monetate

Ecommerce Quarterly Benchmarks

Q3
20
22

Introduction

Monetate's quarterly eCommerce benchmark report includes average order value, page views, bounce rates, add-to-cart rates, cart abandonment rates, and conversion rates by device, source, channel, industry, and more. To produce this proprietary data, we analyzed billions of customer sessions across 250+ retailer brands, across four regions: US, EMEA, GB, and Other. GB (Great Britain) includes England, Scotland, Wales, and Northern Ireland.

Benchmarks
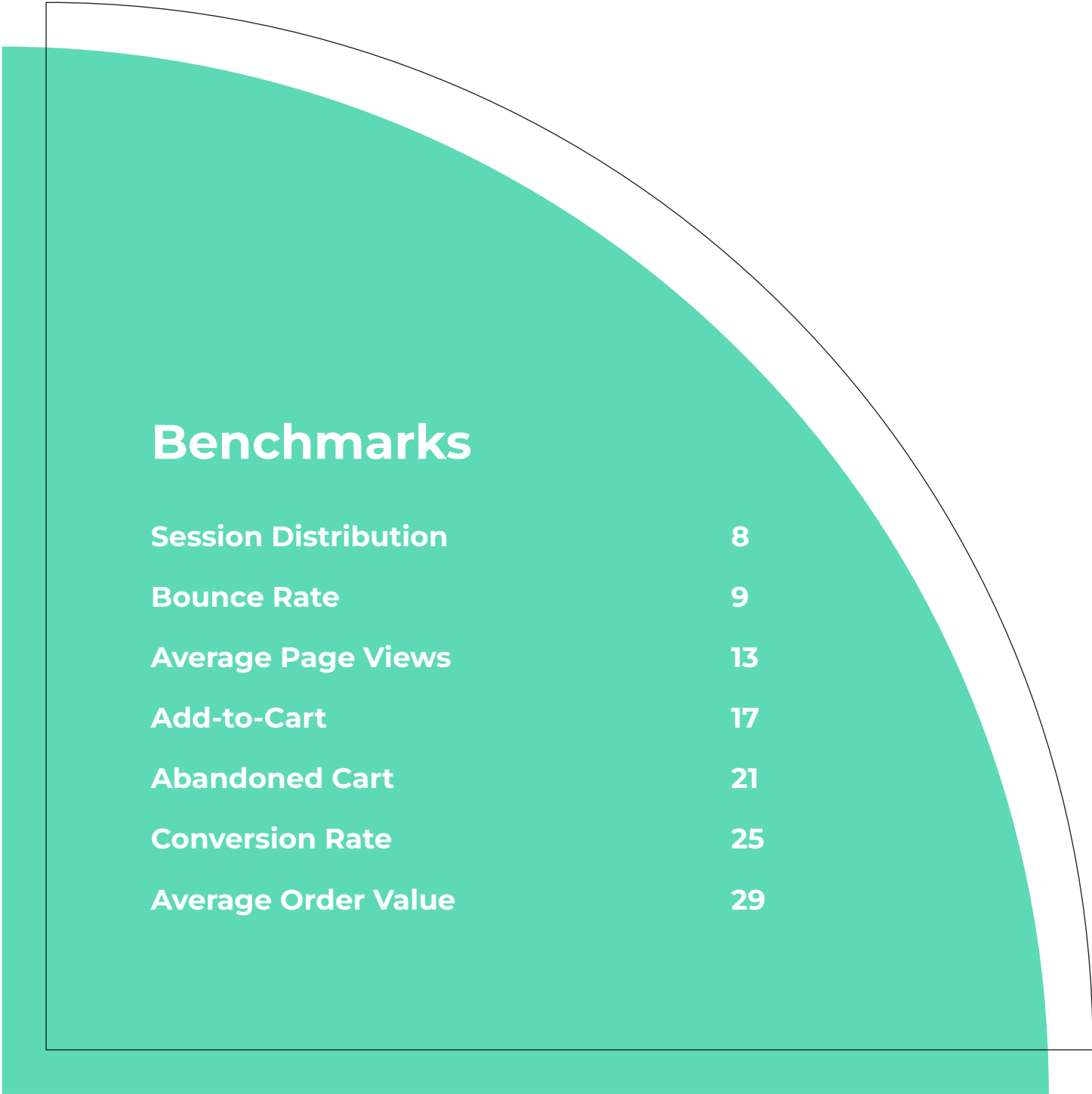
What Happened in Q3 2022?

This quarter was an interesting time for retailers. Not only were preparations for peak season underway, but worldwide inflation and a looming recession have impacted consumer behavior across the board.

Day-to-day shopping categories (defined as Apparel & Accessories, Health & Beauty, Department Stores, Outdoor & Sporting Goods, and Specialty Products) are mostly unchanged in terms of traffic, browsing, and conversions, but Average Order Value (AOV) is down, showing a slight tightening on purse strings.

