



# Q3 2020: ECOMMERCE QUARTERLY BENCHMARKS

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Optimizing Your Acquisition Efforts

# INTRODUCTION

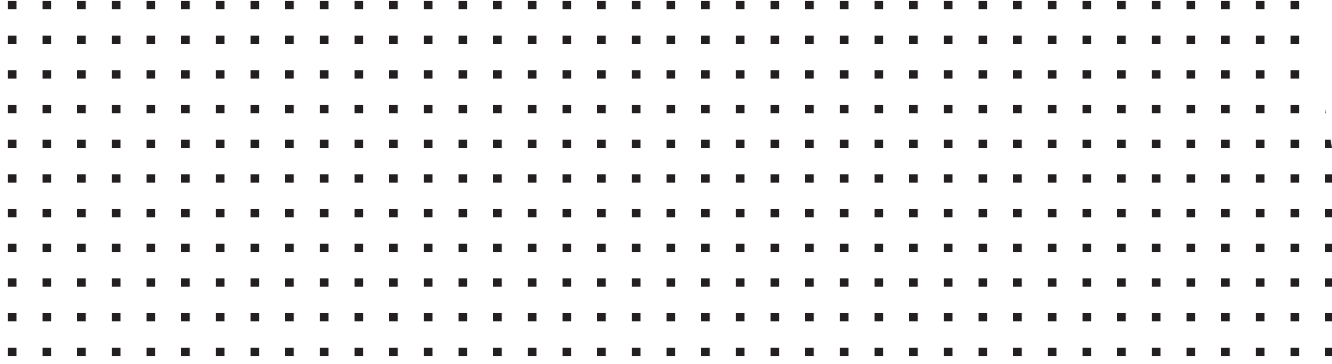
Our quarterly ecommerce benchmark report includes average order value and conversion rates by device, source channel, and more. To produce this proprietary data, we analyzed billions of customer sessions across 250+ retailer brands.



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## BENCHMARKS

<b>Website Visits</b>	<b>4</b>
<b>Average Page Views</b>	<b>7</b>
<b>Bounce Rate</b>	<b>11</b>
<b>Conversion Rate</b>	<b>15</b>
<b>Average Order Value</b>	<b>19</b>

