

Checkout & International

Private & Confidential | September 22, 2011

Domestic

New User	2
Returning User	11
Discounts & Promo codes	24
Change Ship To & Change Payment	34
Exceptions	43
Confirmation, Modify, & Cancel	45
ternational	
Pre-Checkout	50
New User	61
Returning User	67
Additional Details	73
New Packing Slip	82

DOMESTIC

User With No Saved Info

	hipping on orders placed within 1 h Payment How would you like to pay?	hour of your last order. Review	Questions? Contact Us	Persistent consolidated shipping message is visible. Persistent link to customer support info is visiable.
Ship To Where would you like this	Payment			Persistent link to customer support info is visiable.
Where would you like this		Review		
	How would you like to pay?		Order Subtotal \$346.00	
		Confirm order details and shipment method.	Shipping, Surcharges, and Tax will be available at Review.	———— A 3-step, conversational process guides new users
			Add Free Gift message	through checkout. 1. Ship To 2. Payment 3. Review
Add Shipping Address			Submit Your Order	
First Name Street Address (please include business name	e if applicable)		CUSTOMER CERTIFIED BY DIZTATE Store As of: Rating O6/02/11 CLICK TO VERIFY STELLA Service EXCELLENT	Forms reflect best practices and are positioned within
	State / Region Select One Phone (optional)			the context of the page (rather than living in modals / overlays). Flelds for which we have data are pre-populated.
				First address entered is automatically set as default.
		Save & Continue		
			768 px	

NAVIGATION **CHECKOUT** Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. **Questions?** Contact Us **Ship To Payment** Review **Order Subtotal** \$346.00 Where would you like this How would you like to pay? Confirm order details and Shipping, Surcharges, and Tax will be Until information needed to calculate is available, the available at Review. order shipped? subtotal and a message is displayed. shipment method. Add Free Gift message Submit panel is inactive until Ship To and Payment are **Submit Your Order Add Shipping Address** Last Name First Name bizrate Street Address (please include business name if applicable) Store As of: Rating 06/02/11 CLICK TO VERIFY City State / Region Select One Phone (optional) Zip Code A tooltip for the optional phone field specifies that we Why do we ask for this? use this info for delivery only. A contact number is helpful in case we have questions regarding the delivery of your order. Save & Continue 768 px

NAVIGATION **CHECKOUT** Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. **Questions?** Contact Us **Ship To Payment** Review **Order Subtotal** \$346.00 Where would you like this How would you like to pay? Confirm order details and Shipping, Surcharges, and Tax will be available at Review. order shipped? shipment method. Add Free Gift message **Submit Your Order Add Shipping Address** First Name Last Name bizrate First Name is required Last Name is required Street Address (please include business name if applicable) Store As of: Rating 06/02/11 CLICK TO VERIFY Street line is required City State / Region Select One State / Region is required City is required Phone (optional) Zip Code Zip Code is required Save & Continue

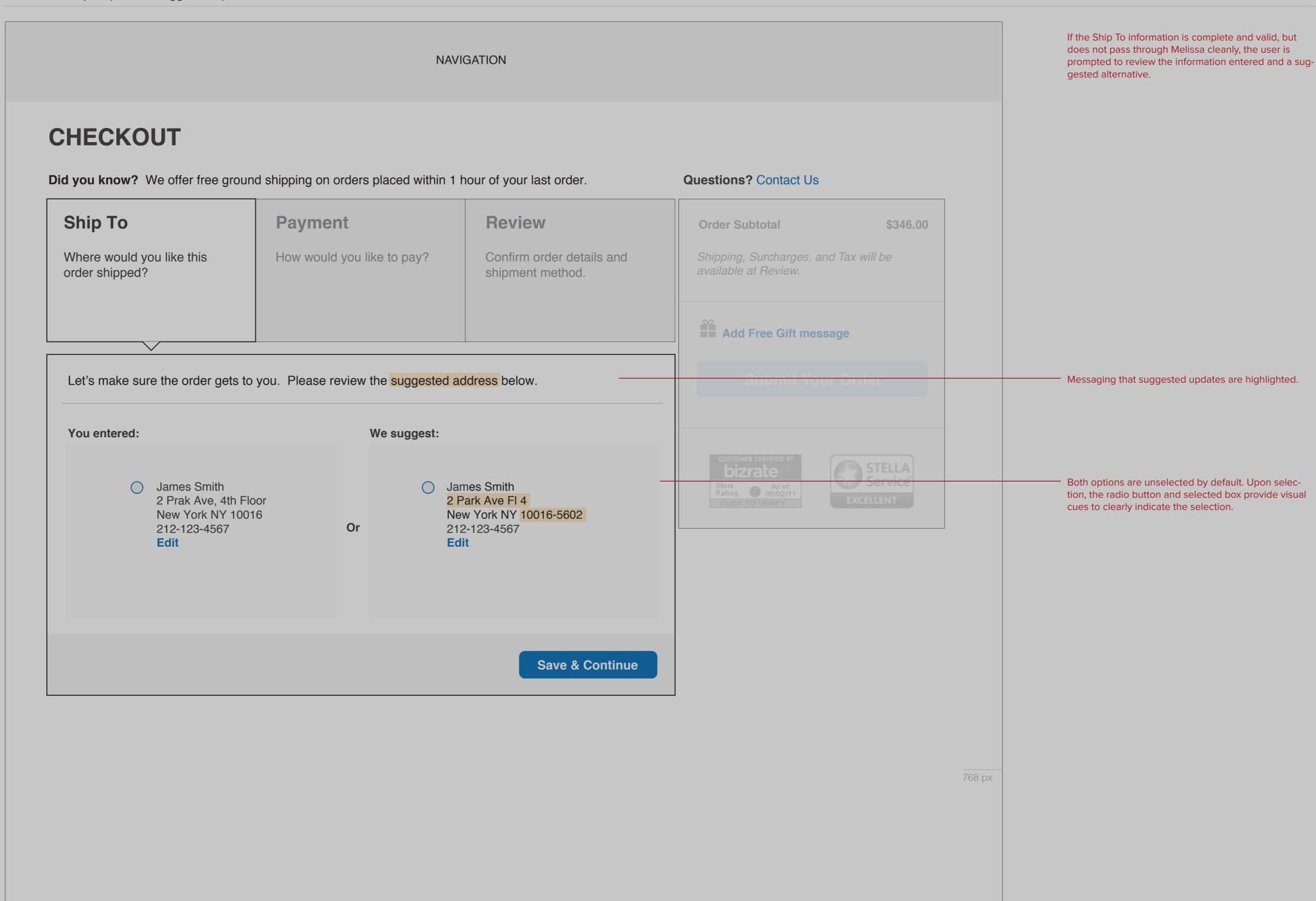
In-line error messages appear for required fields that contain invalid or no data.

Validation occurs on input fields on BLUR and on Save & Continue.

Validation occurs on drop down menus on CHANGE and on Save & Continue.

5

768 px



Ship To James Smith Payment How would you like to pay? Confirm order details and shipping. Surcharges. and Tax will be available of Review. Ship To James Smith How would you like to pay? Confirm order details and shipping. Surcharges. and Tax will be available of Review. Submit Your Order Accepted American Express, MasterCard, Visa and Discover. First Name Last Name Last Name Expression Date Month Year Security Code Index Submit Your Order Security Security Security Security Security Security Security Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Summe as Ship To address: 2 Park, 4th Floor New York, NY 10016	Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. Ship To James Smith 2 Park, 4th Floor New York, NY 10018 Change Payment How would you like to pay? Confirm order details and shipment method. Shipping, Surchanges, and Tax will be available at Review. Submit Your Order Submit Your Order Accepted payment method. Significant free Giff message Facilit moves to Payment below. Card Number Expiration Date Month Year Sacurity Code Billing Address Same as Ship To address: 2 Park, 4th Floor	
Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. Ship To James Smith 2 Park, 4th Floor New York, NY 10016 Add Payment Method We accept American Express, MasterCard, Visa and Discover. First Name Last Name Last Name Last Name Expiration Date Month Year Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016 Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016 Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016 Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016 Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016 Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016 Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016 Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016 Same as Ship to accreas: 2 Park, 4th Floor New York, NY 10016	Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. Ship To James Smith James Smith James Smith Change Change Change Add Payment Method We accept American Express, MasterCard, Visa and Discover. First Name Last Name Expiration Date Month Security Code	n To details the Shin To mo
James Snith 2 Park, 4th Floor New York, NY 10016 How would you like to pay? Confirm order details and shipment method. Shipping, Suncharpes, and Tax will be evaluable of Review. Submit Your Order Submit Your Order Ficus noves to Payment with the appropriate for below. Submit Your Order Accepted payment methods are messaged. First Name Last Name Last Name Last Name Card Number Expiration Date Month Year Security Code Sacurity Code Sacu	James Smith 2 Park, 4th Floor New York, NY 10016 Change Chan	ule displays the information, a "check" icon, and a link
Park, 4th Floor New York, NY 10016 Change Change Change Change Change Change Change Add Payment Method Submit Your Order Submit Your Order Accepted payment with the appropriate for below. Accepted payment methods are messaged. Expiration Date Expiration Date Security Code Security Code Security Code Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Same as Ship To address is pre-sected.	Add Payment Method Change Change Change Change Change Add Payment Method Submit Your Order Submit Your Order Accepted payment method ent default. First Name Last Name Card Number Expiration Date Month Year Security Code 2 Park, 4th Floor 2 Park, 4th Floor Submit Your Order First payment method ent default.	
Add Payment Method We accept American Express, MasterCard, Visa and Discover. First Name Last Name Last Name Expiration Date Expiration Date Month Year Security Code Submit Your Order Accepted payment methods are messaged. First payment methods are messaged. First payment methods are messaged. First payment methods are messaged. Security Code Getfault. Same as Ship To address: Same as Ship To address is pre-selected.	Add Payment Method Submit Your Order Accepted payment metho Last Name Last Name Last Name Expiration Date Month Year Security Code Pist payment method entered feath. Security Same as Ship To address: 2 Park, 4th Floor	
Add Payment Method We accept American Express, MasterCard, Visa and Discover. First Name Last Name Card Number Expiration Date Month Vear Security Code Security C	Add Payment Method We accept American Express, MasterCard, Visa and Discover. First Name Last Name Last Name Card Number Expiration Date Month Year Security Code 2 Park, 4th Floor	with the appropriate form
We accept American Express, MasterCard, Visa and Discover. First Name Last Name Last Name Expiration Date Expiration Date Month Year Security Code	We accept American Express, MasterCard, Visa and Discover. First Name Last Name Card Number Expiration Date Month Year Security Code First payment method entodefault. Billing Address 2 Park, 4th Floor	
Expiration Date Month Vear Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Same as Ship To address is pre-selected.	Expiration Date Month Year Security Code Security Code Security Code And Address And Address Security Code Security Cod	
Expiration Date Month Vear Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Same as Ship To address is pre-selected.	Expiration Date Month Year Security Code Month Year First payment method ent default.	nds are messaged
Card Number Expiration Date Month Year Security Code First payment method entered is automatically se default. Billing Address Year Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Same as Ship To address is pre-selected.	Expiration Date Month Year Security Code Security Code Park, 4th Floor Same as Ship To address: 2 Park, 4th Floor	as are messagea.
Card Number Expiration Date Security Code Month Year Selling Address Plist payment method entered is automatically sedefault. Billing Address Park, 4th Floor New York, NY 10016 Same as Ship To address is pre-selected.	Card Number Expiration Date Month Year Y Billing Address 2 Park, 4th Floor	
Expiration Date Month Year Year Security Code First payment method entered is automatically se default. Billing Address Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Same as Ship To address is pre-selected.	Expiration Date Month Year Security Code First payment method entered default. Billing Address Page as Ship To address: 2 Park, 4th Floor	
Month Vear Vear Vear Vear Vear Vear Vear Vear	Month Year Mefault. Billing Address Same as Ship To address: 2 Park, 4th Floor	
Same as Ship To address: 2 Park, 4th Floor New York, NY 10016 Same as Ship To address is pre-selected.	Same as Ship To address: 2 Park, 4th Floor	ered is automatically set as
New York, NY 10016	To addition to addition.	
	TNOW TOTA, INT TOOTO	is pre-selected.
Save & Continue 768 px	Save & Continue	

NAVIGATION CHECKOUT Questions? Contact Us Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. **Ship To Payment** Review **Order Subtotal** \$346.00 James Smith How would you like to pay? Confirm order details and Shipping, Surcharges, and Tax will be 2 Park, 4th Floor available at Review. shipment method. New York, NY 10016 Change Add Free Gift message **Submit Your Order Add Payment Method** We accept American Express, MasterCard, Visa and Discover. Last Name bizrate First Name Store As of: Rating 06/02/11 CLICK TO VERIFY Card Number **Expiration Date** Security Code ? ¬ **CVN** location A visual tooltip appears on hover for Security Code. Month Year Last 3 digits on back of card Amex: 4 digit code on front Billing Address 2 Park, 4 ✓ Same as Ship To address: New York, NY 10016 **Save & Continue** 768 px

NAVIGATION **CHECKOUT** Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. **Questions?** Contact Us **Ship To Payment** Review **Order Subtotal** \$346.00 James Smith How would you like to pay? Confirm order details and Shipping, Surcharges, and Tax will be 2 Park, 4th Floor available at Review. shipment method. New York, NY 10016 Change Add Free Gift message **Submit Your Order Add Payment Method** We accept American Express, MasterCard, Visa and Discover. Last Name bizrate First Name Store As of: Rating 06/02/11 CLICK TO VERIFY Card Number **Expiration Date** Security Code ? Month Year Billing Address Same as Ship To Address If Billing Address is different than Ship To address, you can uncheck the box to expand another form to input the information. Street Address - Please include business name if applicable 768 px State / Region City Select One Zip Code Phone (optional)

NAVIGATION **CHECKOUT** Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. **Questions?** Contact Us SHIP TO **Order Subtotal** \$346.00 Last Name Shipping, Surcharges, and Tax will be First Name available at Review. Street Address - Please include business name if applicable Add Free Gift message **Submit Your Order** State / Region City Select One Phone (optional) Zip Code **PAYMENT** We accept American Express, MasterCard, Visa and Discover. Last Name First Name Card Number Security Code ? **Expiration Date** Month Year Billing Address ✓ Same as Ship To address: 768 px Save & Continue

As an alternate option to a 2-step form, we should A/B test a single page form for new users. Returning users with default information set will go directly to Review.

Single Page Form:

- + 1 Call to action (Save and Continue)
- Call to action below the fold
- Many field intimidation factor

2 Step Form:

- 2 Calls to action (Save and Continue)
- + Calls to action above the fold
- + More digestible amounts of fields
- + Error messaging and Melissa suggestions are more relevant to onscreen information, with no need to scroll.

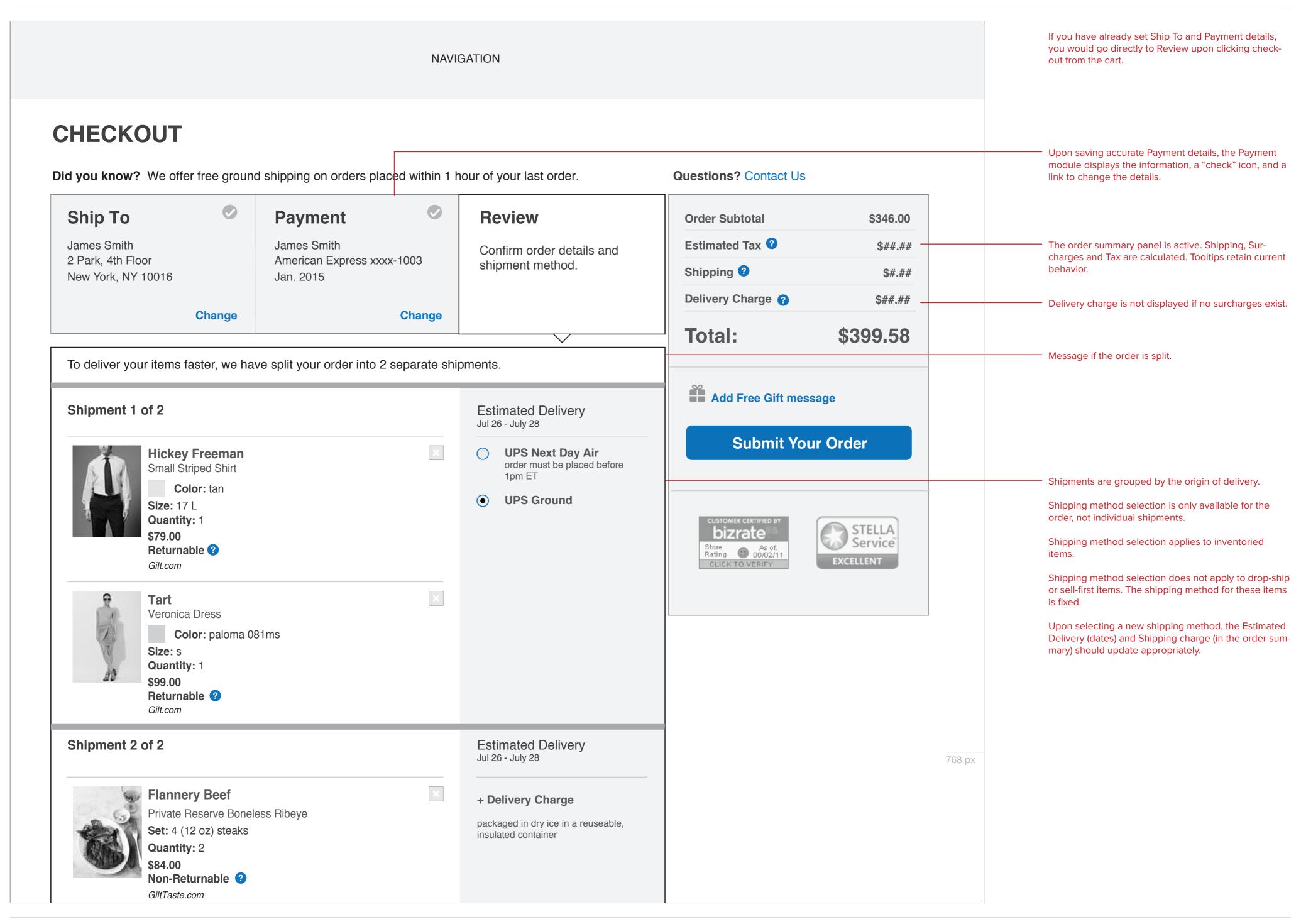
*Note: Melissa suggestion, changing addresses, payment errors would return to the divided Ship To and Payment design. Only users without information saved would see the single page form.

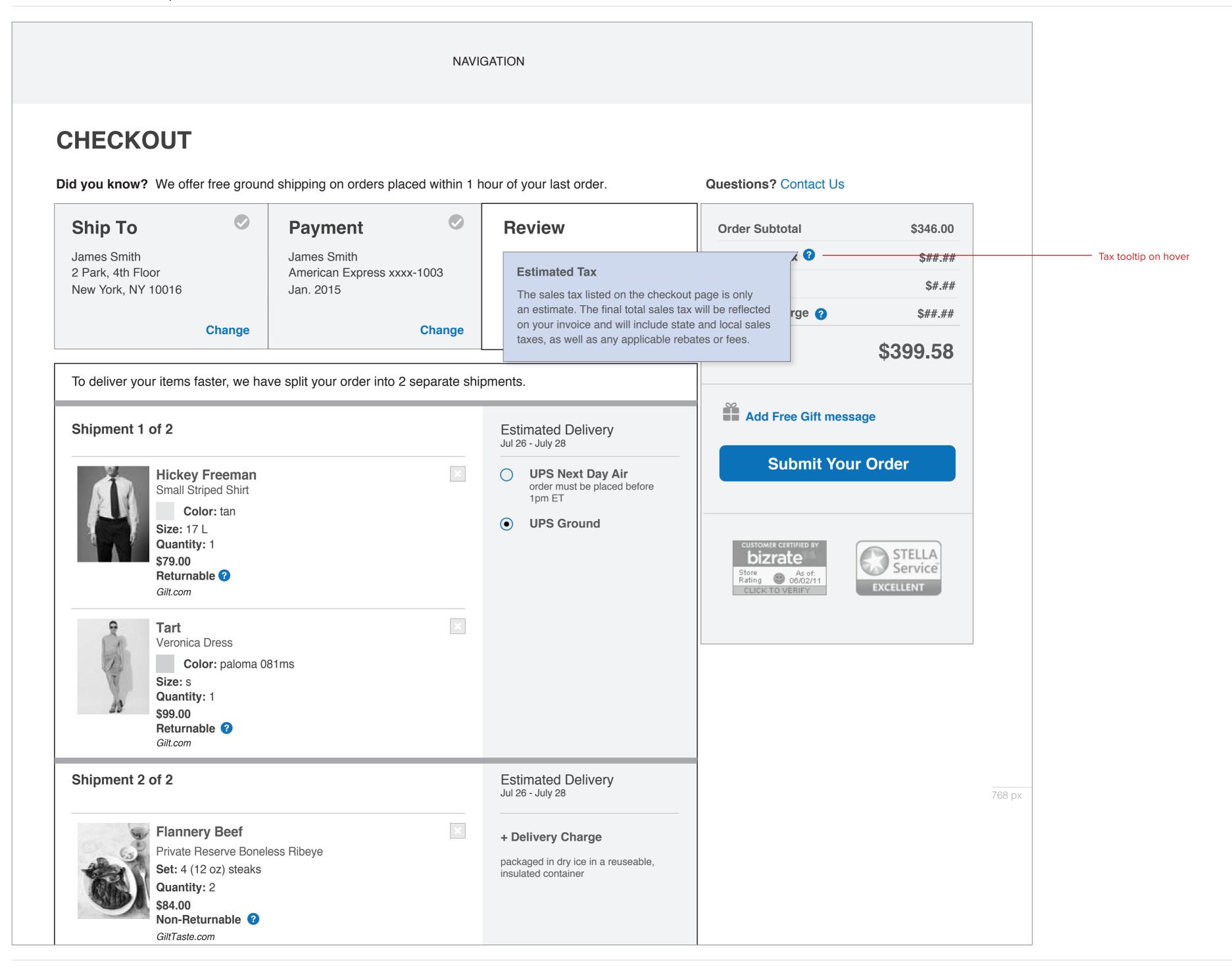
DOMESTIC

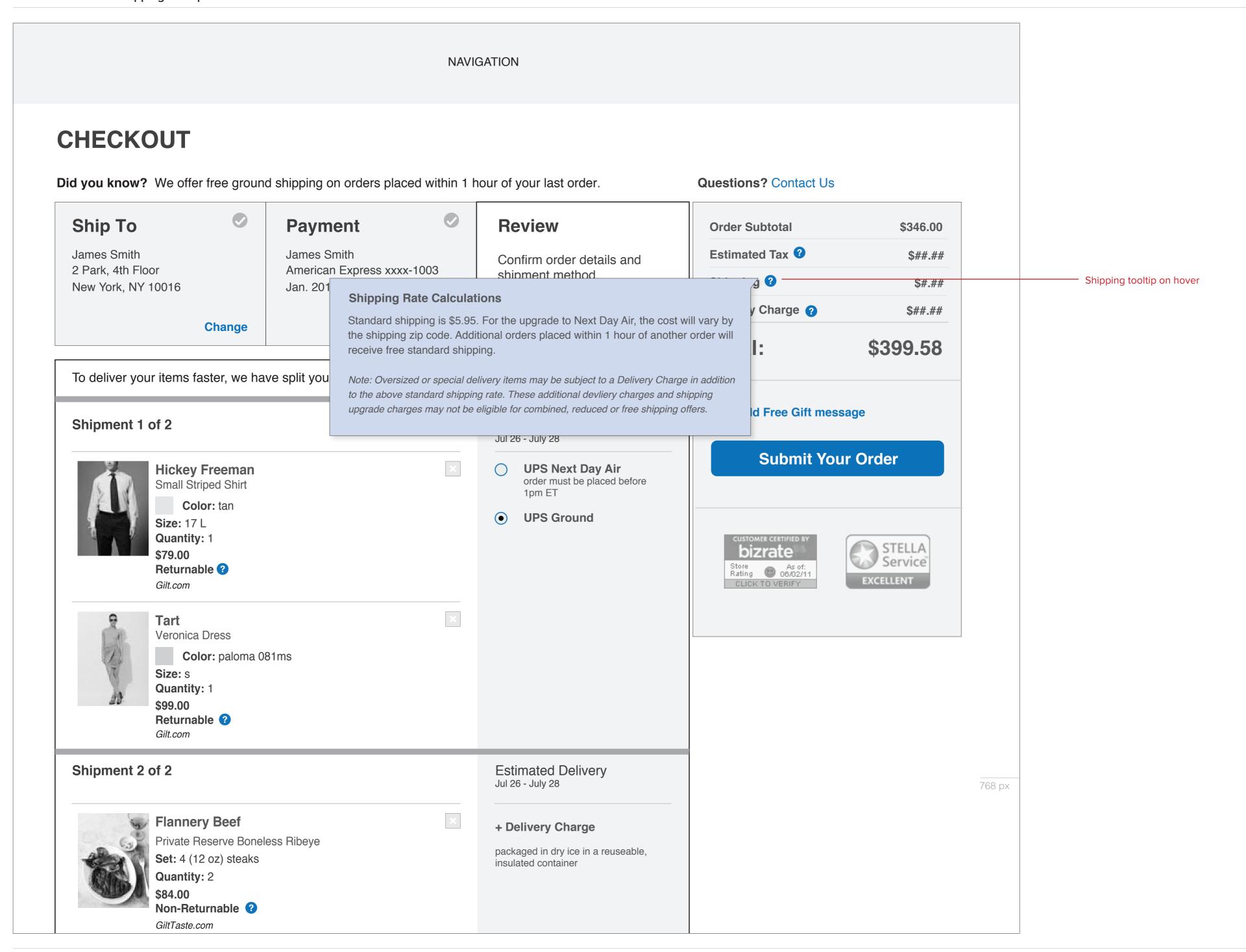
User With Saved Info

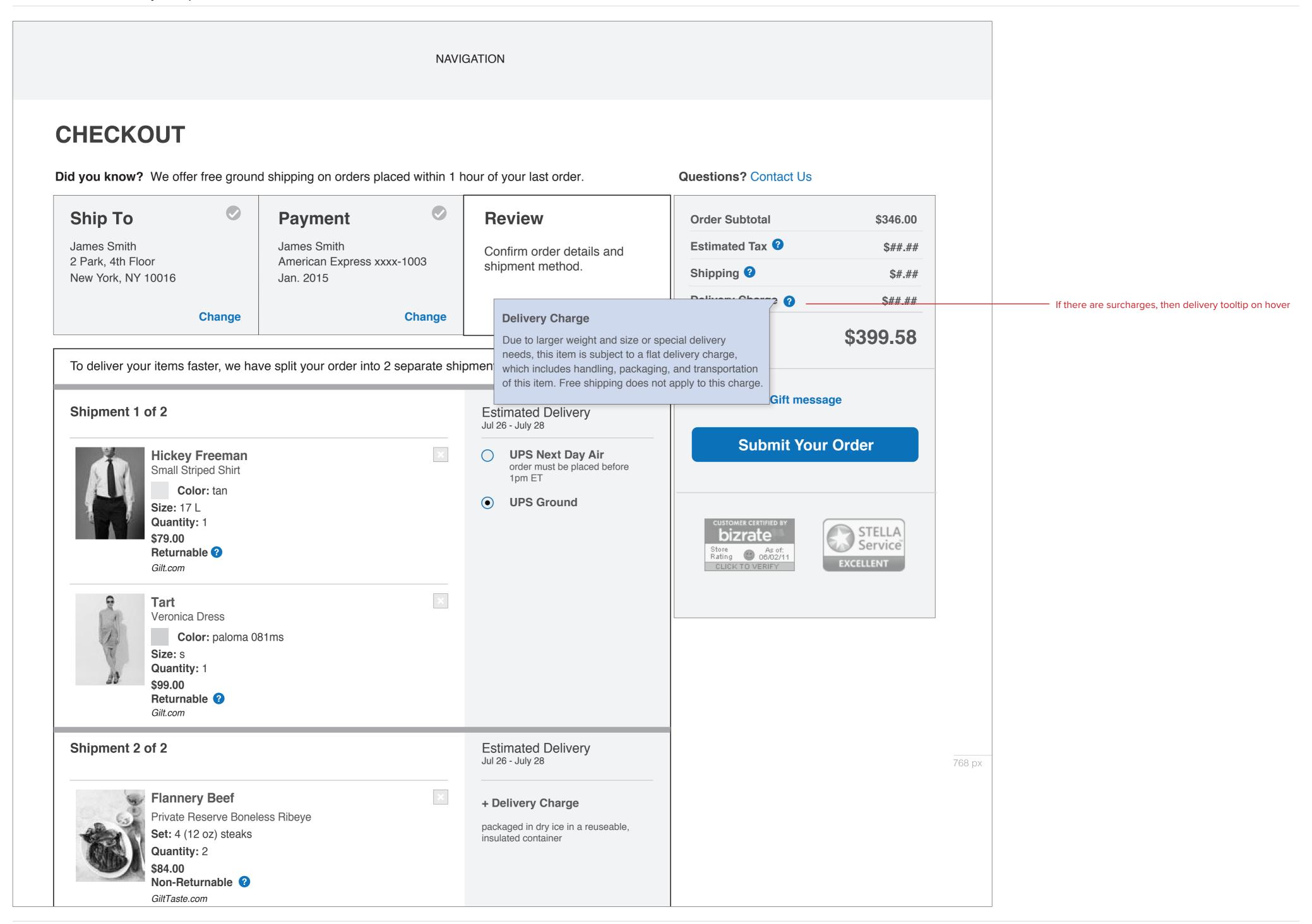
Checkout and International | September 22, 2011

