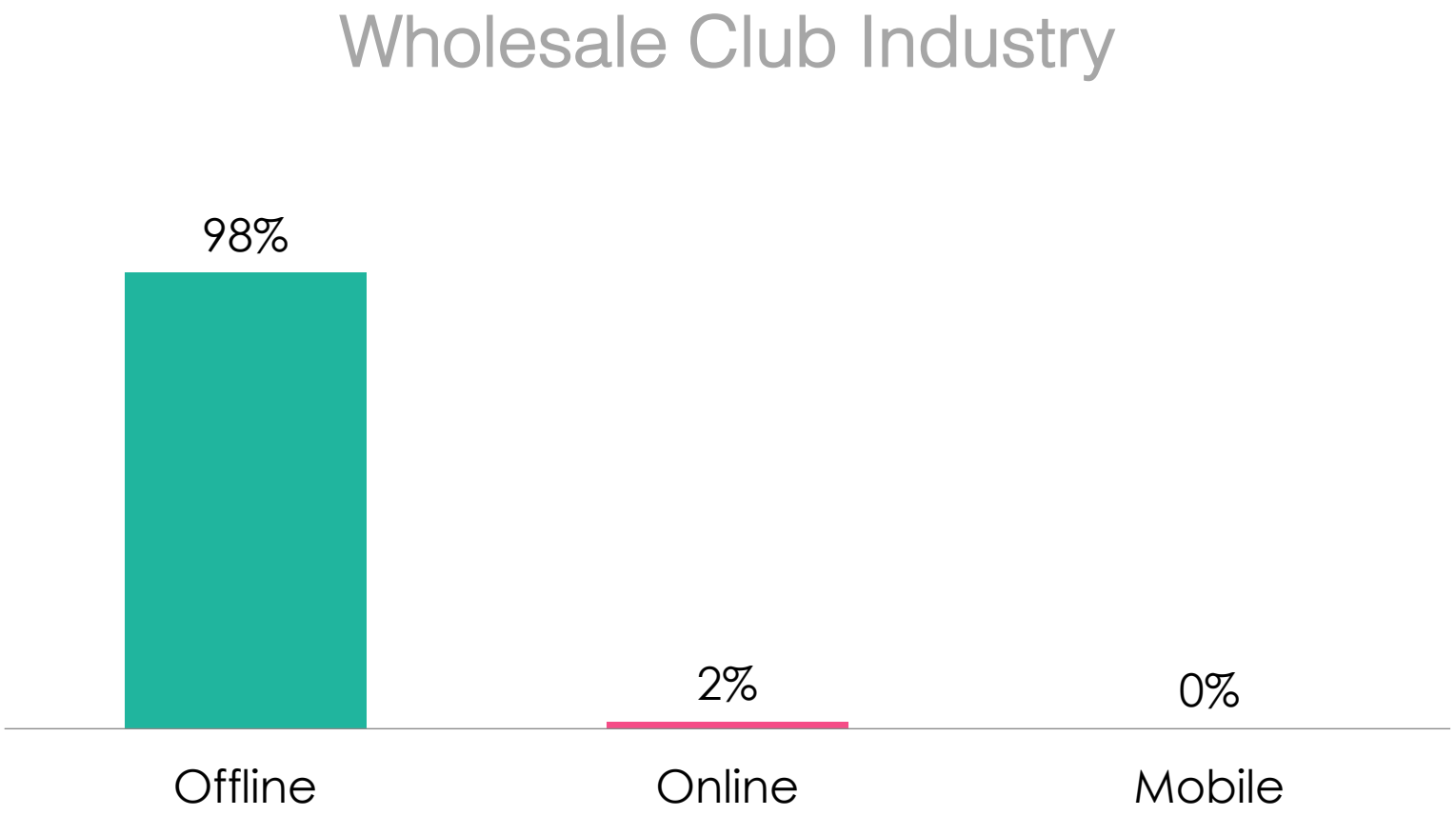
The “fulfillment center”





WHAT'S THE OPPORTUNITY?

$200B, 3 Players = ??



OUR STRATEGY?

