

Category Landing Page- Kitchen & Dining Example

Old Landing Page

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FURNITURE DÉCOR LIGHTING KITCHEN BED & BATH OUTDOOR HOME IMPROVEMENT BABY & KIDS MORE... SALES

Bedroom Furniture Living Room Furniture Kitchen & Dining Furniture Baby & Kids Furniture Office Furniture Accent Furniture Patio Furniture

Furniture > Kitchen & Dining Furniture

















Kitchen & Dining Furniture

Categories

- > Dining Tables
- > Dining Chairs
- > Dining Sets
- > Barstools
- > Pub Tables & Bistro Sets
- > Kitchen Islands & Carts
- > Sideboards & Buffets
- > Dinettes & Breakfast Nooks
- > China & Curio Cabinets
- > Baker's Racks
- > Serving Carts
- > Pot Racks
- > Wine Racks
- > Kitchen & Dining Chair Slipcovers
- > Kitchen Rugs
- > Kitchen Islands

Buying Guides

- > Dining Chair Styles and Types Guide
- > Guide to Bar Stool Styles and Features
- > How to Choose a Dining Table Size
- > How to Choose the Right Bar Stool Height
- > How to Choose the Right Size Dining Chairs

 Dining Tables (2178)	 Dining Chairs (2790)	 Dining Sets (1593)	 Barstools (4678)
 Pub Tables & Bistro Sets (921)	 Kitchen Islands & Carts (923)	 Sideboards & Buffets (657)	 Dinettes & Breakfast Nooks (128)
 China & Curio Cabinets (489)	 Baker's Racks (119)	 Serving Carts (70)	 Pot Racks (275)
 Wine Racks (854)	 Kitchen & Dining Chair Slipcovers (36)	 Kitchen Rugs (123)	 Kitchen Islands (243)

Best Selling Dining Tables & Chairs

 Boraam Augusta 24" Bar Stool in Cherry ★★★★★ \$55.00	 Boraam Augusta 24" Bar Stool in Cappuccino ★★★★★ \$89.00	 Boraam Augusta 24" Counter Stool in LT Cherry ★★★★★ \$54.95
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New Landing Page

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Furniture Décor Lighting Kitchen Bed & Bath Storage Outdoor Home Improvement Baby & Kids More... Gifts Sales

WARMUP WHITE SALE Up to 70% OFF All Sales

Furniture > Kitchen & Dining Furniture

Kitchen & Dining Furniture

Featured Categories

- Bar Stools
- Dining Sets
- Dining Chairs
- Dining Tables
- Pub Tables & Bistro Sets
- Kitchen Islands & Carts
- Sideboards & Buffets
- China Cabinets
- Curio Cabinets
- Wine Racks



Spring is served

Top-Rated Dining Sets

Everyday Values

- Dining Chairs Under \$75
- Bar Stools Under \$100
- Dining Tables Under \$200
- Sideboards Under \$250
- 5-Piece Dining Sets Under \$400

Inspiration Gallery

- Traditional
- Modern
- Coastal
- Rustic
- Contemporary

 Kitchen Islands & Carts Under \$250	 How To Mix & Match Dining Chairs	 UP TO 70% OFF Dining Room Chairs
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Shop By Category

 Bar Stools	 Dining Chairs	 Dining Tables	 Dining Sets
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GAAP and Non-GAAP Consolidated Statement of Operations



	GAAP Consolidated and Condensed Statements of Operations		Non-GAAP Consolidated and Condensed Statements of Operations	
	Three months ended March 31,		(Excludes equity based compensation and related taxes)	
	2015	2014	2015	2014
	(in thousands, except per share data)			
Net revenue	\$ 424,371	\$ 278,707	\$ 424,371	\$ 278,707
Cost of goods sold (1)	321,536	213,500	321,465	213,500
Gross profit	102,835	65,207	102,906	65,207
Operating expenses:				
Customer service and merchant fees (1)	15,978	10,969	15,759	10,900
Advertising	57,999	44,204	57,999	44,204
Merchandising, marketing and sales (1)	23,234	15,171	19,368	11,313
Operations, technology, general and administrative (1)	32,620	22,769	28,614	22,142
Amortization of acquired intangible assets	250	249	250	249
Total operating expenses	130,081	93,362	121,990	88,808
Loss from operations	(27,246)	(28,155)	(19,084)	(23,601)
Interest income, net	264	56	264	56
Other (expense) income, net	(108)	88	(108)	88
Loss before income taxes	(27,090)	(28,011)	(18,928)	(23,457)
Provision for income taxes	46	15	46	15
Net loss	(27,136)	(28,026)	(18,974)	(23,472)
Accretion of convertible redeemable preferred units	-	(7,150)	-	(7,150)
Net loss attributable to common stockholders	\$ (27,136)	\$ (35,176)	\$ (18,974)	\$ (30,622)
Net loss attributable to common stockholders per share, basic and diluted	\$ (0.33)	\$ (0.85)		
Weighted average common shares outstanding, basic and diluted	83,210	41,144		

(1) GAAP Consolidated and Condensed Statements of Operations includes equity based compensation and related taxes as follows:

Cost of goods sold	\$ 71	\$ -
Customer service and merchant fees	219	69
Merchandising, marketing and sales	3,866	3,858
Operations, technology, general and administrative	4,006	627
	\$ 8,162	\$ 4,554