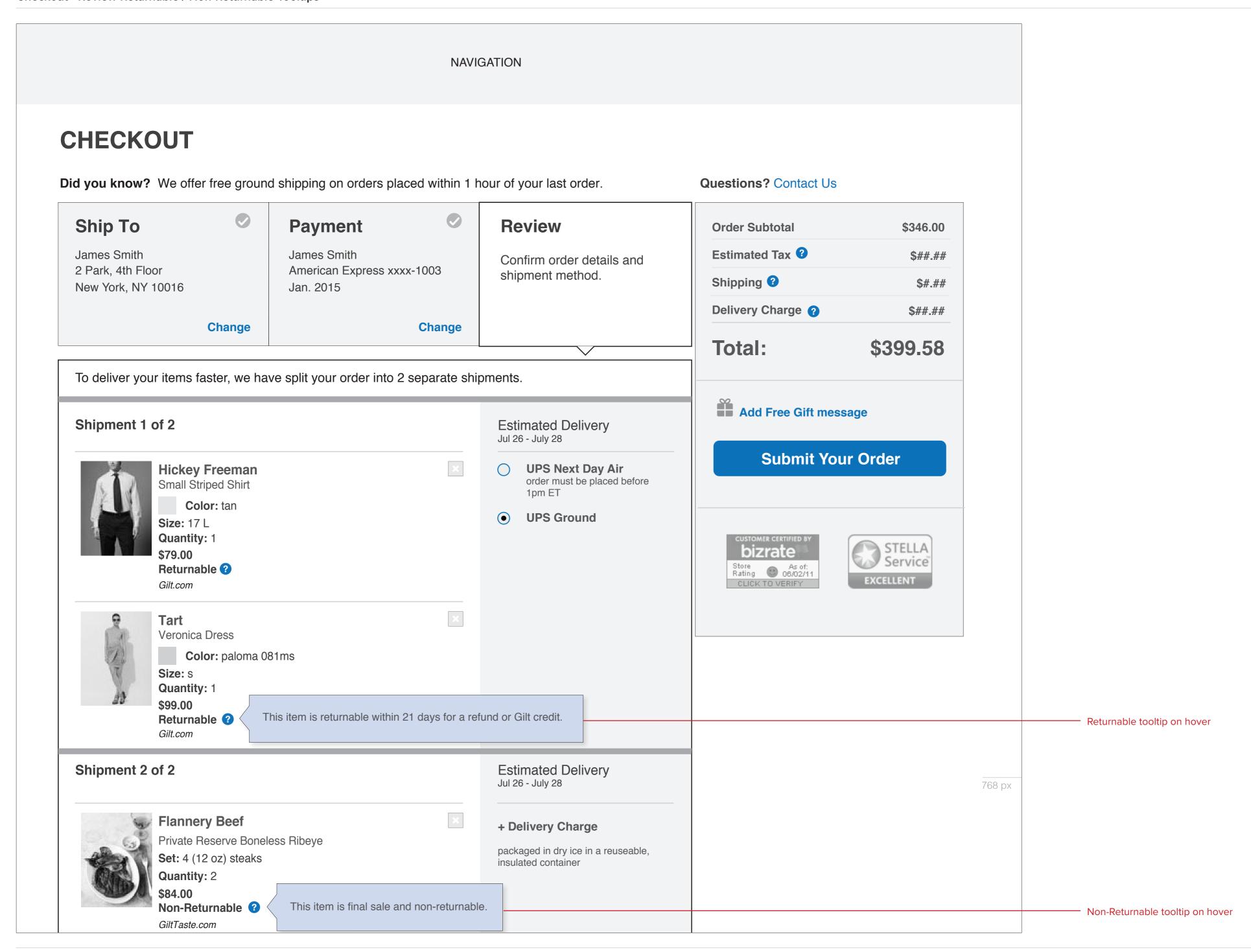
11

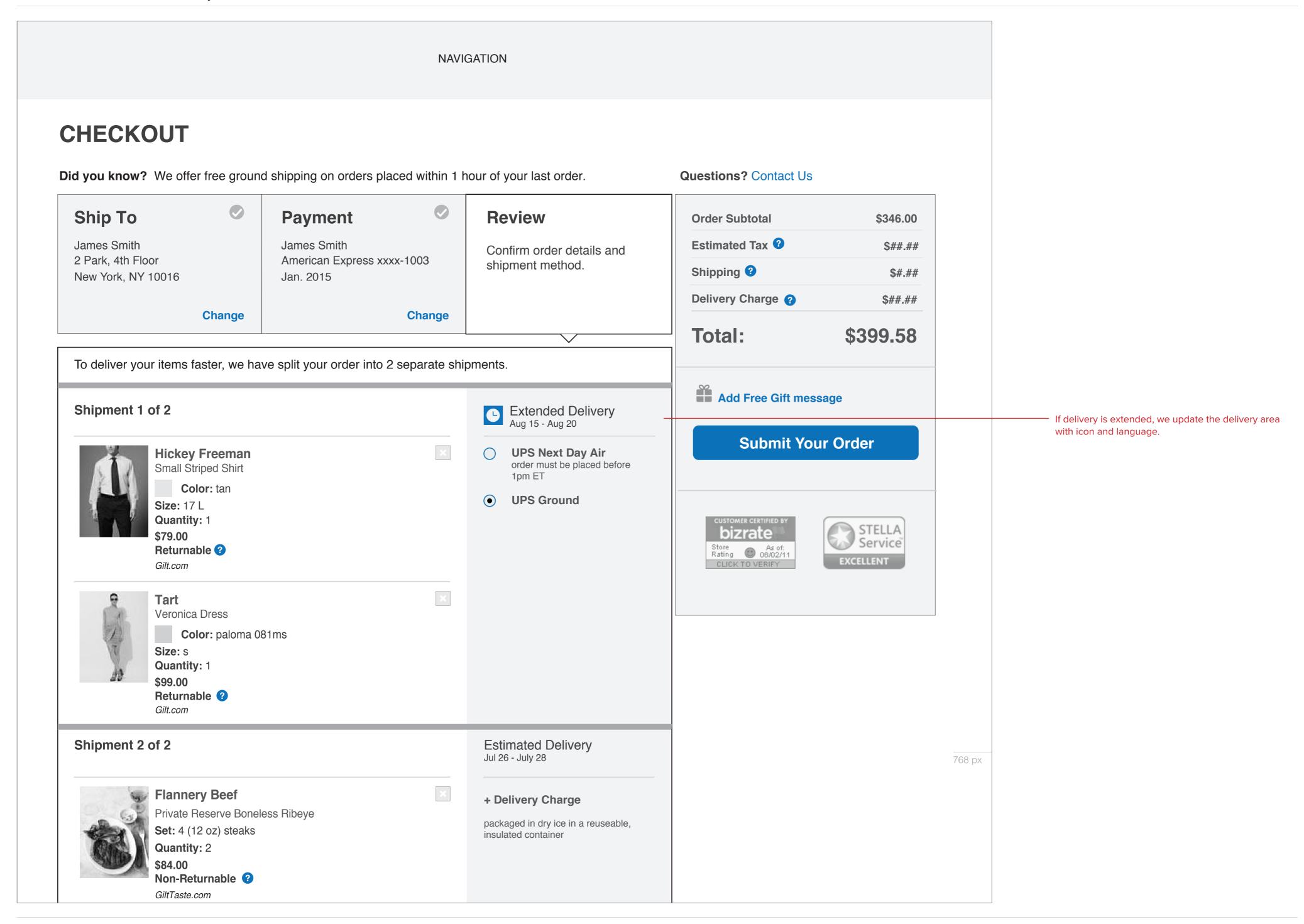


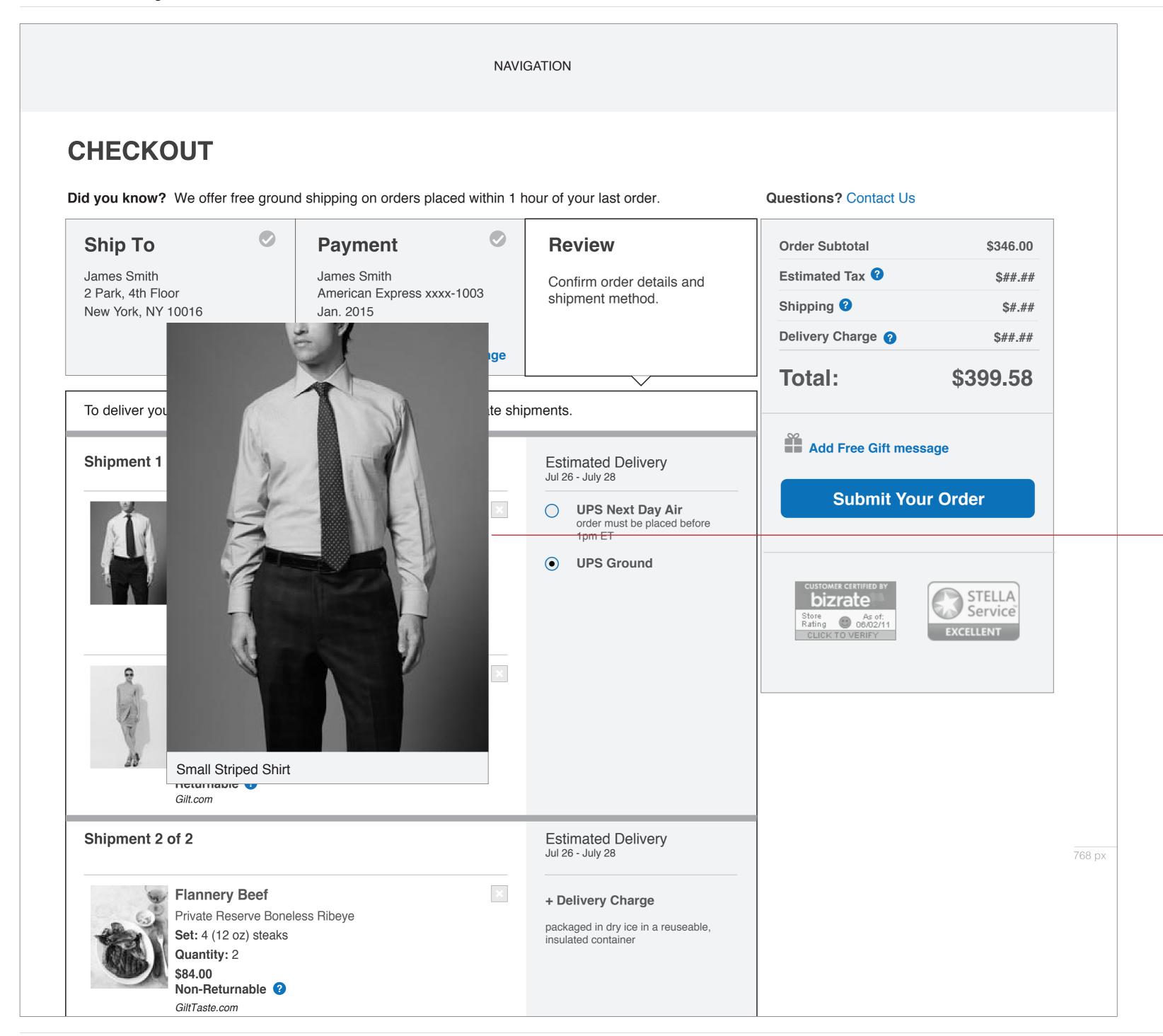




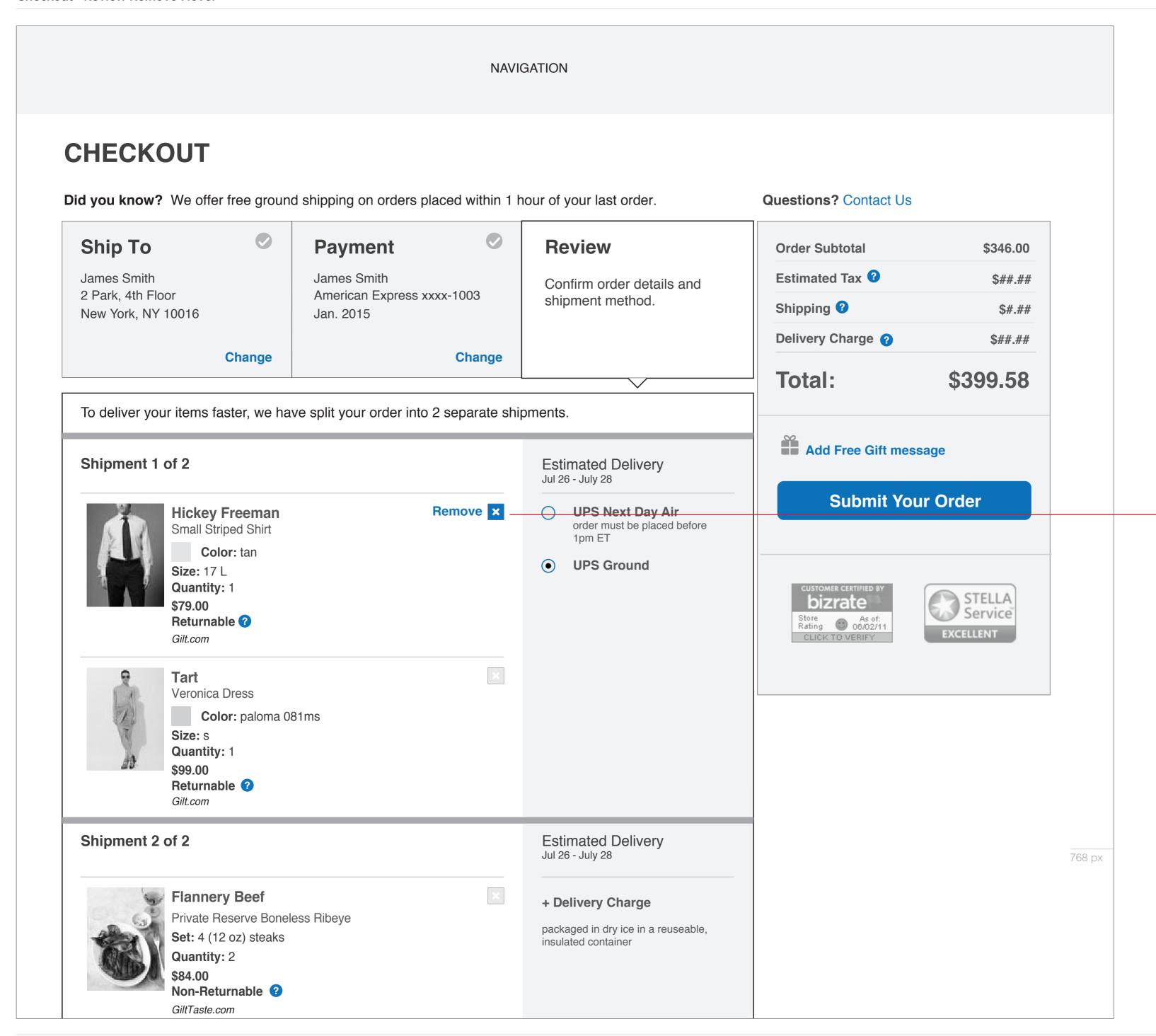








Upon hovering over a thumbnail image at checkout, the medium sized image appears with the product title. The zoom hides by mousing off the overlay area.



Upon hovering over an X, the Remove label appears. On click, the product is removed with the same transition as appears in the cart.

The order summary details update to reflect the items that are still being purchased.

NAVIGATION

CHECKOUT

Did you know? We offer free ground shipping on orders placed within 1 hour of your last order.

Ship To

James Smith 2 Park, 4th Floor New York, NY 10016

Change

Payment

James Smith
American Express xxxx-1003
Jan. 2015

Change

Review

Confirm order details and

shipment method.

Questions? Contact Us



Submit Your Order



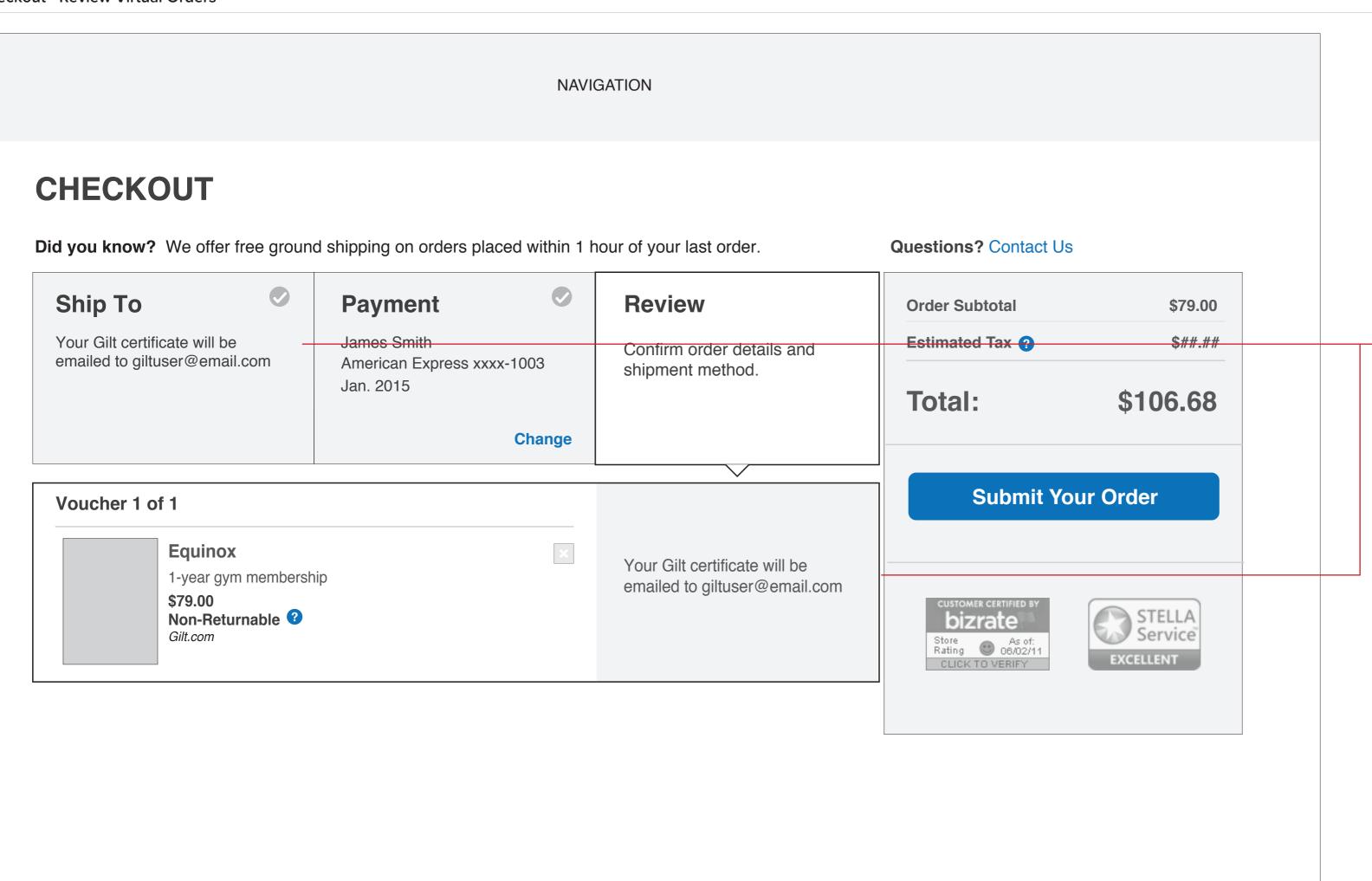


Continue Shopping

If all items are removed, a Continue Shopping link appears in place of the products.

The "tabs" and order summary are inactive, and the order summary should be hidden.

