

WELCOME

DAY 41/100

DIGITAL MASTERY CHALLENGE

DATE: August 23, 2020, SUNDAY

TIME: 07:00 PM (AST)

LIVE FROM DOHA, QATAR

E-COMMERCE

Mastery

DAY 02





E-COMMERCE TERMINOLOGY Continued...

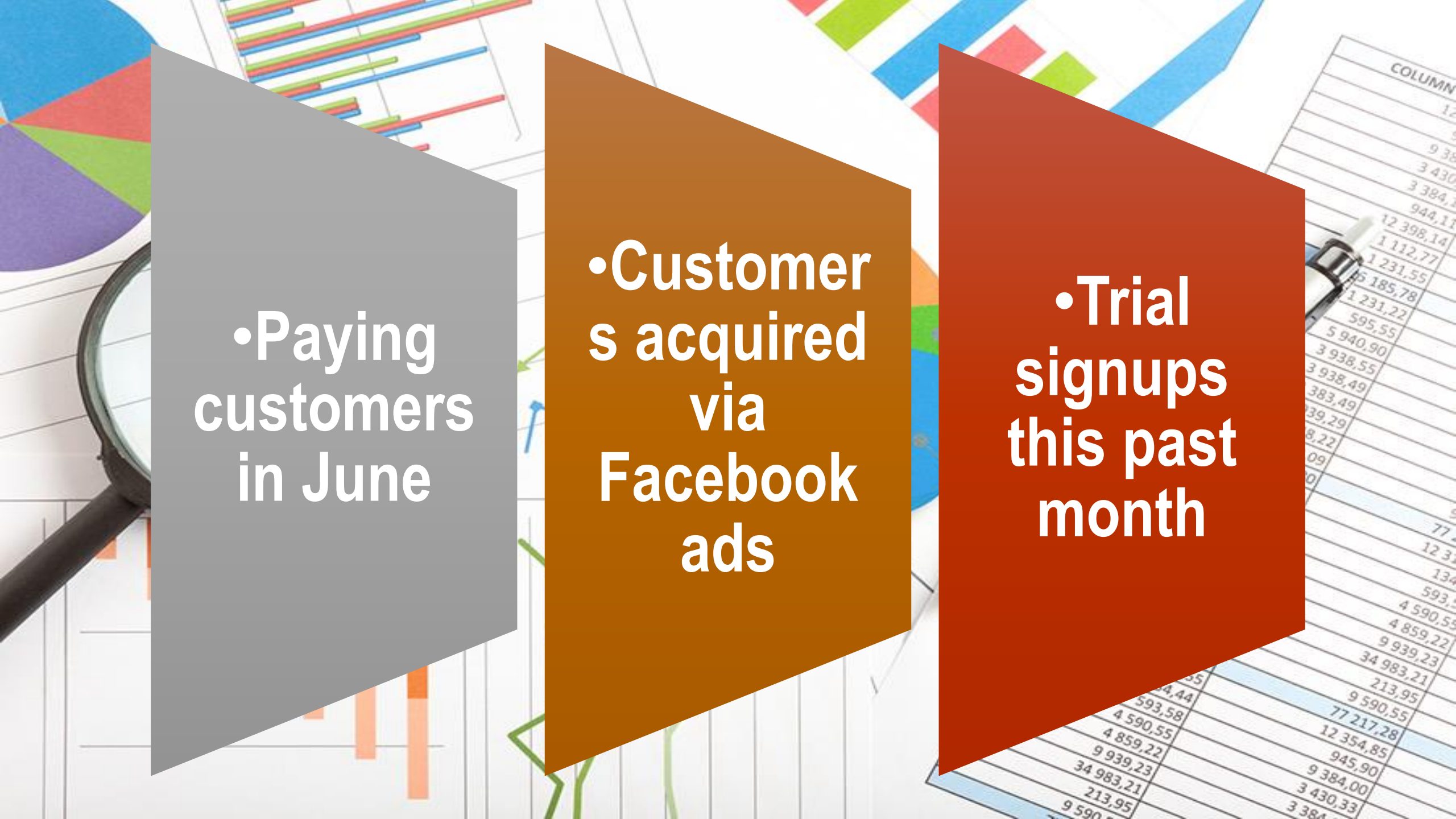
The background features a collage of business-related graphics. On the left, there is a colorful pie chart with segments in blue, red, green, and purple. Below it, a magnifying glass is positioned over a line graph with multiple colored lines (green, blue, red) and square markers. To the right, there are several overlapping bar charts with horizontal bars in various colors. In the bottom right corner, a white pen lies diagonally over a spreadsheet. The spreadsheet has a column header labeled 'COLUMN' and contains numerical values such as 12, 958, 3 430, 3 384, 944, 11, 12 398, 14, 1 112, 77, 1 231, 55, 15 185, 78, 1 231, 22, 595, 55, 5 940, 90, 3 938, 55, 3 938, 49, 2 383, 49, 3 939, 29, and 39 3. The overall theme is data analysis and business performance.

COHORT ANALYSIS

An analysis of customer behaviors, during a specified time frame, of a subset of your ecommerce customers that have been segmented from all your visitors based on shared characteristics.

In Ecommerce Circles, A Cohort Is A Group Of Customers Grouped Together By A Common Characteristic That They've Shared Over A Specific Period Of Time.



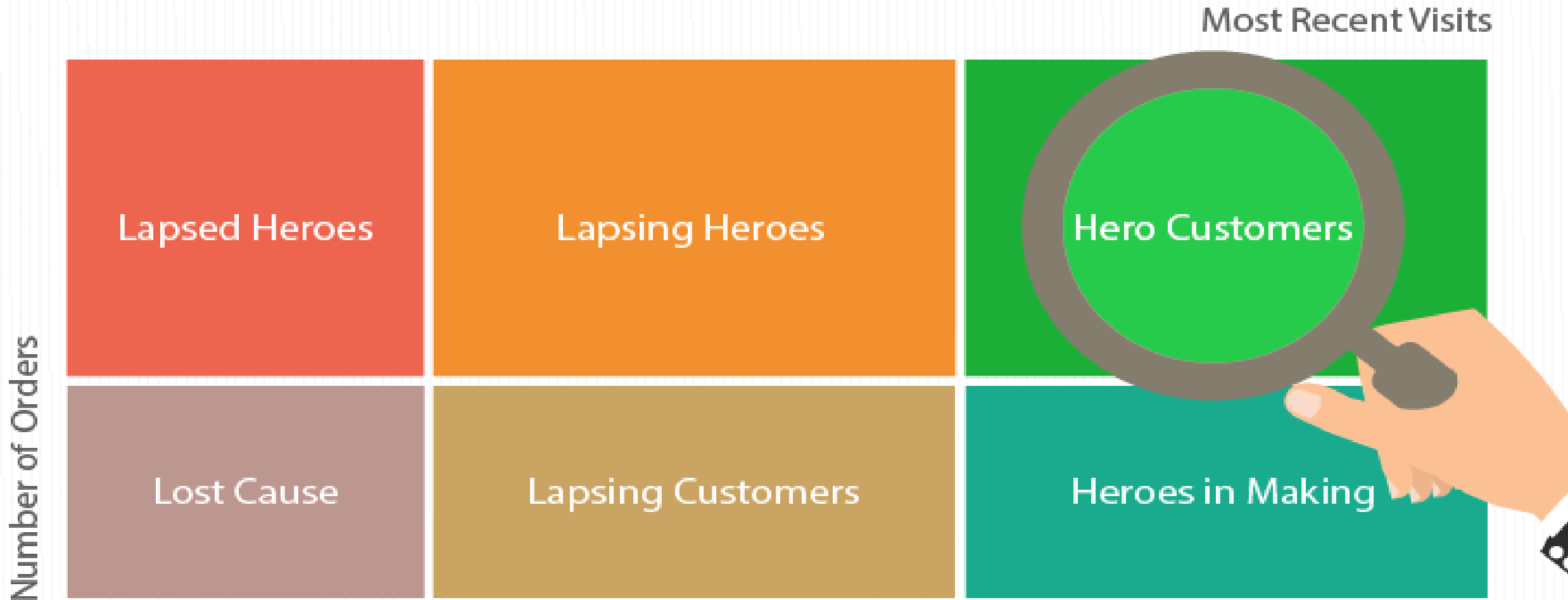
The background features a collage of business-related graphics: a pie chart in the top left, a horizontal bar chart in the top center, a magnifying glass in the middle left, and a vertical bar chart in the bottom center. On the right side, there is a detailed spreadsheet with a grid of numbers and a pen resting on it.