For big-ticket shopping categories (defined as Luxury and Electronics), there are more people viewing and engaging with products, but fewer are converting. This suggests that shoppers are presently wanting to buy but are hesitant. That said, when those shoppers are purchasing, they are spending considerably more (or paying more, due to inflation) on average.
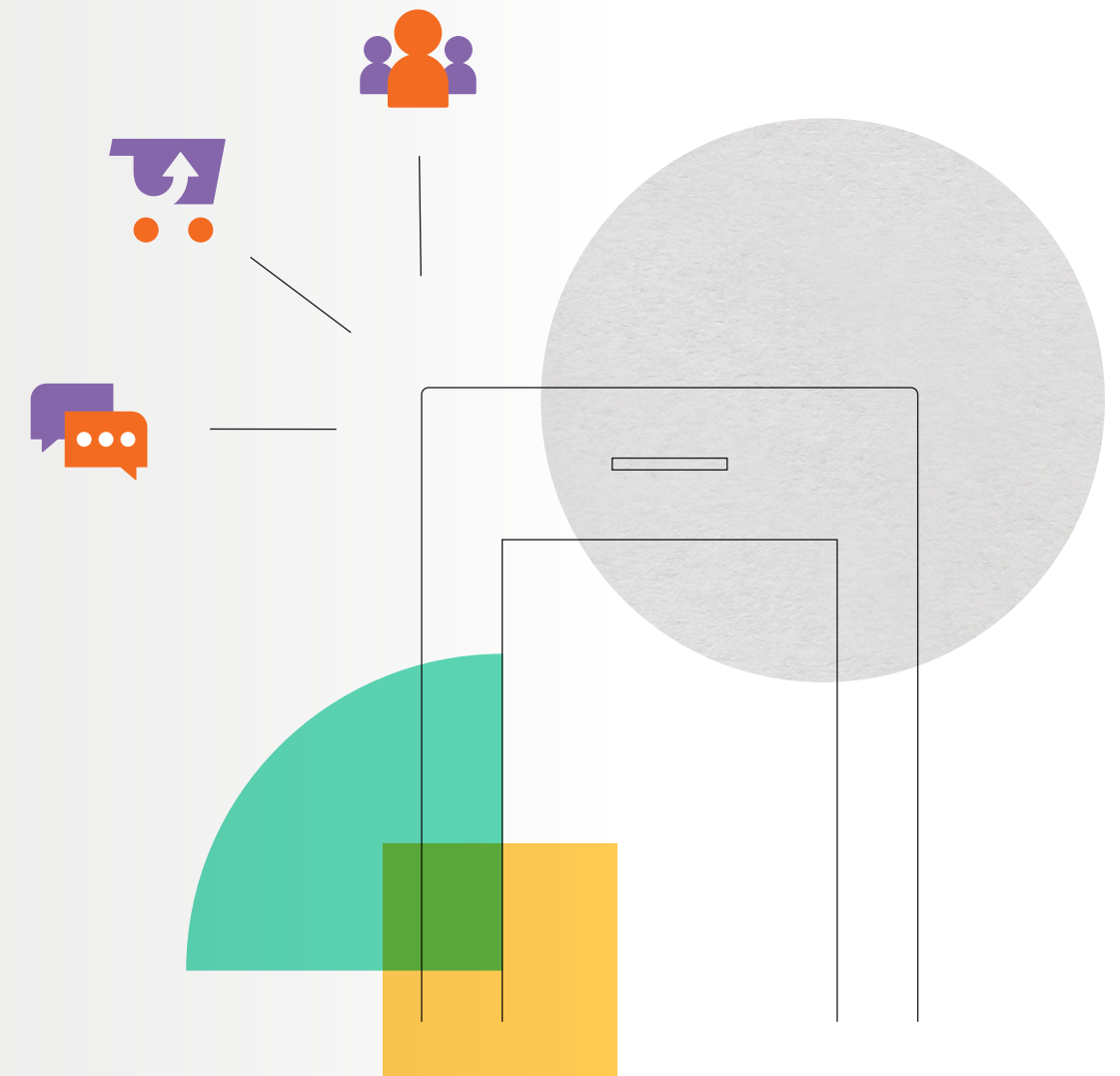
Interesting Trends to Note:

- Traffic for essential or everyday industries is flat or slightly down.

- Big-ticket spending traffic is up.

- Bounce rates have been steadily increasing for everyday spending but decreasing for big-ticket industries.

- Add-to-Cart (ATC) rates are unchanged for everyday spending but going down for big-ticket items. People still need the things they need at the rate they need. But perhaps people are pulling back on adding items to the cart for big ticket purchases.

- Conversions are somewhat flat for everyday spending and declining for big-ticket spending.

- Average Order Value (AOV) is down for everyday spending but is trending up over the year for big-ticket spending.

What is interesting about these findings is that shoppers seem to be looking for a little retail therapy or a boost of dopamine from the shopping experience, even if they aren't making purchases. So, what can brands do to encourage conversions and increase AOV?
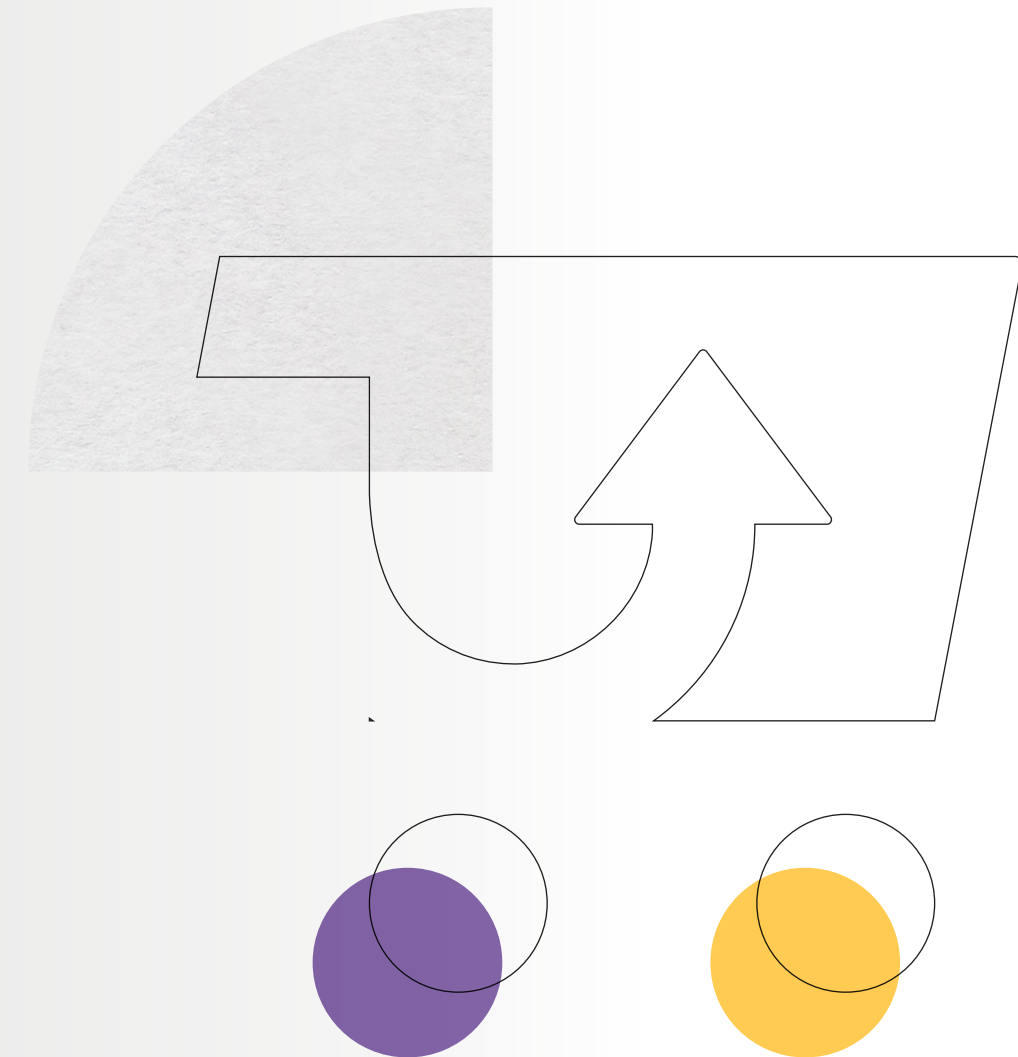
How-To Influence Consumers for Day-to-Day Shopping

For industries selling essential products during a recession, **maximizing the value of the customers or users already in your funnel** is vital.