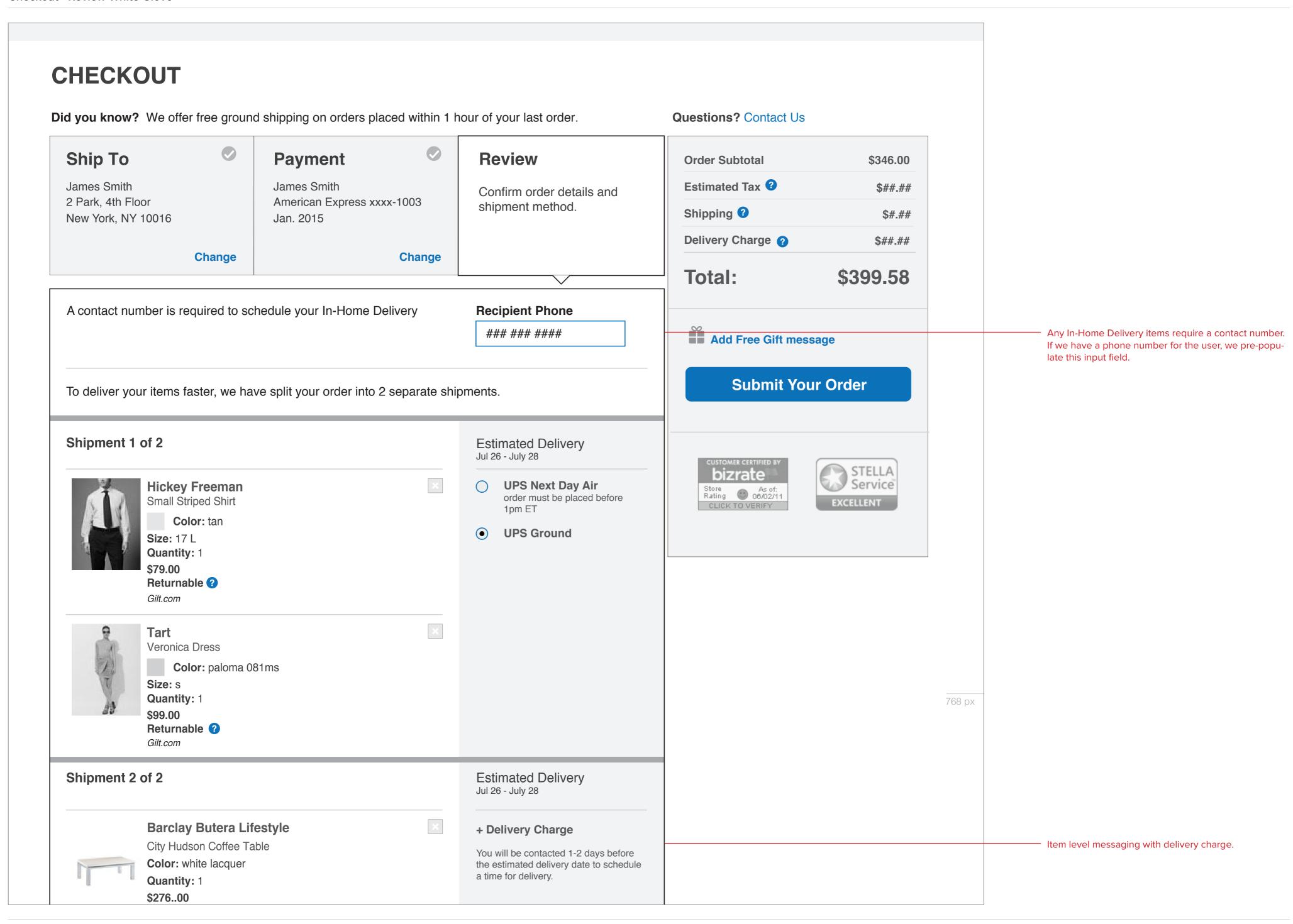
768 px



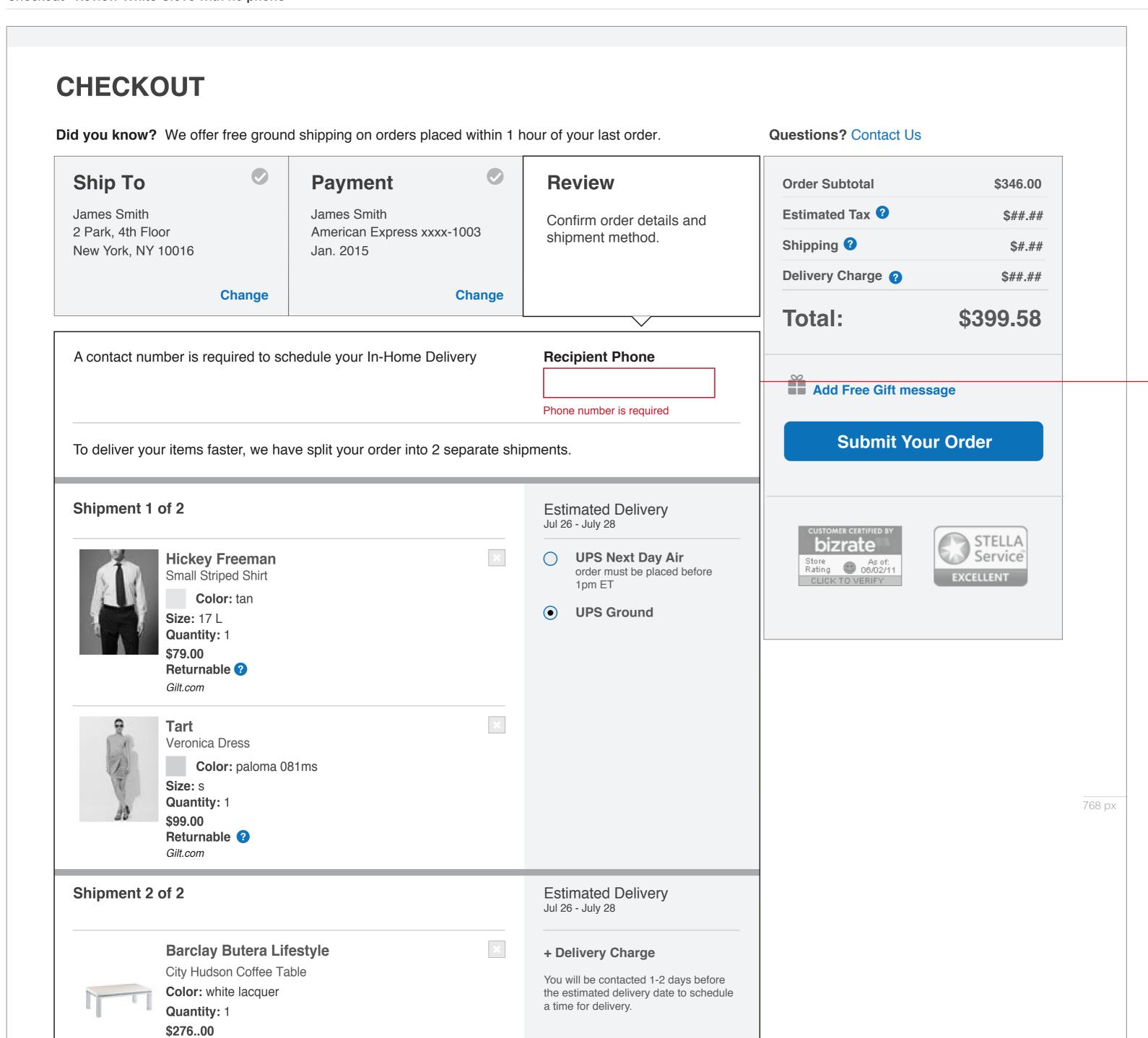
For orders that do not include physical merchandise, we show you a simple message in the Ship To and Delivery areas.

If the order includes both virtual and physical items, the physical address overrides the message in the Ship To module. The item level delivery area retains the Shipping options / Dates or email message.

768 px



22



If we do not have a phone number stored, we draw attention to the field with our error state treatment.

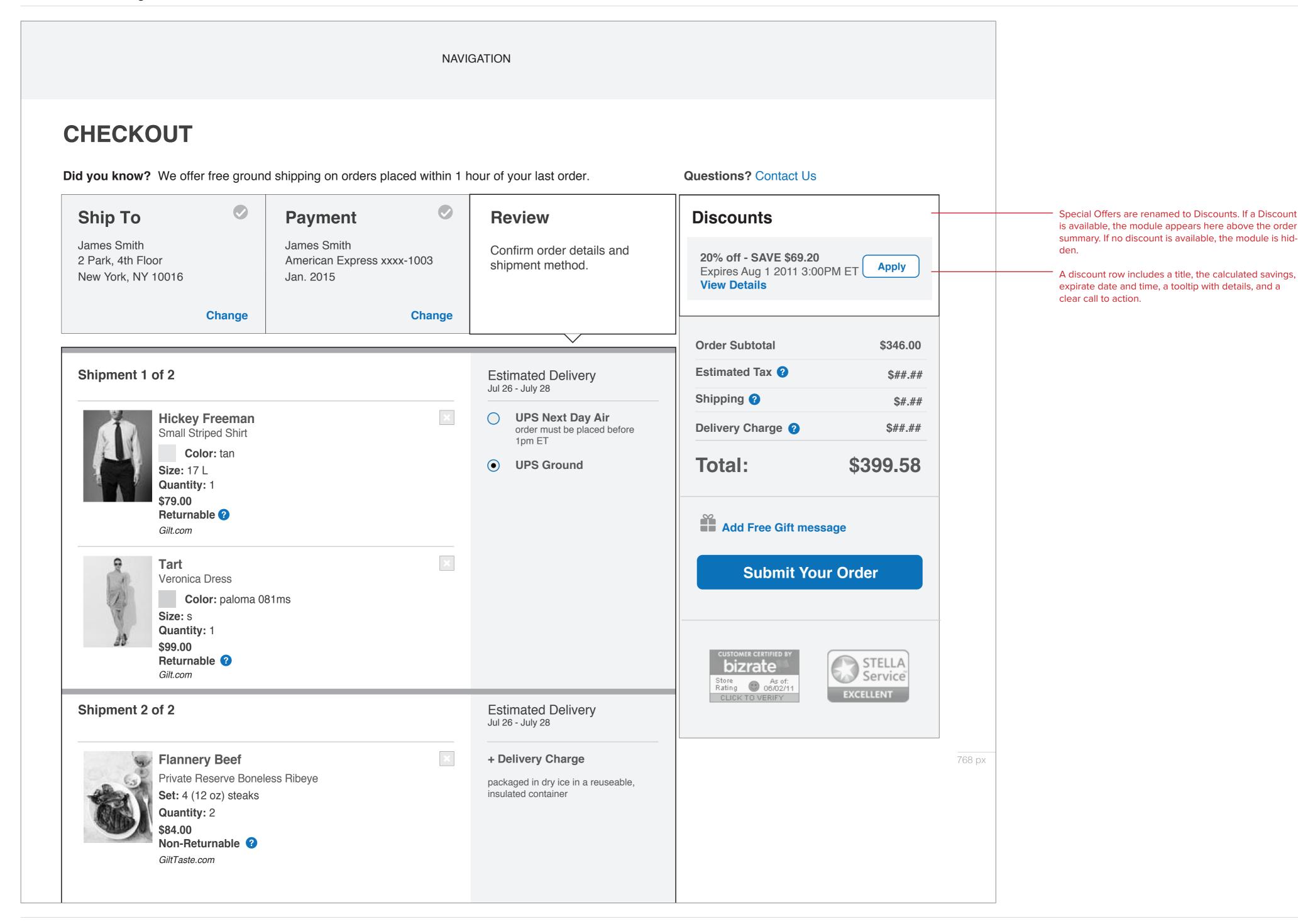
Validation should occur on KEY UP.

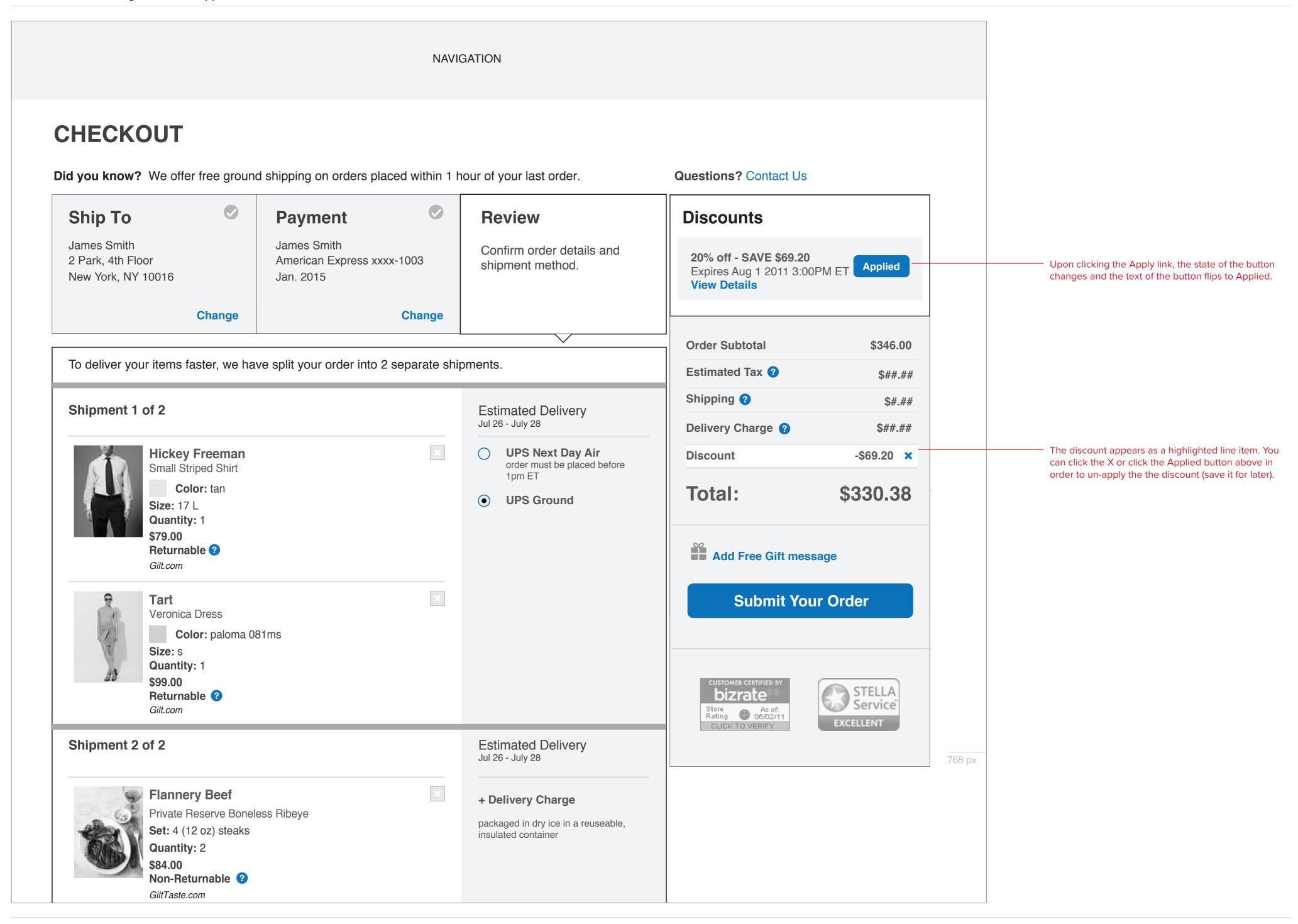
DOMESTIC

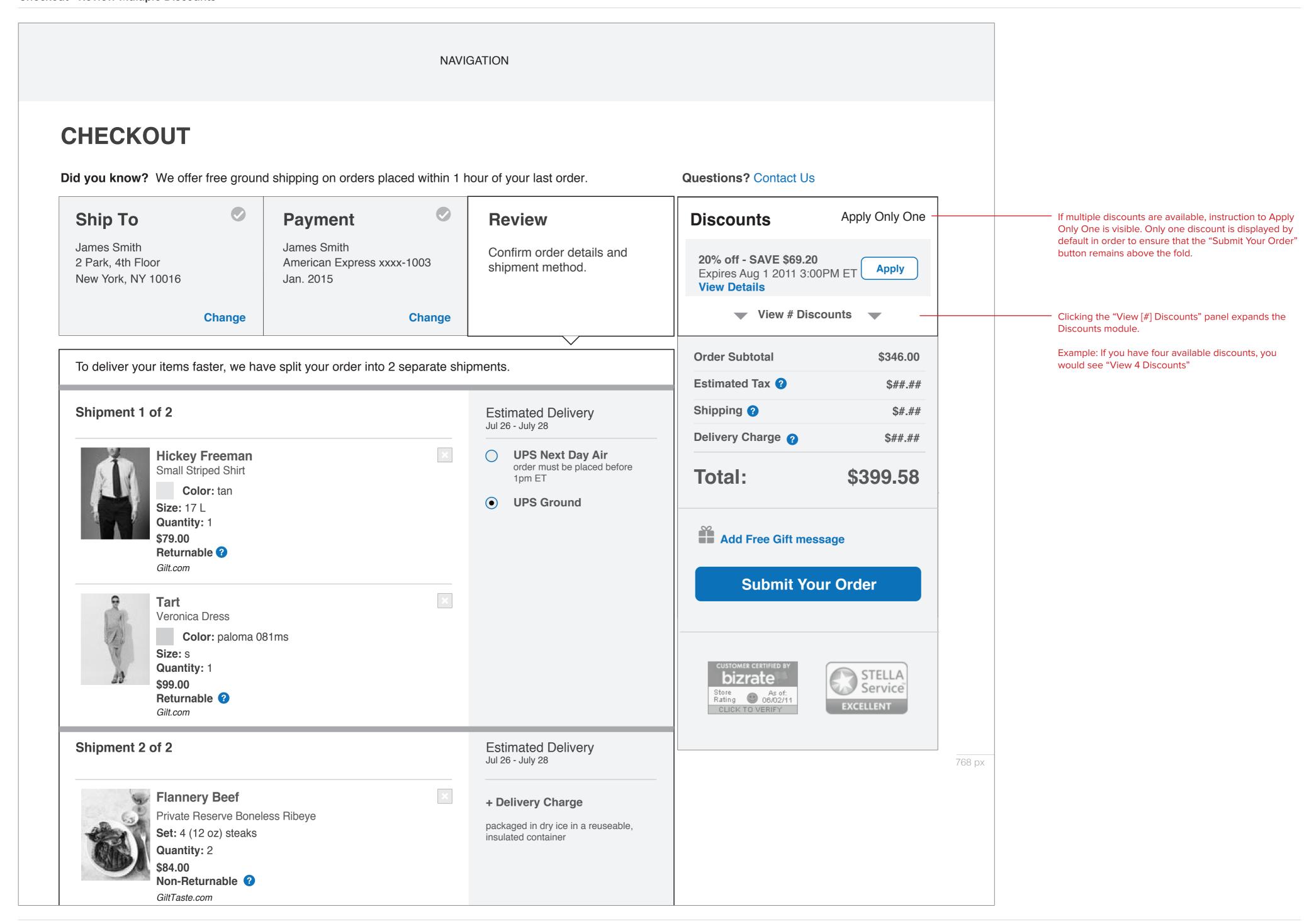
Discounts & Promo Codes

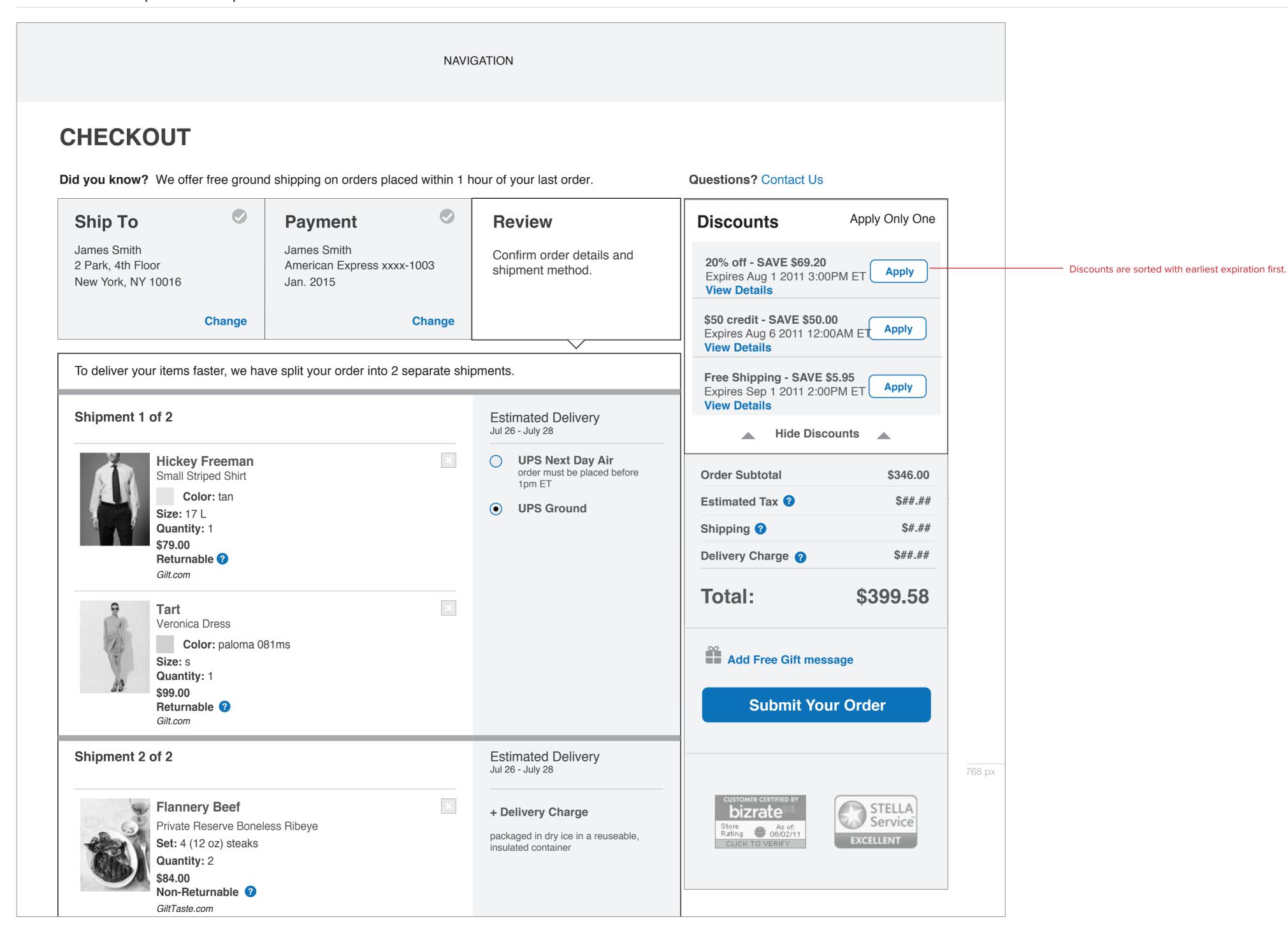
Checkout and International | September 22, 2011

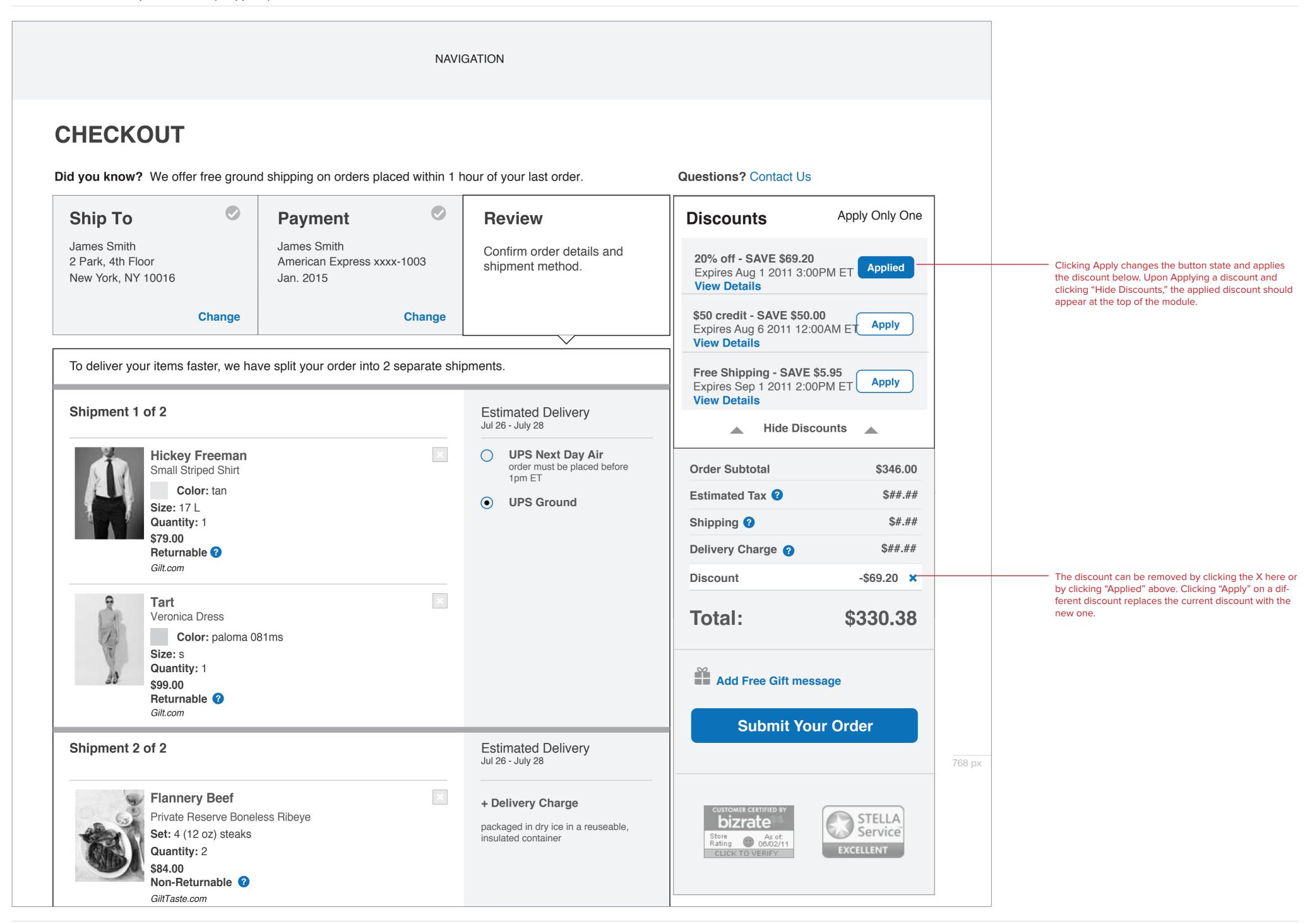
24



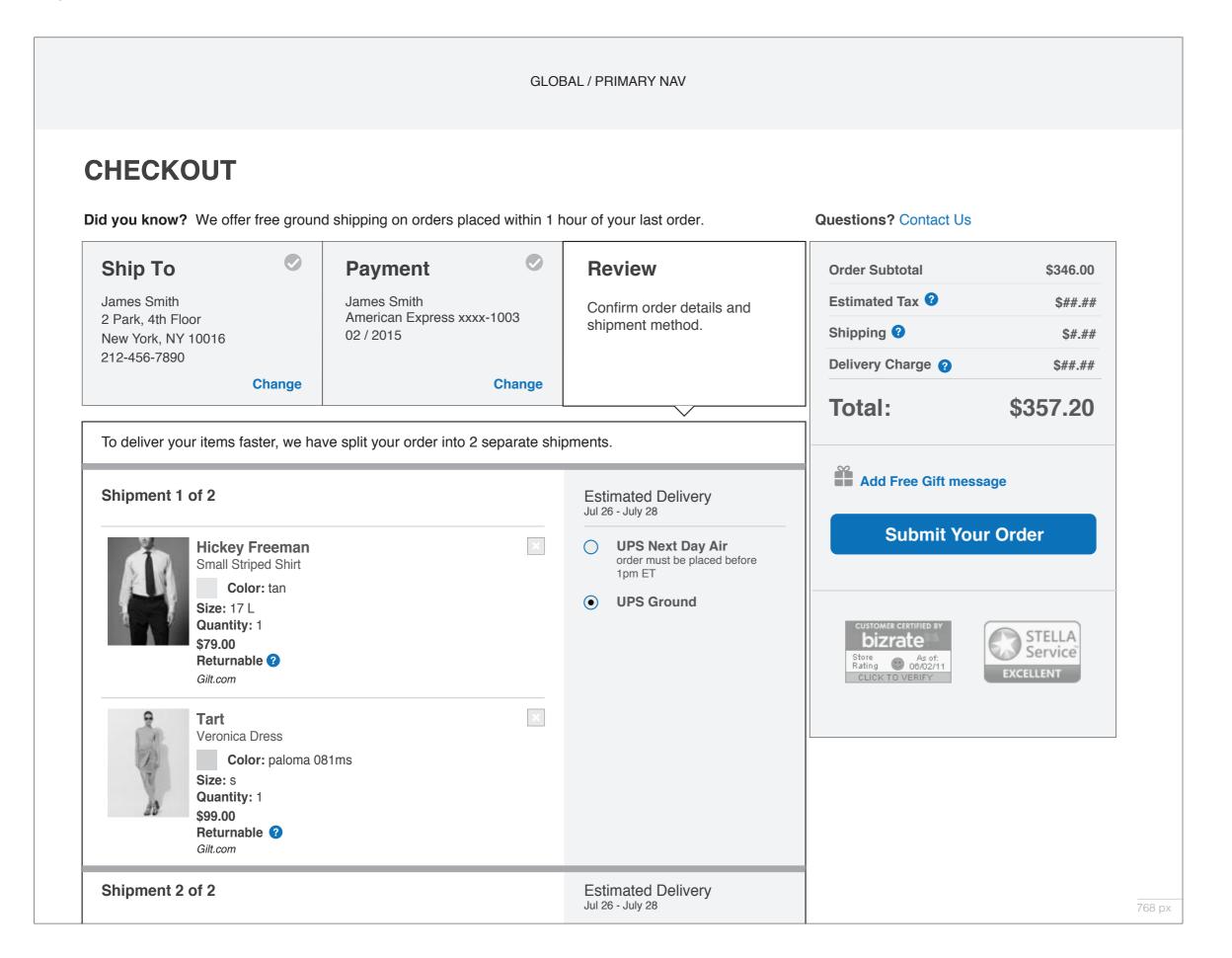




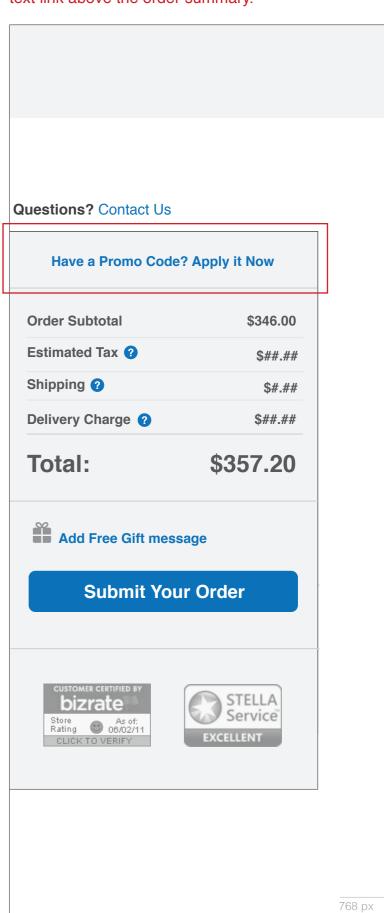


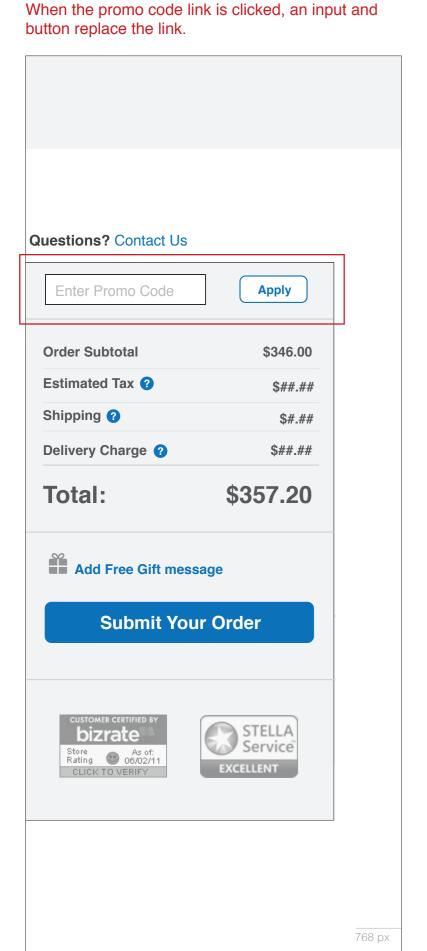


No promo codes are active here



When a promo code is active, the default state is a text link above the order summary.