•Paying customers in June

•Customer s acquired via Facebook ads

•Trial signups this past month

COHORT ANALYSIS AND ITS ROLE IN ECOMMERCE



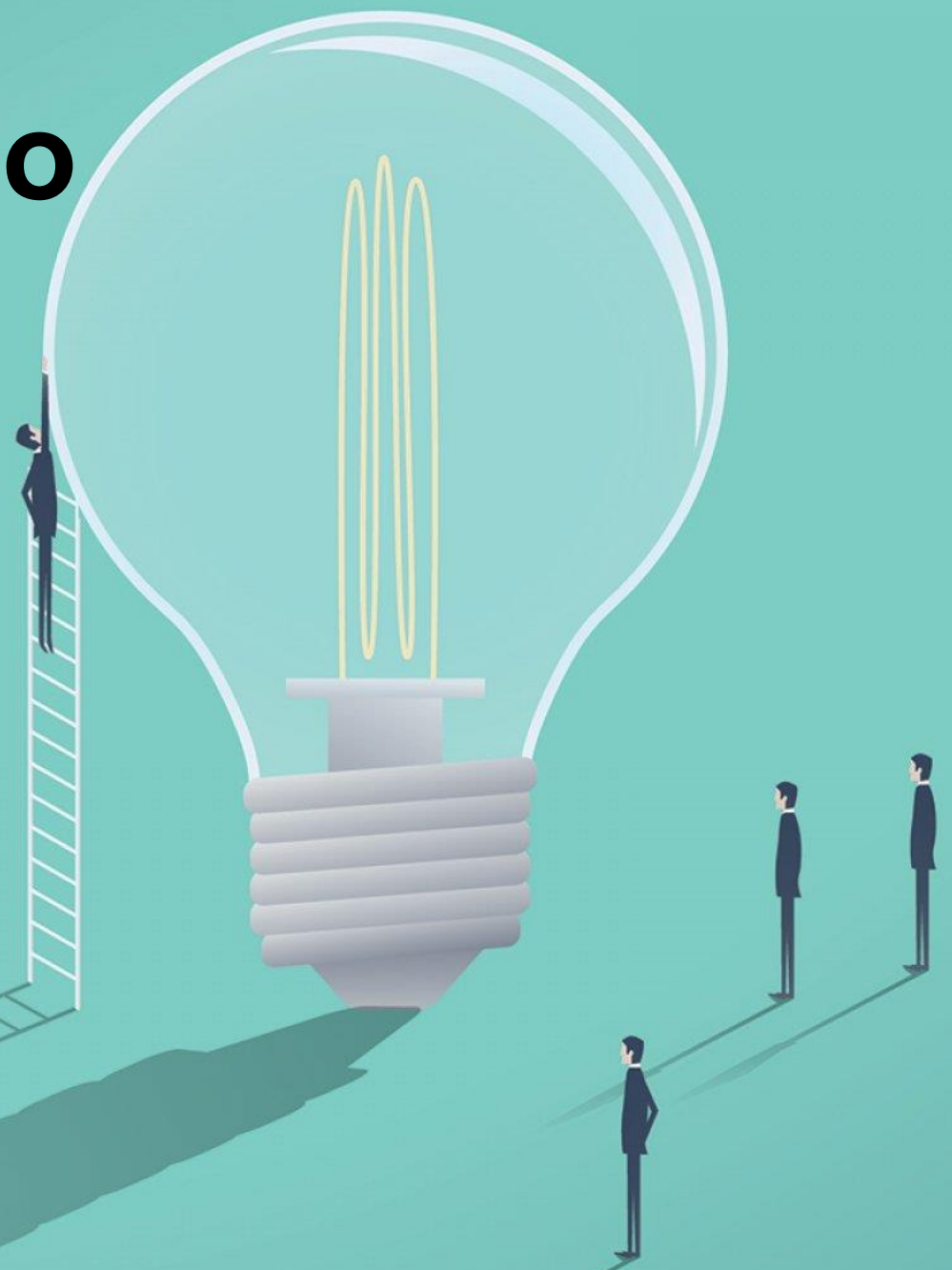
A hand is shown in the foreground, palm up, holding a blue silhouette of a man in a suit. The background is a blurred office setting with several other blue silhouettes of people walking. The overall color palette is light blue and white.

**TO SHOW YOU HOW FAST
YOU'RE CONVERTING
LEADS INTO CUSTOMERS.**

**HELPING YOU HOLD
ONTO YOUR
CUSTOMERS**



Get Insights Into What Products Work Better Than Others





Cohort analysis can give you an insight into whether or not you really need a loyalty program.



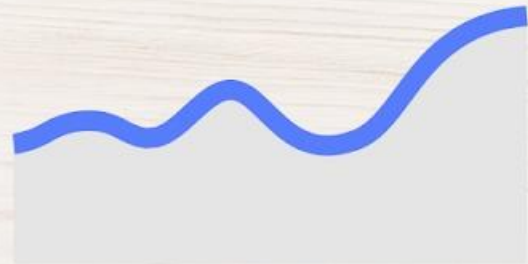
***Cohort analysis can
give you a clear
picture of your
purchase funnel.***

Cohort analysis is crucial to the success of your online store. It allows you to have an overall understanding of your customers and their individual behaviour.



**When you transform an online store visitor
into a paying customer.**

CONVERSION



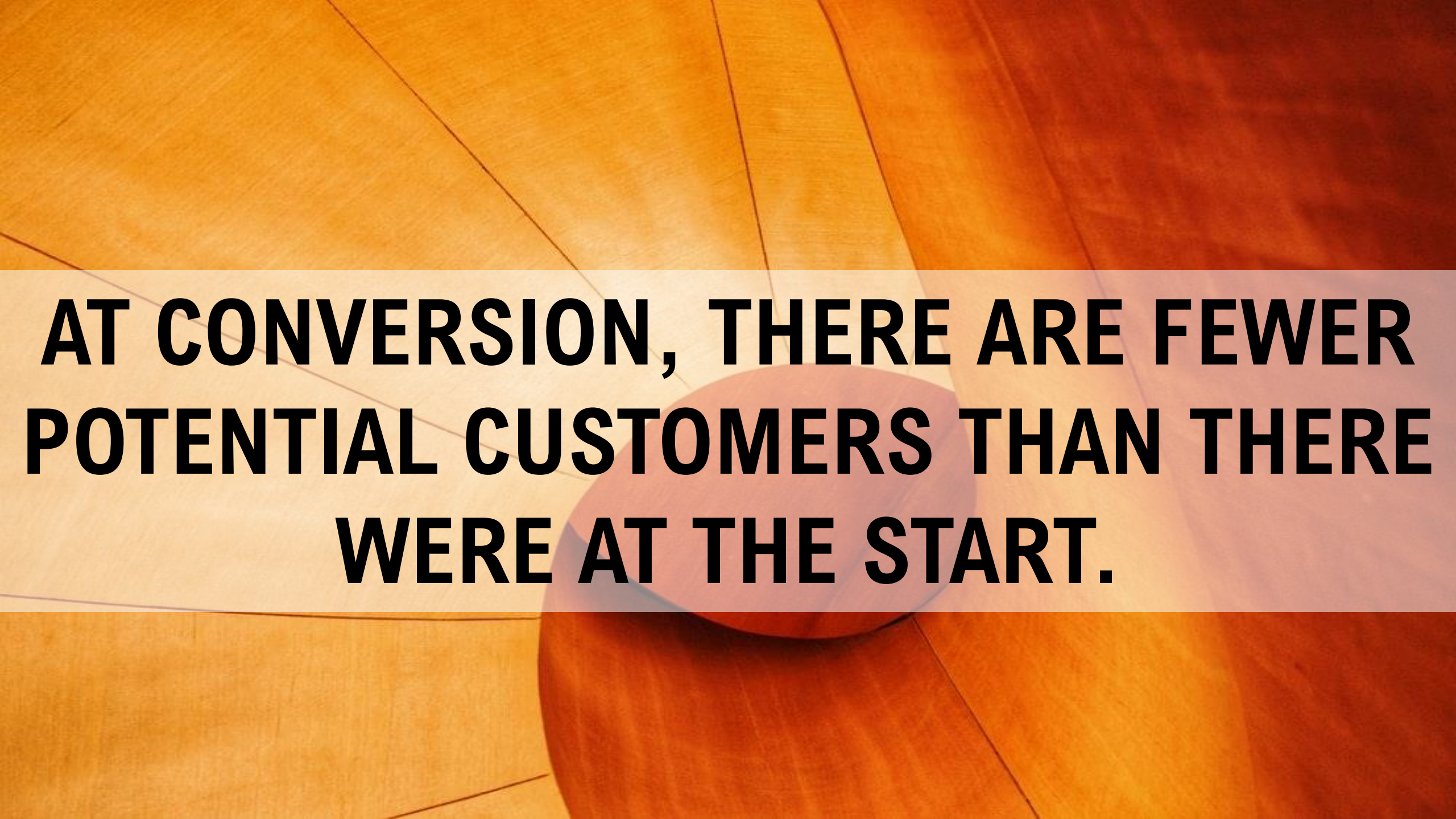
CONVERSION FUNNEL



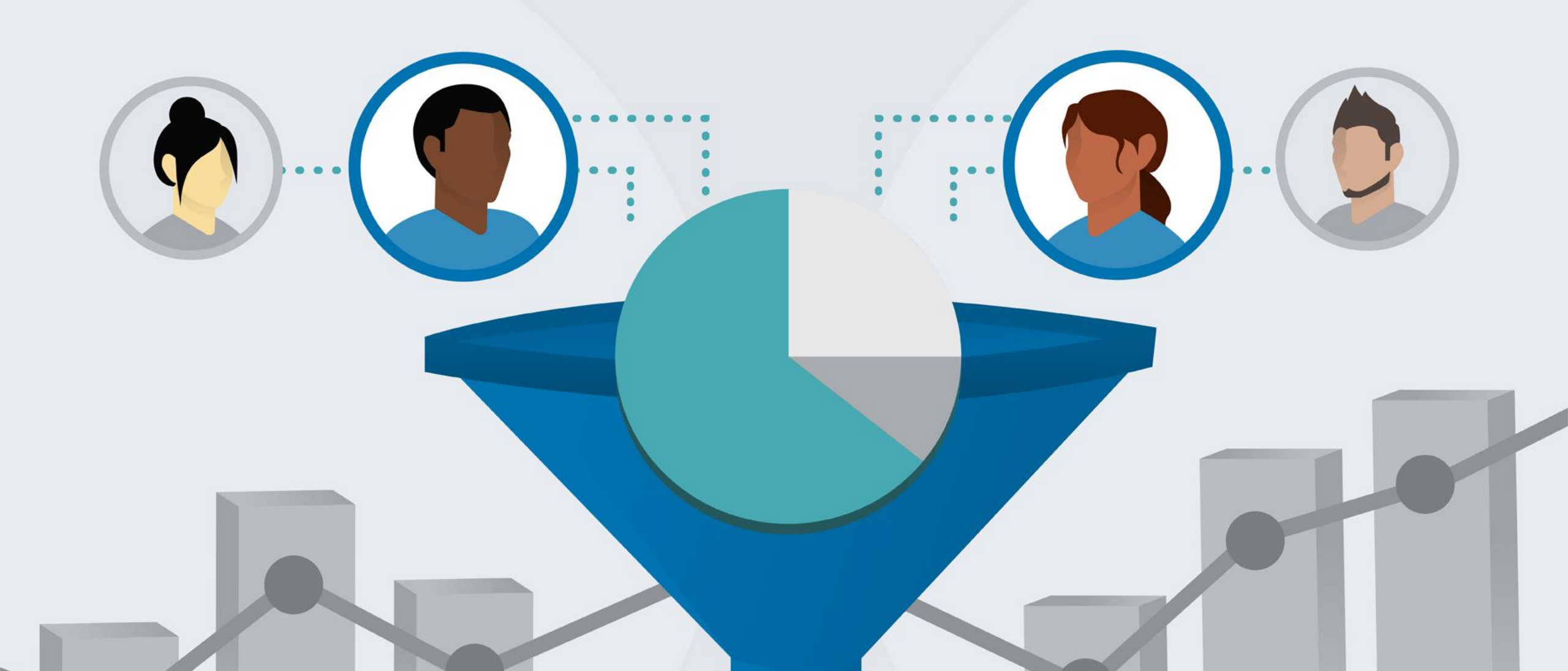
the events that your
customers follow to
conversion.