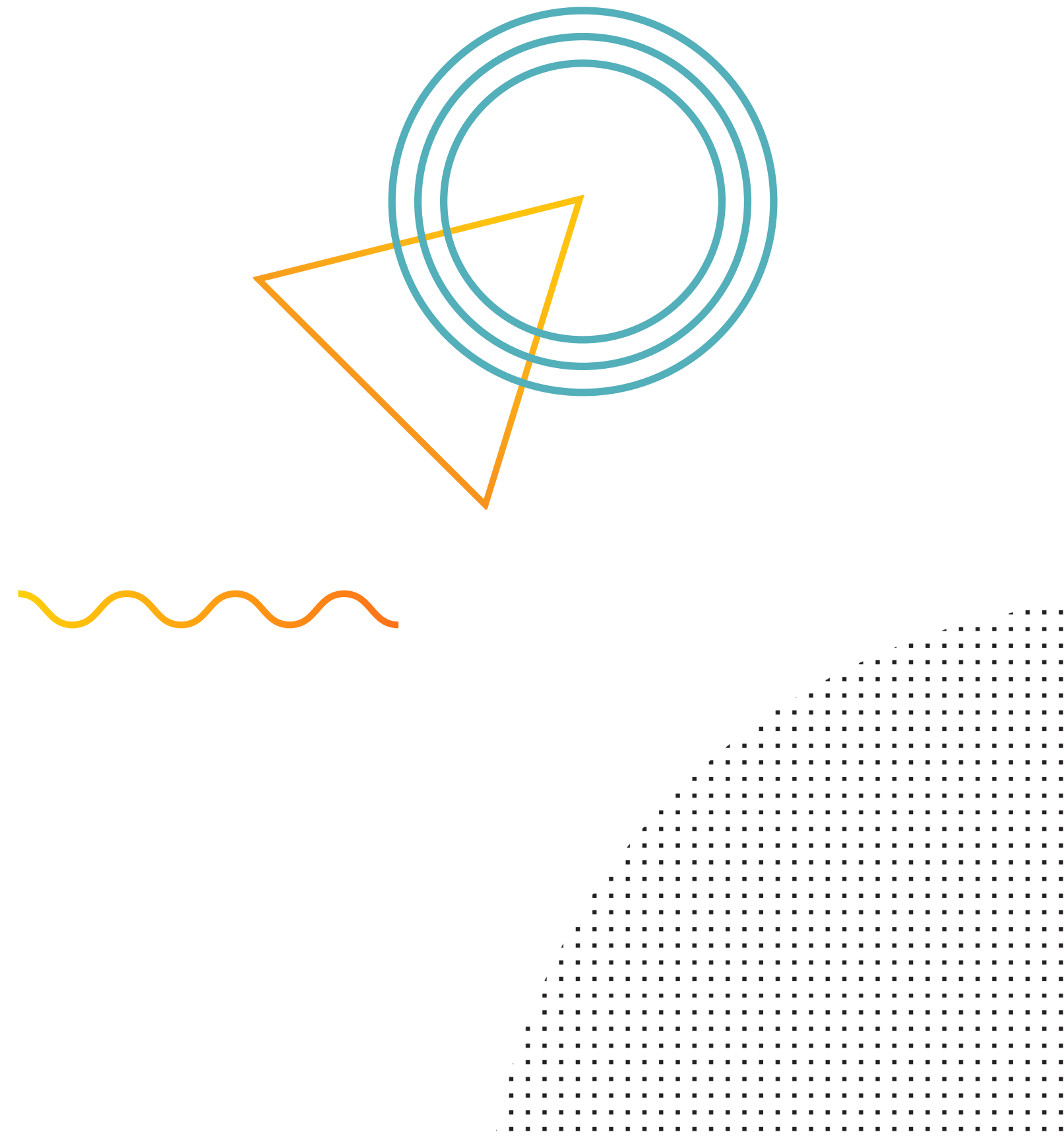


# SUMMARY

As with the Q2 2020 EQ Benchmarking Report, we are following the typical customer funnel, starting at the top of the funnel with Website Visits and working our way down the funnel, where we see commerce magic happening with Conversions and Average Order Value.

For Q3, we're really excited to have introduced Bounce Rate to our benchmarking report. Bounce rate is the percentage of sessions that land on your website and only visit one page before leaving. As Google defines it: Single-page sessions divided by all sessions. We look at this metric across device type and by region (US, UK, and Global) so you can see where you compare to your peers.

As COVID continues to hit the profitability of most brands, retailers, and manufacturers, optimizing your website for engagement metrics such as bounce rate enables you to make the most out of your acquisition efforts. A higher than average bounce rate can indicate friction in your customer experience. However, on the flipside, bounce rate is a metric that can be turned around pretty quickly with minimal effort, if you have an optimization and personalization platform in place to help.

