

## DESIGN MART SEES RADICAL SHIFT TO CLOUD-BASED MONUMENT DESIGN & SALES DURING PANDEMIC

With the possibility of exposure to COVID-19 many monument retailers started working from home by designing and selling monuments with Design Mart's new Online Monument Designer. Their new Designer is cloud-based, which means users can access their work anywhere at any time. Users do not have to be in front of a PC or CAD program in the office. They may work from home or anywhere else with an internet connection to create and customize monuments that can be sent to a customer for approval and exported to any CAD system for stencil cutting. All of a user's work is saved in the cloud and can be opened and edited at any time.

Virtually any device may be used including phones, phablets, iPads, tablets, laptops, and desktops. All major browsers are supported including Microsoft Internet Explorer, Microsoft Edge, Google Chrome, Firefox, Safari, and Opera. From your web browser users may create a full-color, CAD-ready file. A color JPG image may also be exported and pasted into contracts or emails.

Design Mart provides helpful videos and a free 30-day trial of their Online Monument Designer & Catalogs at <https://designmart.com/online-catalog-and-monument-designer/monumentdesigner/about-online-monument-designer/>. They will be happy to help you set up your trial and provide tech support and help by phone or online. You may reach Design Mart at [dmart@designmart.com](mailto:dmart@designmart.com) or call them toll-free at (800) 736-7455 if you have any questions or would like a live demo.

### Analytics Tell The Story

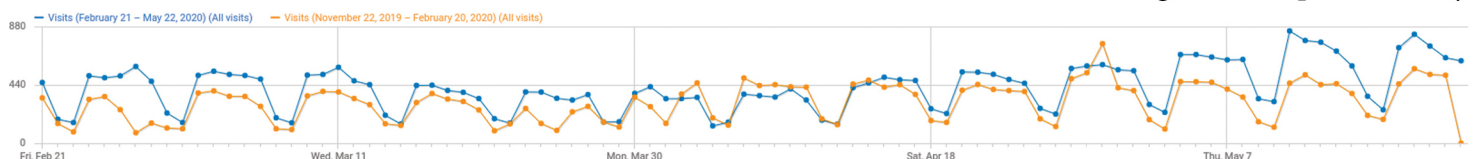
Taking all data into consideration, it was clear the industry needed online systems and services during this pandemic, and Design Mart was glad to be able to pivot and focus on stability and reliability as their systems scaled with usage, affording all monument retailers and their customers 99.999% uptime with the same level of quality customer service and tech support as always.

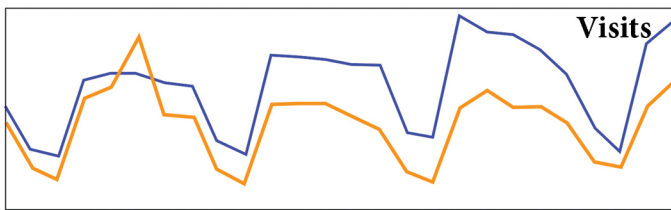
In so many words, during this pandemic Design Mart has seen the most users ever. They've seen these users come back more often than they ever have, and they're staying longer and using more often than they ever did before. Analytics show that all visitors are digging their heels in, becoming more proficient in the use of Design Mart's systems. That proficiency can be best understood as an evolution of user-type. Users are becoming advanced/master users of Design Mart's systems and services out of necessity, and they're staying because of convenience and ease of use.

In the following graphs, varying time intervals have been selected to illustrate dramatic increases in online monument design, browsing, and searching during the pandemic. Visits, duration of those visits, page views, searches and other actions all saw dramatic increases at some time during March, April, and May.

### Device type

TYPE	VISITS
1.  Smartphone	
February 21 – May 22, 2020	77.6% (+44.8%) 7,372
November 22, 2019 – February 20, 2020	77.4% 5,091
2.  Tablet	
February 21 – May 22, 2020	11.4% (+34.2%) 1,086
November 22, 2019 – February 20, 2020	12.3% 809
3.  Phablet	
February 21 – May 22, 2020	11% (+54.5%) 1,046
November 22, 2019 – February 20, 2020	10.3% 677



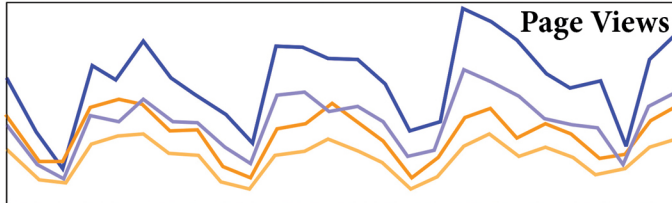


April 24 ..... May 19

— Visits to Online Monument Designer & Catalogs during COVID-19

— Logins 4 months prior

*Design Mart observed a 40% increase in new and returning visitors -end-users were using our systems and services, and more often than not they'd come back and keep using them.*



April 24 ..... May 19

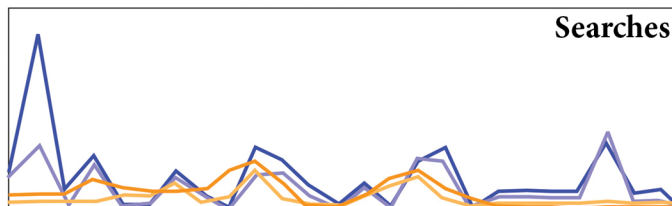
— Page views during COVID-19

— Page views 4 months prior

— Unique page views during COVID-19

— Unique page views 4 months prior

*Design Mart observed another significant increase of roughly 50% - end-users were viewing more pages, more content, for their sessions which had become 10% more frequent and 10% longer in duration.*



March 3 ..... March 28

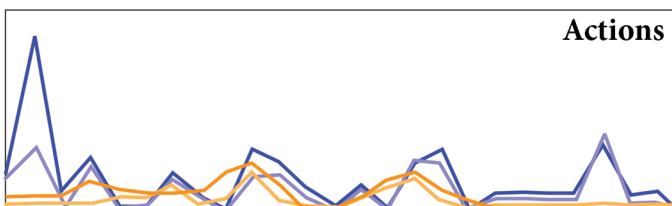
— Searches during COVID-19

— Searches 4 months prior

— Unique keyword searches during COVID-19

— Keyword Searches 4 months prior

*Search Pervasiveness: Design Mart observed a 50%+ increase in internal and external searches performed through their systems and sites and search engines respectively. End-users were becoming more specific with their wants.*



April 24 ..... May 19

— Actions per visit during COVID-19

— Actions 4 months prior

*Design Mart observed a significant decrease in average total actions in one visit of 50% - end-users were evolving, getting to their own point in half the number of pages on average it was taking them before.*

# Majestic Granite Company LLC

## MAJESTIC GRANITE COMPANY WELCOMES NEW EMPLOYEE



Majestic Granite Company welcomed a new employee in the beginning of June, 2020. Hannah Major, born and raised in Elberton, Georgia began training at Majestic for the position of customer service representative. Hannah will be responsible for answering telephones and assisting customers with orders. Hannah is new to the granite industry but states she is enjoying learning new things. When asked she said people at Majestic are very outgoing and like family. She is excited to have the position.

The Elberton Granite Association would like to welcome Hannah as well. We wish you all the luck and happiness in your new career.