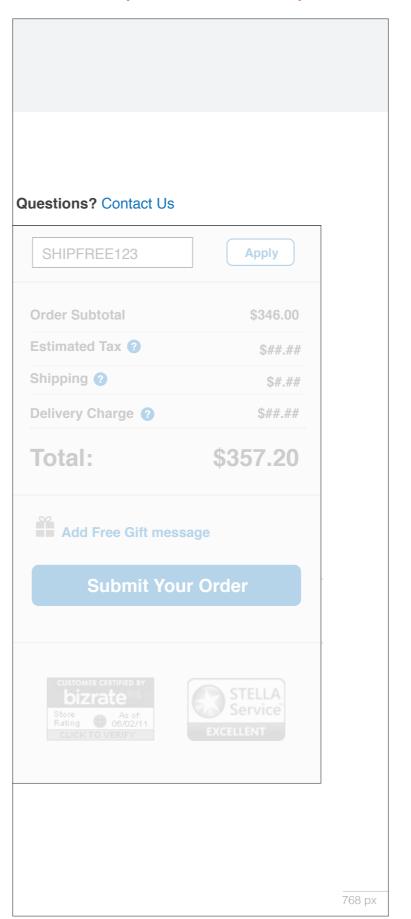




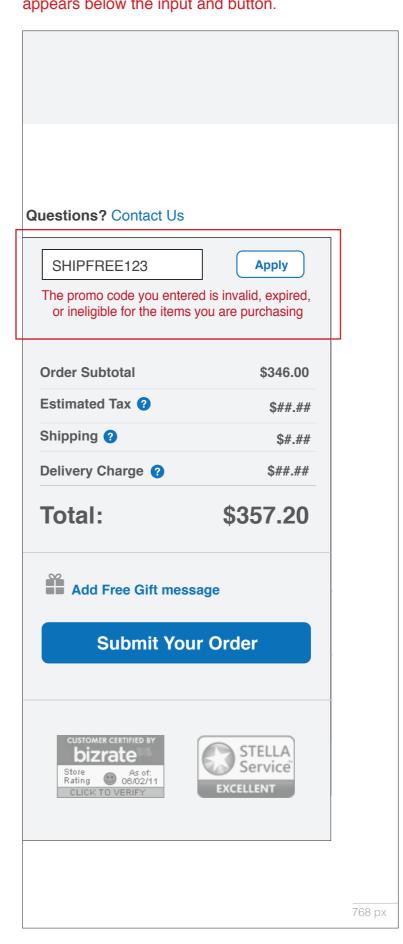
As the user types into the input, the ghost text is replaced. **Questions?** Contact Us SHIPFREE123 **Apply Order Subtotal** \$346.00 Estimated Tax ? \$##.## Shipping ? Delivery Charge ? \$##.## \$357.20 Total: Add Free Gift message **Submit Your Order** STELLA Service

768 px

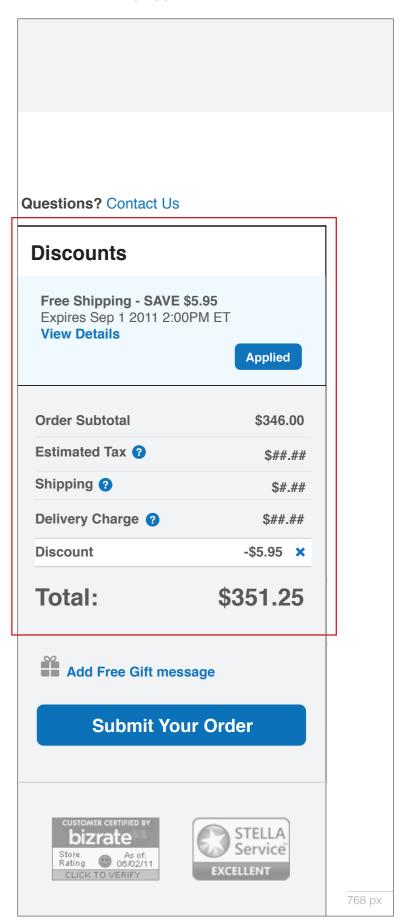
Upon clicking the Apply button, the modules onscreen are briefly covered with an overlay.



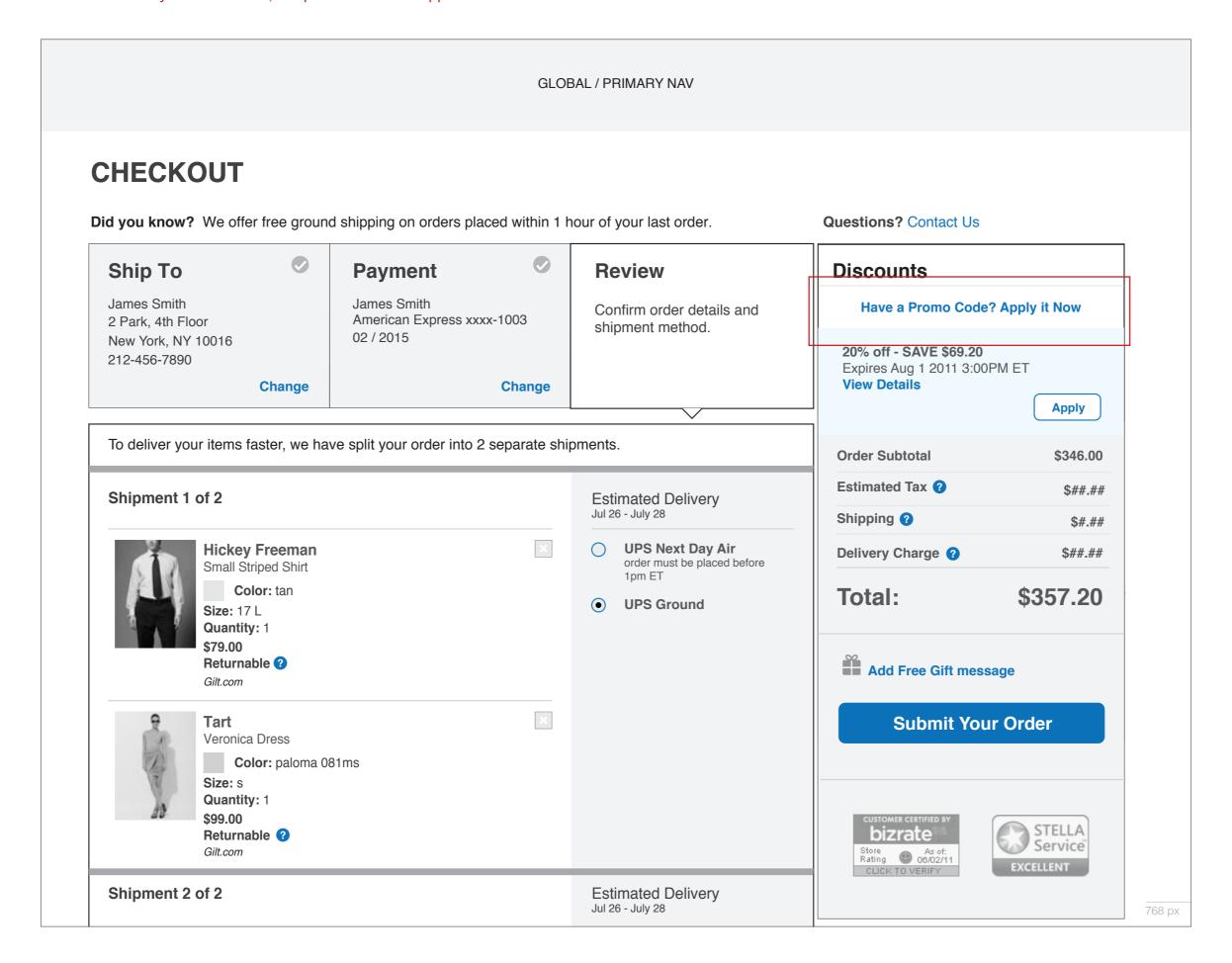
If the promo code is not valid, an error message appears below the input and button.



If the promo code is valid, a discount is triggered and automatically applied.



If the user already has discounts, the promo code link appears like so.



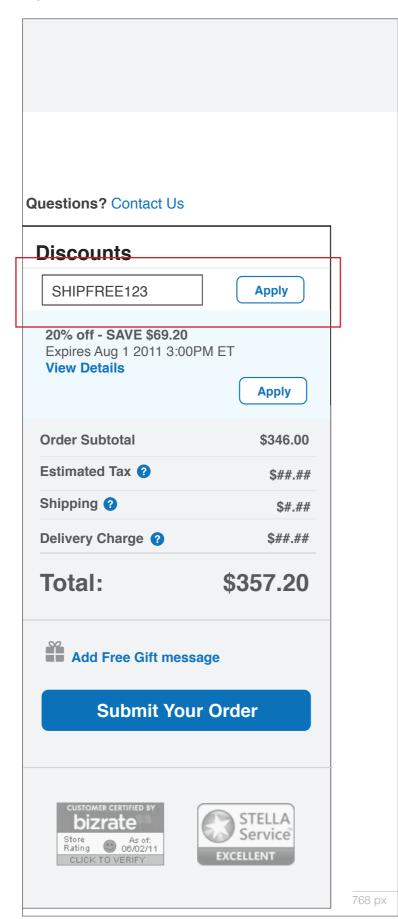
When the promo code link is clicked, an input and button replace the link. **Questions?** Contact Us **Discounts** Enter Promo Code **Apply** 20% off - SAVE \$69.20 Expires Aug 1 2011 3:00PM ET **View Details Apply Order Subtotal** \$346.00 Estimated Tax ? \$##.## Shipping ? \$#.## Delivery Charge ? \$##.## \$357.20 Total: Add Free Gift message **Submit Your Order**

768 px

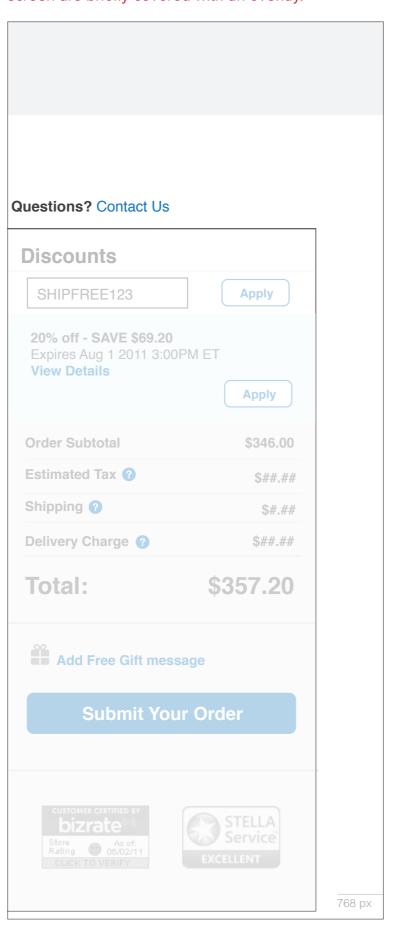
bizrate

Store As of:
Rating 06/02/11
CLICK TO VERIFY

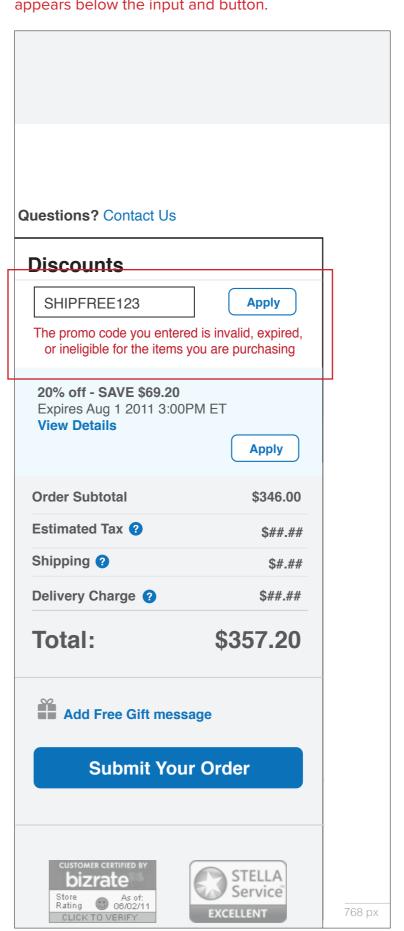
As the user types into the input, the ghost text is replaced.



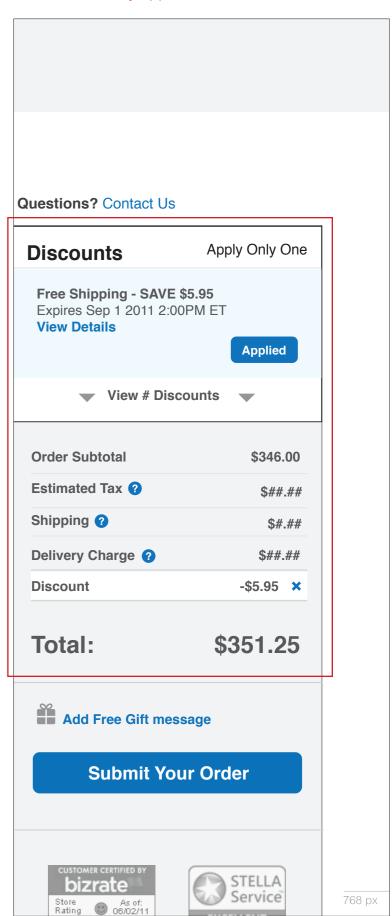
Upon clicking the Apply button, the modules onscreen are briefly covered with an overlay.



If the promo code is not valid, an error message appears below the input and button.

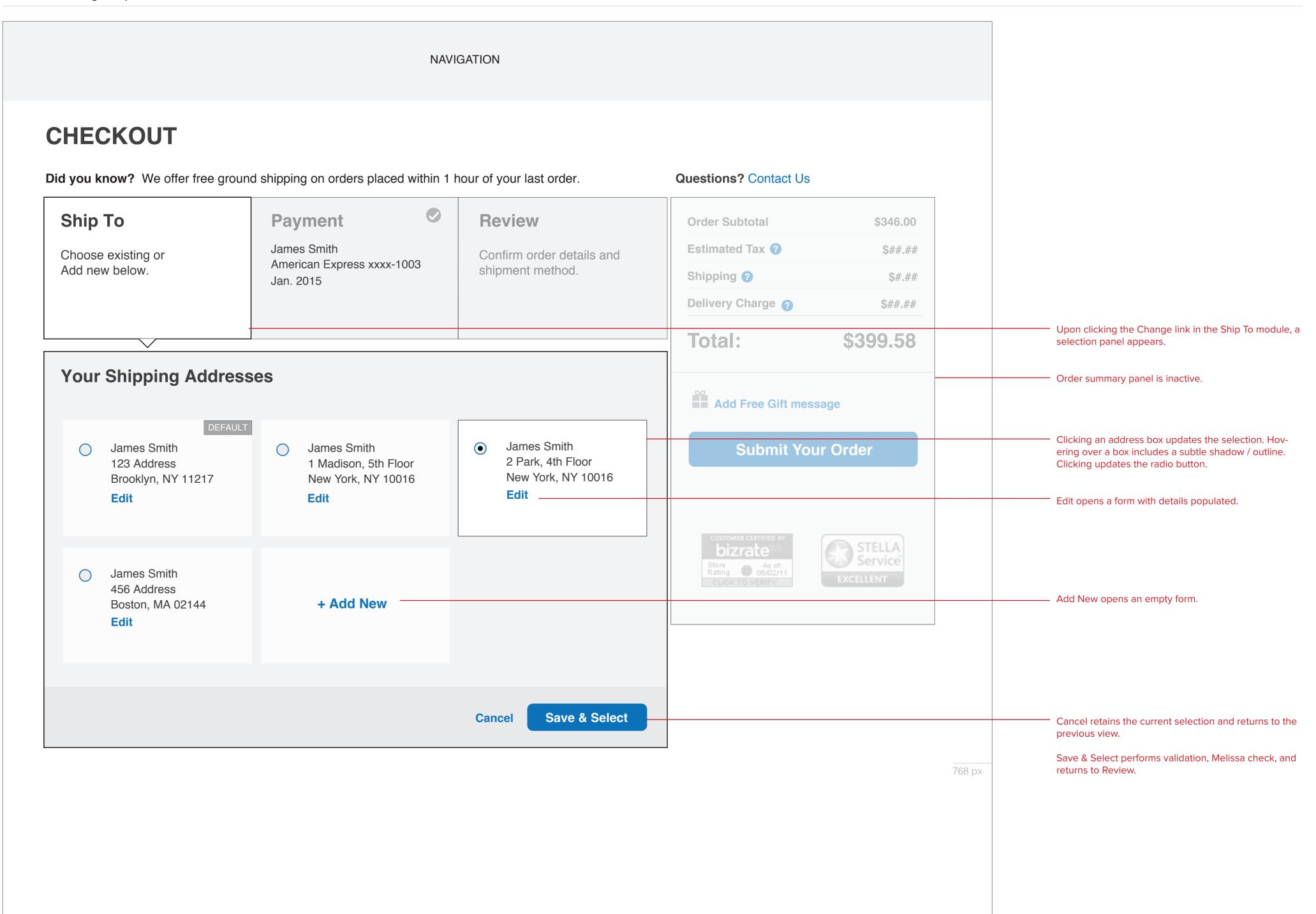


If the promo code is valid, a discount is triggered and automatically applied.