**IT'S CALLED A FUNNEL BECAUSE A
PERCENTAGE OF VISITORS LEAVE YOUR
WEBSITE AT EACH EVENT ALONG THE
JOURNEY.**



**AT CONVERSION, THERE ARE FEWER
POTENTIAL CUSTOMERS THAN THERE
WERE AT THE START.**

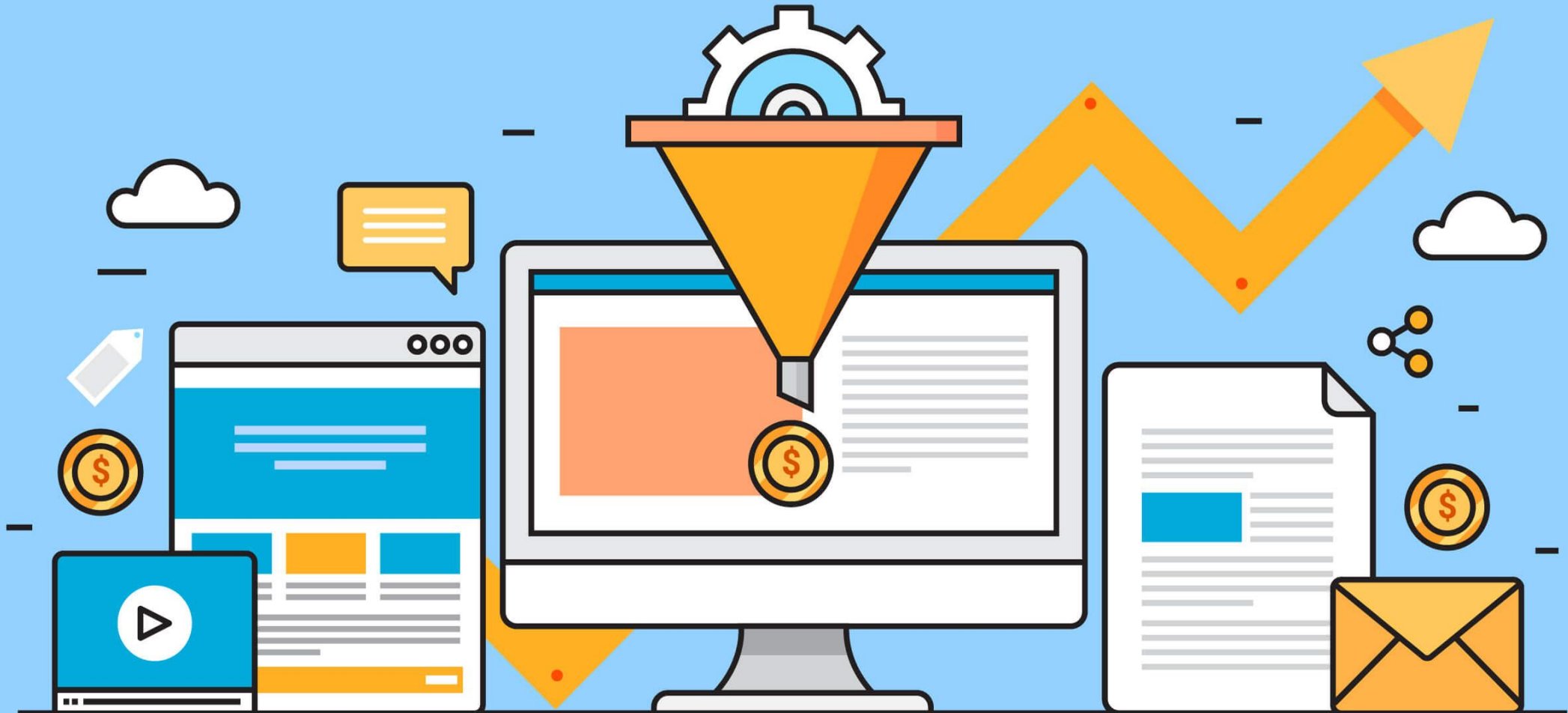


CONVERSION RATE



Conversion Rate Looks At The Percentage Of Online Store Visitors Who Become Paying Customers.

CONVERSION RATE OPTIMIZATION





CRO is a marketing effort to drive conversions by improving an ecommerce website's layout, content and design, landing pages, and sponsored search ads.

***Cookies are small text files
a website sends to a
visitor's browser to store
data related to that
visitor's interactions with
the website.***

COOKIES





These text files are sent back to the server each time the visitor accesses the website.



Cookies are mainly used for ad and content targeting, and for saving shopping cart information.



CROSS-SELLING

When a seller offers additional products that complement, enhance, or relate to a product being sold is cross-selling.



***For Example, Mobile
Phone Coverage
Plans With A Mobile
Phone.***

CUSTOMER LIFETIME VALUE (CLV)

Customer lifetime value is the predicted revenue that a customer can generate for your business during all their interactions with your online store.



DISCOUNT CODE (OR COUPON, OR PROMO CODE)

A code, usually a short series of numbers and/or letters, that online shoppers enter at checkout for special offers or discounts.



DISCOUNT RATE

Discount rate is the fee that an online merchant pays to its third-party payment processor for processing credit card payments—typically a small percentage of each payment processed.





DROPSHIPPING

Drop shipping is the process of an online store working with wholesale suppliers for the delivery of products by passing them shipping information about each customer order.

EMAIL MARKETING

A close-up photograph of a person's hand pointing at a laptop screen. The screen displays several blue 3D-style envelope icons of varying sizes, some with white paper sticking out, representing email marketing. The background is slightly blurred, showing a desk and a window.

Promotion of your products and services to a targeted audience through email. Email marketing gets one of the highest ROIs when compared to other marketing channels.

EVENT-TRIGGERED EMAIL

Event-triggered emails are sent to subscribers based on specific events, such as a special offer tied to a subscriber's birthday or wedding anniversary. Also known as transactional or automated emails.





FULFILLMENT

Fulfillment is the receipt, processing, packaging, and shipping of orders made through your online store.

GATEWAY (OR PAYMENT GATEWAY)

An ecommerce service provider that communicates with your merchant account provider to authorize and process credit card payments.



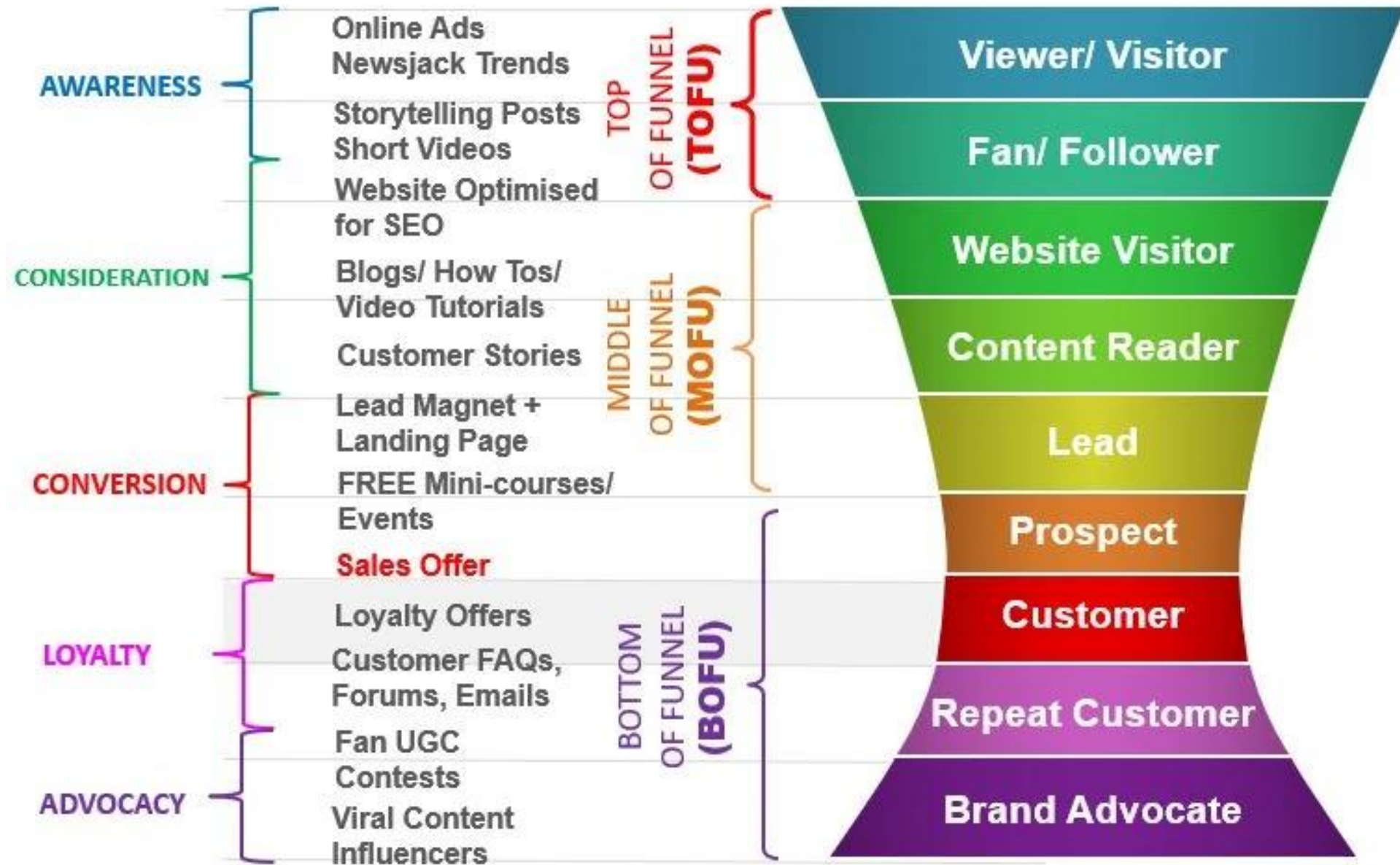
WHAT IS A FUNNEL?





