



TOP 401–500 RETAIL WEB SITES

493. American Bar Association

The ABA's web store isn't just for high-powered law firms. Most of the site's business-to-consumer revenue comes from individual lawyers and others. The site carries more than 2,000 products.

FINANCIAL

2005 Sales: \$3,997,722

2004 Sales: \$2,314,480

Growth: 72.73%

WEB SITE SUMMARY

URLs: ABAbooks.org

Category: Books/CDs/DVDs

Merchant Type: Virtual (Web Only)

OPERATIONS

Monthly Visits: 450,000

Monthly Unique Visitors: NA

Conversion Rate: 0.60%*

Average Ticket: \$125

Total SKUs (on Web): 2,200

PERFORMANCE

Response Time: 4.32 seconds

Site Availability: 99.92%

Consistency: Poor (see p. 22)

CORPORATE INFORMATION

Robert A. Stein, Executive Director
Kathleen Welton, Director, ABA Book Publishing
Gordon Kerr, CIO

321 N. Clark St.
Chicago, IL 60611
312-988-5000

VENDORS

Site Design: In-house, Automated Graphics Systems

Web Hosting: In-house

E-Commerce Platform: Cold Fusion

Site Search Software: Verity

Content Management System: NA

Fulfillment: In-house

Order Management: In-house

Payment Systems: NA

Rich Media: NA

Affiliate Marketing Management: NA

E-Mail Marketing Management: Maestro

Search Marketing Management:

Google, Yahoo

CRM System: NA

Web Analytics: In-house

Web Performance Monitoring: In-house

Content Delivery Network: NA

The fastest growing e-retailers

Over

The fastest growing e-retailers

	2005 web sales	2004 web sales	Growth
Blockbuster Inc. (No. 70)	\$146,700,000	\$8,600,000	1605.81%
The Inside Store (No. 476)	\$5,200,000	\$900,000	477.78%
ReStockIt.com (No. 467)	\$5,501,972	\$1,123,556	389.69%
Anthony-Mulinaro LLC (No. 463)	\$5,700,000	\$1,200,000	375.00%
Simply Audiobooks Inc. (No. 489)	\$4,052,077	\$1,166,072	247.50%
AmeriMark Direct LLC (No. 337)	\$13,000,000	\$4,092,000 *	217.69%
World Wrestling Entertainment Inc. (No. 318)	\$14,000,000	\$5,000,000	180.00%
NetShops Inc. (No. 120)	\$65,500,000	\$24,000,000	172.92%
1-800-Mattress (No. 234)	\$23,808,000 *	\$8,788,500 *	170.90%
Blinds.com (No. 186)	\$38,000,000	\$15,000,000	153.33%
PersonalizationMall.com (No. 305)	\$14,616,000	\$5,800,000	152.00%
iGourmet.com (No. 376)	\$10,400,000	\$4,200,000	147.62%
Napster Inc. (No. 100)	\$85,347,000	\$35,353,000	141.41%
Biblio Inc. (No. 380)	\$10,202,618 *	\$4,268,878 *	139.00%
Digitally Unique Inc. (No. 283) **	\$16,800,000	\$7,100,000	136.62%
TigerGPS.com Ltd (No. 377)	\$10,300,000	\$4,400,000	134.09%
PropertyRoom.com Inc. (No. 279)	\$18,000,000	\$8,000,000	125.00%
Big Fish Games Inc. (No. 395)	\$9,000,000	\$4,000,000	125.00%
Folica Inc. (No. 267)	\$20,000,000	\$8,900,000	124.72%
Avenue.com (No. 315)	\$14,105,000	\$6,411,000	120.01%
LeatherUp.com (No. 401)	\$8,500,000	\$3,900,000	117.95%
PetsUnited LLC (No. 238)	\$23,443,584	\$11,035,523	112.44%
Artbeads.com (No. 355) **	\$11,900,000	\$5,800,000	105.17%
GearDirect.com (No. 145)	\$53,000,000	\$26,000,000	103.85%
Zappos.com Inc. (No. 34) **	\$370,000,000	\$184,000,000	101.09%
RealPlayer Music Store (No. 92)	\$97,500,000	\$48,700,000	100.21%
Paper.com LLC (No. 499)	\$3,600,000 *	\$1,800,000 *	100.00%
Crate & Barrel (No. 59)	\$173,060,160 *	\$88,000,000 *	96.66%
GREENCulture Inc. (No. 470)	\$5,500,000	\$2,800,000	96.43%
Green Mountain Coffee Roasters (No. 478)	\$5,100,000	\$2,600,000	96.15%
figleaves.com (GDN Ltd.) (No. 434)	\$7,015,920 *	\$3,580,000	95.98%
Shoes.com Inc. (No. 192) **	\$34,600,000	\$17,700,000	95.48%
The Fruit Company (No. 485)	\$4,300,000	\$2,200,000	95.45%
AmericaRX.com (No. 497)	\$3,616,919	\$1,894,000	90.97%
Backcountry.com (No. 150) **	\$51,990,768	\$27,470,000	89.26%
The Container Store Inc. (No. 274) **	\$18,844,812 *	\$10,000,000	88.45%
The Yankee Candle Co. Inc. (No. 344)	\$12,555,000 *	\$6,696,000 *	87.50%
SolidSignal.com (No. 494)	\$3,900,000	\$2,100,000	85.71%
The Merrick Group (No. 396) **	\$9,000,000	\$5,000,000 *	80.00%
Everything Furniture Inc. (No. 300) **	\$15,000,000	\$8,500,000	76.47%
Delightful Deliveries Inc. (No. 445) **	\$6,420,000	\$3,660,000	75.41%
Follett Higher Education Group (No. 71)	\$145,000,000	\$83,000,000	74.70%
American Bar Association (No. 493)	\$3,997,722	\$2,314,480	72.73%
Onewayfurniture.com Inc. (No. 326)	\$13,428,000	\$7,800,000	72.15%
The Home Depot Inc. (No. 41)	\$279,669,600 *	\$163,680,000 *	70.86%
Rugs Direct (No. 250)	\$22,500,000	\$13,200,000	70.45%
Ralph Lauren Media LLC (No. 101)	\$85,000,000	\$50,000,000	70.00%
MLB Advanced Media (No. 82)	\$116,172,000 *	\$69,703,200 *	66.67%
Ebuyer US Inc. (No. 155)	\$50,000,000	\$30,000,000	66.67%
Improvement Direct Inc.(No. 191)	\$35,000,000	\$21,000,000	66.67%

* Internet Retailer estimate

** Also listed as fastest growing e-retailer in Top 400 Guide

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