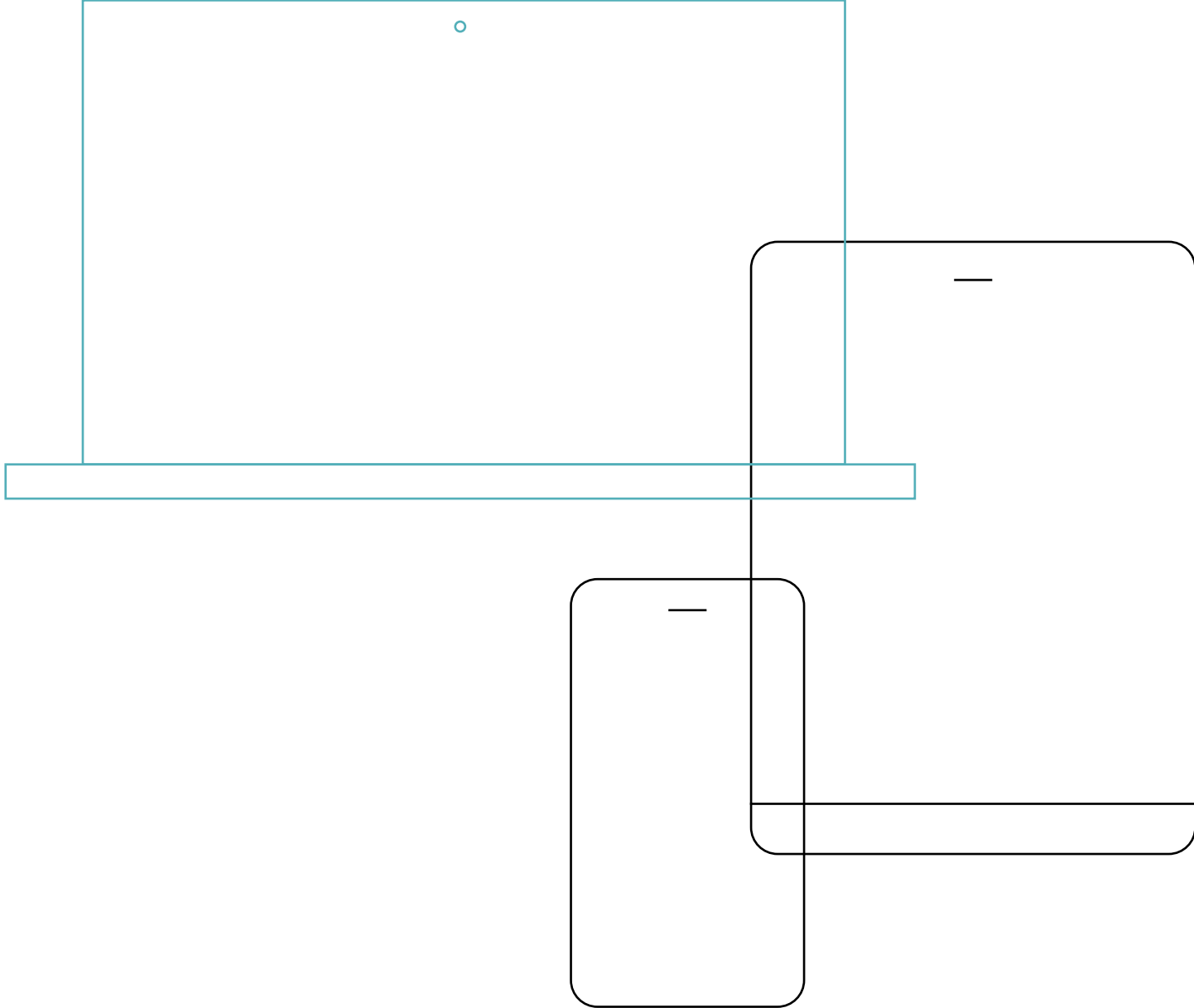


# WEBSITE VISITS TRENDS & BEHAVIORS

We've noticed the pandemic really impact how we shop online with our devices this year, with customer behavior changing more frequently than ever before. Said behavior seems to correlate with lockdowns: in our Q2 2020 EQ report we saw website visits on desktop and mobile register at a 50/50 split in the United States.

As lockdown rules have eased up in the States, it appears that how we shopped did too—with desktop sessions shrinking to 42% and mobile accounting for 54% of traffic.

In the United Kingdom, visits to ecommerce websites from desktop have decreased every quarter since October 2019, with desktop now accounting for only 18.9% of visits. Mobile is really leading the way here, with 75.6% of sessions coming from mobile devices, an 8% uplift since Q3 2019—perhaps that nice summer had there left many browsing from the outdoors!



## WEBSITE VISITS

Website Visits By Device		Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Global</b>	<b>Desktop</b>	30.12%	32.31%	38.22%	40.60%	37.13%
<b>Global</b>	<b>Mobile Phone</b>	60.06%	61.61%	56.44%	55.08%	58.75%
<b>Global</b>	<b>Other</b>	3.00%	0.93%	1.41%	0.93%	0.94%
<b>Global</b>	<b>Tablet</b>	6.81%	5.15%	3.93%	3.39%	3.17%
<b>US</b>	<b>Desktop</b>	33.64%	36.78%	44.62%	48.67%	42.30%
<b>US</b>	<b>Mobile Phone</b>	55.84%	57.69%	50.58%	47.67%	53.99%
<b>US</b>	<b>Other</b>	3.78%	0.65%	1.26%	0.79%	0.85%
<b>US</b>	<b>Tablet</b>	6.74%	4.88%	3.54%	2.87%	2.85%
<b>GB</b>	<b>Desktop</b>	20.25%	19.52%	21.16%	19.31%	18.85%
<b>GB</b>	<b>Mobile Phone</b>	70.08%	72.93%	72.36%	74.66%	75.56%
<b>GB</b>	<b>Other</b>	0.09%	0.08%	0.15%	0.21%	0.35%
<b>GB</b>	<b>Tablet</b>	9.58%	7.47%	6.33%	5.81%	5.24%

## Website Visits by Operating System

	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Android</b>	21.25%	21.10%	19.69%	18.56%	20.14%
<b>Chrome OS</b>	0.49%	0.56%	0.54%	0.55%	0.53%
<b>Linux</b>	2.50%	3.21%	4.44%	2.47%	2.02%
<b>Macintosh</b>	7.91%	10.09%	13.53%	13.66%	12.63%
<b>Windows</b>	19.06%	18.28%	19.53%	23.73%	21.67%
<b>Windows Phone</b>	0.02%	0.02%	0.01%	0.01%	0.00%
<b>iOS</b>	45.64%	45.67%	40.71%	40.01%	41.95%

# PAGE VIEWS TRENDS & BEHAVIORS

Compared to Q3 last year, retailers and brands in the United States are reporting a lower number of page views per session. In the United Kingdom, page views have increased by 13%; users tend to browse more than double the pageviews than users in the States. Both regions have seen a page views on mobile decrease, whilst US has seen growth from desktop and pageview behavior from desktop has remained the same for users in the United Kingdom compared to Q2 2020.

When comparing your page views against our benchmark data, it's useful to take context into account, and ask yourself the following questions:

- What does the typical customer journey look like from entry to exit?

- What vertical is my company in? For example, grocery tends to have a lot more page views than many verticals, as users will be adding up to 60 products to their cart.
- My page views are low/high—is this a bad thing? Like the example above, it really depends on the context of your company, the customer journey, and their intent. Honing into sessions to purchase, or page views to purchase, is a good next level. [Kibo Strategy Consultants](#) can support you with customer journey analysis and developing a customer experience strategy that focuses on KPIs such as these to achieve commercial value.