Consider the following strategies to encourage customers with tightened purse strings and stricter budgets to shop with you for their essentials:

• Upsell additional low-priced, relevant products.

• Provide customer reassurance and journey shortcuts at relevant points in the customer journey.

• Create consistent and targeted full user journeys, giving commercially strategic audiences optimized experiences.

• Test the prominence of customer reviews, return policies, currently trending items and other forms of social proof to help increase consumer confidence in each purchase.

• Curate relevant products that might interest consumers that are cost-conscious and offer cost savings.

• If Monetate's Social Proof is not already in use, think about introducing this to increase propensity for the user to add products to basket.

• Increase visibility of 'replenishment' and frequently bought products throughout the customer journey.
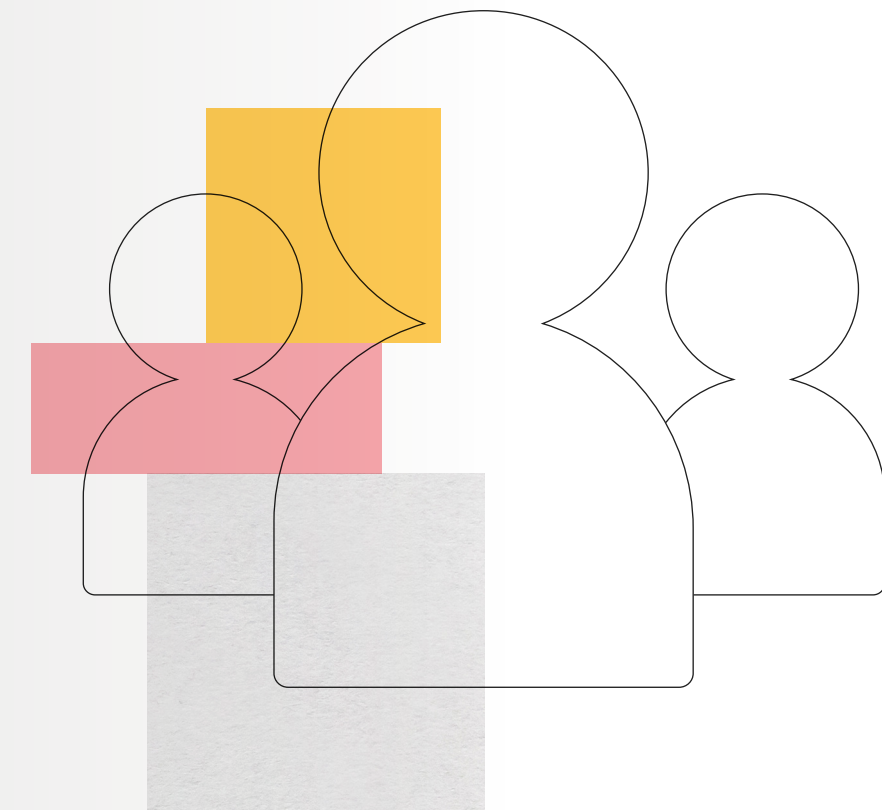
How-To Influence Consumers of Big-Ticket Items

For big ticket items, increasing motivation to purchase these expensive products is vital.

Clarify user value

- What does the user get if they purchase from this site?

- Use Monetate to surface and highlight the right information at the right time to reassure the user that you are a trustworthy vendor.

- Show visible social evidence using Monetate to surface reviews at a more prominent position in the page for this audience, or at an earlier stage in the journey.

Reduce friction by removing distractions

- Avoid choice paralysis by not showing too many products before the user selects the primary product and Adds to Cart.

- Are you creating internal competition? Use Split Testing and Machine Learning to work out the optimal number of alternatives and the ideal positioning so as not to show too many products before the user chooses the main one or distract from the primary purpose of the page.

Once the customer has chosen the primary product, it's the perfect opportunity to focus on upselling to increase the AOV by guiding them to the next stage of the journey by presenting 'accessory' and 'replenishment' products.

Based on the findings in this report, it's also worth considering that big ticket and essentials-only shoppers aren't wholly separate.

Within the big-ticket spending sector, you're going to have multiple tiers of spenders; those who will continue to spend at their current pace and those who are more budget conscious.

Budget-conscious shoppers may be looking to return policies, financing options, and product quality to ensure they're getting the most for their money, as factors that get them to pull the trigger. Highlighting the right information based on visitor context is a proven way to increase ATC rates.
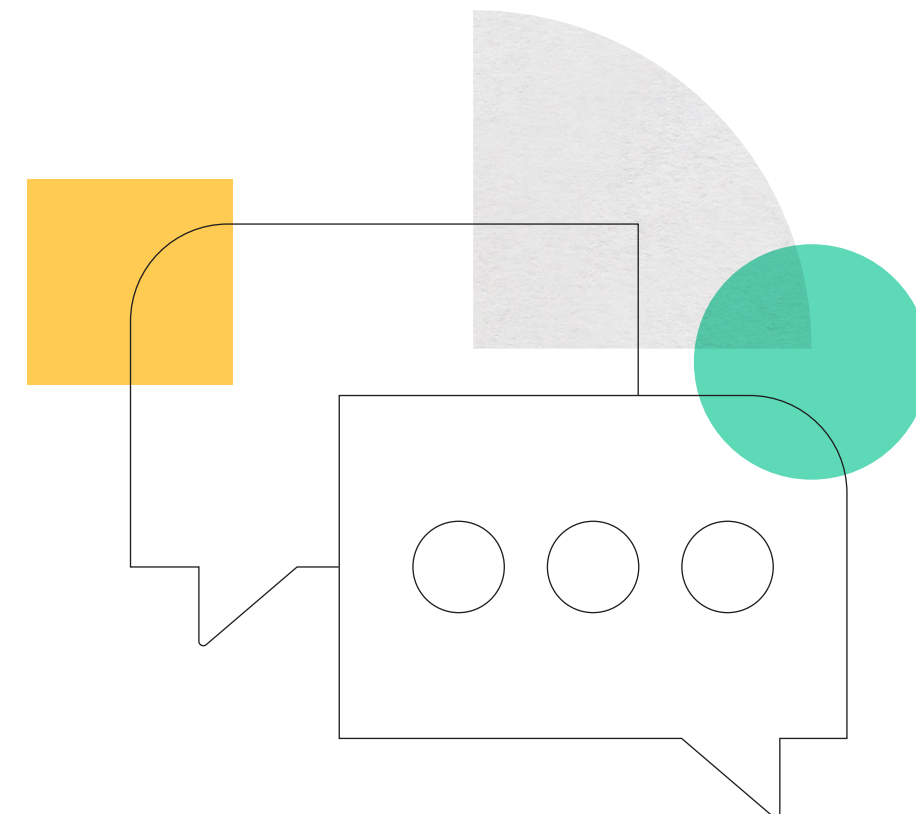
Kicking it Across the Finish Line: Boost Average Order Value

The data from Q3 of 2022 also reveals that for industries that are selling big-ticket products, getting those high AOV purchases across the finish line to the purchase stage is vital for retailers.