*An **Online Marketing Funnel** Is Strategic Way Of Tracking How Your **Marketing** Guides Potential Customers Through The Buying Process.*

Digital Marketing Funnel

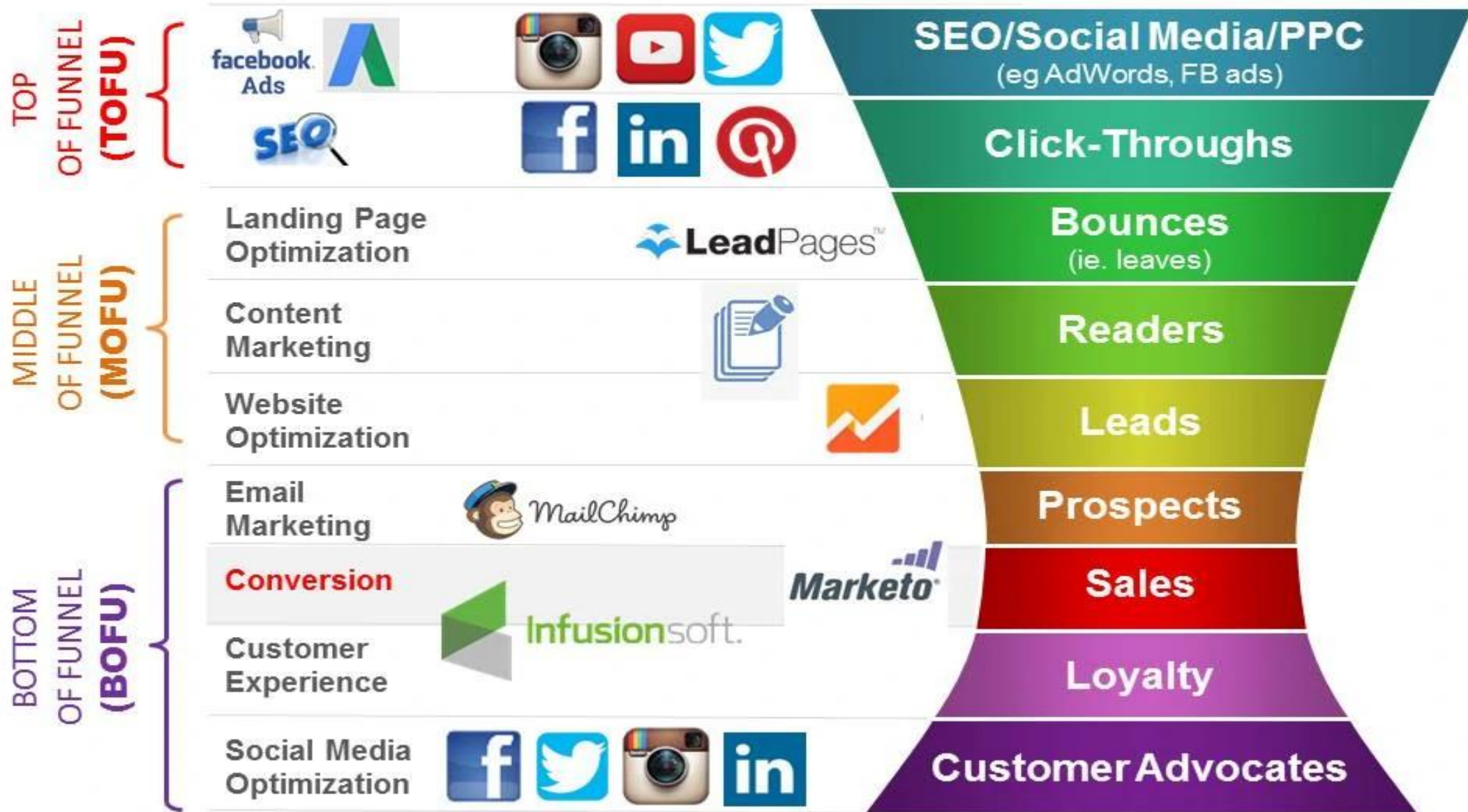


The Digital Marketing Funnel

(how companies attract and retain customers via the web)



Digital Marketing Funnel (Tools)





Growth hacking is a marketing approach that blends analytics, traditional marketing, and product engineering to sell products, advertise services, and gain exposure rapidly.



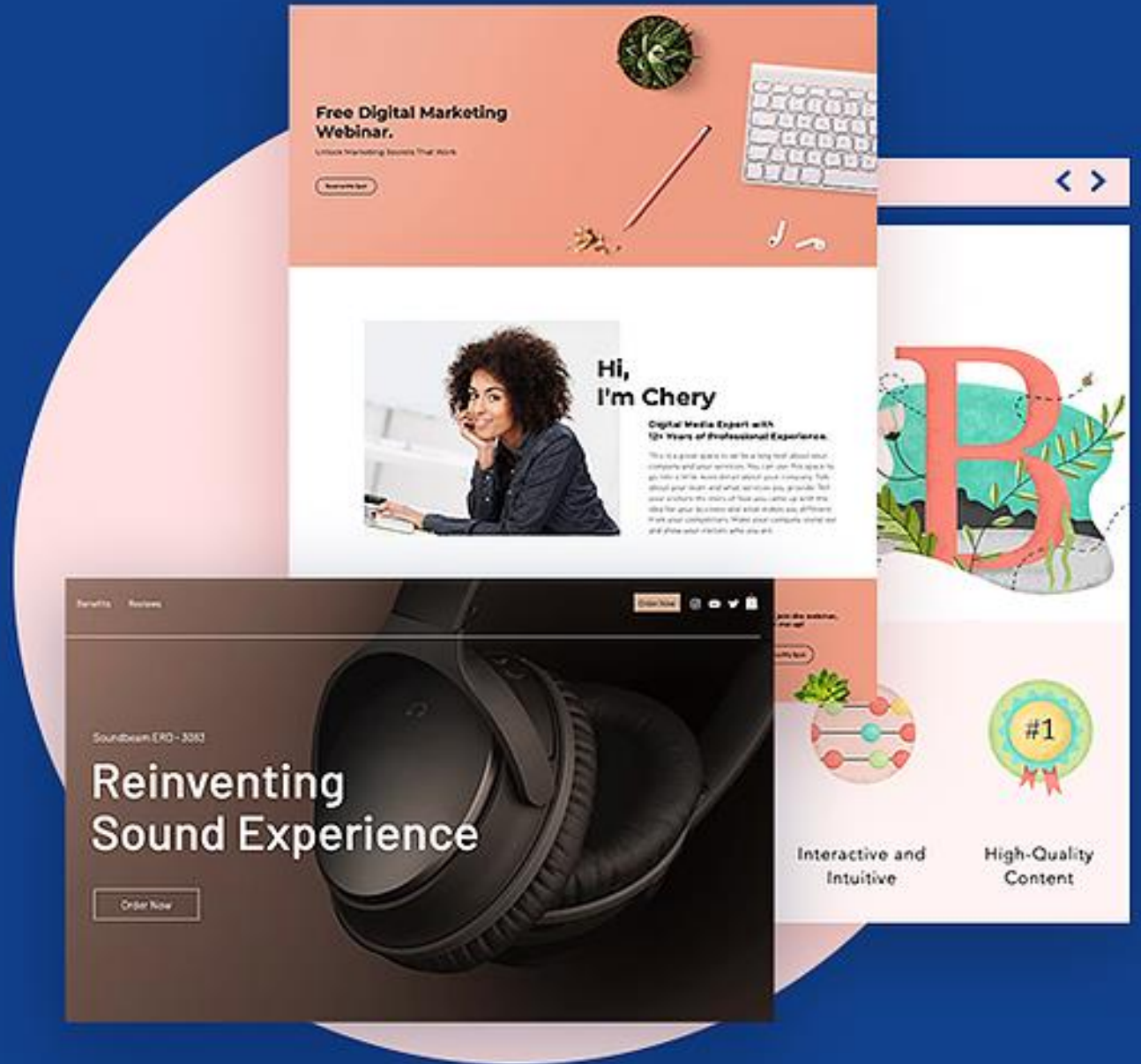
**Inventory is a
retailer's or
ecommerce store's
products on hand,
waiting to be sold.**