## AVERAGE PAGE VIEWS

Average Page Views by Device		Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Global</b>	<b>Desktop</b>	7.46	7.71	6.32	6.13	6.46
<b>Global</b>	<b>Mobile Phone</b>	6.87	7.11	7.02	8.03	6.90
<b>Global</b>	<b>Other</b>	1.64	2.61	1.99	2.56	2.93
<b>Global</b>	<b>Tablet</b>	8.90	8.82	8.54	9.28	8.75
<b>US</b>	<b>Desktop</b>	6.74	6.92	5.29	4.64	5.40
<b>US</b>	<b>Mobile Phone</b>	5.87	6.03	5.91	6.10	5.29
<b>US</b>	<b>Other</b>	1.72	4.15	2.38	3.16	3.57
<b>US</b>	<b>Tablet</b>	8.17	8.21	7.63	7.73	7.29
<b>GB</b>	<b>Desktop</b>	10.81	11.68	11.98	15.29	15.16
<b>GB</b>	<b>Mobile Phone</b>	9.36	9.28	8.97	11.13	9.95
<b>GB</b>	<b>Other</b>	7.58	7.31	7.60	7.11	6.41
<b>GB</b>	<b>Tablet</b>	10.70	10.02	10.24	11.99	11.70



**Average Page Views by Operating System**

	<b>Q3 2019</b>	<b>Q4 2019</b>	<b>Q1 2020</b>	<b>Q2 2020</b>	<b>Q3 2020</b>
<b>Android</b>	7.06	7.53	7.44	8.82	7.47
<b>Chrome OS</b>	10.19	9.91	9.72	11.02	10.33
<b>Linux</b>	2.44	2.02	1.83	1.75	2.98
<b>Macintosh</b>	7.96	8.42	6.44	7.05	6.95
<b>Windows</b>	7.88	8.27	7.18	5.94	6.44
<b>Windows Phone</b>	6.31	5.44	5.07	5.56	5.12
<b>iOS</b>	7.09	7.11	6.96	7.76	6.74

### Average Page Views by Region

	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Global</b>	7.03	7.35	6.74	7.25	6.76
<b>US</b>	6.16	6.45	5.65	5.42	5.38
<b>GB</b>	9.78	9.80	9.68	11.97	11.01

# BOUNCE RATE TRENDS & BEHAVIOR

From websites we analysed in the United States, bounce rate has had an increase each quarter since Q3 2019 and is now at 55%. That means that 55% of your visitors are landing on one page of your website and leaving.

Drilling down into your bounce rate metrics and segmenting by 'new versus returning customers' allows you to identify key behavioral insights based on the intent of a customer type and uncover some really simple, quick-to-implement optimization tactics and personalized experiences to ensure you're delivering an engaging experience and achieving your goals.

Visits from social media have seen significant growth this year, with many brands and retailers shifting some of their paid advertising spend to social media. Bounce rates from social media over the last year have registered at 42% on average. Q3

2020 had a 11% increase compared to Q2. If you're experiencing this trend we recommend you reading our [Holiday Commerce Guide](#) for some top-tips on how to reduce bounce rate from paid and social.

Email marketing engagement has increased year over year, with a 6% decrease in bounce rates from Q3 2019. Kibo clients who leverage [product recommendations](#) in email can personalise their email marketing with real-time recommendations and deliver a superior customer experience from email open to when the user lands on-site.

# BOUNCE RATE

Bounce Rate by Category					
	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Direct</b>	50.26%	45.32%	53.66%	57.96%	57.81%
<b>Email</b>	33.26%	31.51%	30.79%	28.65%	31.28%
<b>Search</b>	26.42%	26.61%	26.16%	25.68%	28.27%
<b>Social</b>	43.36%	44.88%	41.50%	37.97%	42.30%
<b>Unknown</b>	43.24%	43.79%	44.79%	44.31%	46.00%

### Bounce Rate by Operating System

	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Android</b>	39.00%	37.19%	37.87%	36.98%	42.89%
<b>Chrome OS</b>	26.92%	26.60%	27.93%	27.51%	31.56%
<b>Linux</b>	66.24%	69.48%	70.16%	86.55%	81.46%
<b>Macintosh</b>	48.74%	44.63%	58.84%	57.31%	55.83%
<b>Windows</b>	40.38%	38.93%	46.87%	61.82%	58.83%
<b>Windows Phone</b>	35.29%	46.34%	47.63%	45.73%	45.90%
<b>iOS</b>	39.99%	38.77%	39.97%	38.71%	43.59%