Here are a few suggestions for what you can do to make this happen:

- Leverage machine learning empowered personalization to show the right products and the right messaging to customers.

- Highlight progress toward free shipping or qualifying for a reward when shoppers meet a threshold.

- If users abandon their cart, target them with messaging to give them reasons to checkout.

Keep reading the report for additional insight across several industry benchmarks.
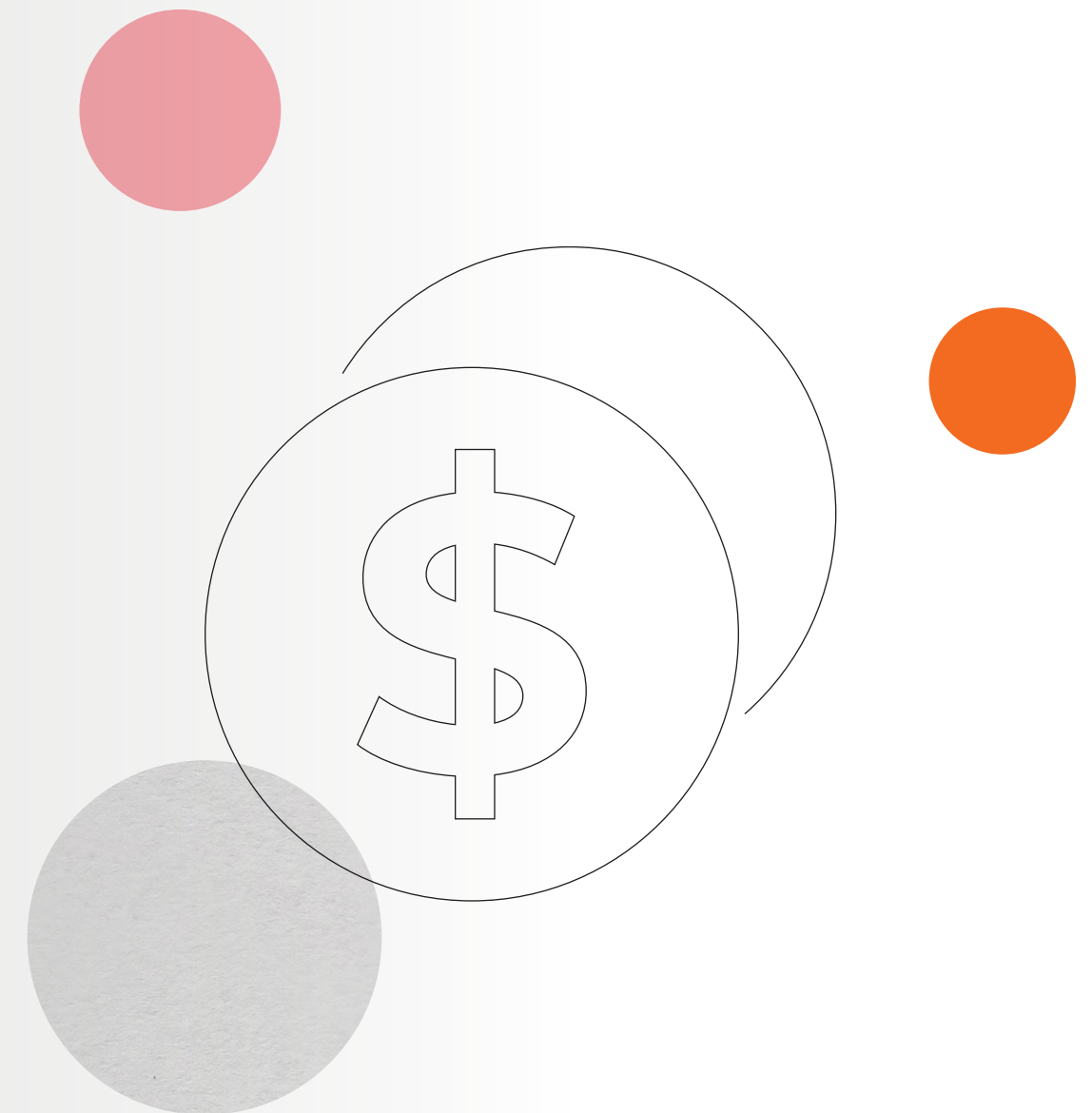
Session Distribution

Session Distribution By Device		Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	Tablet	3.2%	3.2%	3.2%	2.8%	2.5%	-10.9%	-22.2%
US	Mobile Phone	62.9%	64.6%	62.4%	64.6%	64.9%	0.4%	3.2%
US	Desktop	33.9%	32.2%	34.4%	32.6%	32.7%	0.2%	-3.7%
GB	Tablet	4.2%	4.3%	4.3%	4.0%	3.7%	-6.6%	-12.3%
GB	Mobile Phone	76.2%	73.2%	71.7%	72.4%	70.2%	-3.0%	-7.8%
GB	Desktop	19.6%	22.5%	24.0%	23.7%	26.1%	10.2%	33.1%
EMEA	Tablet	3.2%	2.2%	1.8%	1.9%	1.7%	-8.6%	-46.5%
EMEA	Mobile Phone	64.3%	69.0%	67.0%	65.9%	65.7%	-0.4%	2.1%
EMEA	Desktop	32.5%	28.8%	31.2%	32.2%	32.6%	1.3%	0.4%
Other	Tablet	2.6%	2.8%	2.8%	2.5%	2.4%	-6.7%	-9.4%
Other	Mobile Phone	71.6%	70.7%	69.1%	70.2%	70.2%	0.0%	-2.1%
Other	Desktop	25.7%	26.6%	28.1%	27.3%	27.5%	0.6%	6.7%
Aggregate	Tablet	3.4%	3.3%	3.3%	3.0%	2.7%	-9.5%	-20.1%
Aggregate	Mobile Phone	67.3%	68.2%	66.5%	67.6%	66.9%	-1.0%	-0.6%
Aggregate	Desktop	29.3%	28.5%	30.2%	29.4%	30.3%	3.3%	3.7%

The big story here is how Tablet traffic has fallen off a cliff, down -20% overall YoY, as people have left COVID quarantine and gone back to the office. Desktop traffic is up slightly (+4% YoY, heavily driven by GB, with a +33% YoY increase), and mobile traffic, still the overall largest driver, is flat.