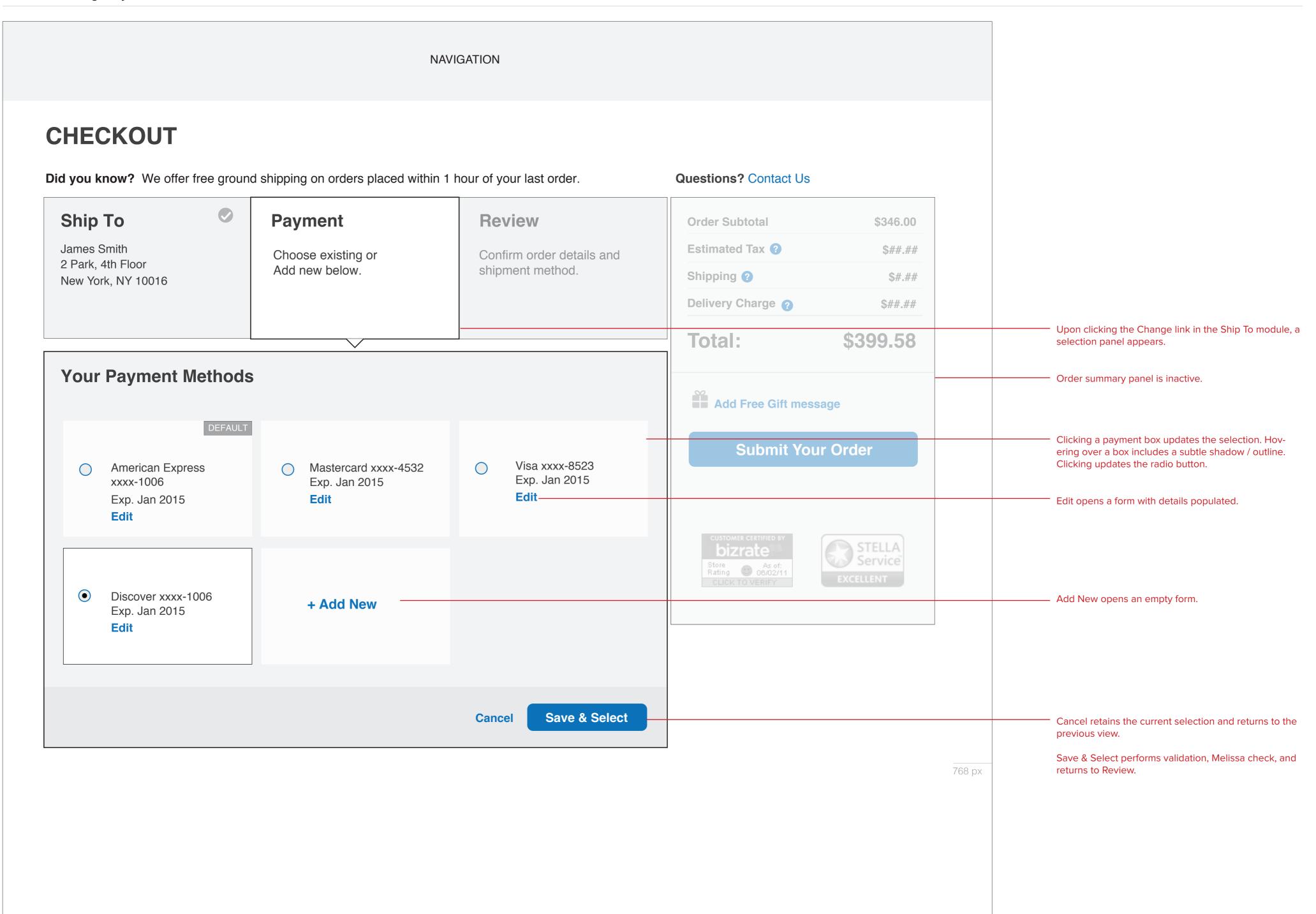
DOMESTIC

Change Ship To & Change Payment

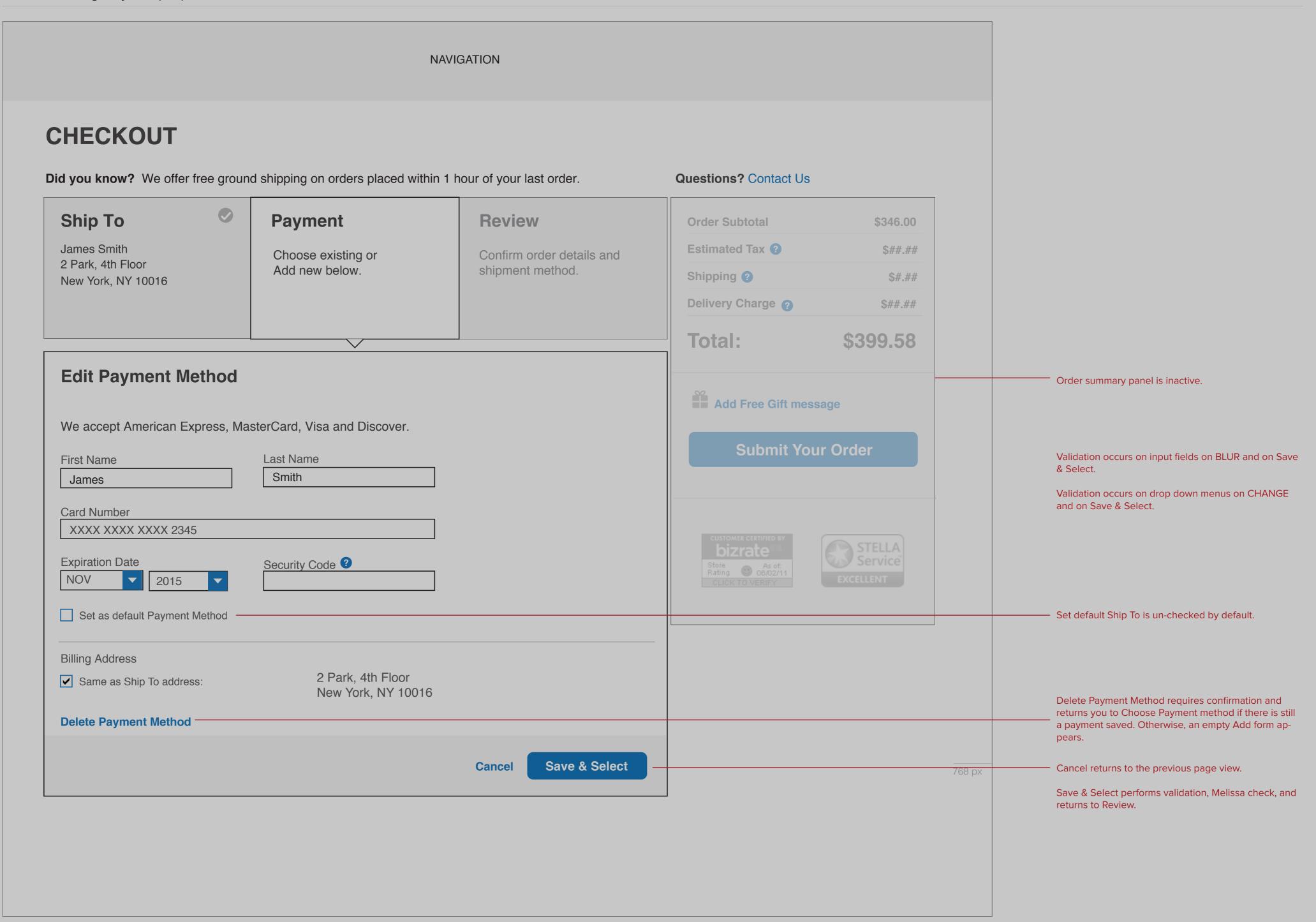


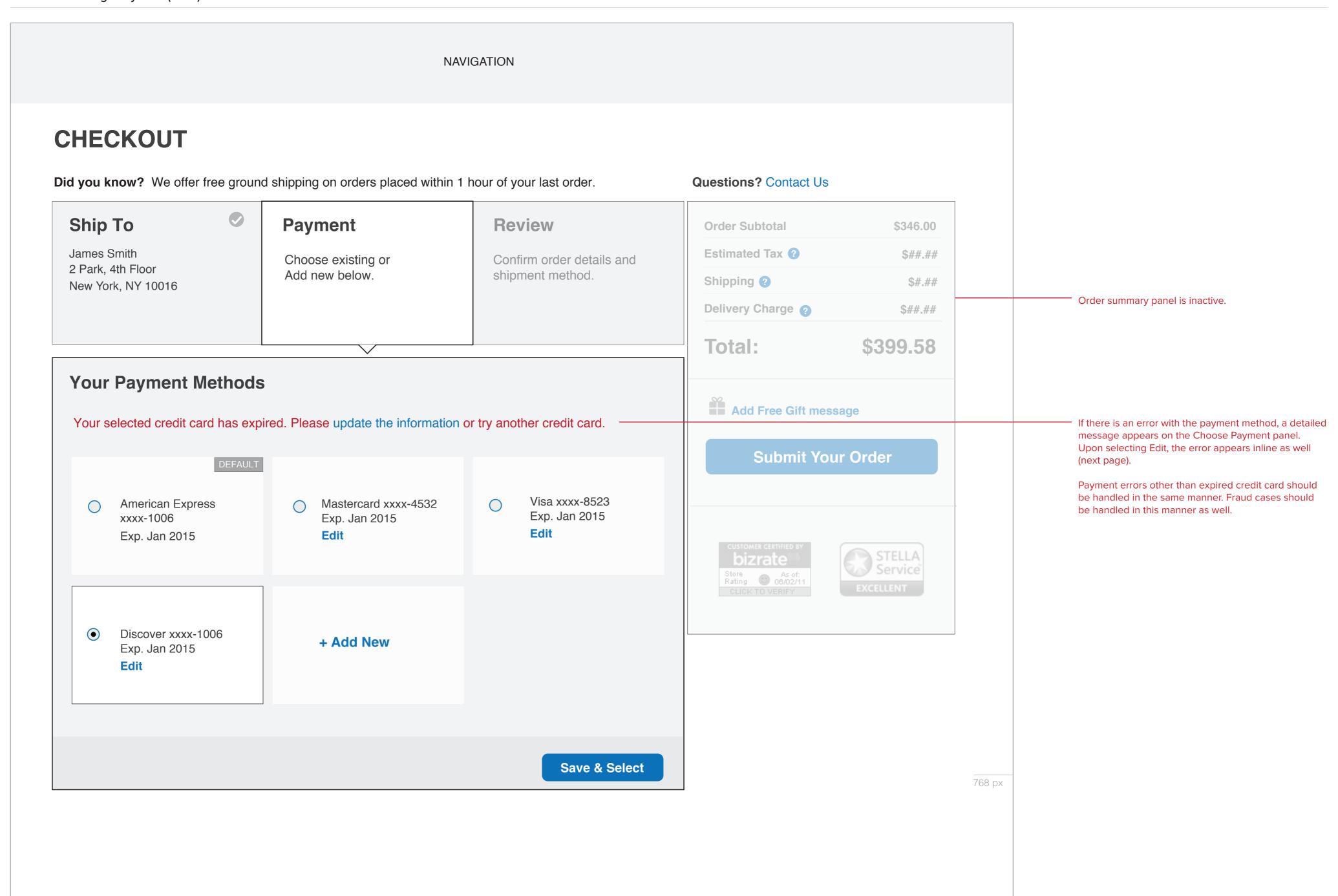
NAVIGATION **CHECKOUT** Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. **Questions?** Contact Us **Payment Ship To** Review **Order Subtotal** \$346.00 James Smith Estimated Tax ? \$##.## Choose existing or Confirm order details and American Express xxxx-1003 Add new below. shipment method. Shipping ? \$#.## Jan. 2015 Delivery Charge ? \$##.## Total: \$399.58 **Add Shipping Address** Order summary panel is inactive. Add Free Gift message First Name Last Name **Submit Your Order** Validation occurs on input fields on BLUR and on Save & Select. Street Address (please include business name if applicable) Validation occurs on drop down menus on CHANGE and on Save & Select. bizrate State / Region City Select One Phone (optional) ? Zip Code Set as default Ship To - Set default Ship To is un-checked by default. Save & Select Cancel — Cancel returns to the previous page view. Save & Select performs validation, Melissa check, and returns to Review. 768 px

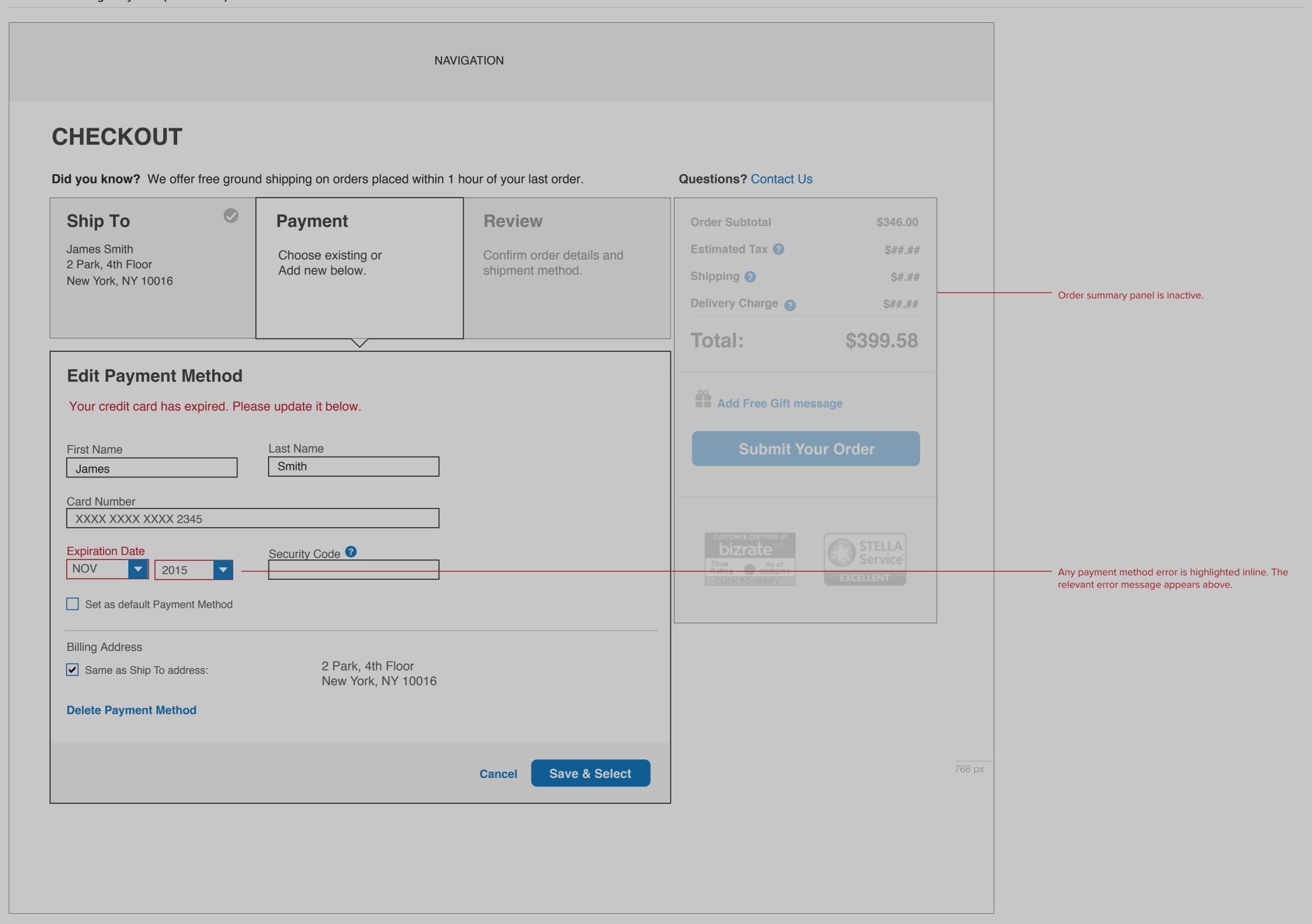
NAVIGATION **CHECKOUT** Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. **Questions?** Contact Us \bigcirc **Ship To Payment** Review **Order Subtotal** \$346.00 \$##.## James Smith Estimated Tax ? Choose existing or Confirm order details and American Express xxxx-1003 Add new below. shipment method. Shipping ? \$#.## Jan. 2015 Delivery Charge ? \$##.## Total: \$399.58 **Edit Shipping Address** Order summary panel is inactive. Add Free Gift message Last Name First Name Smith James **Submit Your Order** Validation occurs on input fields on BLUR and on Save & Select. Street Address (please include business name if applicable) 2 Park Ave, GILT Validation occurs on drop down menus on CHANGE and on Save & Select. City State / Region New York New York Phone (optional) Zip Code 10016 212-123-4567 Set as default Ship To **Delete Address** Delete Address requires confirmation and returns you to Choose Ship To if there is still an address saved. Otherwise, an empty Add form appears. Save & Select **Cancel** 768 px



NAVIGATION **CHECKOUT** Did you know? We offer free ground shipping on orders placed within 1 hour of your last order. **Questions?** Contact Us **Ship To Payment** Review **Order Subtotal** \$346.00 James Smith Estimated Tax ? \$##.## Choose existing or Confirm order details and 2 Park, 4th Floor Add new below. shipment method. Shipping ? \$#.## New York, NY 10016 Delivery Charge ? \$##.## Total: \$399.58 **Add Payment Method** Order summary panel is inactive. Add Free Gift message We accept American Express, MasterCard, Visa and Discover. **Submit Your Order** Last Name Validation occurs on input fields on BLUR and on Save First Name & Select. Validation occurs on drop down menus on CHANGE and on Save & Select. Card Number bizrate **Expiration Date** Security Code ? Year Month Set as default Payment Method - Set default Ship To is un-checked by default. Billing Address 2 Park, 4th Floor ✓ Same as Ship To address: New York, NY 10016 Save & Select Cancel Cancel returns to the previous page view. 768 px Save & Select performs validation, Melissa check, and returns to Review.

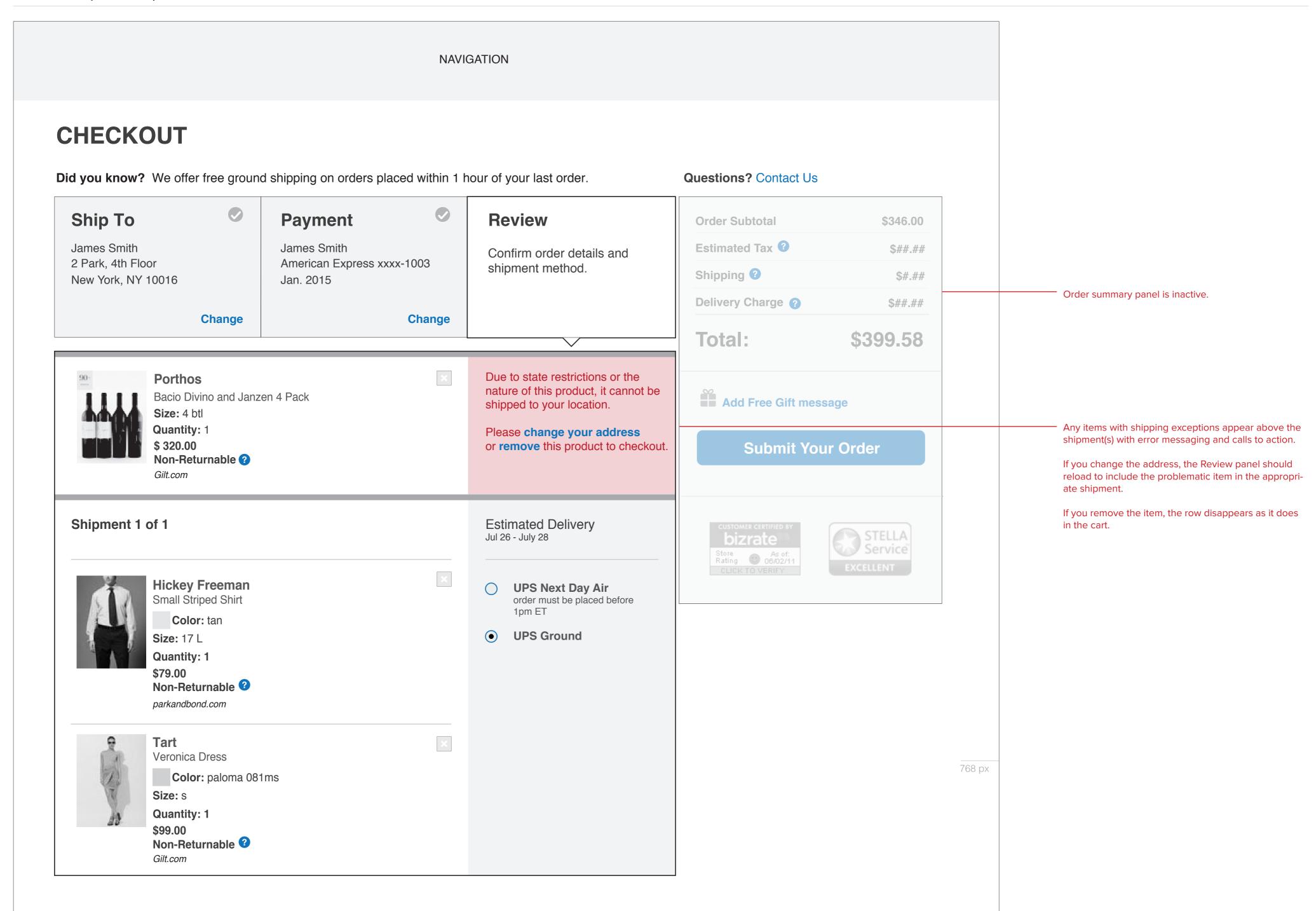






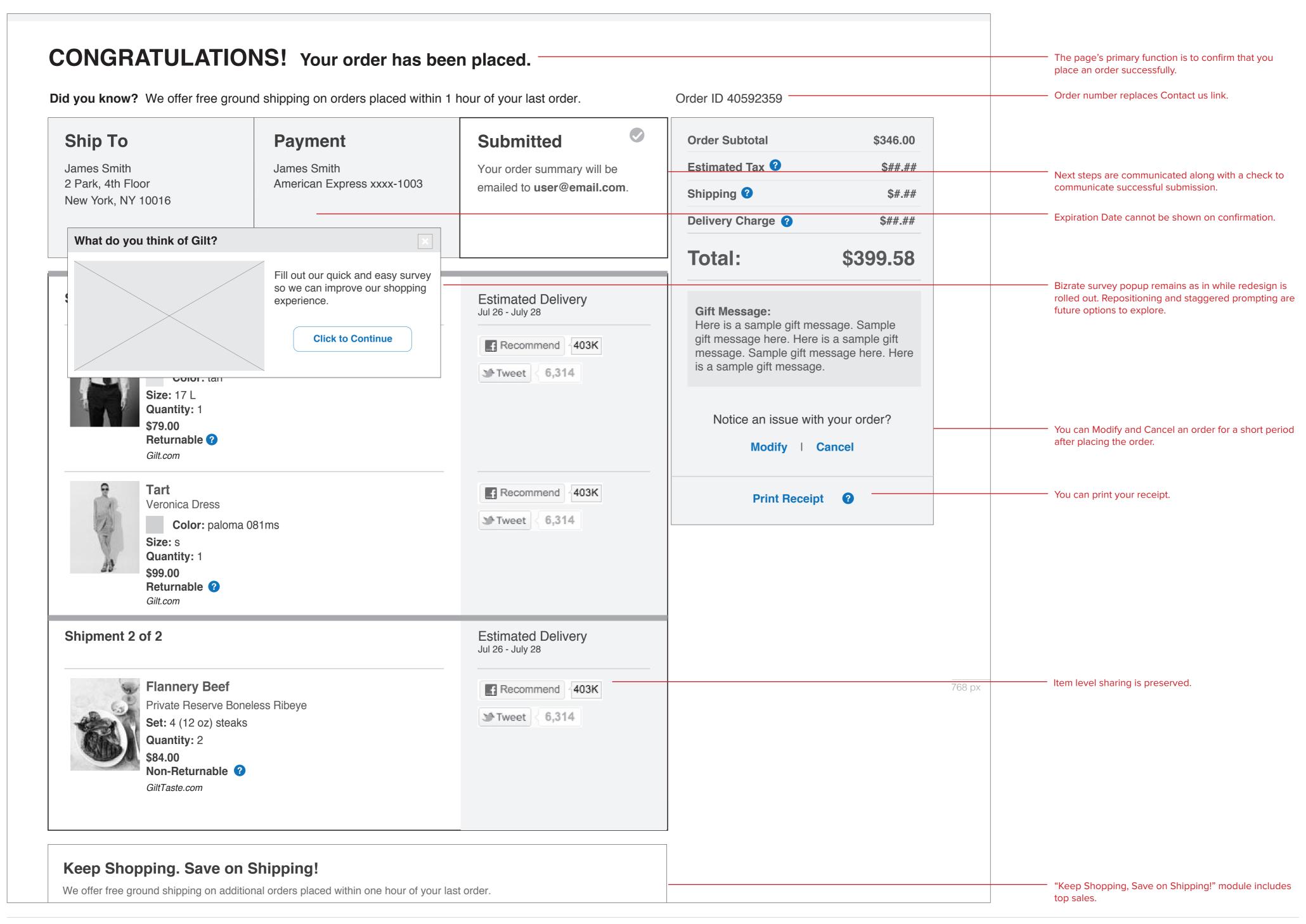
DOMESTIC

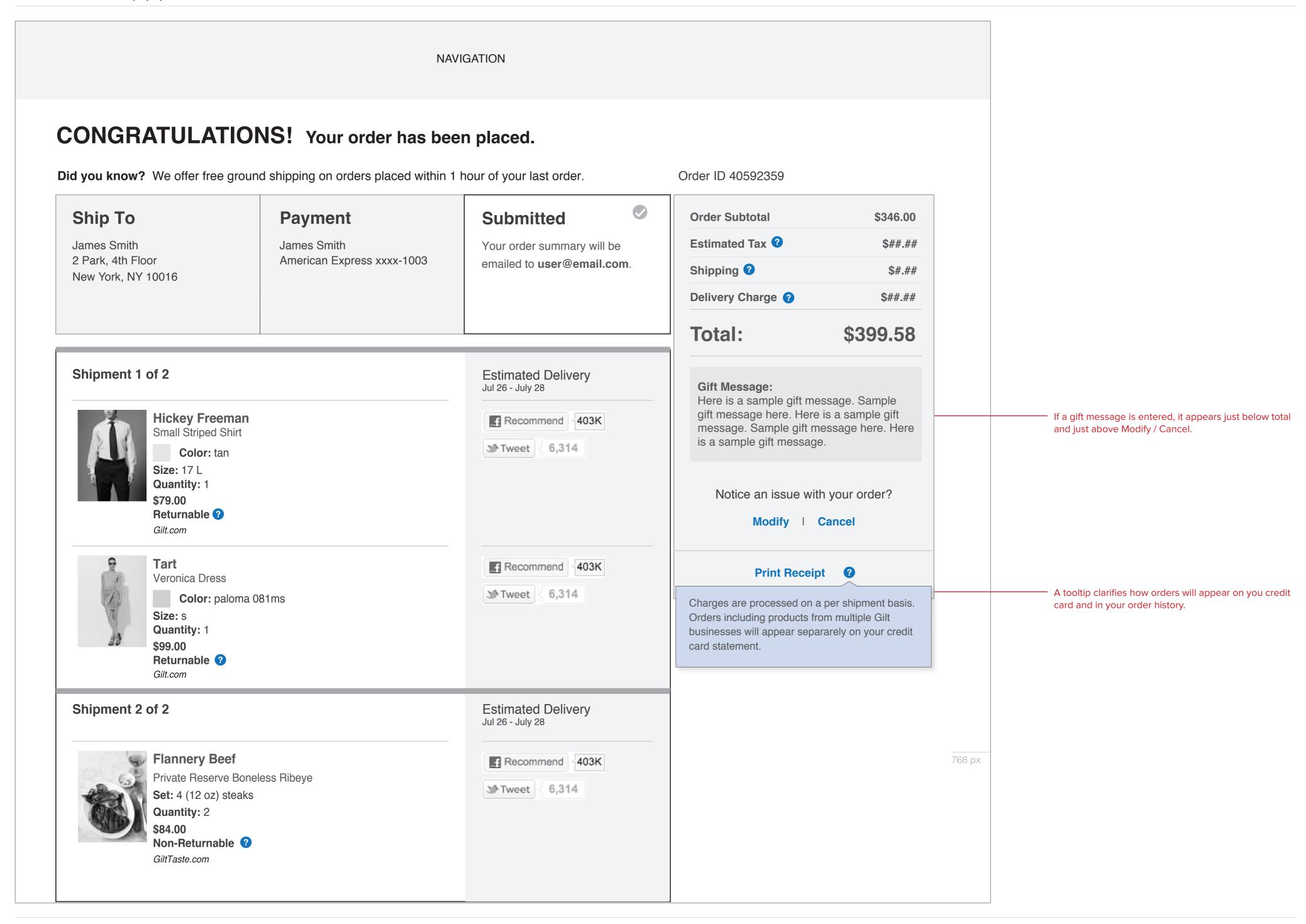
Exceptions

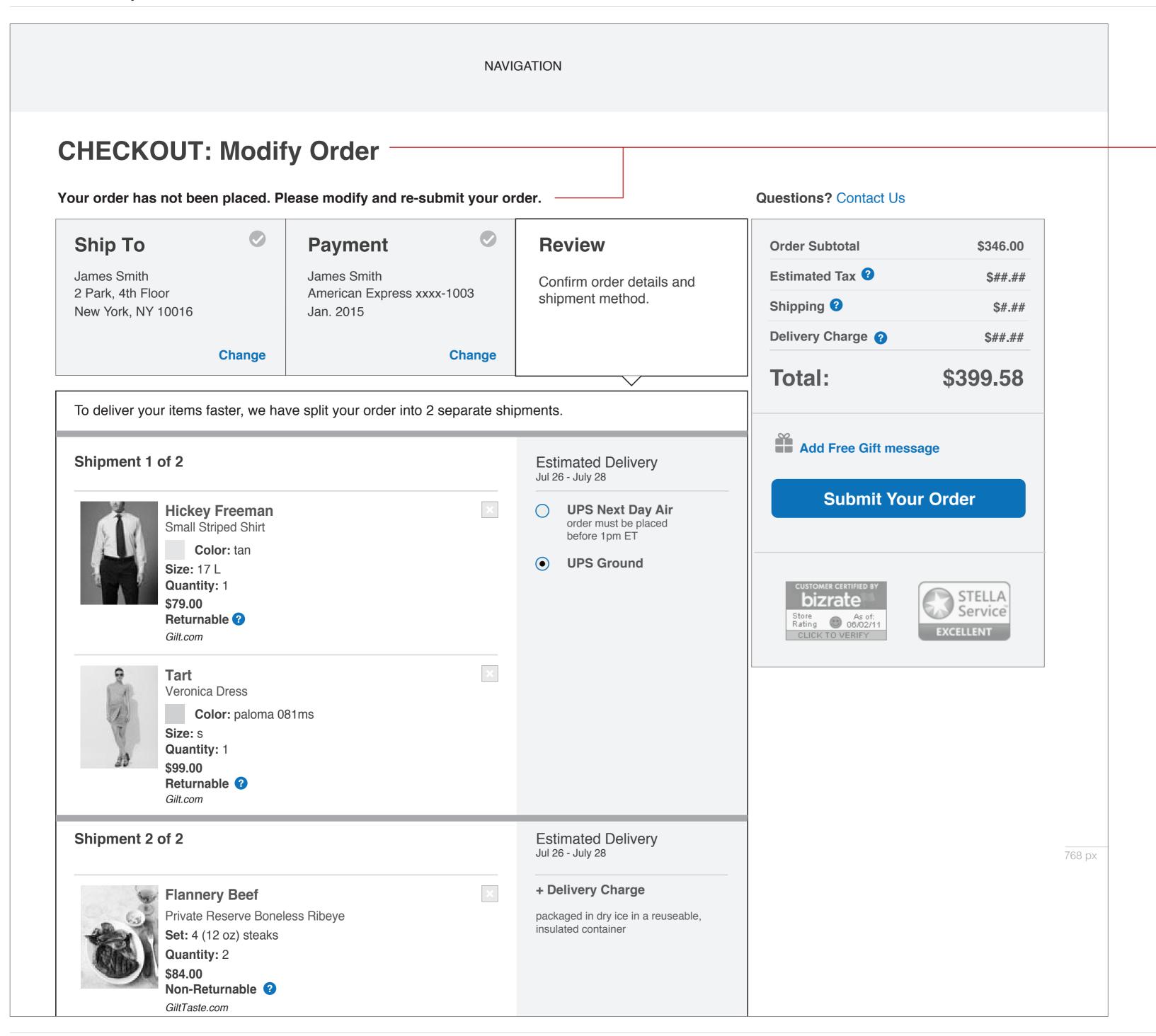


DOMESTIC

Confirmation, Modify, & Cancel







Modify order is just as Review with updated Header and messaging.