### Bounce Rate by Region

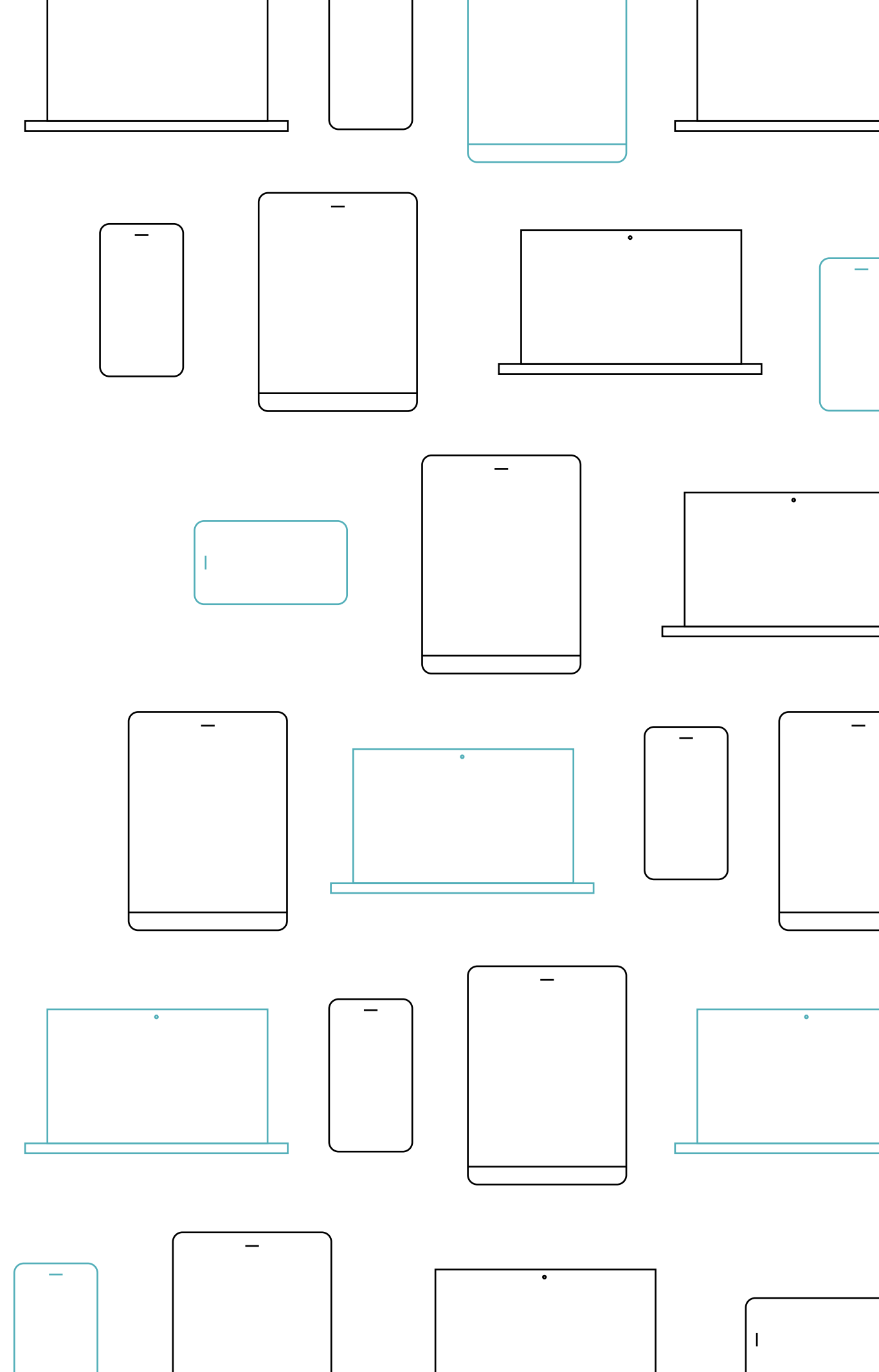
	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Global</b>	42.70%	40.25%	45.31%	47.78%	49.14%
<b>US</b>	45.91%	44.27%	51.08%	55.73%	54.66%
<b>GB</b>	32.58%	29.72%	30.90%	28.41%	31.22%

# CONVERSION RATE TRENDS & BEHAVIOR

Whilst we saw conversion rates in Q2 increase compared to Q1 as stores closed across the globe due, in Q3 we saw little to no growth. The United States showed flat numbers, and the United Kingdom has reported a 2% increase compared to Q2 2020. Compared to Q3 2020 however, we have seen an 8%-10% conversion rate decline across all regions.

Diving into device and region, the United States has seen a 30% conversion rate decline compared to the same period in 2019 on desktop, but an 11% on mobile. This aligns with the behavior from device we reported earlier on—mobile sessions are up and desktop has declined, so we'd expect to see this shift in purchasing behavior.

In the United Kingdom, although traffic from mobile devices has grown by 8% year over year, conversion rate has seen a 16% decrease. Users are likely switching between devices to make a purchase.



# CONVERSION RATE

Conversion Rate by Device		Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Global</b>	<b>Desktop</b>	3.48%	3.65%	2.55%	2.38%	2.59%
<b>Global</b>	<b>Mobile Phone</b>	1.79%	2.06%	1.84%	2.12%	1.86%
<b>Global</b>	<b>Other</b>	0.21%	0.18%	0.12%	0.14%	0.97%
<b>Global</b>	<b>Tablet</b>	3.56%	3.72%	3.16%	3.48%	3.41%
<b>US</b>	<b>Desktop</b>	3.56%	3.72%	2.43%	2.10%	2.51%
<b>US</b>	<b>Mobile Phone</b>	1.51%	1.85%	1.61%	2.01%	1.68%
<b>US</b>	<b>Other</b>	0.25%	0.34%	0.19%	0.21%	0.26%
<b>US</b>	<b>Tablet</b>	3.48%	3.80%	3.12%	3.32%	3.20%
<b>GB</b>	<b>Desktop</b>	5.01%	5.11%	4.14%	5.30%	5.74%
<b>GB</b>	<b>Mobile Phone</b>	3.47%	3.44%	3.15%	2.97%	2.90%
<b>GB</b>	<b>Other</b>	1.33%	1.09%	0.40%	0.34%	13.63%
<b>GB</b>	<b>Tablet</b>	4.53%	4.23%	3.64%	4.22%	4.41%