Bounce Rate

Bounce Rate By Region							
	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	41.7%	41.9%	43.1%	46.6%	46.0%	-1.1%	10.5%
GB	31.4%	32.7%	33.1%	32.7%	33.1%	1.2%	5.3%
EMEA	37.3%	33.3%	35.0%	36.7%	35.8%	-2.4%	-3.9%
Other	36.4%	37.7%	40.3%	41.7%	41.0%	-1.7%	12.5%
Aggregate	37.8%	37.8%	38.8%	40.7%	40.9%	0.5%	8.2%

Bounce rates are flat QoQ, but +8% YoY. The increase is most marked in the US and Asia / Africa, both with increases of over +10%.

Bounce Rate By Device

		Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	Tablet	36.6%	39.0%	38.7%	38.7%	40.0%	3.2%	9.3%
US	Mobile Phone	41.2%	41.0%	41.8%	46.7%	45.1%	-3.5%	9.4%
US	Desktop	42.1%	43.0%	44.7%	45.9%	47.2%	2.7%	11.9%
GB	Tablet	25.0%	27.4%	26.6%	26.8%	25.6%	-4.6%	2.7%
GB	Mobile Phone	30.8%	31.1%	30.7%	30.7%	30.2%	-1.6%	-2.0%
GB	Desktop	25.0%	31.5%	35.0%	35.6%	41.6%	16.9%	66.5%
EMEA	Tablet	34.6%	32.6%	35.4%	38.2%	36.3%	-4.9%	5.0%
EMEA	Mobile Phone	33.0%	30.6%	30.8%	32.9%	32.7%	-0.6%	-1.0%
EMEA	Desktop	45.1%	39.1%	43.6%	44.3%	41.9%	-5.2%	-6.9%
Other	Tablet	44.7%	44.7%	43.2%	41.0%	39.1%	-4.6%	-12.4%
Other	Mobile Phone	35.7%	36.6%	39.1%	41.3%	40.0%	-3.1%	12.2%
Other	Desktop	37.4%	39.5%	43.0%	42.4%	42.9%	1.0%	14.6%
Aggregate	Tablet	33.3%	34.7%	34.1%	34.3%	34.4%	0.4%	3.5%
Aggregate	Mobile Phone	36.3%	36.2%	36.5%	39.5%	39.0%	-1.2%	7.3%
Aggregate	Desktop	39.4%	39.6%	42.1%	42.9%	44.8%	4.5%	13.8%

Bounce rates have increased slightly on mobile / tablet devices over the past 12 months, but have risen more sharply on Desktop, largely driven by US / GB traffic.

Bounce Rate By Source

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Direct	43.2%	44.9%	47.0%	50.3%	48.0%	-4.5%	11.2%
Social	43.8%	43.3%	42.3%	42.6%	47.8%	12.2%	9.2%
Email	32.5%	30.4%	30.3%	34.8%	32.6%	-6.4%	0.2%
Search	26.9%	27.3%	27.8%	28.4%	29.6%	4.2%	9.7%
Unknown	36.6%	36.2%	35.9%	36.6%	40.4%	10.2%	10.4%
Aggregate	37.8%	37.8%	38.8%	40.7%	40.9%	0.5%	8.2%

Direct bounce rates are up over 8% over the past 12 months. With the exception of email, which is flat YoY (and down -6% from Q2), bounce rates are up across the board.

Bounce Rate By Industry

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Apparel & Accessories	37.9%	37.2%	37.9%	43.1%	41.2%	-4.4%	8.8%
Building Materials	39.4%	38.2%	37.5%	39.8%	41.4%	3.9%	5.0%
Department Stores	40.1%	38.9%	38.9%	38.5%	33.9%	-12.0%	-15.7%
Electronics	42.0%	41.8%	36.2%	40.4%	38.5%	-4.8%	-8.5%
Health & Beauty	42.5%	39.5%	40.9%	45.2%	44.2%	-2.1%	4.0%
Home Goods	40.5%	40.8%	42.8%	43.2%	42.5%	-1.7%	5.0%
Luxury	44.0%	41.1%	42.7%	38.6%	42.3%	9.6%	-3.9%
Outdoor & Sporting Goods	8.3%	9.7%	10.7%	13.2%	15.0%	13.7%	81.5%
Specialty Products	21.4%	22.6%	25.6%	26.9%	24.8%	-7.9%	16.0%

Most industries saw a YoY increase in bounce rates, with the exception of Department Stores, Electronics, and Luxury. Health & Beauty has the highest overall bounce rate, at 44%.

Average Page Views

Average Page Views By Region						Change since Q2 2022	Change since Q3 2021
	Q3 2021	**Q4 2021**	**Q1 2022**	**Q2 2022**	**Q3 2022**		
US	7.6	7.7	7.1	6.5	6.0	-7.3%	-21.1%
GB	9.7	9.4	9.2	9.3	8.9	-4.7%	-9.1%
EMEA	8.6	8.3	8.1	7.4	7.3	-1.1%	-15.4%
Other	8.2	7.8	7.6	7.8	6.8	-12.9%	-17.6%
Aggregate	8.4	8.3	7.9	7.6	7.0	-7.9%	-16.7%

Pageviews are down significantly across the board over the past 12 months, across all geos (-17% YoY). The decrease is most marked in the US, but we've seen a decrease in all areas.

Average Page Views By Device

		Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	Tablet	7.8	7.5	7.3	7.1	6.7	-6.0%	-15.2%
US	Mobile Phone	7.7	7.8	7.3	6.4	6.0	-5.5%	-21.8%
US	Desktop	7.6	7.7	7.0	6.8	6.1	-10.3%	-19.6%
GB	Tablet	12.1	11.2	11.1	10.9	10.8	-1.5%	-11.2%
GB	Mobile Phone	9.2	8.8	8.8	9.0	8.5	-5.3%	-7.4%
GB	Desktop	13.0	11.9	10.8	10.7	9.6	-10.2%	-26.0%
EMEA	Tablet	10.5	9.9	9.1	8.0	7.9	-1.1%	-24.4%
EMEA	Mobile Phone	8.4	8.3	8.4	7.6	7.6	-1.1%	-10.1%
EMEA	Desktop	9.1	8.3	7.3	6.8	6.7	-1.4%	-25.5%
Other	Tablet	7.0	6.6	6.6	7.0	6.4	-9.0%	-9.1%
Other	Mobile Phone	7.8	7.5	7.6	7.6	6.6	-13.2%	-15.7%
Other	Desktop	9.5	8.7	7.8	8.4	7.4	-12.3%	-22.5%
Aggregate	Tablet	9.5	9.0	8.9	8.7	8.2	-5.0%	-13.9%
Aggregate	Mobile Phone	8.2	8.2	7.9	7.5	6.9	-7.0%	-15.8%
Aggregate	Desktop	8.9	8.8	8.0	7.9	7.1	-9.8%	-20.5%

Pageviews are down across the board, more so on desktop than on mobile, equally spread across all geos.

