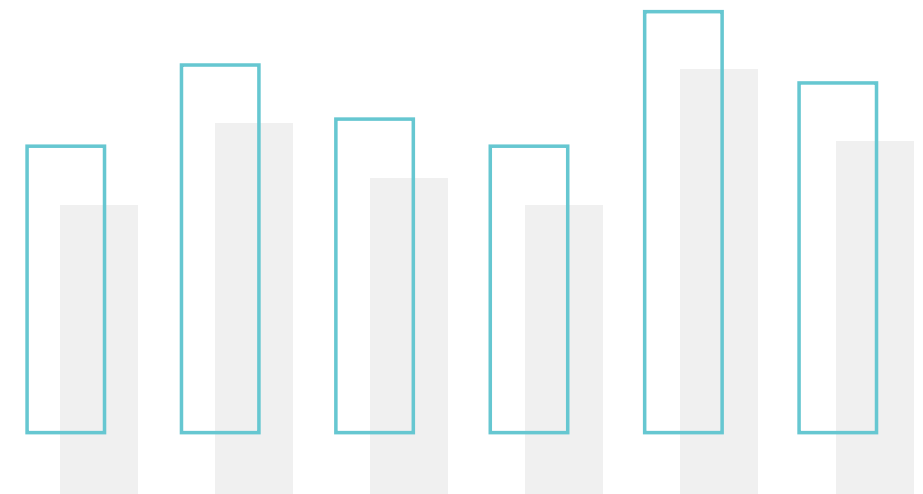




# Ecommerce Quarterly Benchmarks

Q3 2021

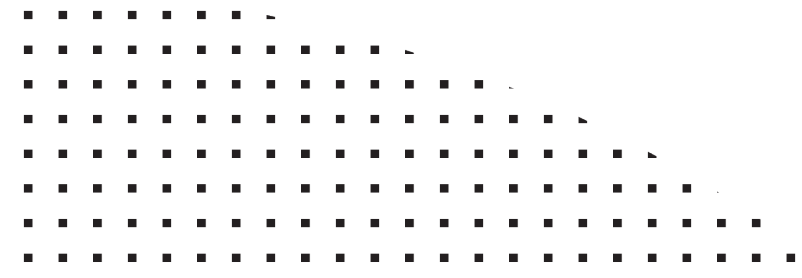


# INTRODUCTION

Our 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, and more. To produce this proprietary data, we analyzed billions of customer sessions across 250+ retailer brands.

# SUMMARY

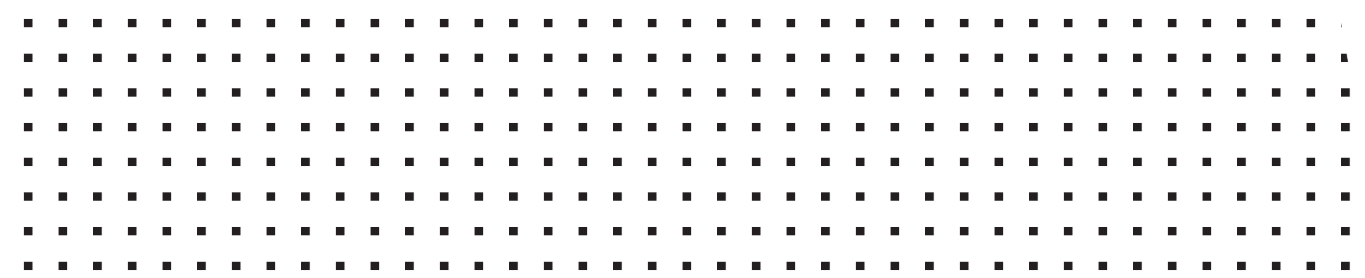
As the holiday season approaches, we're expecting a solid increase in desirable shopping behavior, reinforced by positive trends we've seen through 2021, along with the already positive behavior during the holiday season in 2020, when retailers felt the effects of the pandemic effects even more. Visitors continue to grow more impatient with higher expectations as they engage digitally. Finding the products that meet their needs quicker with frictionless journeys continues to be the top areas of focus and overall brand value proposition as brand loyalty continues to face disruption.



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## BENCHMARKS

<b>Session Distribution</b>	<b>4</b>
<b>Bounce Rate</b>	<b>8</b>
<b>Average Page Views</b>	<b>12</b>
<b>Add-to-Cart</b>	<b>16</b>
<b>Abandoned Cart</b>	<b>20</b>
<b>Conversion Rate</b>	<b>24</b>
<b>Average Order Value</b>	<b>28</b>



# INDIVIDUAL KPI'S HIGH-LEVEL SUMMARIES

## SESSION DISTRIBUTION

Sessions continue to rise in Q3 2021, and mobile sessions now make up almost 75% of all browsing sessions whether you're in the US or UK. We also see the trend in mobile devices being utilized for shopping grow. Almost half of the traffic to Kibo customer sites came from 'Direct', though we continue to see an increase from search channels, as brands and retailers continue to invest marketing dollars in both paid media and organic search. To prepare for holidays and beyond, the mobile-first approach to driving your testing & personalization program is as important as ever, and using Kibo Personalization to segment your visitors depending on their referral source is a key strategy to driving KPI performance, and critical to reducing your overall customer acquisition spend.