NAVIGATION

Order Cancelled

Estimated Delivery

Jul 26 - July 28

CHECKOUT: Order Cancelled

Your order has been cancelled. Keep Shopping »

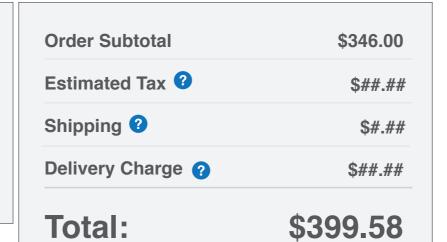
Ship To

James Smith 2 Park, 4th Floor New York, NY 10016

Payment

James Smith American Express xxxx-1003 Jan. 2015

Questions: Oc



Questions? Contact Us

Shipment 1 of 2



Hickey Freeman Small Striped Shirt

Color: tan
Size: 17 L
Quantity: 1

\$79.00 Returnable ?

Gilt.com



TartVeronica Dress

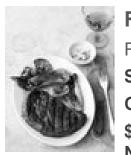
Color: paloma 081ms

Size: S
Quantity: 1
\$99.00
Returnable ?

Gilt.com

Estimated D

Shipment 2 of 2



Flannery Beef

Private Reserve Boneless Ribeye **Set:** 4 (12 oz) steaks

Quantity: 2

\$84.00 Non-Be

Non-Returnable ?

GiltTaste.com

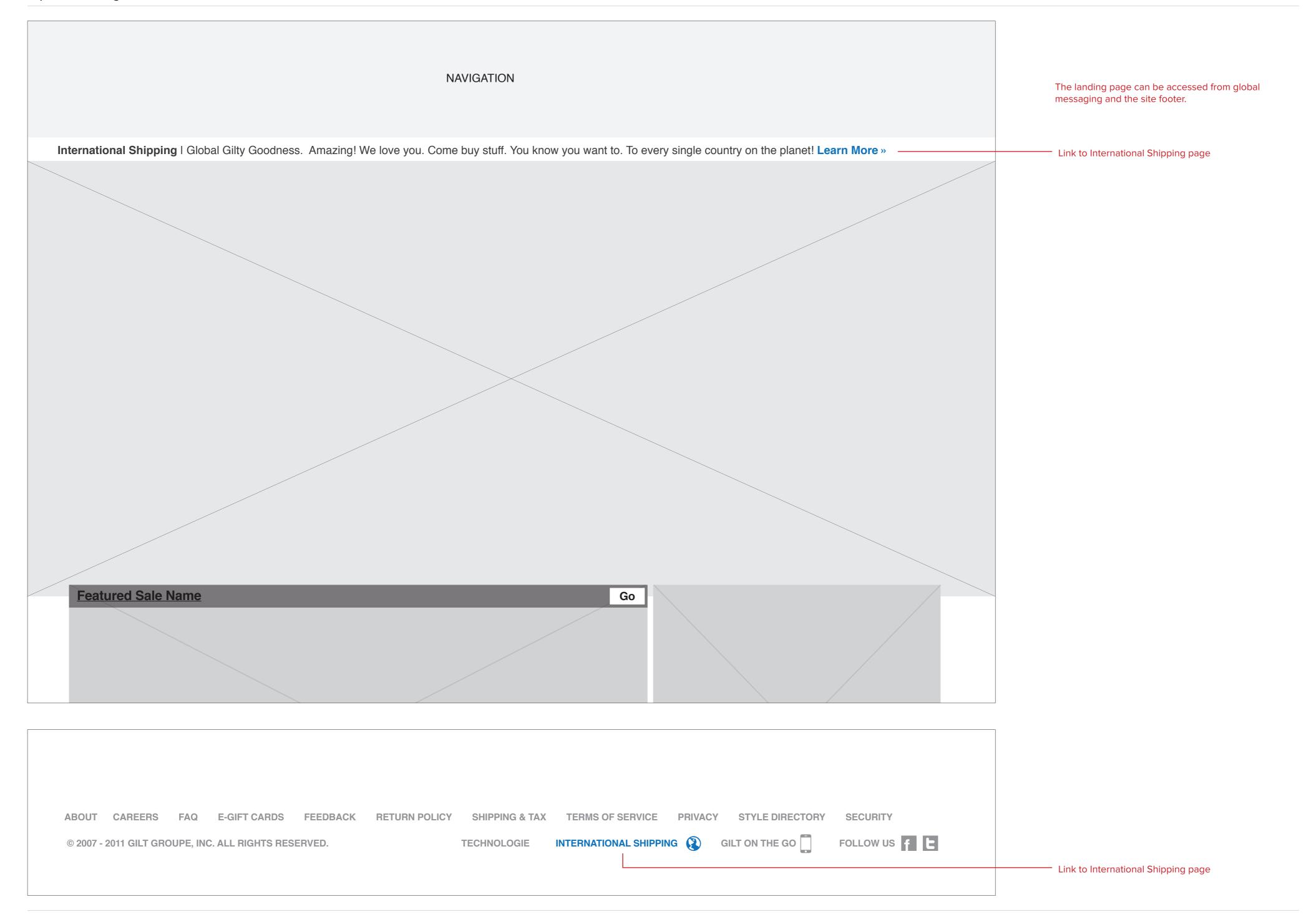
Estimated Delivery Jul 26 - July 28 Cancel order is just as Review with:

- Updated Header and messaging.
- Disabled Change link for Ship To and Payment
- Disabled Remove link at item level
- Disabled shipping options and messaging
- Disabled Add Gift Message
- Disabled Submit Order button
- No "active" module

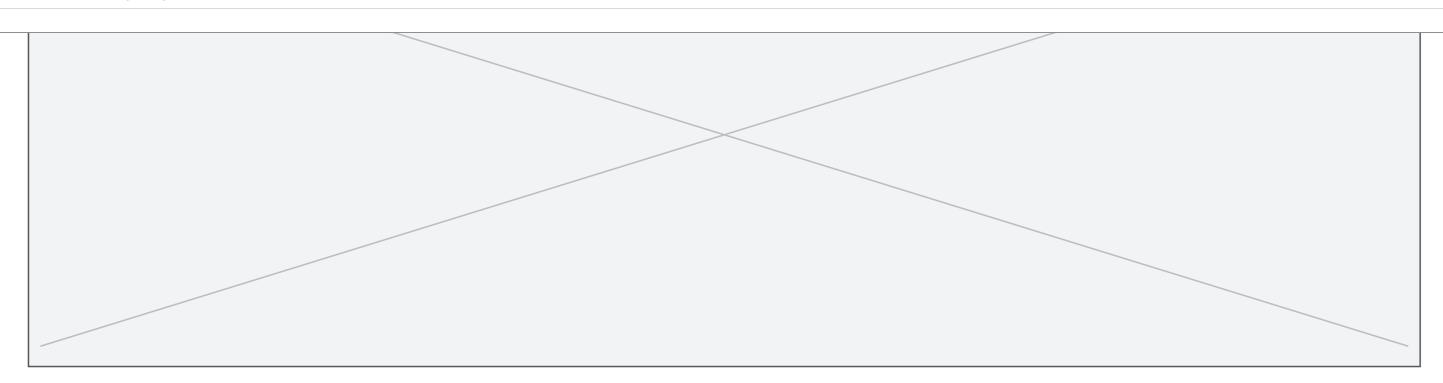
768 px

INTERNATIONAL

Pre-Checkout



NAVIGATION The landing page provides a destination for promos and a home for information related to international shipping. **INTERNATIONAL SHIPPING** Shop Now CTA directs user to mosaic / category landing **Image** International FAQ's **International Support** For any additional questions relating to your Where does Gilt ship? international order, please contact us at Which items are eligible for international shipping? Global-Support@gilt.com or visit www.gilt.com/support -- International specific support. When will I receive my international order? Want to track your order? How much does international shipping cost? Please visit www.gilt.com/account/order Link to Account How is payment handled for international orders? Shipping to Japan? What is your return/exchange policy for international orders? Please visit www.gilt.jp — Link to Japanese site Clicking a question expands the answer and updates the styling of the question text. Clicking another question expands that question and collapses the previous.



Oman

Pakistan

Panama

Peru

Poland

Qatar

Portugal

Romania

Saudi Arabia

Singapore

Slovakia

Slovenia

Spain

Sri Lanka

Suriname

Switzerland

Trinidad And Tobago

United Arab Emirates

United Kingdom

Sweden

Taiwan

Thailand

Turkey

Ukraine

Vietnam

South Africa

South Korea

Paraguay

Philippines

International FAQ's

Where does Gilt ship?

Gilt Women, Men, Home, Baby & Kids, Gifts and Taste ships to over 90 countries worldwide through our international shipping partner, FiftyOne, as listed below:

Antigua And Barbuda Argentina Australia Austria Bahrain Bangladesh Barbados Belgium Belize Bolivia Brazil Brunei Bulgaria Cambodia Canada Chile China Colombia Costa Rica Cyprus Czech Republic Denmark

Greece Grenada Guatemala Haiti Honduras Hong Kong Hungary India Indonesia Ireland Israel Italy Jamaica Japan Jordan Kuwait Latvia Liechtenstein Lithuania Luxembourg Macau Maldives

Dominica Malta Dominican Republic Mexico Ecuador Monaco Egypt Morocco El Salvador Nepal Estonia Netherlands Finland New Zealand Nicaragua France Germany Norway

To ship to U.S. military addresses, you should checkout as if shipping to an address within the U.S. These orders are not subject to the same costs and logistics flows as other international orders. Unfortunately, gilt cannot ship to PO boxes.

International Support

For any additional questions relating to your international order, please contact us at

Global-Support@gilt.com or visit www.gilt.com/support

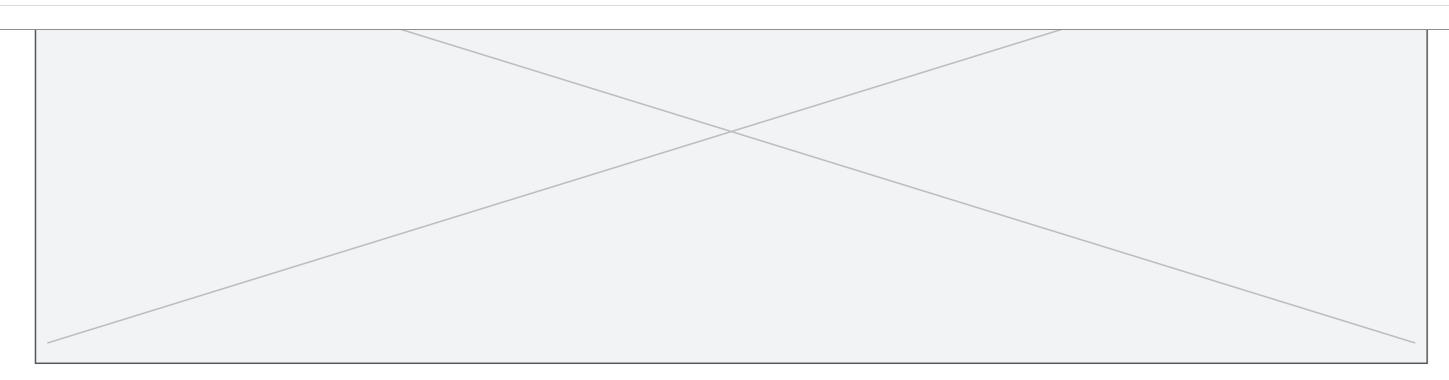
Want to track your order?

Please visit www.gilt.com/account/order

Shipping to Japan?
Please visit www.gilt.jp

768 px

— Where does Gilt ship?



Where does Gilt ship?

Which items are eligible for international shipping?

Gilt offers international shipping on most items. However, certain items are not eligible:

- Oversized items, items requiring special handling or in-house delivery
- Items over \$2500 USD in value (up to \$5000 USD in value for Canada).
- Hazardous materials, live botanicals, aerosols, food and beverage products, perishable items and other items restricted from exporting.
- Items with licensing restrictions.
- E-Gift Cards, which may be purchased with a U.S. Billing Address only.

If there are any items that cannot be exported from the U.S. or imported into your destination country selection, you will be notified during the checkout process (before your order is submitted).

When will I receive my international order?

How much does international shipping cost?

How is payment handled for international orders?

What is your return/exchange policy for international orders?

International Support

For any additional questions relating to your international order, please contact us at Global-Support@gilt.com or visit www.gilt.com/support

Want to track your order?

Please visit www.gilt.com/account/order

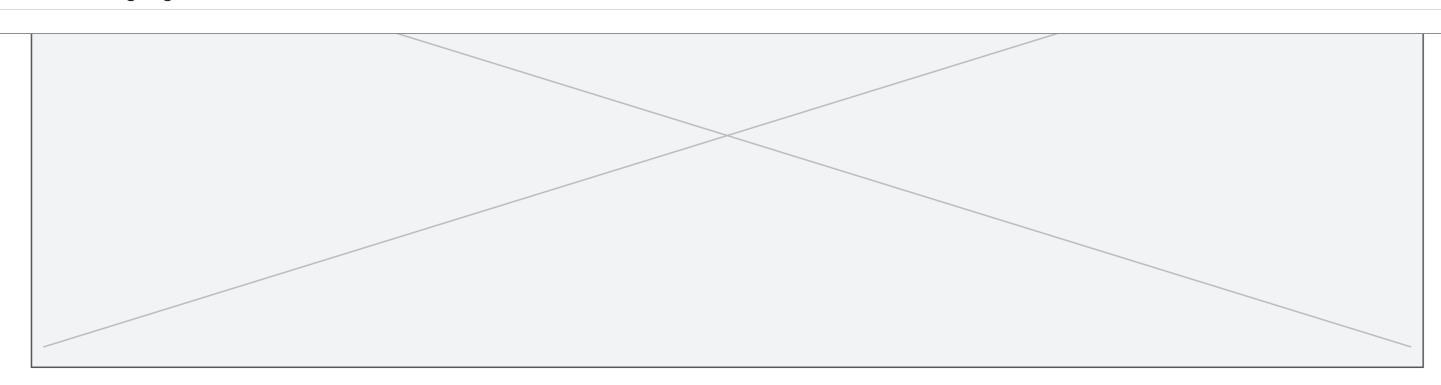
Shipping to Japan?

Please visit www.gilt.jp

– Which items are eligible for International Shipping?

54

768 px



Where does Gilt ship?

Which items are eligible for international shipping?

When will I receive my international order?

You will be quoted a specific delivery estimate at the time of checkout that is based on your selected destination country and the shipping methods available for the items in your cart.

The table below provides general estimates only.

Destination	Estimated Delivery
Canada	6 - 26 business days
United Kingdom	7 - 21 business days
Mexico	7 - 18 business days
Central America and the Caribbean	7 - 20 business days
South America	7 - 20 business days
Europe	9 - 26 business days
Asia-Pacific Countries	7 - 24 business days
South Asia	7 - 20 business days
Africa and Middle East	7 - 20 business days

How much does international shipping cost?

How is payment handled for international orders?

What is your return/exchange policy for international orders?

International Support

For any additional questions relating to your international order, please contact us at Global-Support@gilt.com or visit www.gilt.com/support

Want to track your order?

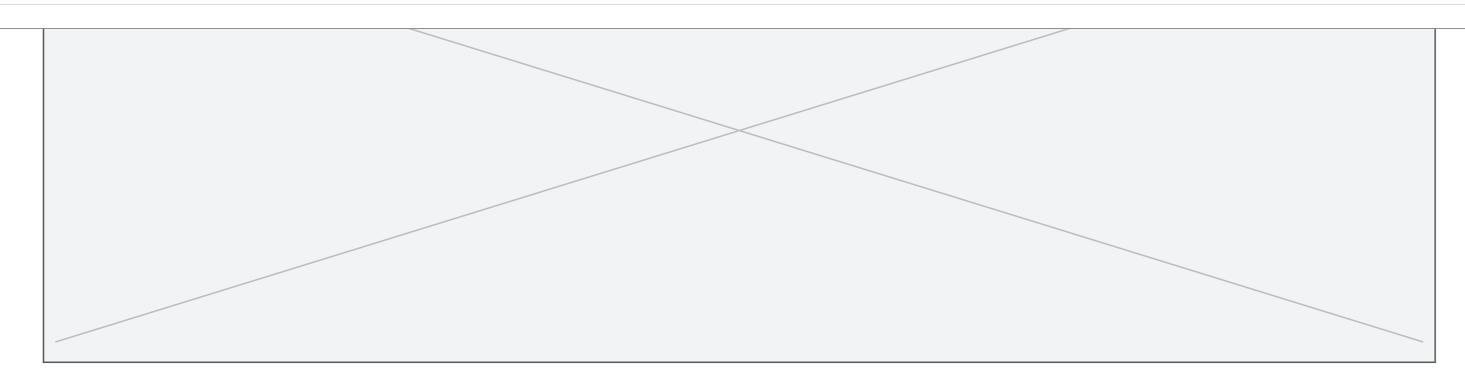
Please visit www.gilt.com/account/order

Shipping to Japan?

Please visit www.gilt.jp

768 px

– When will I receive my international order?



Where does Gilt ship?

Which items are eligible for international shipping?

When will I receive my international order?

How much does international shipping cost?

Gilt offers \$19.95 shipping for all international orders.

How is payment handled for international orders?

What is your return/exchange policy for international orders?

International Support

For any additional questions relating to your international order, please contact us at Global-Support@gilt.com or visit www.gilt.com/support

Want to track your order?

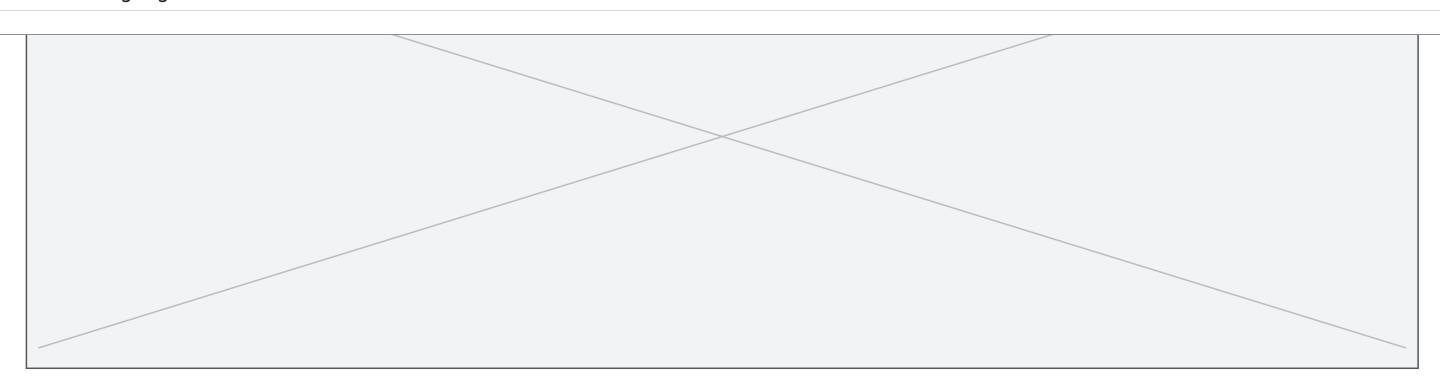
Please visit www.gilt.com/account/order

Shipping to Japan?

Please visit www.gilt.jp

- How much does international shipping cost?

768 px



Polish Zloty

Qatari Riyal

Saudi Riyal

Singapore Dollar

Swedish Krona

Swiss Franc

Thai Baht

Turkish Lira

US Dollar *

Ukraine Hryvnia

United Arab Emirates Dirham

Taiwan Dollar

South African Rand

International FAQ's

Where does Gilt ship?

Which items are eligible for international shipping?

When will I receive my international order?

How much does international shipping cost?

How is payment handled for international orders?

We support Visa, MasterCard, and American Express with additional payment options coming soon. International orders cannot be purchased with E-Gift Cards or Gilt Credits at this time.

At checkout, we calculate and display a guaranteed order total in your preferred currency, including all shipping costs and any applicable duties and taxes. We support billing in over 40 currencies. All currencies below are supported by Visa and Mastercard. Asterisked (*) currencies are supported by American Express.

Argentine Peso Indonesian Rupiah Israeli Shekel Australian Dollar * Brazilian Real Japanese Yen British Pound * Korean Won Kuwaiti Dinar Canadian Dollar * Chilean Peso Latvian Lats Colombian Peso Lithuanian Litas Czech Koruna Mexican Peso Danish Krone Moroccan Dirham Egyptian Pound New Zealand Dollar Euro * Norwegian Krone Omani Rial Hong Kong Dollar Hungarian Forint Peruvian Nuevo Sol Indian Rupee Philippine Peso

At the time your parcel(s) leave the U.S, your credit card will be billed by FiftyOne . Your credit card will be billed by FiftyOne and your credit card statement will read "51*GILT GROUPE" where "51" denotes the FiftyOne network.

International Support

For any additional questions relating to your international order, please contact us at Global-Support@gilt.com or visit www.gilt.com/support

Want to track your order?

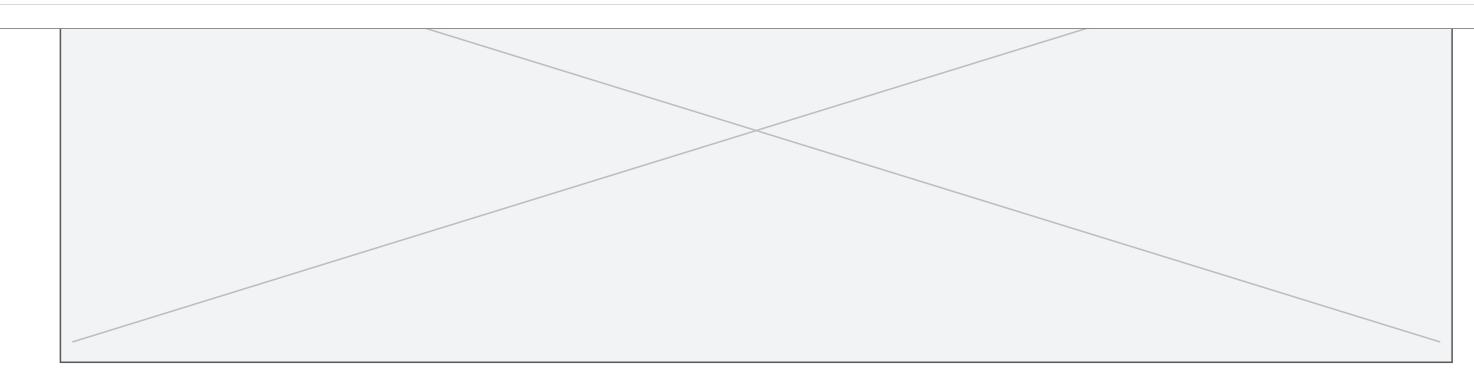
Please visit www.gilt.com/account/order

Shipping to Japan?

Please visit www.gilt.jp

768 px

- How is payment handled for international orders?



Where does Gilt ship?

Which items are eligible for international shipping?

When will I receive my international order?

How much does international shipping cost?

How is payment handled for international orders?

What is your return/exchange policy for international orders?

All international orders are final sale and non-returnable. Please contact our International Support Team at Global-Support@gilt.com for further information.

International Support

For any additional questions relating to your international order, please contact us at Global-Support@gilt.com or visit www.gilt.com/support

Want to track your order?