Average Page Views By Source

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Direct	7.5	7.2	6.8	6.3	6.3	-0.1%	-15.6%
Social	5.0	5.0	4.8	4.7	4.2	-12.1%	-17.4%
Email	9.5	10.1	9.3	8.6	8.5	-1.1%	-10.5%
Search	10.5	10.3	9.9	9.5	8.6	-9.4%	-18.4%
Unknown	8.7	8.5	8.4	8.4	6.8	-18.3%	-21.7%
Aggregate	8.4	8.3	7.9	7.6	7.0	-7.9%	-16.7%

Pageviews are down on all channels YoY, -17%. The largest dropoff YoY is Unknown and Search traffic, down -20%.

Average Page Views By Industry

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Apparel & Accessories	8.6	8.5	8.4	7.8	7.6	-2.1%	-11.0%
Building Materials	4.9	4.7	4.6	4.4	4.5	2.3%	-8.2%
Department Stores	6.8	6.7	6.6	6.9	7.1	2.9%	3.2%
Electronics	4.4	4.0	4.2	3.9	4.1	4.4%	-6.3%
Health & Beauty	5.6	6.0	6.1	5.8	5.8	0.0%	3.6%
Home Goods	7.2	7.3	6.6	6.2	6.2	1.1%	-13.8%
Luxury	5.8	6.4	6.1	6.4	5.5	-14.1%	-5.2%
Outdoor & Sporting Goods	14.2	14.6	13.4	12.9	12.2	-5.1%	-13.9%
Specialty Products	13.6	12.7	14.0	16.2	12.8	-21.0%	-5.9%

The largest decrease in average pageviews YoY is in Outdoor & Sporting Goods, -14% YoY. The greatest increase is Health & Beauty, +4% YoY. Overall, in Q3, Specialty Products have the highest overall average pageviews, and Electronics the fewest.

Add-to-Cart

Add-to-Cart By Region

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	12.0%	13.6%	12.1%	11.5%	13.4%	16.5%	11.3%
GB	18.2%	17.6%	16.9%	16.5%	14.8%	-10.0%	-18.5%
EMEA	12.0%	9.5%	8.6%	8.0%	7.8%	-3.2%	-35.0%
Other	8.7%	8.7%	8.3%	8.3%	8.7%	5.6%	0.1%
Aggregate	13.3%	13.8%	12.7%	12.2%	12.7%	4.1%	-4.5%

Add to cart rates have seen a slight decline YoY, concentrated mainly in EMEA, which has seen a sizeable decrease since Q3 2021. However, the US is up +11% YoY, +17% QoQ.

Add-to-Cart By Device

		Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	**Tablet**	12.0%	13.1%	11.6%	11.2%	11.8%	4.8%	-1.7%
US	**Mobile Phone**	12.2%	13.4%	12.5%	11.5%	13.8%	19.9%	12.8%
US	**Desktop**	11.5%	14.1%	11.4%	11.5%	12.7%	10.9%	10.4%
GB	**Tablet**	16.2%	16.4%	15.5%	14.8%	13.5%	-8.3%	-16.4%
GB	**Mobile Phone**	17.8%	17.4%	16.9%	16.5%	15.5%	-6.2%	-13.4%
GB	**Desktop**	19.6%	18.9%	16.5%	15.8%	13.2%	-16.5%	-32.9%
EMEA	**Tablet**	14.2%	9.1%	7.6%	6.9%	7.7%	11.4%	-45.7%
EMEA	**Mobile Phone**	11.8%	9.6%	9.2%	8.2%	7.6%	-6.4%	-35.3%
EMEA	**Desktop**	11.7%	9.1%	7.5%	7.5%	8.1%	8.3%	-30.8%
Other	**Tablet**	5.8%	5.9%	6.5%	6.8%	7.7%	12.2%	31.4%
Other	**Mobile Phone**	8.4%	8.4%	8.3%	8.1%	8.6%	5.7%	2.8%
Other	**Desktop**	10.0%	9.8%	8.5%	8.8%	9.3%	5.3%	-7.5%
Aggregate	**Tablet**	13.1%	13.4%	12.4%	11.9%	11.7%	-1.4%	-10.8%
Aggregate	**Mobile Phone**	13.3%	13.6%	13.1%	12.3%	13.0%	5.5%	-2.5%
Aggregate	**Desktop**	12.8%	14.1%	11.9%	11.7%	11.9%	1.9%	-6.7%

The decline in add to cart rates is most pronounced on Tablet and Desktop, and most noticeable in GB and EMEA. Add to cart rates are improving outside of Europe, with the exception of Asian / African / LatAm Desktop rates, which show a slight YoY decline.

Add-to-Cart By Source

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Direct	12.2%	13.3%	11.4%	10.8%	11.0%	2.1%	-9.8%
Social	9.1%	8.8%	8.7%	7.9%	8.4%	6.4%	-8.0%
Email	11.7%	13.6%	13.1%	12.0%	12.7%	5.8%	7.9%
Search	12.4%	12.3%	11.6%	11.3%	10.3%	-8.6%	-16.4%
Unknown	17.6%	18.1%	17.5%	17.4%	19.3%	11.3%	9.7%
Aggregate	13.3%	13.8%	12.7%	12.2%	12.7%	4.1%	-4.5%

Decreases in Add to Cart rates QoQ are being driven by Search. YoY, that remains the largest decrease, although Direct and Social traffic also show declines.

Add-to-Cart By Industry

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Apparel & Accessories	15.5%	16.0%	15.4%	14.5%	15.7%	8.7%	1.8%
Building Materials	12.6%	10.1%	9.7%	9.3%	9.2%	-1.1%	-27.0%
Department Stores	14.3%	15.6%	14.2%	13.1%	12.6%	-3.7%	-11.8%
Electronics	6.8%	6.2%	5.7%	5.3%	5.4%	0.8%	-21.1%
Health & Beauty	13.7%	13.8%	14.5%	15.4%	15.8%	2.6%	15.3%
Home Goods	13.2%	14.5%	11.8%	11.3%	11.0%	-2.5%	-16.7%
Luxury	7.2%	9.7%	7.8%	8.2%	8.0%	-2.4%	11.1%
Outdoor & Sporting Goods	11.1%	11.3%	9.9%	11.0%	11.2%	2.0%	1.0%
Speciality Products	9.3%	11.0%	8.9%	9.1%	8.5%	-6.6%	-8.6%

Retail-based industries - Apparel & Accessories, Outdoor & Sporting Goods, Specialty Products - have remained relatively stable QoQ and YoY, with among the highest add to cart rates we see. Industries that trend more B2B-adjacent - Building Materials, Electronics - show more volatility.