KEYWORD STUFFING

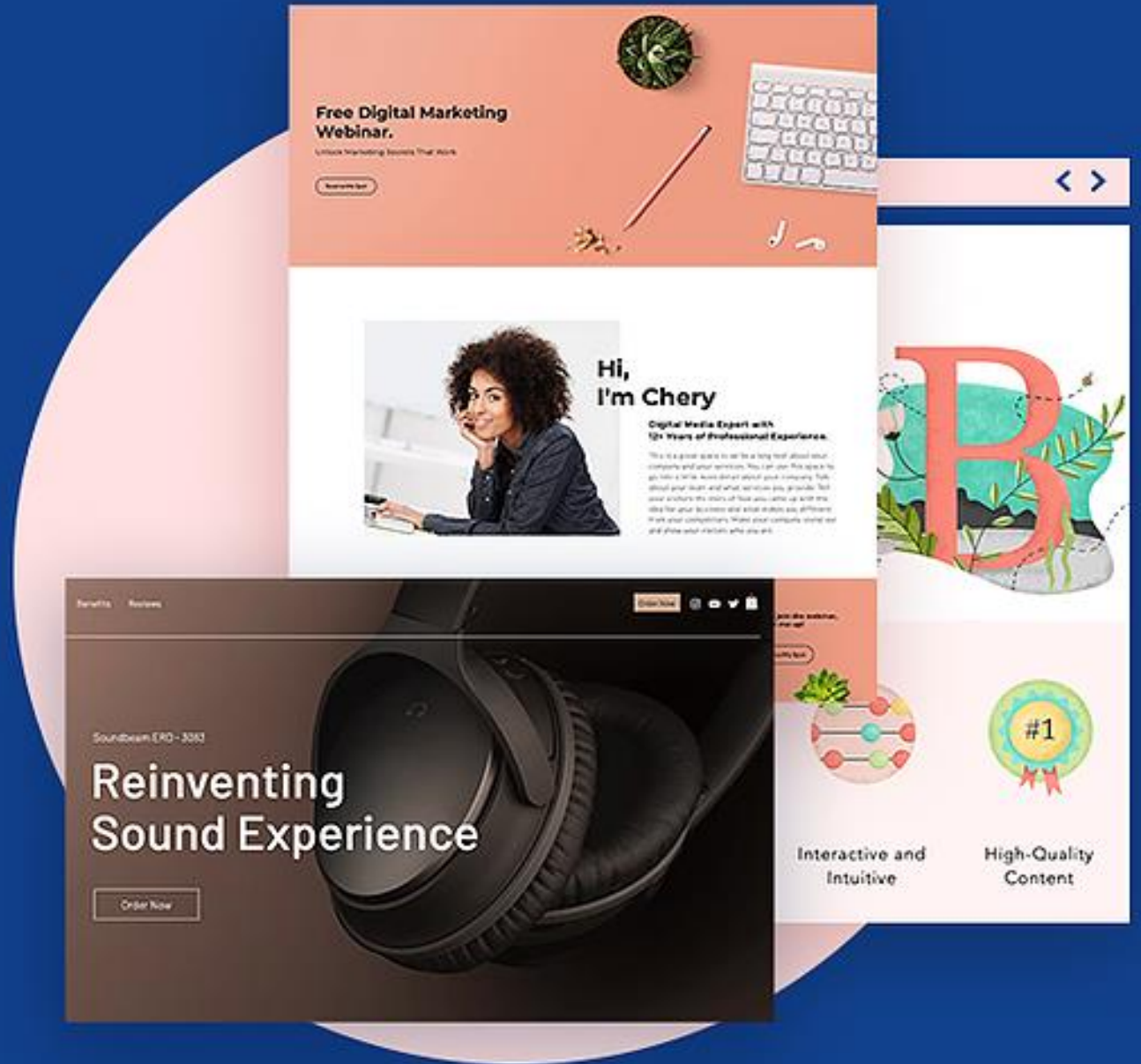


Keyword stuffing is an SEO technique that overloads a webpage with as many keywords as possible, often without context, to manipulate a site's search engine ranking.

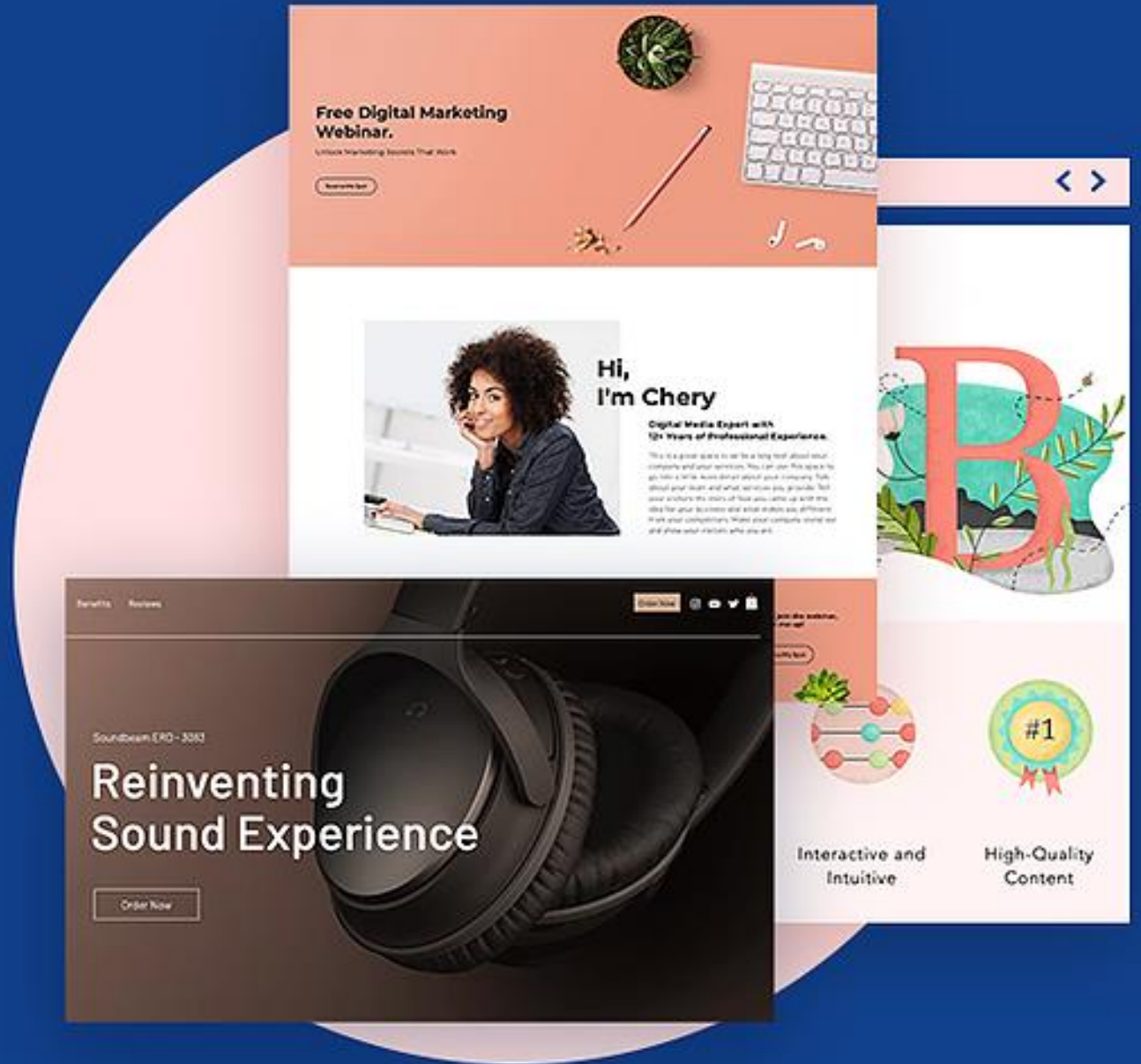
LANDING PAGE



A landing page is a single webpage on a site where a visitor arrives after clicking a link, often from an email.



Such pages can exist to prompt a visitor to complete a call to action, such as signing up as an email subscriber or becoming a member of a special customer group.



A collection of US dollar bills, a Casio calculator, a spiral notebook, and a pen. The notebook is the central focus, with the words 'LISTING FEE' written on it in large, bold, black letters. The calculator is a Casio fx-350ES with a natural display. The pen is a silver ballpoint pen. The background is a white surface with scattered dollar bills of various denominations.

LISTING FEE

A fee that some online auction websites charge sellers to list products or services.

MARGIN (OR PROFIT MARGIN)

The background features a stylized illustration. On the left is a large, tan-colored money bag with a dark brown strap. To its right is a thick, red arrow pointing diagonally upwards and to the right, indicating growth. In the foreground, there are several stacks of gold coins of varying heights, arranged in a way that suggests increasing value or profit. A large, semi-transparent dollar sign (\$) is also visible behind the text.

Profit margin is the difference between what a retailer pays for or spends to create a product and how much it earns on each sale of the product.

MERCHANT ACCOUNT PROVIDER



Merchant account provider is an online account service provider that lets ecommerce businesses accept debit and credit payments, and temporarily holds the money until it's transferred to the business's bank account.

MOBILE COMMERCE (M-COMMERCE)



The use of wireless electronic mobile devices such as cellphones, smartphones, and tablets to buy and sell products and services online.



OPEN RATE

The number of email subscribers who open the email you sent them.



The use of third-party vendors to support business needs to reduce overhead costs.

PARTIAL SHIPMENT

Partial shipment is when you send only part of an order to a customer and fulfill the order in multiple deliveries.





PATH LENGTH

how long, in interactions, it takes visitors to your ecommerce site to become customers.

PAYMENT CARD INDUSTRY (PCI) COMPLIANCE

PCI is a set of requirements to ensure you protect your customers' credit card information when stored, processed, or transmitted.



maestro.



mastercard.

PAYMENT SERVICE PROVIDER

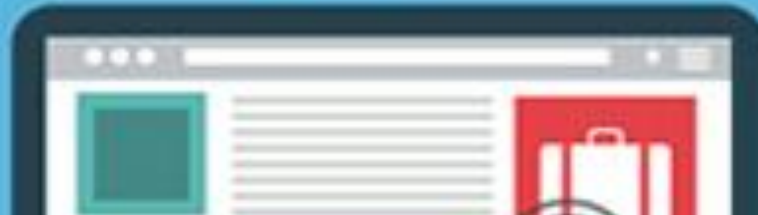
An ecommerce service that lets online stores accept and process multiple payment methods, such as credit cards, direct debits, bank transfers, and real-time online banking.

PAY PER CLICK - PPC

Search



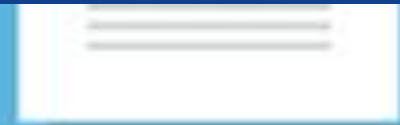
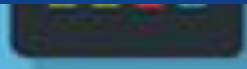
Ads




Online

Advertisement

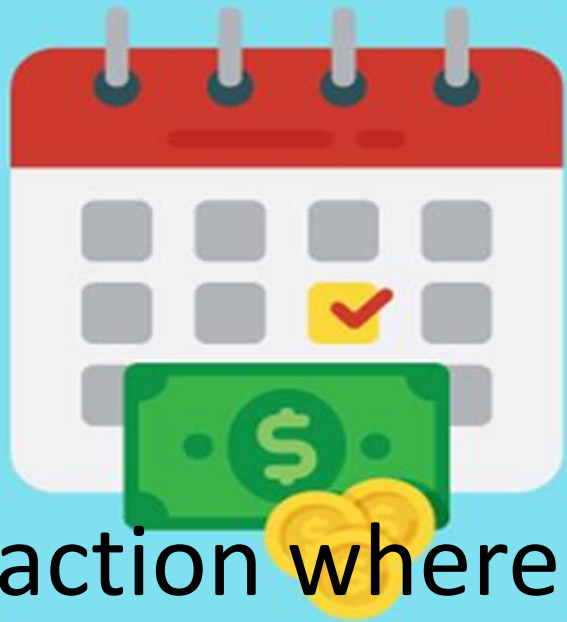
An advertising model in which the business pays only when someone clicks an ad and is directed to the retail website.



A hand is shown holding a credit card over a POS terminal screen. The screen displays a colorful interface with various buttons and text, though it is slightly blurred. The background is a soft-focus indoor setting.

POINT-OF-SALE (POS) SYSTEM

POS is software that lets an online store accept transactions, manage inventory, add products, process payments, and send receipts digitally. For physical stores, this can also be a piece of machinery that has a register, till, and card reader.