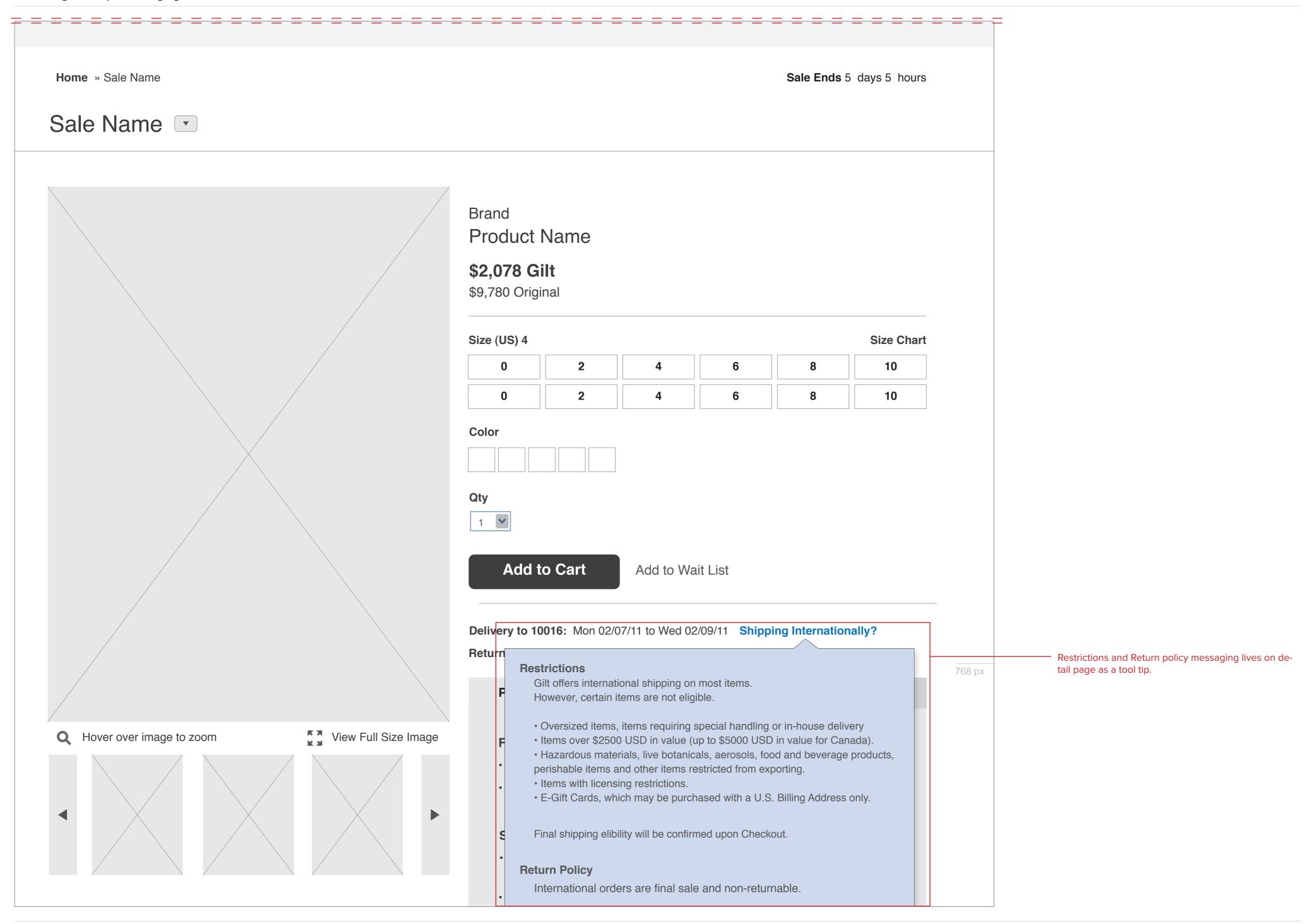
Please visit www.gilt.com/account/order

Shipping to Japan?

Please visit www.gilt.jp

768 px

What is your return/exchange policy for international orders?



CART

DELIVERY: Due to state and international restrictions, certain products may not always be eligible to ship to all locations. Elibility will be confirmed upon Checkout.

RETURN POLICY: Please note the returnable status of your item(s) above. International orders are non-returnable.

Order Subtotal \$346.00

Shipping, surcharges, and tax will be calculated upon Checkout.

Continue Shopping

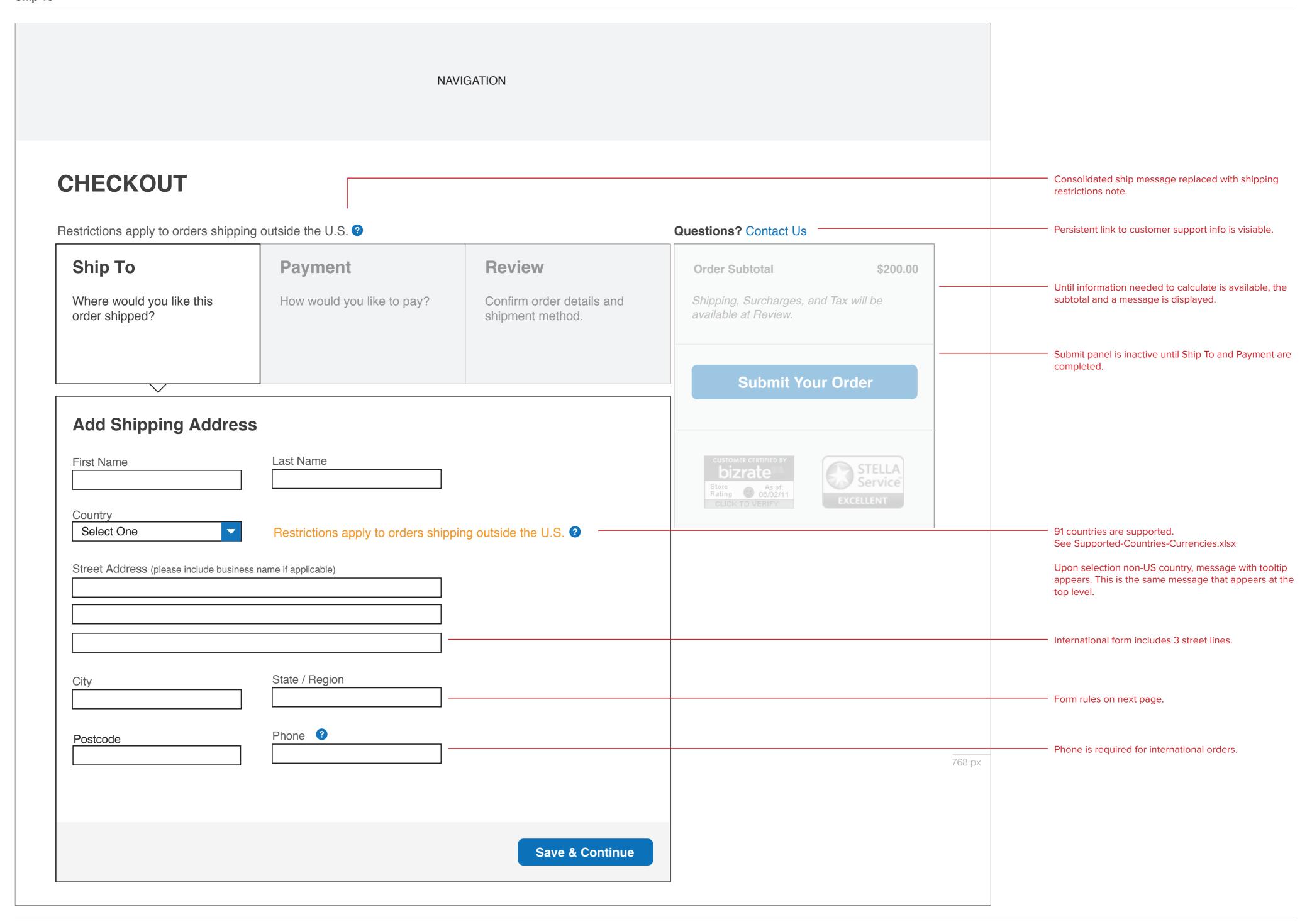
Proceed to Checkout

768 px

 New messaging is persistent on cart. Delivery and return policy messaging is relevant to international shipping.

INTERNATIONAL

User With No Saved Info



For Canada, the Region field should be labeled as "Province" and the field is a drop down. Here's the province code to province name mapping.

	+
province_code	province_name
AB BC MB NB NL	Alberta British Columbia Manitoba New Brunswick Newfoundland and Labrador
NT NS NU ON PE QC SK	Northwest Territories Nova Scotia Nunavut Ontario Prince Edward Island Quebec Saskatchewan Yukon

For U.S., the Region field should be labeled as "State" and the field is a drop down. (I will omit the state code to state name mapping.)

For all other countries, Region is a text field.

Region is optional for all countries except for Canada and U.S.

PostalCode is optional for the following 13 countries:

CR	+	country_name
Dominion	CR	COSTA RICA COLOMBIA BARBADOS UNITED ARAB EMIRATES BELIZE BOLIVIA MACAU JAMAICA IRELAND HONG KONG

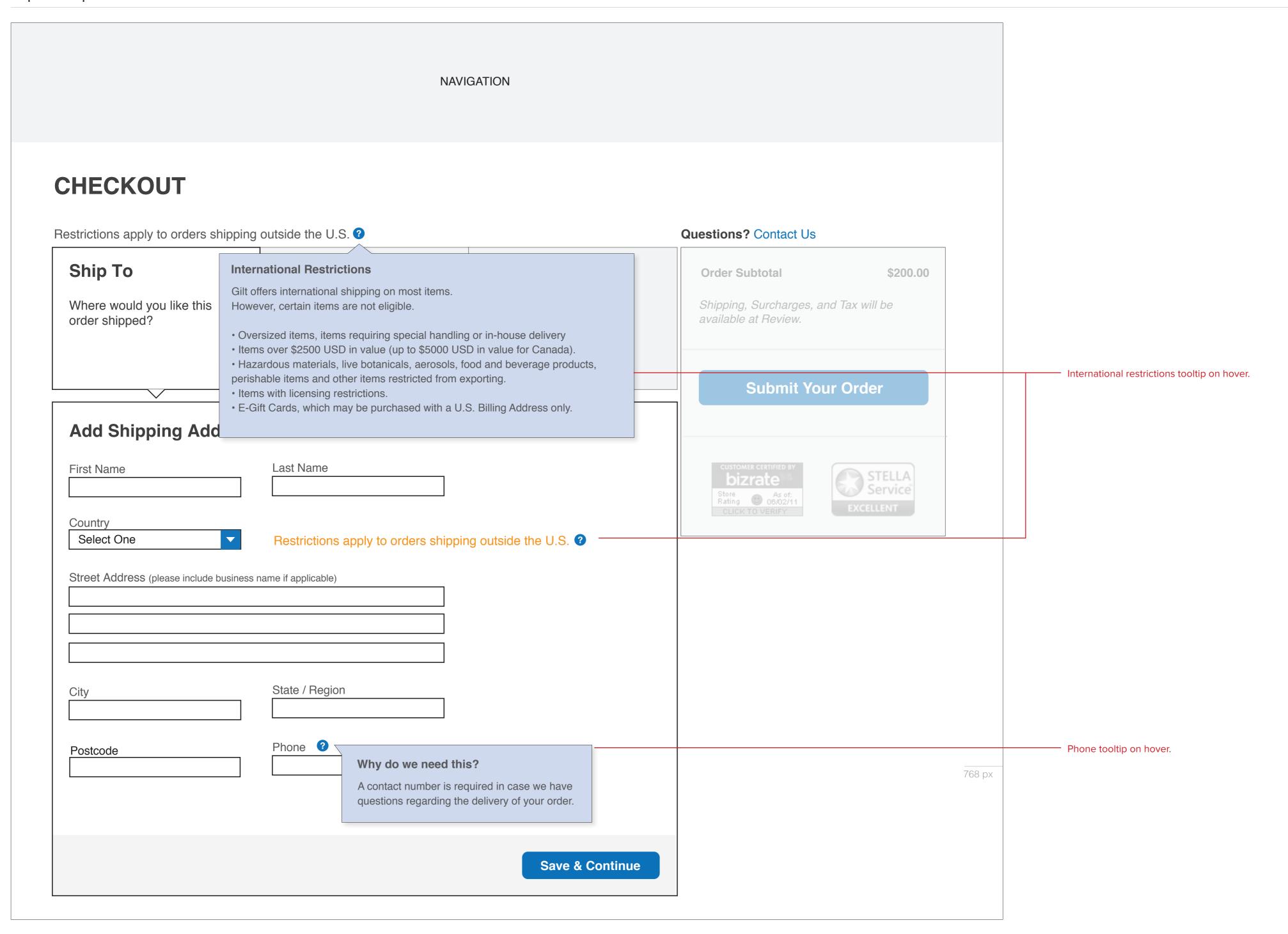
You can perform minimal client side validation on Canadian postal code by checking that the customer input satisfies the following pattern:

NDN DND where N is a number and D is a digit. (ex A1B 2C3)
The two tokens ('NDN' and 'DND') can be separated by a dash "-" or space.

```
lastName
               text (1-100 char.)
addressLine1
              text (1-35 char.)
              text (1-35 char.) - optional
addressLine2
              text (1-35 char.) - optional
addressLine3
               text (2-100 char.)
city
               text (max: 50 char.) - optional for all countries except for Canada and U.S.
region
              alphanumeric (max: 20 char.) - optional for 13 countries above
postalCode
primaryPhone
               digits (10-20 char.)
email
               email format (6-127 char.)
```

Checkout and International | September 22, 2011

63



NAVIGATION CHECKOUT Restrictions apply to orders shipping outside the U.S. ? **Questions?** Contact Us **Ship To Payment** Review Order Subtotal \$200.00 Support 3rd address line, country, phone, email. James Smith How would you like to pay? Shipping, Surcharges, and Tax will be Confirm order details and 1 Promenade des Anglais available at Review. shipment method. Nice 06046 France (33)(4) 97 03 44 44 Change **Submit Your Order Add Payment Method** For orders shipping abroad, we accept Visa, Mastercard, and American Express. The message and type of credit card accepted is de-Service pendent upon the shipping address. Store As of: Rating 06/02/11 CLICK TO VERIFY First Name Last Name 96 countries are supported. See Supported-Countries-Currencies.xlsx Card Number Security Code ? **Expiration Date** Year Month Billing Address ✓ Same as Ship To address 1 Promenade des Anglais 96 countries are supported. See Supported-Countries-Currencies.xls Nice 06046 France Rules from page 9 of this document apply. 768 px Save & Continue

SHIP TO	
First Name	Last Name
Country Select One	Restrictions apply to orders shipping outside the U.S. ?
Street Address (please include business	name if applicable)
City	Stage / Region
Postcode	Phone ?
PAYMENT For orders shipping abro	ad, we accept Visa, Mastercard, and American Express.
First Name James	Last Name Smith
Card Number	
Expiration Date Month Year	Security Code ?
Billing Address	
Same as Ship To address:	
	Save & Continue

Order Subtotal \$346.00 Shipping, Surcharges, and Tax will be available at Review. bizrate STELLA Service Store As of: Rating 06/02/11

EXCELLENT

768 px

As an alternate option to a 2-step form, we should build and A/B test a single page form for new users. Returning users with default information set will go straight to Review.

Single Page Form:

- 1 Call to action (Save and Continue)
- Possibly faster
- Call to action below the fold
- Many field intimidation factor

2 Step Form:

- Calls to action above the fold
- More digestible forms
- Error messaging is more relevant to onscreen
- Less or no scrolling.
- 2 Calls to action (Save and Continue)

*Note: Only users without information saved would see the single page form.

66

INTERNATIONAL

User With Saved Info

NAVIGATION

CHECKOUT

Restrictions apply to orders shipping outside the U.S. ?

Change

Ship To

James Smith

1 Promenade des Anglais

Nice 06046 France

(33)(4) 97 03 44 44

Payment

James Smith Visa xxxx-8945

Jan. 2015

Review

Confirm order details and shipment method.

Change

Verifying exchange and international shipping rates

Secure International Checkout by FiftyOne

Questions? Contact Us

Order Subtotal

\$200.00

Shipping, Surcharges, and Tax will be available at Review.

Submit Your Order

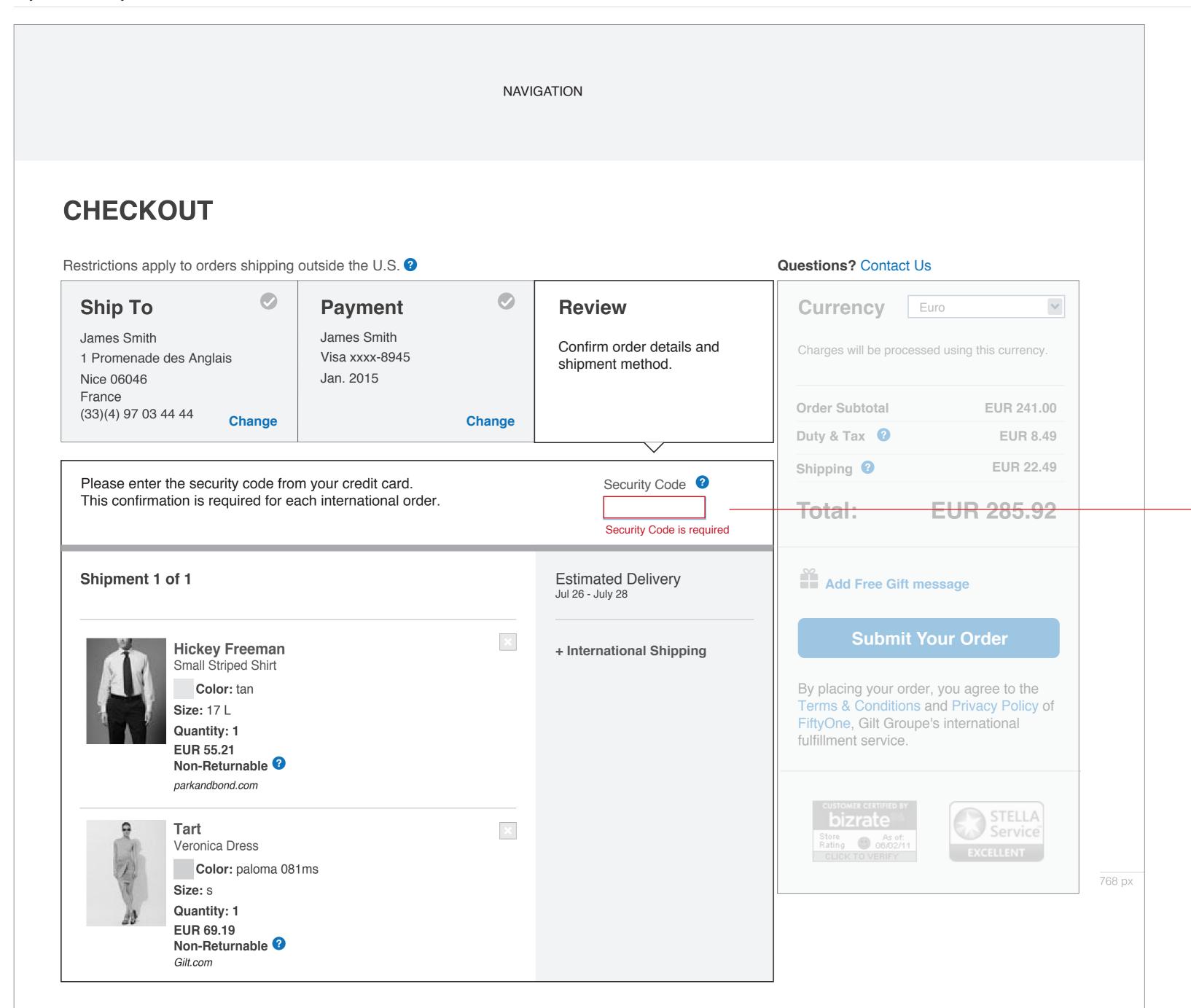




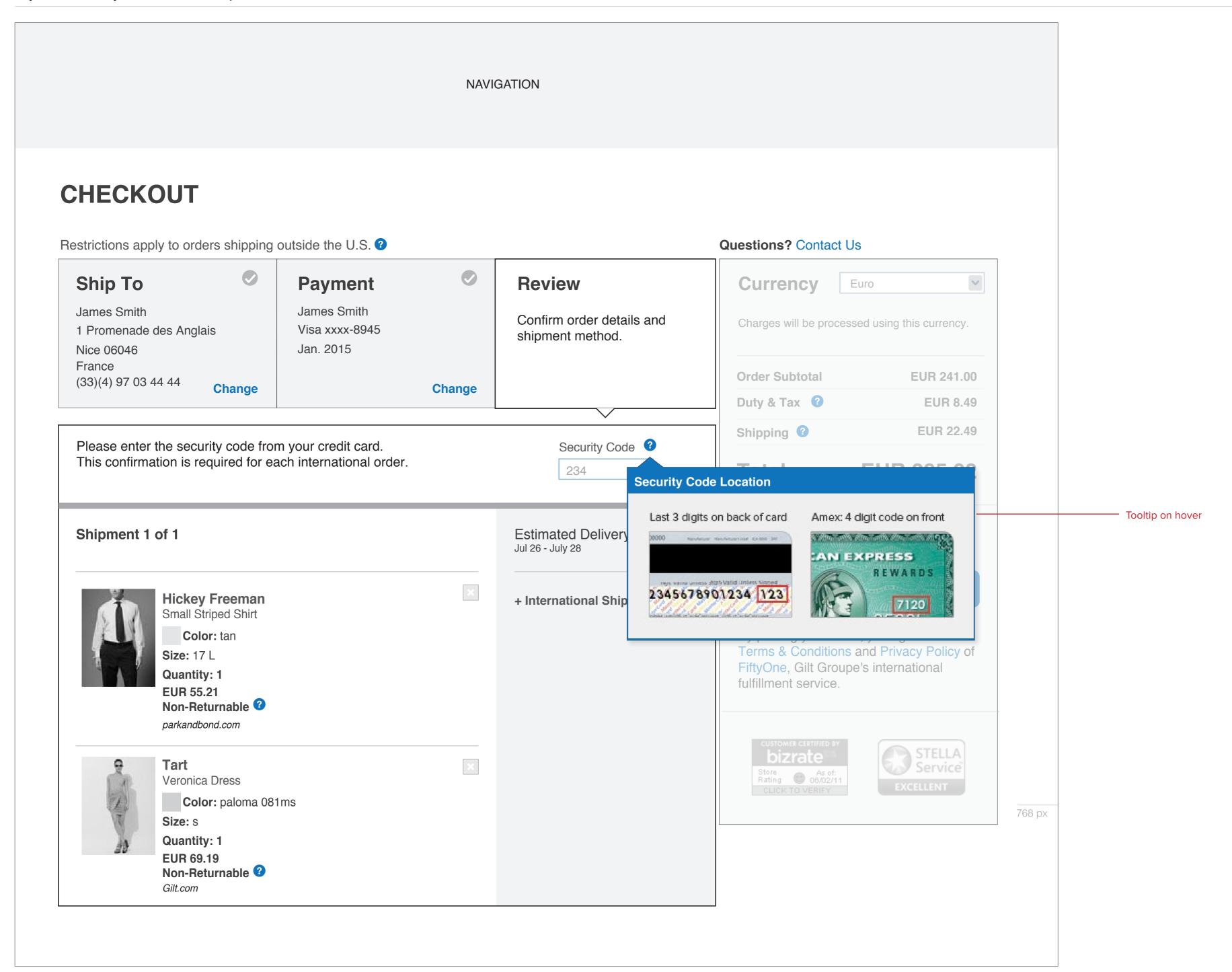
getQuote from FiftyOne can take up to 11 seconds.

68

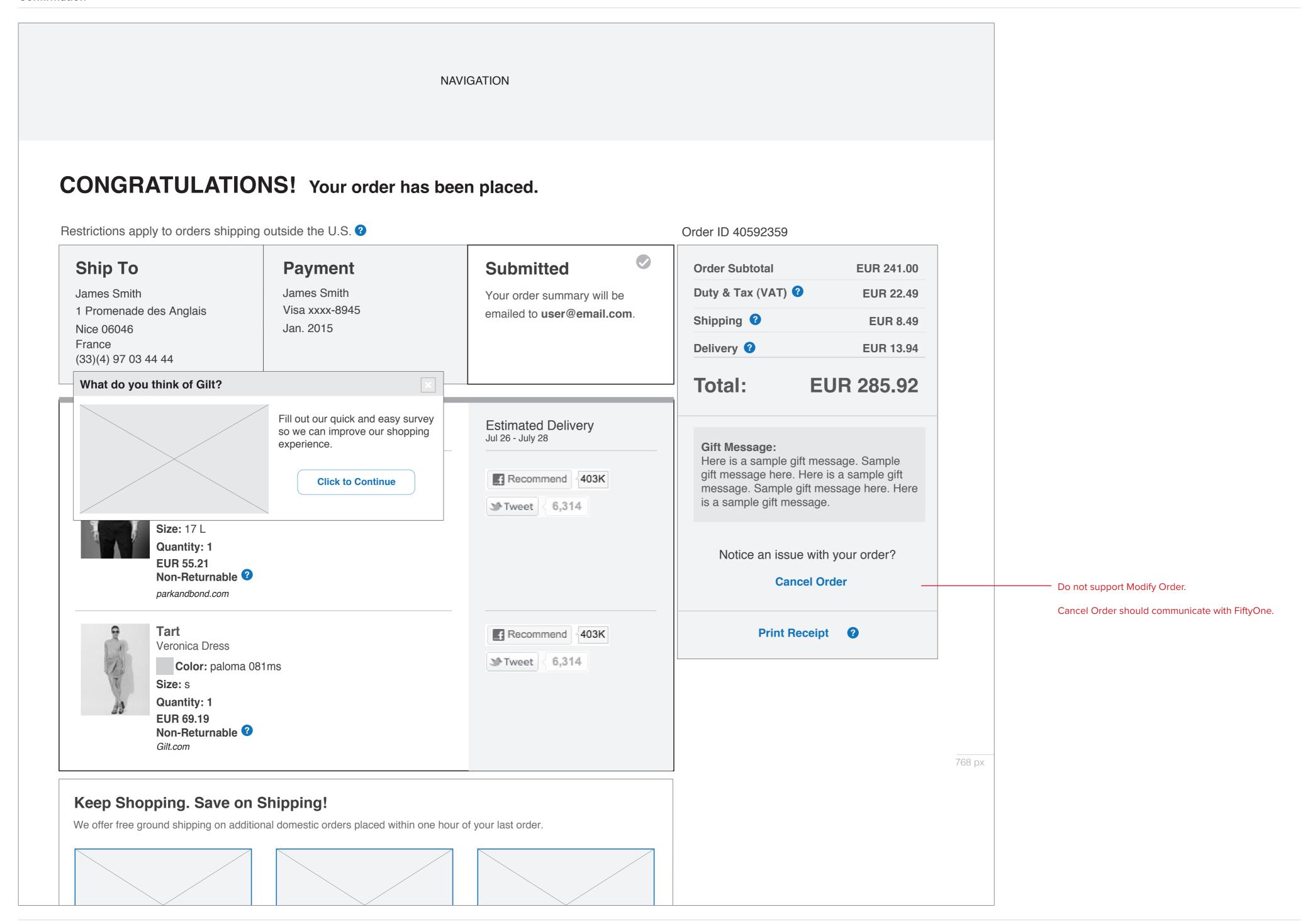
768 px



Security code confirmation is required for all international orders. Validate security code on KEY UP.