Abandoned Cart

Abandoned Cart By Region							
	Q3 2021	**Q4 2021**	**Q1 2022**	**Q2 2022**	**Q3 2022**	**Change since Q2 2022**	**Change since Q3 2021**
US	77.8%	78.9%	80.3%	79.4%	82.4%	3.8%	5.9%
GB	76.4%	76.5%	77.0%	75.4%	75.1%	-0.4%	-1.7%
EMEA	81.0%	80.0%	81.3%	79.0%	79.3%	0.4%	-2.0%
Other	82.8%	83.2%	85.6%	84.5%	85.3%	1.0%	3.0%
Aggregate	78.1%	78.4%	79.4%	78.1%	80.2%	2.7%	2.7%

Abandoned cart rates are up slightly, concentrated in the US, but less than 3% overall.

Abandoned Cart By Device

		Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	**Tablet**	71.6%	74.5%	75.4%	74.4%	76.8%	3.3%	7.3%
US	**Mobile Phone**	82.3%	82.5%	84.1%	83.5%	85.7%	2.7%	4.2%
US	**Desktop**	69.3%	72.3%	73.0%	71.5%	75.4%	5.5%	8.8%
GB	**Tablet**	72.4%	74.1%	76.2%	74.4%	74.7%	0.4%	3.1%
GB	**Mobile Phone**	78.2%	78.5%	78.7%	76.9%	77.2%	0.4%	-1.2%
GB	**Desktop**	68.9%	70.9%	71.6%	69.4%	69.8%	0.6%	1.2%
EMEA	**Tablet**	78.7%	75.4%	80.2%	79.8%	81.5%	2.1%	3.6%
EMEA	**Mobile Phone**	85.6%	83.8%	85.0%	84.1%	83.9%	-0.2%	-1.9%
EMEA	**Desktop**	73.9%	71.9%	72.2%	68.3%	70.9%	3.7%	-4.1%
Other	**Tablet**	75.2%	77.6%	79.4%	82.2%	83.9%	2.0%	11.5%
Other	**Mobile Phone**	87.1%	87.4%	89.5%	88.4%	88.3%	0.0%	1.4%
Other	**Desktop**	73.3%	74.0%	77.0%	75.5%	78.3%	3.7%	6.8%
Aggregate	**Tablet**	73.3%	74.5%	76.2%	75.0%	76.6%	2.1%	4.5%
Aggregate	**Mobile Phone**	81.6%	81.4%	82.3%	81.1%	83.0%	2.3%	1.8%
Aggregate	**Desktop**	70.3%	71.9%	72.7%	70.8%	73.8%	4.3%	5.1%

Abandoned cart rates are up slightly, more pronounced on Tablet and Desktop in non-European countries.

Abandoned Cart By Source

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Direct	77.3%	78.3%	79.0%	78.4%	78.8%	0.6%	1.9%
Social	88.7%	88.6%	89.4%	88.6%	90.1%	1.6%	1.5%
Email	81.4%	82.1%	84.6%	83.7%	84.3%	0.8%	3.6%
Search	74.0%	73.7%	75.2%	74.3%	75.1%	1.0%	1.4%
Unknown	79.9%	80.0%	80.4%	78.0%	83.2%	6.6%	4.1%
Aggregate	78.1%	78.4%	79.4%	78.1%	80.2%	2.7%	2.7%

Abandoned Cart By Industry

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Apparel & Accessories	79.5%	79.8%	81.8%	81.2%	82.5%	1.6%	3.8%
Building Materials	65.0%	66.9%	69.0%	75.0%	74.6%	-0.5%	14.8%
Department Stores	74.3%	76.1%	76.6%	73.6%	73.8%	0.2%	-0.7%
Electronics	61.2%	59.6%	68.4%	74.3%	74.2%	-0.2%	21.3%
Health & Beauty	75.3%	73.6%	76.0%	78.3%	79.3%	1.3%	5.3%
Home Goods	82.4%	79.4%	83.5%	82.0%	82.8%	1.0%	0.4%
Luxury	82.0%	76.5%	82.4%	82.6%	87.0%	5.3%	6.1%
Outdoor & Sporting Goods	81.2%	79.0%	81.4%	81.4%	83.5%	2.5%	2.8%
Specialty Products	59.4%	59.1%	64.1%	56.3%	56.5%	0.4%	-4.9%

Luxury has the highest abandoned cart rate, as shoppers browse for a dopamine hit.

Conversion Rate

Conversion Rate By Region							
	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	2.6%	2.8%	2.3%	2.3%	2.3%	1.0%	-9.1%
GB	4.1%	4.0%	3.8%	4.0%	3.7%	-7.5%	-9.8%
EMEA	2.2%	1.8%	1.5%	1.6%	1.6%	-0.3%	-27.8%
Other	1.4%	1.4%	1.1%	1.2%	1.3%	3.6%	-8.8%
Aggregate	2.8%	2.9%	2.5%	2.6%	2.5%	-3.8%	-10.7%

Conversion rates are down across the board over the past 12 months, particularly in EMEA. The dropoff is less pronounced QoQ, with only a -4% overall decline. GB is down -7% over Q2, but all other regions are flat-to-positive.

Conversion Rate By Device

		Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	Tablet	3.4%	3.3%	2.9%	2.9%	2.7%	-5.1%	-19.5%
US	Mobile Phone	2.1%	2.3%	1.9%	1.9%	2.0%	5.8%	-6.1%
US	Desktop	3.5%	3.9%	3.0%	3.3%	3.1%	-3.6%	-9.4%
GB	Tablet	4.4%	4.2%	3.7%	3.8%	3.4%	-8.4%	-21.8%
GB	Mobile Phone	3.7%	3.6%	3.5%	3.7%	3.5%	-5.5%	-4.6%
GB	Desktop	5.8%	5.4%	4.7%	4.8%	4.0%	-16.8%	-30.9%
EMEA	Tablet	3.0%	2.2%	1.5%	1.4%	1.4%	4.1%	-52.6%
EMEA	Mobile Phone	1.6%	1.4%	1.3%	1.2%	1.2%	0.1%	-25.7%
EMEA	Desktop	3.0%	2.4%	2.0%	2.3%	2.3%	3.0%	-21.5%
Other	Tablet	1.4%	1.3%	1.3%	1.2%	1.3%	4.4%	-10.2%
Other	Mobile Phone	1.0%	1.0%	0.8%	0.9%	1.0%	10.0%	-1.3%
Other	Desktop	2.5%	2.5%	1.9%	2.1%	2.0%	-3.7%	-19.6%
Aggregate	Tablet	3.5%	3.4%	2.9%	3.0%	2.8%	-6.8%	-20.8%
Aggregate	Mobile Phone	2.3%	2.4%	2.2%	2.2%	2.2%	-2.4%	-5.6%
Aggregate	Desktop	3.7%	3.9%	3.2%	3.4%	3.1%	-7.2%	-14.6%

Declines in conversion are more pronounced on Desktop and Tablet. Mobile conversions are down, but not to nearly the same extent.