BE RELEVANT TO THE CUSTOMER IN EVERY WAY

recognizing priorities

- *Know the customer's shopping behavior and continually optimize against it*
- *Understand each platform's purpose and who / how /where to best engage*
- *Take risks and constantly test…but course-correct ASAP!*
- *Negotiate with partners to always be first/have access to alpha products*
- *Win credibility with stakeholders on what success looks like*
- *Creative, tech, media and product teams tied at the hip*
- *Obsessively detailed and focused*
- *Tell YOUR story in YOUR way*

SO HOW DOES *BOXED* STAY RELEVANT?

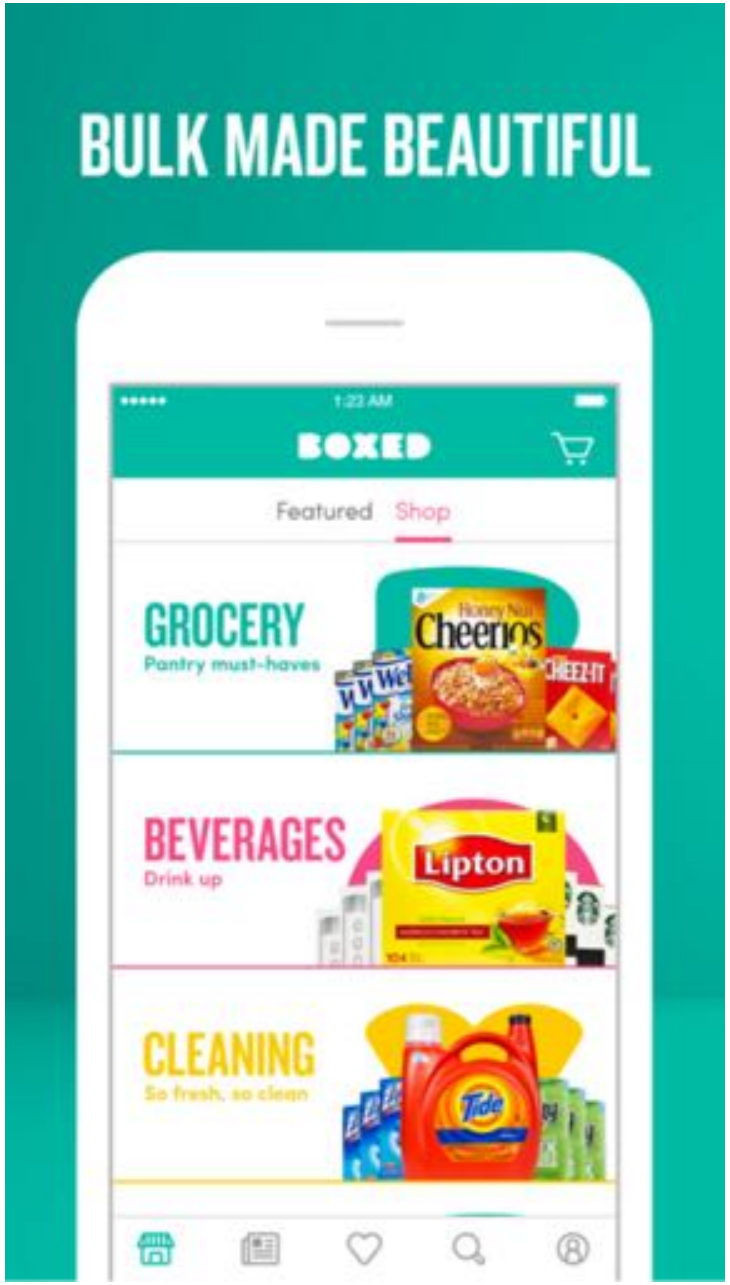
SMARTStockup

We ran the numbers and it looks like you might be running low on some items, time to stock up!