**Conversion Rate by Operating System**

	<b>Q3 2019</b>	<b>Q4 2019</b>	<b>Q1 2020</b>	<b>Q2 2020</b>	<b>Q3 2020</b>
<b>Android</b>	1.76%	2.12%	1.86%	2.23%	1.94%
<b>Chrome OS</b>	3.43%	3.54%	2.92%	3.76%	3.49%
<b>Linux</b>	0.28%	0.15%	0.09%	0.13%	0.16%
<b>Macintosh</b>	3.36%	3.55%	2.26%	2.59%	2.65%
<b>Windows</b>	3.98%	4.36%	3.32%	2.46%	2.77%
<b>Windows Phone</b>	1.07%	0.85%	0.66%	0.64%	0.59%
<b>iOS</b>	2.07%	2.22%	1.96%	2.19%	1.94%

### Conversion Rate by Region

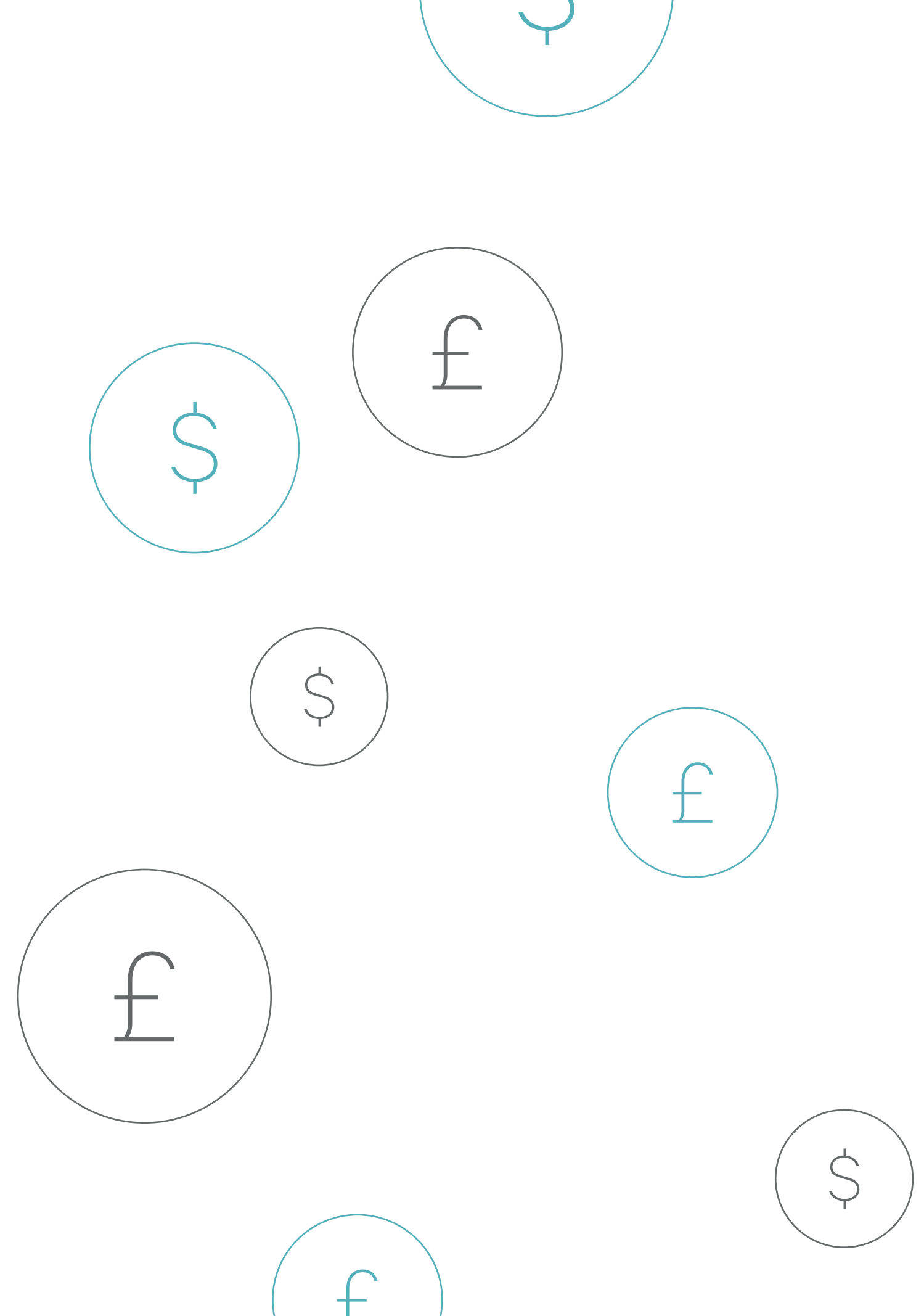
	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Global</b>	2.37%	2.64%	2.14%	2.25%	2.17%
<b>US</b>	2.28%	2.62%	2.01%	2.08%	2.06%
<b>GB</b>	3.88%	3.83%	3.39%	3.49%	3.56%

# AVERAGE ORDER VALUE TRENDS & BEHAVIORS

As we see promotions from the majority of retailers and brands continue throughout the summer, overall AOV has mainly taken a hit in Q3 2020 compared to Q3 2019, especially in orders from email, which may indicate a higher level of discounting and promotions for existing customers.