Conversion Rate By Source

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Direct	2.7%	2.8%	2.4%	2.3%	2.3%	1.3%	-11.6%
Social	1.0%	1.0%	0.9%	0.9%	0.8%	-4.8%	-17.0%
Email	2.2%	2.4%	2.0%	1.9%	2.0%	2.5%	-7.6%
Search	3.0%	3.0%	2.7%	2.7%	2.5%	-8.1%	-15.4%
Unknown	3.4%	3.5%	3.3%	3.7%	3.3%	-12.6%	-4.2%
Aggregate	2.8%	2.9%	2.5%	2.6%	2.5%	-3.8%	-10.7%

The biggest declines in conversion comes from Social, Direct and Search traffic over the past 12 months.

Conversion Rate By Industry

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Apparel & Accessories	2.9%	3.0%	2.6%	2.6%	2.7%	4.4%	-7.0%
Building Materials	4.4%	3.3%	3.0%	2.3%	2.3%	0.0%	-47.7%
Department Stores	3.7%	3.7%	3.3%	3.5%	3.3%	-4.3%	-10.0%
Electronics	2.7%	2.5%	1.8%	1.4%	1.4%	1.3%	-47.6%
Health & Beauty	3.4%	3.6%	3.5%	3.3%	3.3%	0.0%	-2.9%
Home Goods	2.3%	3.0%	2.0%	2.0%	1.9%	-6.3%	-17.8%
Luxury	1.3%	2.3%	1.4%	1.5%	1.1%	-26.7%	-15.4%
Outdoor & Sporting Goods	2.1%	2.4%	1.8%	2.0%	1.9%	-9.4%	-11.2%
Specialty Products	3.8%	4.7%	3.3%	4.0%	3.8%	-5.0%	0.0%

YoY, we can start to see recessionary forces at work, as all industries bar Specialty Products have taken a hit. The quarterly view is more variable: Luxury is down the most, while day-to-day buying habits in Apparel & Accessories, Building Materials, Electronics, and Health & Beauty are unchanged.

Average Order Value

Average Order Value By Region (USD)

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	$121.84	$129.98	$127.58	$134.63	$125.48	-6.8%	3.0%
GB	$103.78	$113.41	$108.23	$101.84	$93.24	-8.4%	-10.2%
EMEA	$143.01	$130.76	$131.06	$142.04	$130.68	-8.0%	-8.6%
Other	$130.27	$142.44	$135.18	$144.86	$129.64	-10.5%	-0.5%
Aggregate	$118.52	$124.30	$119.69	$121.22	$113.54	-6.3%	-4.2%

AOV is down slightly YoY (-4%), mostly in the UK, although the US is up slightly; QoQ, all geos are down, but not massively.

Average Order Value By Device (USD)

		Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
US	**Tablet**	$85.61	$98.84	$91.43	$97.04	$95.51	-1.6%	11.6%
US	**Mobile Phone**	$101.94	$113.74	$105.29	$114.53	$105.34	-8.0%	3.3%
US	**Desktop**	$146.89	$151.55	$155.84	$160.25	$152.82	-4.6%	4.0%
GB	**Tablet**	$102.53	$111.91	$111.06	$105.28	$95.20	-9.6%	-7.1%
GB	**Mobile Phone**	$93.99	$102.42	$92.99	$87.38	$79.61	-8.9%	-15.3%
GB	**Desktop**	$126.89	$136.56	$141.07	$134.80	$124.70	-7.5%	-1.7%
EMEA	**Tablet**	$135.09	$118.92	$129.40	$139.29	$127.36	-8.6%	-5.7%
EMEA	**Mobile Phone**	$115.25	$110.56	$102.37	$103.57	$97.54	-5.8%	-15.4%
EMEA	**Desktop**	$172.25	$159.31	$170.06	$189.97	$176.20	-7.3%	2.3%
Other	**Tablet**	$103.66	$115.45	$95.99	$92.40	$87.75	-5.0%	-15.4%
Other	**Mobile Phone**	$107.48	$112.54	$112.16	$115.31	$102.55	-11.1%	-4.6%
Other	**Desktop**	$156.35	$174.72	$161.83	$181.95	$169.84	-6.7%	8.6%
Aggregate	**Tablet**	$99.33	$106.17	$102.14	$102.13	$96.03	-6.0%	-3.3%
Aggregate	**Mobile Phone**	$100.26	$108.55	$99.20	$100.20	$93.45	-6.7%	-6.8%
Aggregate	**Desktop**	$146.17	$148.99	$152.23	$155.19	$146.95	-5.3%	0.5%

> Any change in purchase behavior was, for the most part, device-agnostic.

Average Order Value By Source (USD)

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Direct	$119.44	$125.61	$123.28	$125.47	$114.71	-8.6%	-4.0%
Social	$77.86	$85.99	$81.15	$90.14	$83.31	-7.6%	7.0%
Email	$100.52	$109.38	$107.21	$112.85	$102.73	-9.0%	2.2%
Search	$101.98	$107.69	$105.19	$107.07	$97.09	-9.3%	-4.8%
Unknown	$141.25	$146.89	$134.93	$133.44	$130.27	-2.4%	-7.8%
Aggregate	$118.52	$124.30	$119.69	$121.22	$113.54	-6.3%	-4.2%

We see the largest change QoQ in AOV from Search and Email traffic. Of known origin traffic, Direct is still the most profitable, followed by Email.

Average Order Value By Industry (USD)

	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Change since Q2 2022	Change since Q3 2021
Apparel & Accessories	$108.35	$113.61	$110.88	$113.87	$106.27	-6.7%	-1.9%
Building Materials	$53.17	$61.58	$65.72	$83.22	$70.10	-15.8%	31.8%
Department Stores	$113.72	$125.48	$117.45	$114.92	$113.76	-1.0%	0.0%
Electronics	$140.38	$156.64	$152.95	$155.23	$167.07	7.6%	19.0%
Health & Beauty	$67.10	$80.98	$81.36	$77.76	$79.73	2.5%	18.8%
Home Goods	$120.09	$102.62	$133.58	$166.83	$157.09	-5.8%	30.8%
Luxury	$147.22	$141.11	$144.23	$149.10	$146.50	-1.7%	-0.5%
Outdoor & Sporting Goods	$90.97	$100.10	$96.56	$98.32	$96.50	-1.9%	6.1%
Specialty Products	$70.50	$116.57	$85.33	$79.61	$75.24	-5.5%	6.7%

The biggest QoQ losses are in Building Materials, implying consumer behavior may be hitting essentials before luxuries. Bread-and-butter retail - Apparel & Accessories, Department Stores, Sporting Goods, Home Goods, and Health & Beauty - are down -5% QoQ, but flat YoY (-0.3%) when looked at in aggregate.

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