RECURRING

payment

A transaction wherein a customer authorizes an online store to automatically charge a credit card for regular delivery of products or services.

SEARCH ENGINE OPTIMIZATION (SEO)



SEO is a strategy, process, and tactic to improve an online store's website content to make it easier for search engine bots to index the site and to drive up its search ranking.

SHIPPING

Shipping is the transfer of a product from a seller's warehouse to a customer's delivery address.



SHOPPING CART

A virtual representation of a shopping cart that lists the items that a customer has identified for purchase on your website.



A warehouse setting with multiple rows of metal shelving units. Each shelf is densely packed with cardboard boxes of various sizes. The boxes are stacked neatly, and some have visible shipping labels and symbols like 'fragile' and 'keep dry'. The lighting is bright, and the overall scene conveys a sense of organized inventory.

STOCK KEEPING UNIT

SKU is a unique alphanumeric identification code for each product or service in your business's inventory.

TIME LAG

Google Analytics measures time lag to summarize how long, in days, it takes your website visitors to become customers.



THIRD-PARTY PAYMENT PROCESSOR



An external service that helps merchants accept and process online payments even without a merchant account, such as PayPal.

TRANSACTION



A transaction is simply a record of the actions taken for each order.





TURNKEY

Turnkey refers to software sold as complete and ready to operate.

A miniature shopping cart with a red handle and wheels is filled with several cardboard boxes. The cart is placed on a laptop keyboard, symbolizing online shopping or e-commerce. The background is a blurred laptop screen showing a colorful interface.

**TRADITIONAL TYPES
OF ECOMMERCE
BUSINESS MODELS +
INNOVATIVE NEW
ONES TO CONSIDER
FOR YOUR NEXT
VENTURE**



***FIVE VALUE
DELIVERY METHODS
FOR ECOMMERCE
INNOVATION***

***If your business model is the car, then
your value delivery method is the engine.***




Here are a few of the popular approaches taken by industry-leaders and market disruptors.

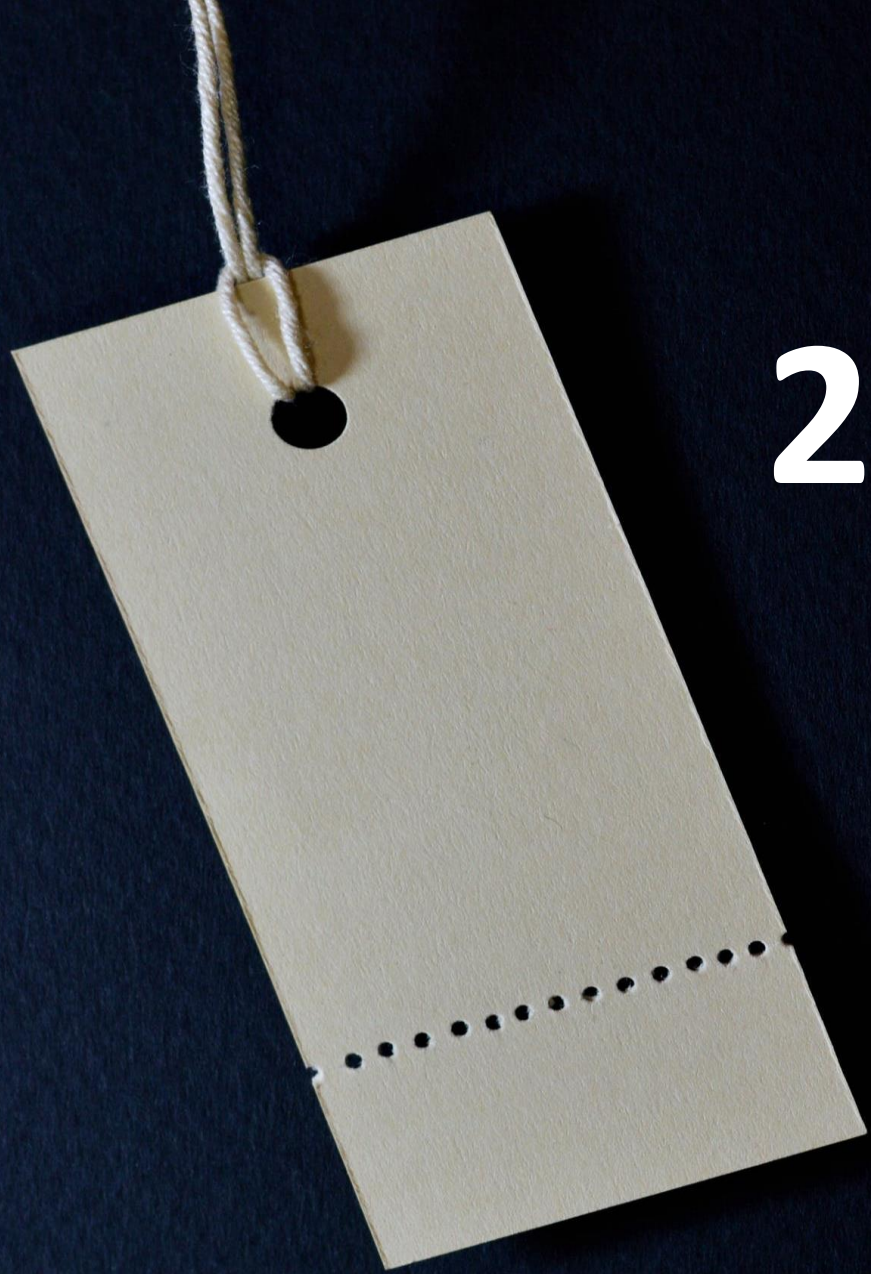


1. D2C – DIRECT TO CONSUMER




An aerial, black and white photograph of a dense urban skyline, likely New York City, showing numerous skyscrapers and buildings. A white rectangular box with a black border is centered over the image, containing text.

By cutting out the middleman, a new generation of consumer brands have built loyal followings with rapid growth.



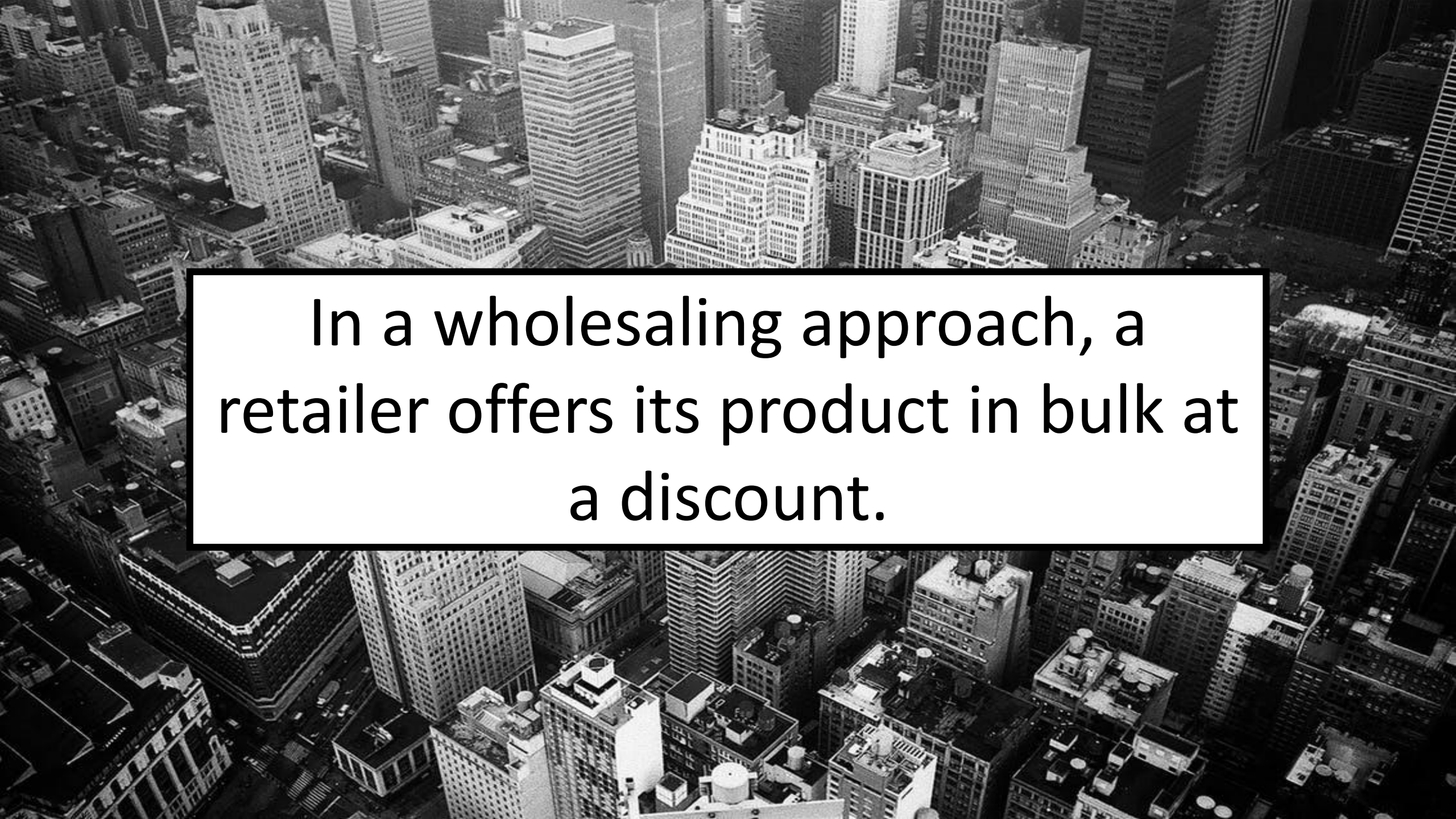
2. WHITE LABEL AND PRIVATE LABEL

An aerial night view of a city skyline, likely Chicago, with numerous skyscrapers illuminated. A blue rectangular text box is overlaid in the center, containing white text. The text explains the concept of "white labeling" in business.


To “white label” is to apply your name and brand to a generic product purchased from a distributor.

A photograph of a warehouse aisle. In the center, a person is seen from behind, pushing a metal cart. The aisle is lined with high industrial shelving units filled with cardboard boxes and pallets. The lighting is bright, and the floor is polished. A large white text box with a black border is overlaid in the center of the image.

3. WHOLESALING

An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular box with a black border is centered over the image, containing text.

In a wholesaling approach, a retailer offers its product in bulk at a discount.