When we look at regional-specific AOV, the United Kingdom has seen an increase compared to Q2 2020 and year over year, with an 8% increase on desktop and 9% on mobile phones.

Consider using product recommendations to cross-sell and up-sell to your customers presenting a high intent to purchase, or in the lower funnel of your sites once they've added to cart. Identify your high-value segments and discount-segments so that you're showing your users with promotions they'll be interested in and to protect your margins.



## AVERAGE ORDER VALUE

Average Order Value By Category					
	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Direct</b>	\$109.43	\$109.92	\$103.87	\$100.87	\$101.72
<b>Email</b>	\$108.47	\$110.49	\$107.67	\$106.96	\$103.00
<b>Search</b>	\$91.70	\$99.61	\$92.84	\$93.65	\$96.01
<b>Social</b>	\$74.34	\$81.86	\$71.82	\$74.78	\$74.47
<b>Unknown</b>	\$104.60	\$112.86	\$106.82	\$110.64	\$107.92

### Average Order Value by Device

		Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Global</b>	<b>Desktop</b>	\$123.67	\$125.39	\$119.58	\$122.11	\$120.51
<b>Global</b>	<b>Mobile Phone</b>	\$85.51	\$92.01	\$85.53	\$84.31	\$84.69
<b>Global</b>	<b>Other</b>	\$130.26	\$46.99	\$44.15	\$67.66	\$120.73
<b>Global</b>	<b>Tablet</b>	\$94.43	\$98.83	\$86.44	\$89.11	\$87.18
<b>US</b>	<b>Desktop</b>	\$128.21	\$129.94	\$123.81	\$131.16	\$123.67
<b>US</b>	<b>Mobile Phone</b>	\$93.70	\$101.63	\$91.80	\$90.82	\$86.48
<b>US</b>	<b>Other</b>	\$132.80	\$40.36	\$39.71	\$63.72	\$58.60
<b>US</b>	<b>Tablet</b>	\$98.39	\$106.46	\$91.39	\$96.75	\$87.19
<b>GB</b>	<b>Desktop</b>	£86.29	£84.70	£79.45	£83.47	£93.46
<b>GB</b>	<b>Mobile Phone</b>	£61.08	£66.60	£61.69	£63.76	£66.80
<b>GB</b>	<b>Other</b>	£81.80	£80.17	£85.57	£94.08	£131.86
<b>GB</b>	<b>Tablet</b>	£77.78	£75.75	£66.32	£72.48	£79.15

### Average Order Value by Operating System

	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Android</b>	\$77.81	\$81.75	\$75.50	\$74.99	\$75.99
<b>Chrome OS</b>	\$84.65	\$92.52	\$88.11	\$101.47	\$93.89
<b>Linux</b>	\$80.23	\$121.98	\$102.00	\$118.76	\$116.51
<b>Macintosh</b>	\$126.93	\$133.91	\$123.90	\$127.17	\$120.31
<b>Windows</b>	\$123.81	\$122.57	\$118.47	\$119.99	\$121.64
<b>Windows Phone</b>	\$64.64	\$68.59	\$64.44	\$70.77	\$71.75
<b>iOS</b>	\$90.96	\$97.89	\$90.28	\$89.42	\$89.24

### Average Order Value by Region

	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Global</b>	\$103.60	\$107.81	\$101.61	\$101.04	\$101.26
<b>US</b>	\$112.48	\$117.04	\$109.52	\$111.27	\$106.15
<b>GB</b>	£69.64	£72.16	£66.67	£70.25	£76.75