TOTAL: 3 ITEMS | **ADD ALL TO CART**

NEED THESE NOW

	Colgate Total Advanced Whitening Toothpaste	4 x 6 oz	$18.99	Add	Snooze
	Dove Nourishing Body Wash	2 x 22 oz	$11.49	Add	Snooze
	Aveeno Positively Radiant Favorites	5 oz + 4 oz	$15.99	Add	Snooze



Pay

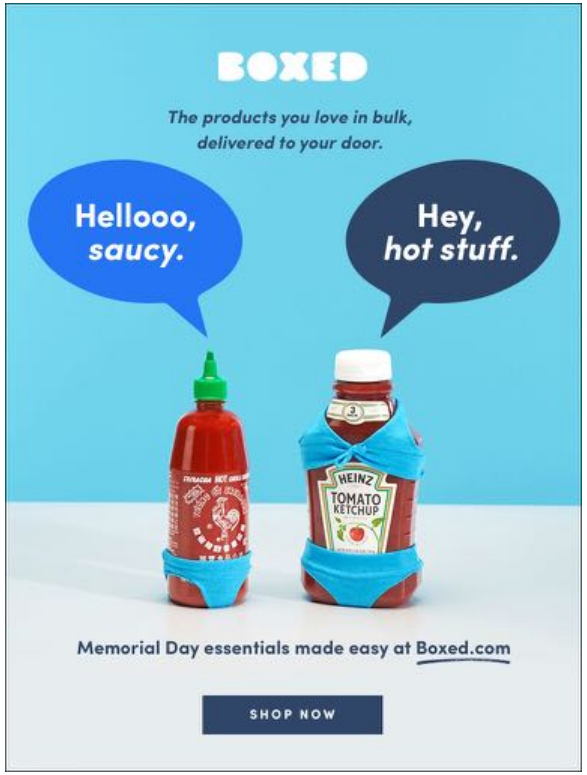
venmo

GET IT ON Google Play

Download on the App Store