An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular box with a black border is centered over the image, containing text.

Wholesaling is traditionally a B2B practice, but many retailers have offered it to budget-conscious consumers in a B2C context.




4. DROPSHIPPIN G

An aerial night view of a city skyline, likely New York City, with numerous skyscrapers illuminated. A blue rectangular text box is overlaid in the center of the image. The text inside the box reads: "One of the fastest growing methods of ecommerce is dropshipping." The text is white and centered within the blue box. The background shows a dense urban landscape with lights from buildings and streets, extending to the horizon under a dark sky.

One of the fastest growing methods of ecommerce is dropshipping.

An aerial night view of a city skyline, likely New York City, with numerous skyscrapers illuminated. A blue rectangular text box is overlaid in the center of the image.


Typically, dropshippers market and sell items fulfilled by a third party supplier, like AliExpress or Printful.

An aerial night view of a city skyline, likely New York City, with numerous skyscrapers illuminated. A blue rectangular text box is overlaid in the center of the image. The text inside the box is white and reads: "Dropshippers act as a middle man by connecting buyers to manufacturers." The background shows a dense urban landscape with lights from buildings and streets, extending to the horizon under a dark sky.

Dropshippers act as a middle man by connecting buyers to manufacturers.

5. SUBSCRIPTION SERVICE



An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular box with a black border is centered over the image, containing text.

As early as the 1600s, publishing companies in England used a subscription model to deliver books monthly to their loyal customers.

E-COMMERCE AND NICHE





Niche stores may have less customers than large, department-style stores, but that's precisely the point. **With less customers, you can more accurately optimize your sales strategies, especially when your customers have a lot in common.**



NICHES ARE 4 CATEGORIES:



PRICING — from premium, luxury items to affordable, dollar-store brands



DEMOGRAPHIC — by personal characteristics like age, gender, income, etc.





PSYCHOGRAPHICS — similar to demographics, but with mindsets: moral principles, religious beliefs, attitudes, etc.





GEOGRAPHIC — by location, particularly important for weather- or climate-related products

**Niche groups
may be smaller,
but niche
shoppers tend to
share
characteristics
and shopping
behaviors.**



While “general” stores struggle to keep everyone equally happy — parents, children, the elderly, teenagers, etc. — a niche store can focus on only keeping their specific group happy



***Why are
niches
important for
e-commerce?***



An illustration of two men climbing a large, stylized mountain peak. The man on the left is wearing a dark blue suit and is climbing the blue side of the mountain, holding a blue flag. The man on the right is wearing a red suit and is climbing the red side of the mountain, holding a red flag. The background is a light teal color. In the foreground, there is a white banner with text. The overall style is modern and minimalist.


THE SHORT ANSWER IS:
COMPETITION

There are a lot of ecommerce stores online today, and if you're a small or medium-sized company, you don't have the resources to fend off rivals for every single market group.



A smarter and more resourceful choice is to pick a specific market group (an ecommerce niche) and invest your resources there.



A silhouette of a person rappelling down a rope against a sunset sky. The person is on the left side of the frame, with their body angled towards the right. The rope is a thin vertical line extending from the top to the bottom of the frame. The background is a gradient of colors from orange at the bottom to purple at the top, with some clouds visible. The text is overlaid on the right side of the image.

If you succeed, you
can always expand
into other niches
later and build your
brand market by
market.



CHOOSE A NICHE

**REFER TO THE DAY 2/100
DIGITAL MASTERY NOTES
AND RECORDINGS**

CHOOSING E-commerce Niche

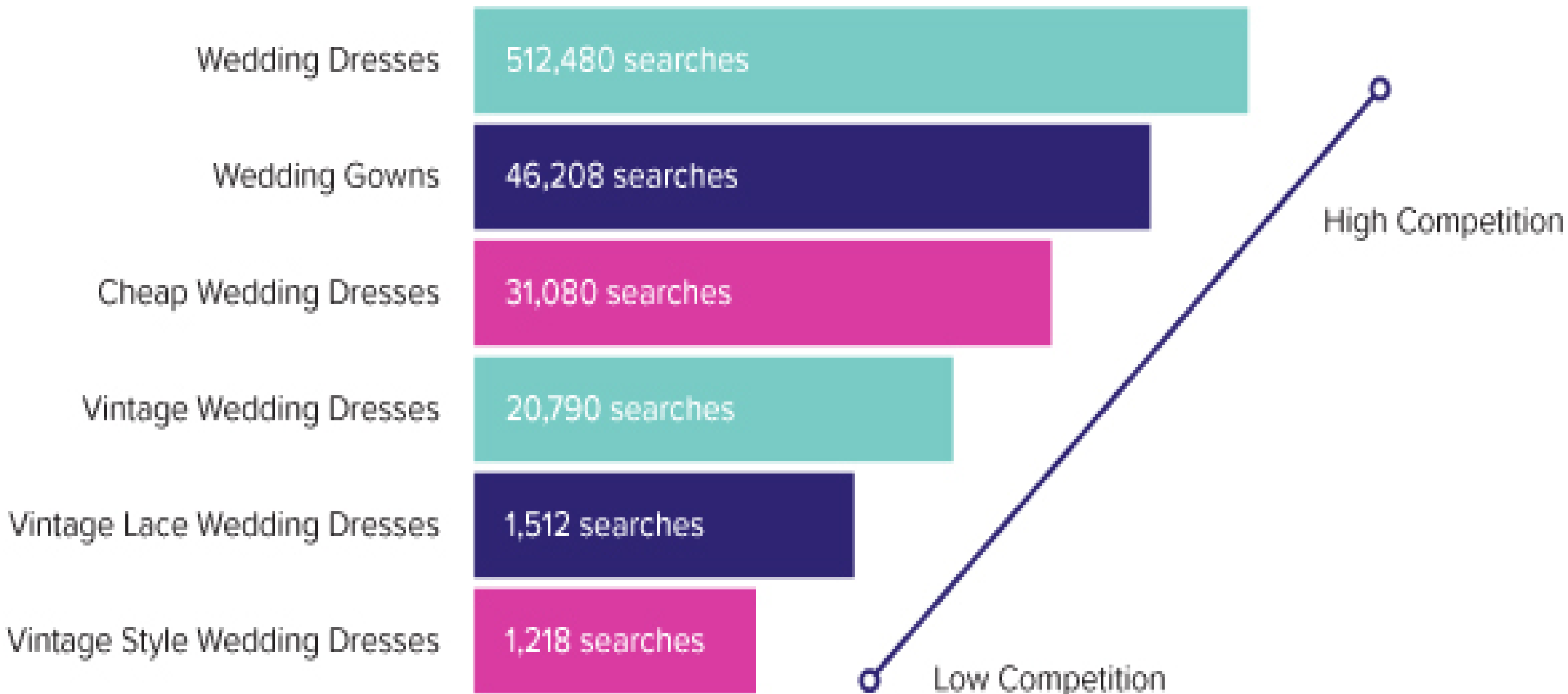




CHOOSE A NICHE WITH
SEO IN MIND

Search Keywords

Searches Per Month



**THE DIFFERENCE BETWEEN
GENERAL MARKETING**



Marketing



AND NICHE MARKETING

General Marketing

Niche Marketing

Customer Interest

Targets many people with no specific interest in a product

Targets a small group of people that are likely to buy a specific product or service

Conversion Rates

Low conversion rate, but higher number of leads

High conversion rate, but lower number of leads

Keywords

Uses broad keywords in marketing assets

Uses long-tail (less common but more specifically targeted) keywords in marketing assets



PROS OF SELLING NICHE



NICHE



OPTIMIZED PRODUCT SELECTION





OPTIMIZED PRICING

SIMPLER BRAND MANAGEMENT



MORE EFFECTIVE CONTENT





SENSE OF COMMUNITY

PRECISION ONLINE MARKETING

A hand is shown typing on a laptop keyboard. The background is a teal color with various white and light blue digital marketing icons floating around, including a smartphone, a padlock, a calendar, a clock, a location pin, a Wi-Fi symbol, a mail symbol, a music note, a document with a pencil, and a calendar page with the number 1. The overall theme is precision and digital marketing.



LOWER STORAGE FEES



LESS EXPENSIVE CAMPAIGNING





CONS OF SELLING NICHE PRODUCTS



REQUIRES UNDERSTANDING OF TARGET GROUPS





LIMITING AT FIRST



HIT OR MISS



How to Find Your Perfect Niche



One of the most important business decisions an ecommerce owner has to make is which niches to target.



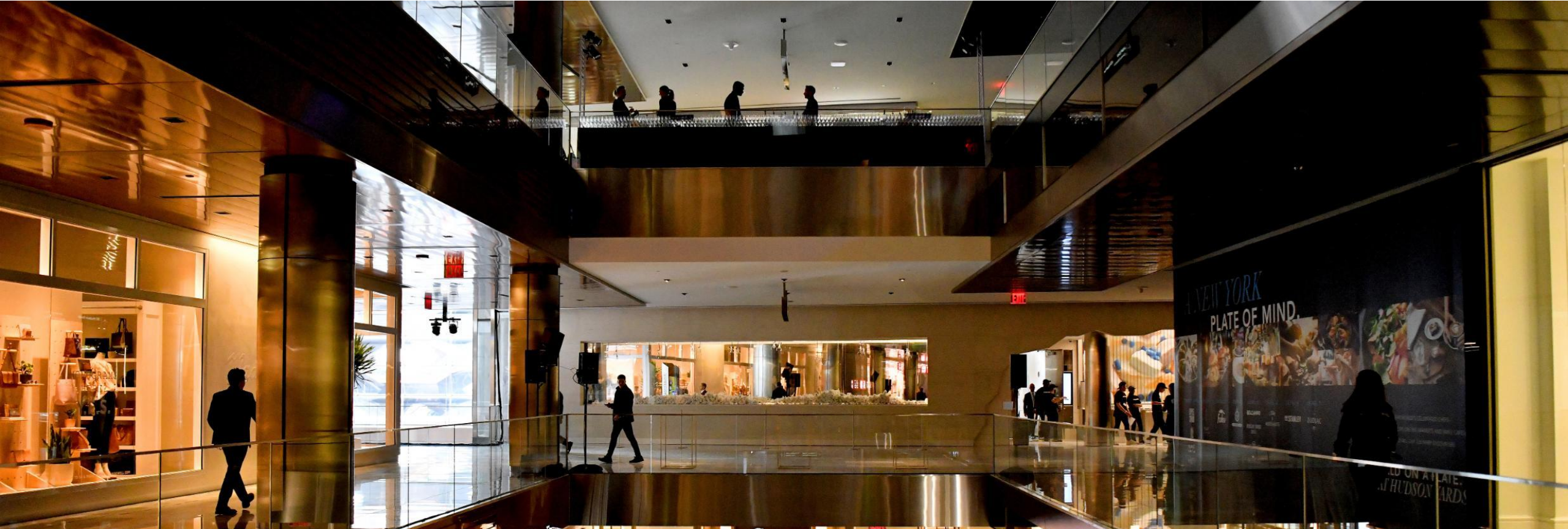


It involves not only choosing niches you're personally passionate about, but also profitable niches whose market can support your company.