NAVIGATION CHECKOUT Restrictions apply to orders shipping outside the U.S. ? **Questions?** Contact Us **Ship To Payment** Review Currency Euro The label "Duty & Tax" should appear for SHIP TO of James Smith James Smith Canada and all other non-European countries. Confirm order details and Charges will be processed using this currency. 1 Promenade des Anglais Visa xxxx-8945 shipment method. The label "Duty & VAT" should appear for SHIP TO of Jan. 2015 Nice 06046 UK and all European Union countries. France **Order Subtotal EUR 241.00** (33)(4) 97 03 44 44 Change Change Duty & Tax ? **EUR 8.49** Shipping ? **EUR 22.49** "Delivery" line item does not appear because items Security Code ? Please enter the security code from your credit card. with surcharges are not supported for launch of inter-This confirmation is required for each international order. 234 EUR 285.92 national shipping. Total: Add Free Gift message Shipment 1 of 1 **Estimated Delivery** Jul 26 - July 28 Once any issues are resolved, including security code **Submit Your Order** confirmation, the Submit button becomes active. **Hickey Freeman** + International Shipping Small Striped Shirt By placing your order, you agree to the Color: tan FiftyOne messaging with links: Terms & Conditions and Privacy Policy of Size: 17 L FiftyOne, Gilt Groupe's international Terms & Conditions: Quantity: 1 fulfillment service. http://www.fiftyone.com/terms **EUR 55.21** Non-Returnable ? Privacy Policy: http://www.fiftyone.com/privacy parkandbond.com bizrate STELLA • Tart http://www.fiftyone.com/consumer-order-information Service Store As of: Rating 600/02/11 Veronica Dress EXCELLENT CLICK TO VERIFY Color: paloma 081ms 768 px Size: s Quantity: 1 EUR 69.19 Non-Returnable ? Gilt.com



INTERNATIONAL

Additional Details

NAVIGATION CHECKOUT Restrictions apply to orders shipping outside the U.S. ? **Questions?** Contact Us **Ship To Payment** Review Euro Currency James Smith James Smith Confirm order details and Charges will be processed using this currency. Visa xxxx-8945 1 Promenade des Anglais shipment method. Jan. 2015 Nice 06046 France Order Subtotal EUR 241.00 (33)(4) 97 03 44 44 Change Change Duty & Tax ? **EUR 8.49** Shipping ? **EUR 22.49** Security Code ? Please enter the security code from your credit card. This confirmation is required for each international order. 234 Total: EUR 285.92 Phone Number In addtion, international shipments require a phone number, If you select an existing payment method which does which will be associated with your billing address. Add Free Gift message not include a phone number for an international order, Billing phone is required we must collect a phone number to pass to FiftyOne. Validate phone number on KEY UP. **Submit Your Order** Shipment 1 of 1 **Estimated Delivery** Jul 26 - July 28 By placing your order, you agree to the Terms & Conditions and Privacy Policy of **Hickey Freeman** + International Shipping FiftyOne, Gilt Groupe's international Small Striped Shirt fulfillment service. Color: tan Size: 17 L Quantity: 1 **EUR 55.21** Non-Returnable ? Service Store As of: Rating 06/02/11 CLICK TO VERIFY parkandbond.com 768 px **Tart** Veronica Dress Color: paloma 081ms Size: s Quantity: 1 **EUR 69.19** Non-Returnable ? Gilt.com

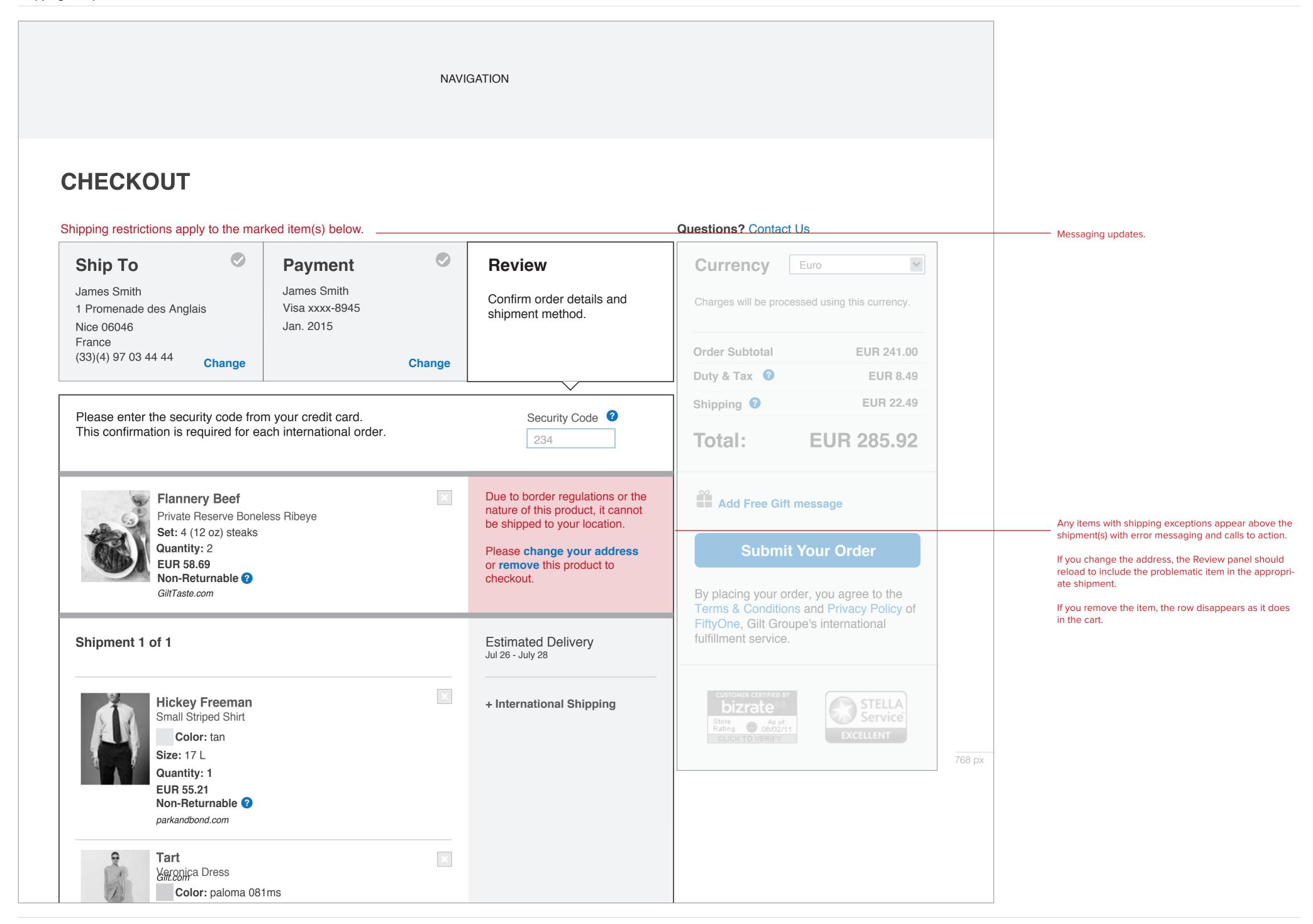
Gilt.com

NAVIGATION CHECKOUT Restrictions apply to orders shipping outside the U.S. ? **Questions?** Contact Us **~ Ship To Payment** Review Currency Euro James Smith James Smith Confirm order details and Charges will be processed using this currency. Visa xxxx-8945 1 Promenade des Anglais shipment method. Jan. 2015 Nice 06046 France **Order Subtotal** EUR 241.00 (33)(4) 97 03 44 44 Change Change Duty & Tax ? **EUR 8.49** Shipping ? **EUR 22.49** Security Code ? Please enter the security code from your credit card. This confirmation is required for each international order. EUR 285.92 234 Total: Add Free Gift message Shipment 1 of 1 **Estimated Delivery** Jul 26 - July 28 **Submit Your Order Hickey Freeman** + International Shipping Small Striped Shirt By placing your order, you agree to the Color: tan Terms & Conditions and Privacy Policy of Size: 17 L FiftyOne, Gilt Groupe's international Quantity: 1 fulfillment service. EUR 55.21 Non-Returnable ? parkandbond.com CUSTOMER CERTIFIED BY STELLA • Tart Service Store As of: Rating 600/02/11 Veronica Dress EXCELLENT CLICK TO VERIFY Color: paloma 081ms 768 px Size: s Quantity: 1 EUR 69.19 Non-Returnable ?

Currency defaults to the related currency for the ship to destination, but you can change it using the currency drop-down menu. Upon making a new selection, the breakdown and item level amounts need to reflect the selected currency.

Also note that the currency selector must be populated dynamically based on the selected payment method. Visa and Mastercard support 41 currencies, while Amex only supports 5 currencies.

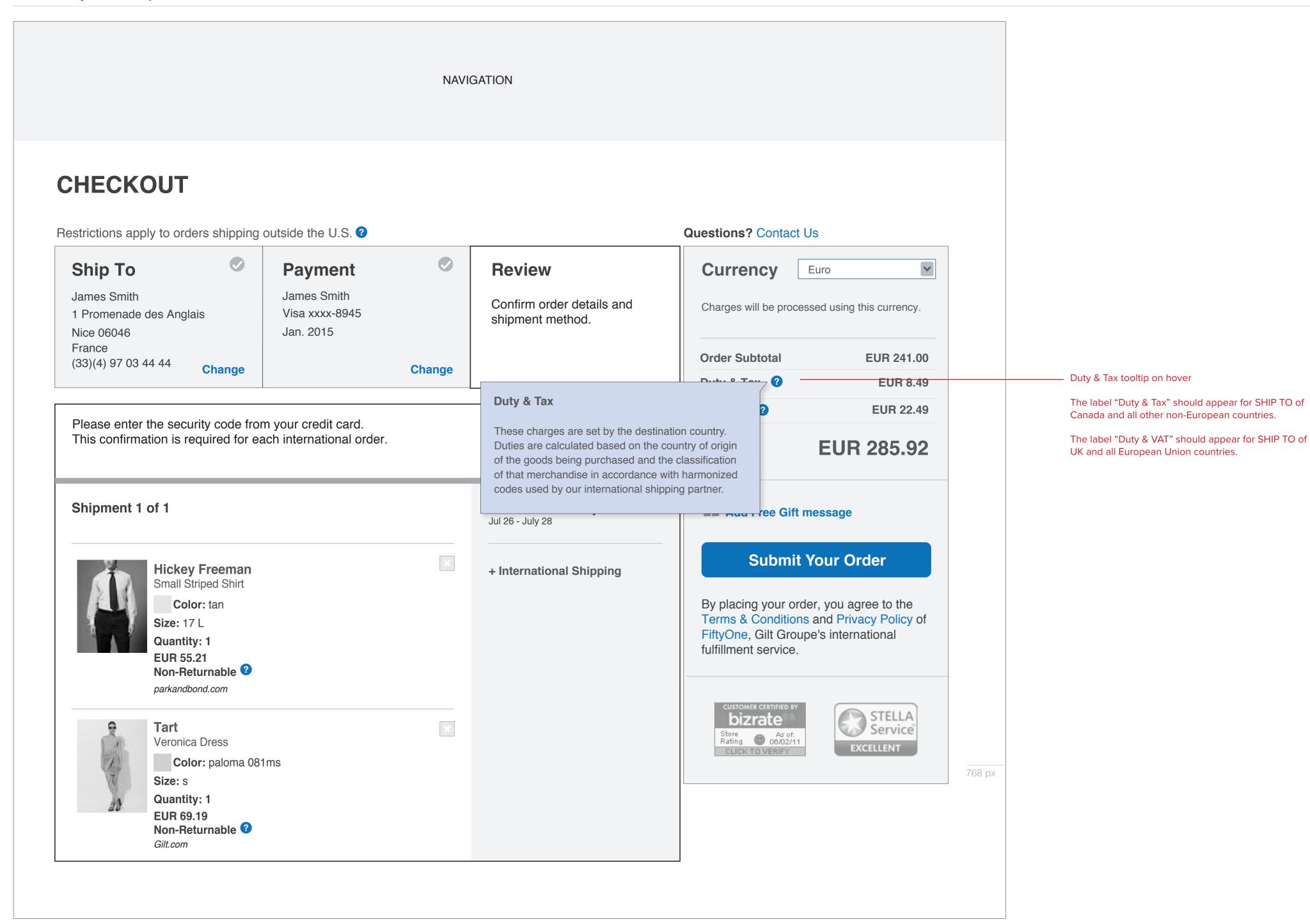
See Supported-Countries-Currencies.xlsx

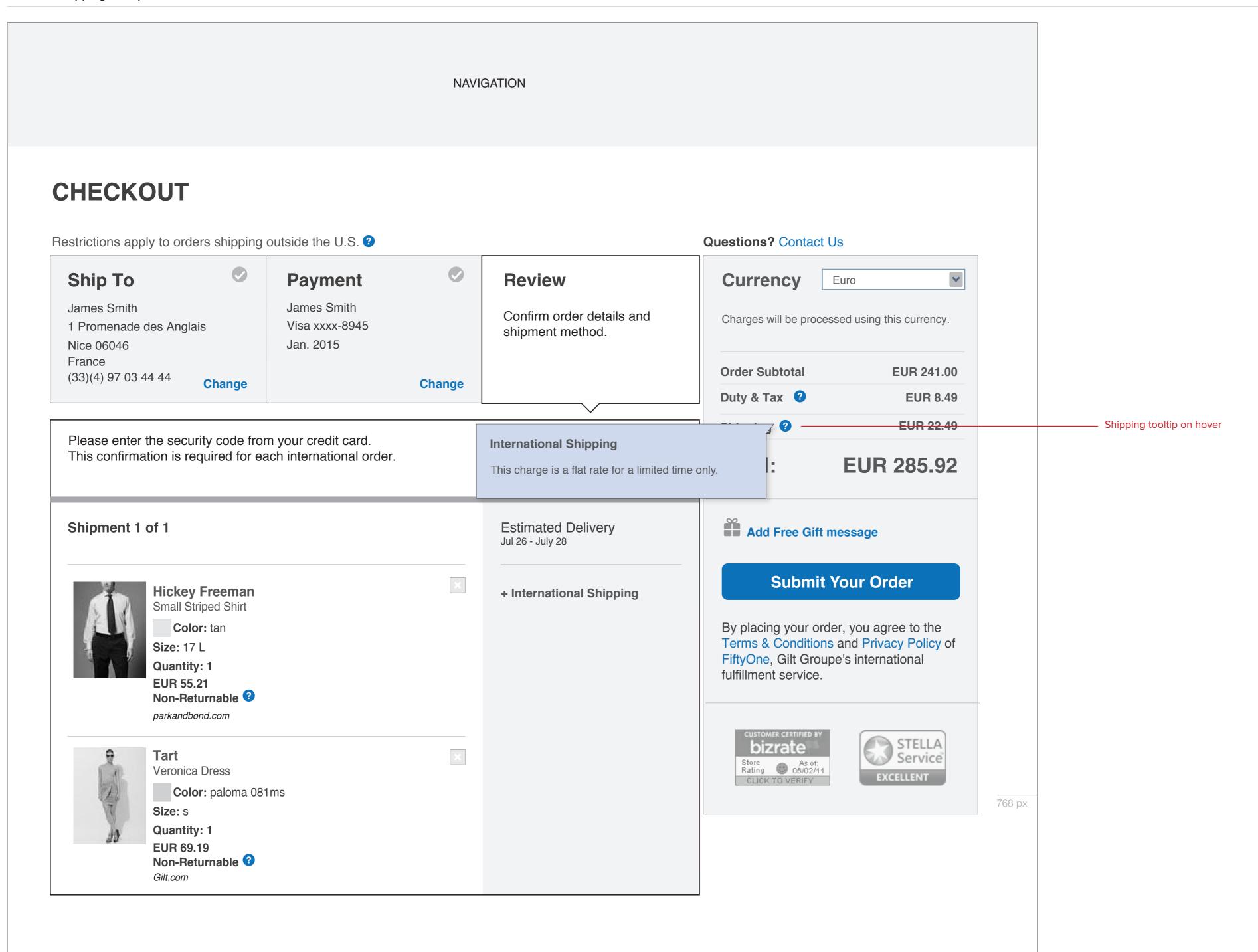


NAVIGATION CHECKOUT Shipping restrictions apply. **Questions?** Contact Us **Ship To Payment** Review Euro Currency James Smith James Smith Confirm order details and Charges will be processed using this currency. Visa xxxx-8945 1 Promenade des Anglais shipment method. Jan. 2015 Nice 06046 France Order Subtotal EUR 241.00 (33)(4) 97 03 44 44 Change Change Duty & Tax ? **EUR 8.49** Shipping ? **EUR 22.49** Security Code ? Please enter the security code from your credit card. This confirmation is required for each international order. EUR 285.92 Total: 234 Your order cannot be shipped to your location, because it exceeds weight or value regulations set by the Add Free Gift message destination country. Please change your address or update the contents of your order to checkout. **Submit Your Order Shipment 1 of 1 Estimated Delivery** Jul 26 - July 28 By placing your order, you agree to the Terms & Conditions and Privacy Policy of **Hickey Freeman** + International Shipping FiftyOne, Gilt Groupe's international Small Striped Shirt fulfillment service. Color: tan Size: 17 L Quantity: 1 **EUR 55.21** Non-Returnable ? Service Store As of: Rating 06/02/11 CLICK TO VERIFY parkandbond.com 768 px Tart Veronica Dress Color: paloma 081ms Size: s Quantity: 1 **EUR 69.19** Non-Returnable ? Gilt.com

If an order cannot be placed because an item or combined items exceed the weight or value regulations, you cannot submit the orde.

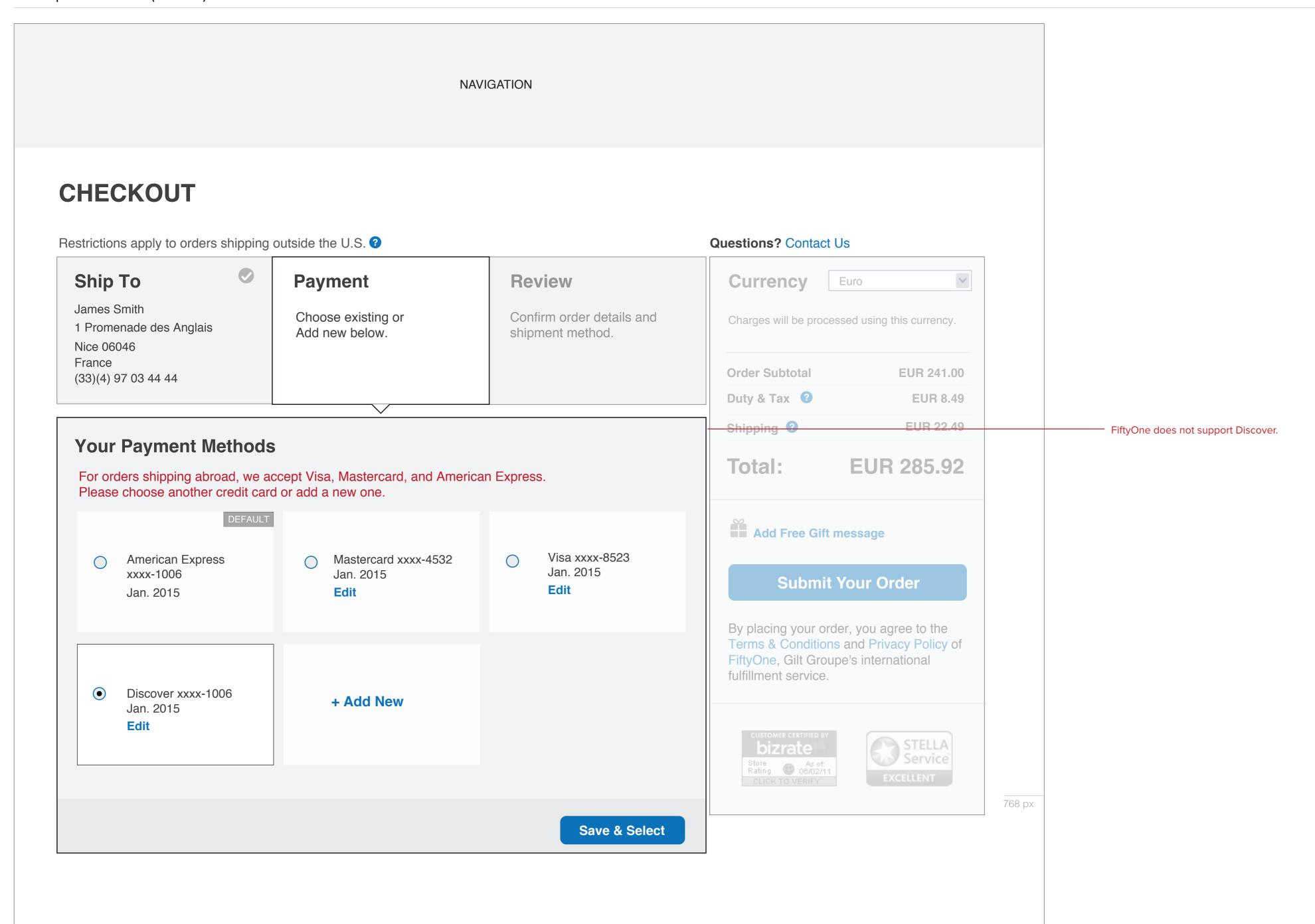
We provide error messaging and calls to action.





NAVIGATION CHECKOUT Restrictions apply to orders shipping outside the U.S. ? **Questions?** Contact Us **Currency** Euro **Ship To Payment** Review James Smith Choose existing or Confirm order details and Charges will be processed using this currency. 1 Promenade des Anglais Add new below. shipment method. Nice 06046 France **Order Subtotal** EUR 241.00 (33)(4) 97 03 44 44 Duty & Tax ? **EUR 8.49** Shipping ? **EUR 22.49 Your Payment Methods** Total: EUR 285.92 There was an issue processing your payment. Please update the information or try another credit card. DEFAULT Add Free Gift message Visa xxxx-8523 American Express Mastercard xxxx-4532 Jan. 2015 Jan. 2015 xxxx-1006 **Submit Your Order Edit Edit** Jan. 2015 By placing your order, you agree to the Terms & Conditions and Privacy Policy of FiftyOne, Gilt Groupe's international fulfillment service. Visa xxxx-1006 + Add New Jan. 2015 **Edit** Service Service Store As of: Rating 06/02/11 CLICK TO VERIFY 768 px Save & Select

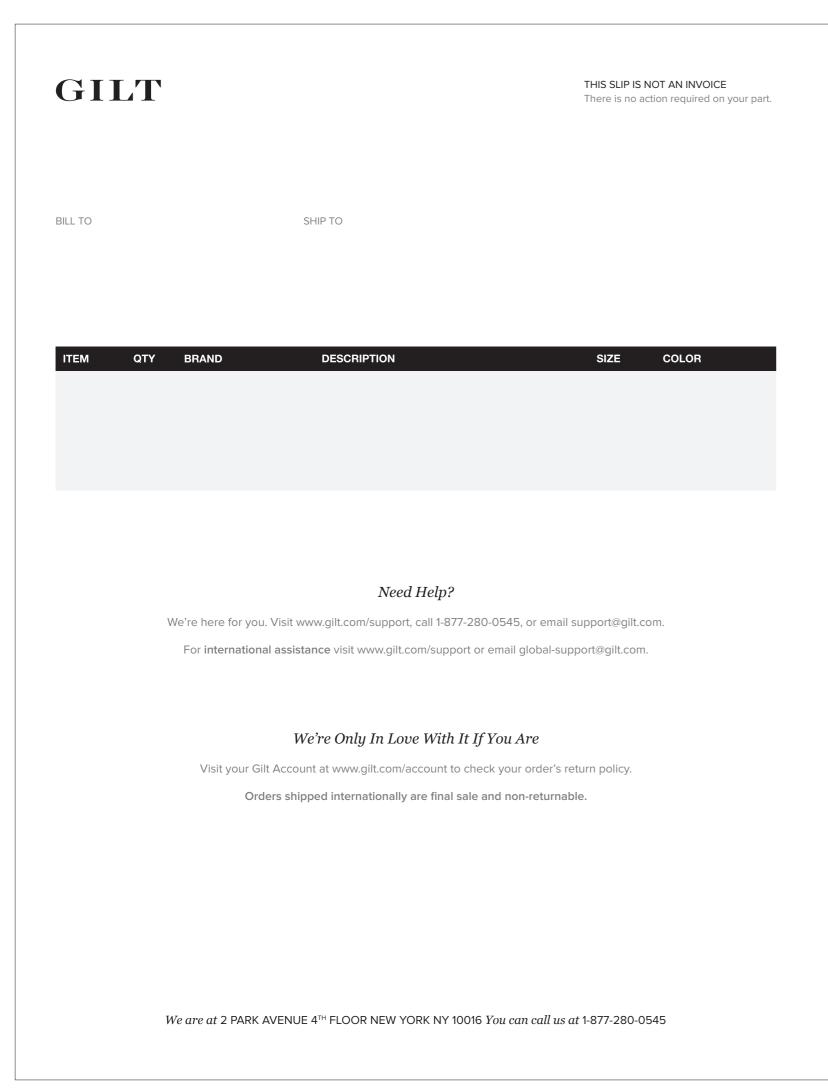
If the Response from Fifty One is immediately RED (i.e. Fraud), we treat this as we would treat a general credit card error.



NEW PACKING SLIP

Domestic & International

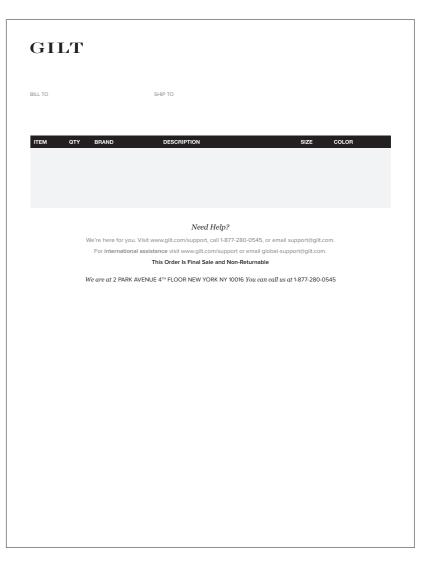
Standard



Drop-Ship without label



Drop-Ship with label



Feedback?

Ben Yee - ux designer byee@gilt.com

Emails and Account are documented separately.