### Average Order Value by US State

	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Armed Forces - America</b>	\$139.04	\$150.97	\$138.99	\$138.78	
<b>Armed Forces - Europe</b>	\$148.00	\$165.41	\$154.50	\$161.47	\$162.01
<b>Alaska</b>	\$140.58	\$147.98	\$135.32	\$128.29	\$136.24
<b>Alabama</b>	\$108.12	\$108.99	\$104.42	\$111.22	\$109.27
<b>Armed Forces - Pacific</b>	\$187.00	\$135.69	\$101.97		
<b>Arkansas</b>	\$111.41	\$113.68	\$108.36	\$113.27	\$112.77
<b>Arizona</b>	\$104.63	\$107.85	\$103.87	\$112.34	\$105.56
<b>California</b>	\$122.25	\$126.05	\$118.30	\$115.49	\$114.84
<b>Colorado</b>	\$120.34	\$127.93	\$115.29	\$115.81	\$113.17
<b>Connecticut</b>	\$106.81	\$117.33	\$107.61	\$114.69	\$102.61
<b>District of Columbia</b>	\$138.53	\$135.42	\$123.82	\$116.61	\$112.84
<b>Delaware</b>	\$103.68	\$117.38	\$103.99	\$105.87	\$112.23
<b>Florida</b>	\$111.74	\$116.51	\$112.18	\$116.08	\$109.98
<b>Georgia</b>	\$111.61	\$113.37	\$108.54	\$112.28	\$106.19
<b>Hawaii</b>	\$122.84	\$119.64	\$112.22	\$105.81	\$106.93
<b>Iowa</b>	\$96.32	\$103.37	\$94.32	\$97.94	\$94.67
<b>Idaho</b>	\$115.80	\$120.92	\$112.01	\$115.66	\$112.52
<b>Illinois</b>	\$110.38	\$115.44	\$104.91	\$102.69	\$97.26
<b>Indiana</b>	\$96.47	\$102.47	\$95.99	\$101.07	\$95.14
<b>Kansas</b>	\$99.81	\$107.24	\$98.81	\$100.98	\$98.49
<b>Kentucky</b>	\$105.29	\$108.54	\$101.93	\$107.92	\$103.19
<b>Louisiana</b>	\$107.93	\$112.26	\$105.74	\$107.08	\$104.75
<b>Massachusetts</b>	\$108.62	\$117.77	\$108.00	\$112.68	\$103.33
<b>Maryland</b>	\$109.09	\$116.23	\$108.37	\$107.24	\$101.63
<b>Maine</b>	\$104.78	\$110.79	\$100.19	\$108.47	\$106.16
<b>Michigan</b>	\$101.51	\$109.25	\$99.68	\$103.66	\$99.93
<b>Minnesota</b>	\$108.19	\$115.86	\$104.78	\$106.39	\$104.63

### Average Order Value by US State cont.

	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
<b>Missouri</b>	\$103.02	\$106.64	\$98.01	\$101.63	\$96.53
<b>Mississippi</b>	\$106.81	\$109.17	\$100.98	\$108.67	\$107.96
<b>Montana</b>	\$111.81	\$125.93	\$113.91	\$116.62	\$115.78
<b>North Carolina</b>	\$106.97	\$110.54	\$102.51	\$110.55	\$104.63
<b>North Dakota</b>	\$100.37	\$114.23	\$103.10	\$105.98	\$102.69
<b>Nebraska</b>	\$102.14	\$108.06	\$103.38	\$106.28	\$107.10
<b>New Hampshire</b>	\$103.50	\$113.56	\$104.25	\$109.68	\$104.59
<b>New Jersey</b>	\$109.51	\$123.84	\$111.09	\$114.35	\$105.56
<b>New Mexico</b>	\$106.55	\$115.54	\$107.52	\$105.42	\$104.67
<b>Nevada</b>	\$112.18	\$117.45	\$109.09	\$107.72	\$106.72
<b>New York</b>	\$117.98	\$135.26	\$119.92	\$116.71	\$112.82
<b>Ohio</b>	\$100.96	\$105.50	\$97.16	\$100.93	\$95.23
<b>Oklahoma</b>	\$109.48	\$109.89	\$104.21	\$140.82	\$104.77
<b>Oregon</b>	\$117.60	\$121.11	\$111.63	\$114.49	\$113.14
<b>Pennsylvania</b>	\$95.07	\$102.76	\$96.38	\$102.71	\$93.98
<b>Rhode Island</b>	\$96.73	\$101.90	\$95.37	\$103.78	\$92.15
<b>South Carolina</b>	\$106.03	\$108.09	\$103.99	\$113.23	\$106.44
<b>South Dakota</b>	\$100.39	\$112.08	\$101.22	\$107.26	\$105.69
<b>Tennessee</b>	\$106.28	\$108.94	\$101.74	\$108.79	\$103.78
<b>Texas</b>	\$115.77	\$116.19	\$109.84	\$109.12	\$105.32
<b>Utah</b>	\$115.52	\$120.32	\$113.34	\$114.54	\$111.69
<b>Virginia</b>	\$125.62	\$122.65	\$119.85	\$117.29	\$105.88
<b>Vermont</b>	\$108.66	\$123.32	\$110.72	\$111.90	\$107.65
<b>Washington</b>	\$116.95	\$122.50	\$113.86	\$114.61	\$113.34
<b>Wisconsin</b>	\$105.43	\$111.79	\$104.48	\$106.70	\$103.18
<b>West Virginia</b>	\$105.65	\$104.66	\$97.63	\$96.16	\$97.37
<b>Wyoming</b>	\$117.33	\$127.38	\$112.52	\$116.58	\$117.74



# POWERFUL PERSONALIZATION

Kibo Personalization, the leading and most experienced personalization solution on the market, fueled by Monetate and Certona, empowers marketers to delight customers by enabling everything from quick one-off content changes to complex personalization across the full customer journey.

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