You have to consider factors like market demand, niche customer shopping habits, and the availability of products.



**REFER TO THE DAY 2/100
DIGITAL MASTERY NOTES
AND RECORDINGS**



HOW TO SOURCE NICHE PRODUCTS





Of course, choosing your niche is only half the battle. You also need to take care of all the usual ecommerce responsibilities, like product sourcing and streamlining your supply chain.



No matter which niche you choose, chances are you'll have a variety of different product sourcing methods to choose from.



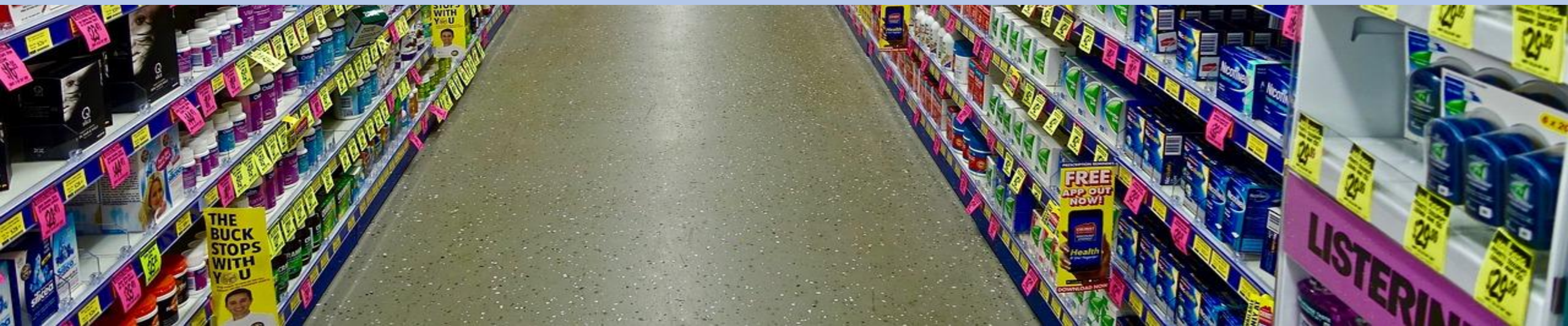


If you're new to ecommerce, here's a list of the most common product sourcing methods, with links to guides outlining their best practices.





WHOLESALE



A person wearing a black long-sleeved shirt and black pants is holding a rectangular cardboard box with both hands. The box is light brown and has some faint text on the bottom flap. The background is a blurred outdoor setting with a blue sky and a grey ground.

SUBSCRIPTION BOX

FUELLING THE CITY'S SWEAT GAME



PRIVATE AND WHITE LABEL

RETAIL ARBITRAGE



The background is a solid teal color. It features several illustrations of shipping boxes with parachutes. The boxes are orange with a white handle and a black icon of an umbrella and a wine glass. The parachutes are red and white striped. There are seven boxes with parachutes floating in the air, and two boxes with parachutes on the ground. The word "DROPSHIPPIING" is written in large, bold, black letters across the center of the image.

DROPSHIPPIING



ARTISANS

SECOND-HAND, THRIFT, OR USED GOODS





**PRODUCT SOURCING CHECKLIST:
5 QUESTIONS FOR NEW PRODUCTS**



1. IS THERE DEMAND?



2. IS IT PROFITABLE?

The background features a 3D visualization of various data charts on a grid. On the left, there are several vertical bar graphs with bars in gold, silver, and blue. In the foreground, there are several horizontal bars in gold and silver. On the right, there is a bar graph with blue and yellow bars. In the bottom left, there is a pie chart with segments in red, orange, green, and blue. The overall scene is set on a grey grid with white grid lines.

3. IS THE SUPPLIER RELIABLE?

4. IS THERE COMPETITION?





Why should shoppers buy from you instead of the competition?



E-COMMERCE NICHE



1. FASHION

Handbags

Belt Buckles

Belts

Collar Tips

Fascinators &
Headpieces

A person is shown from the waist up, holding several colorful shopping bags (red, white, purple, blue, orange, pink, yellow) in a store. The background is blurred, showing shelves and other people. A large white banner with the text '2. HEALTHCARE' is overlaid on the image.

2. HEALTHCARE

Over-The-Counter
Diabetic Aids

Ear Care
Products

Feminine Care
& Hygiene
Products

3. JEWELRY

Engagement
Rings

Engagement &
Wedding Ring
Sets

Wedding &
Anniversary
Bands

Bridal &
Wedding Party
Jewelry

Fashion
Anklets

4. MEN'S CLOTHING

Men's Casual
Shirts

Men's Dress
Shirts

Men's T-Shirts

Men's Athletic
Apparel

Men's Blazers
& Sport Coats

A person is shown from the waist up, holding several colorful shopping bags. The bags are in various colors including red, orange, pink, and yellow. The person is wearing a purple top and has their hands visible. The background is a blurred store interior.

5. SHOES

Baby
Shoes

Boy
Shoes

Girl Shoes

Women's
shoes

6. WRISTWATCHES

Antique
Pocket
Watches

Modern
Pocket
Watches

Pocket Watch
Tools & Parts

Pocket
Watches

Key Ring
Watches

7. ELECTRONICS

Binoculars &
Monoculars

Binocular
Cases &
Accessories

Telescopes

Telescope
Parts &
Accessories

Binoculars &
Telescopes

8. GAMES

Prepaid
Gaming Cards

Replacement
Parts & Tools

Strategy
Guides &
Cheats

Video Game
Accessories

Video Game
Memorabilia

Video Game
Merchandise

9. KIDS AND BABY

Baby Gear

Baby Activity
Centers

Baby Gyms &
Playmats

Baby Jumpers

Baby Swings

10. BEDDING

Bed Pillows

Bed Skirts

**Blankets &
Throws**

**Bed Netting
& Canopies**

**Comforters &
Bedding Sets**

11. FURNITURE

Armoires &
Wardrobes

Bar Carts &
Serving Carts

Bar Stools

Bean Bags &
Inflatable
Furniture

Beds &
Mattresses

12. HOME DECOR

afghans &
Throw
Blankets

Decor Baskets

Home Decor
Bookends

Decor Bottles

Decor Boxes,
Jars & Tins

13. HOME IMPROVEMENT

Building &
Hardware
Supplies

Electrical & Solar
Supplies

Home Heating,
Cooling & Air
Filtering
Equipment

Home Security
Equipment

Home Plumbing &
Fixture

14. HOUSEHOLD AND CLEANING SUPPLIES

Carpet
Shampoos

Carpet
Steamers

Carpet &
Floor
Sweepers

Cleaning
Supplies

Cleaning
Towels &
Cloths

15. PET SUPPLIES

**Backyard
Poultry
Supplies**

Bird Supplies

Cat Supplies

Dog Supplies

**Fish &
Aquariums**

16. TOOLS

**Home Air
Compressors**

**Home &
Garden Air
Tools**

Flashlights

Generators

**Home &
Garden Hand
Tools**

17. YARD AND GARDEN

**Bird & Wildlife
Accessories**

**Garden Decor
Items**

**Garden Fencing
Supplies**

**Garden
Structures &
Shade Equipment**

**Gardening
Supplies**

18. BOXING AND MARTIAL ARTS

Boxing Gloves

**Martial Arts
Gloves**

**Martial Arts
Weapons**

**Protective
Gear**

**Training
Equipment &
Supplies**

19. CYCLING

**Bicycle
Accessories**

**Bicycle
Components
& Parts**

**Bicycle
Electronics**

**Bicycle
Frames**

**Bicycle
Maintenance
& Tools**

20. FISHING

**Baits, Lures &
Flies**

**Books &
Videos**

**Clothing,
Shoes &
Accessories**

**Fishing
Equipment**

Fishing Trips

21. FITNESS AND RUNNING

Cardio
Equipment

Clothing &
Accessories

Fitness &
Running

Fitness DVDs

Fitness
Equipment &
Gear

22. WOMEN'S CLOTHING

Women's
Coats &
Jackets

Women's
Dresses

Women's
Hosiery &
Socks

Women's
Intimates &
Sleepwear

Women's
Jeans

23. GOLF

**Golf
Accessories**

**Golf Clothing,
Shoes &
Accessories**

**Golf Club
Components**

**Golf Clubs &
Equipment**

**Golf Training
Aids**

24. HUNTING

Blinds & Tree
stands

Books &
Videos

Bow Hunting

Clothing,
Shoes &
Accessories

Decoys

25. INDOOR GAMES

Air Hockey

Billiards

Foosball

Indoor Roller
Skating

Ping Pong

26. OUTDOOR GAMES

Air Guns &
Slingshots

Airsoft

Archery

Camping &
Hiking

Climbing &
Caving

27. TEAM SPORTS

**Baseball &
Softball**

Basketball

Bowling

Cheerleading

Cricket

28. TENNIS

Tennis
Apparel

Tennis
racket

Tennis
shoes

Tennis
skirt

Tennis
bracelet

29. WATER SPORTS

**Fins,
Footwear &
Gloves**

**Kayaking,
Canoeing &
Rafting**

Kitesurfing

**SCUBA &
Snorkeling**

**Stand Up
Paddle
boarding**

30. YOGA AND PILATES

**Mat Carriers
& Bags**

**Mats & Non-
Slip Towels**

**Pilates
Accessories**

Pilates Rings

**Pilates
Tables**

31. ACTION FIGURES

**Animals &
Dinosaurs**

**Anime &
Manga**

**Comic Book
Heroes**

**Designer &
Urban Vinyl**

Fantasy

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