but we also don't take ourselves too seriously…

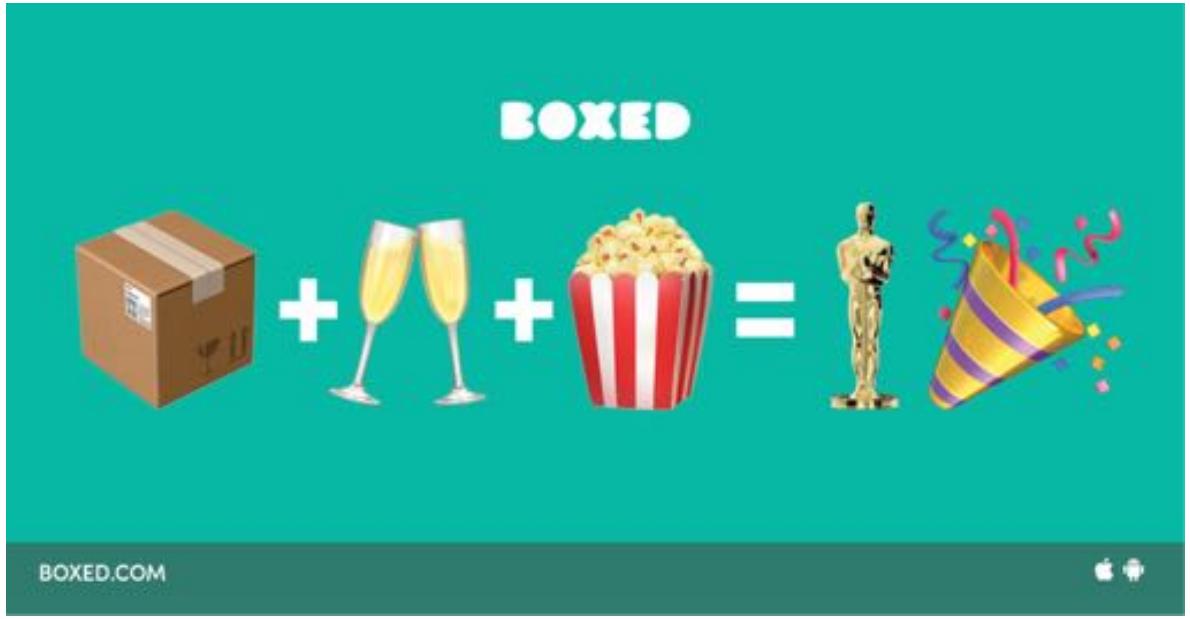


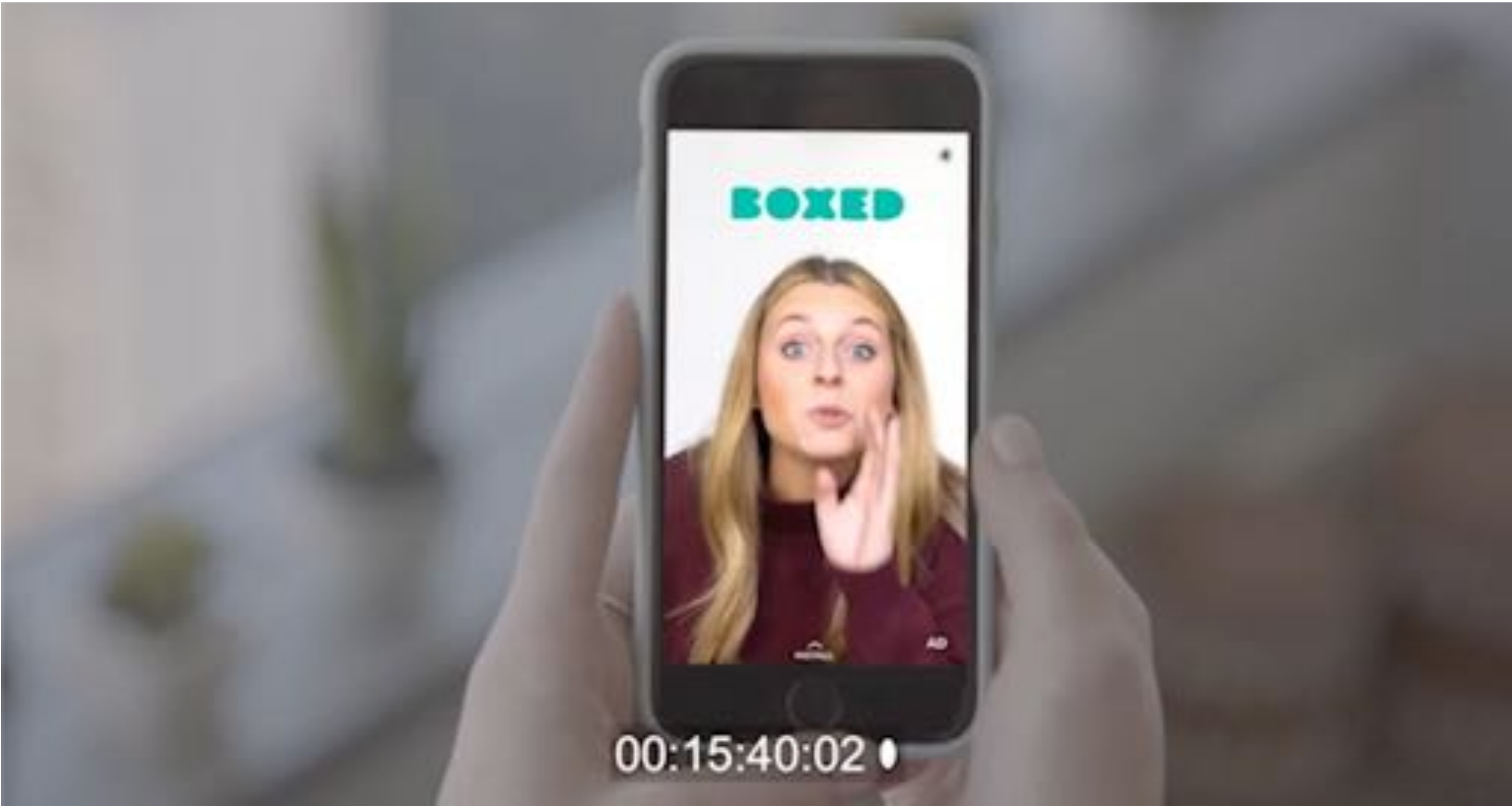




after all, it's just advertising






BOXED
00:15:40:02

but more importantly…

BE TRUE TO WHO YOU ARE...

MOBILE OR NOT

values-driven content







if I had to leave you with one thought

SOMETIMES YOUR BEST CX IS SIMPLY BEING CONSISTENT, FOCUSED AND GENUINE