## BOUNCE

We see that the increased traffic from Direct and Search sources are quality traffic with higher intent, demonstrated by a decrease in bounce rate globally. As consumers begin to go through holiday shopping research, it is imperative to leverage personalized experiences to help mitigate bounce and grasp the visitor's attention upon landing on site. Check out some of our [client case studies](#) for how they have used Kibo Personalization to reduce bounce rate.

## PAGE VIEWS

The number of page views continue to drop for all channels while email has increased. Mobile devices continue to have a lower number of page views. Visitors continue to expect more from brands to fulfil their needs in less clicks and less pages. However, additional page views do have a direct correlation to increasing overall conversion.

## CART

Add-to-Cart rates have generally decreased from a year ago, with visitors from social channels declining the most. This is likely an impact of the pandemic, with most regions we analyzed now having stores open again. All regions experienced a drop in cart rate except EMEA. If you are also seeing this trend on your domains, start by analyzing any specific categories or products this may be impacting. How can you differentiate and provide impactful, frictionless experiences on product detail pages?

## CART ABANDONMENT

Cart Abandonment rates have remained steady over the past year. While rates linger between 70-80% and have not increased, this shows that visitors are able to continue fulfilling their shopping desires despite pandemic-related impacts. How can you strengthen your abandonment messaging and how can you better personalize the users

experience once they return to your site to make it easy for them to checkout? Once consumers have added items to the cart, they are more likely to follow through relative to the drop we've seen in overall cart rates.

## CONVERSION

Conversion rate has generally dropped from a year ago, noticeable across all referral channels and regions, except EMEA. The drop in conversion rates has been apparent due to the economic disruption caused by the pandemic. We're expecting a slight rise in conversion for the holiday season. Focus on bottom-funnel optimization to drive conversion up.

## AOV

AOV has generally increased by approx 25% from a year ago, however has experienced a slight drop in Q3 relative to Q2. The continued use of strategic personalization and product recommendations continue to drive AOV. As consumers continue to have increased confidence in digital shopping, we're expecting the growth in overall AOV to increase as Q4 holidays approach.

# SESSION DISTRIBUTION

Session Distribution By Region							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>GB</b>	27%	25%	28%	25%	22%	-17.5%	-9.9%
<b>US</b>	47%	47%	42%	46%	49%	3.3%	6.3%
<b>EMEA</b>	14%	17%	18%	17%	16%	19.1%	-1.4%
<b>Other</b>	12%	12%	12%	13%	13%	4.5%	-1.4%

US and EMEA overall browsing sessions have continued to increase relative to the decrease GB has been having.

The session increase could be due to the increased adoption and consumer confidence in the digital space, leading to a stronger emphasis that should be paid to personalization.

## Session Distribution By Device

		Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
US	Desktop	33%	31%	33%	33%	32%	-3.5%	-1.7%
US	Mobile Phone	63%	66%	64%	64%	65%	3.7%	1.3%
US	Tablet	4%	3%	3%	3%	3%	-29.6%	-9.7%
GB	Desktop	23%	21%	21%	20%	21%	-10.6%	3.4%
GB	Mobile Phone	70%	73%	74%	76%	75%	7.2%	-0.3%
GB	Tablet	7%	6%	5%	5%	4%	-38.9%	-9.1%
EMEA	Desktop	28%	28%	29%	28%	31%	11.3%	9.7%
EMEA	Mobile Phone	69%	68%	68%	69%	66%	-4.5%	-3.9%
EMEA	Tablet	3%	4%	3%	3%	3%	-1.9%	-2.5%
Other	Desktop	27%	27%	26%	26%	27%	-0.6%	2.8%
Other	Mobile Phone	71%	70%	72%	72%	71%	0.9%	-0.4%
Other	Tablet	3%	2%	3%	2%	2%	-20.2%	-16.9%

Mobile Phone usage for browsing sessions continue to remain over 2/3s of browsing sessions globally, while Tablet usage for online shopping continues to decline.

Desktop device sessions still remain stronger in the US than for other regions.

Historically and currently shopping behavior in the US has been done on desktop devices.

Any personalization or testing efforts made for the upcoming holiday season must take a mobile-first approach! Ensure your most important content is visible above the fold or in prominent positions for a mobile user to see.

### Session Distribution By Operating System

	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>Chrome OS</b>	1%	1%	1%	1%	1%	-3.8%	3.5%
<b>OS X</b>	11%	12%	11%	11%	11%	-4.1%	-0.6%
<b>iOS</b>	47%	48%	47%	48%	47%	1.5%	-1.0%
<b>Windows</b>	15%	14%	14%	15%	16%	2.6%	4.6%
<b>Android</b>	24%	25%	25%	24%	24%	-1.4%	-1.0%
<b>Linux</b>	2%	1%	1%	1%	1%	-14.8%	5.2%

iOS continues to make up almost half of all browsing sessions while Android makes up almost a quarter of all browsing sessions, meaning mobile devices comprise of almost 75% of all browsing sessions

Any personalization or testing efforts made for the upcoming holiday season should be taking a mobile-first approach given the higher session distribution.

Linux and Chrome OS's have been removed from subsequent OS reports as they make up a very small % of sessions.

### Session Distribution By Category

	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>Direct</b>	50%	46%	44%	44%	41%	-17.5%	-6.3%
<b>Social</b>	6%	8%	8%	8%	6%	1.1%	-22.5%
<b>Email</b>	5%	5%	6%	5%	5%	5.2%	1.3%
<b>Search</b>	21%	22%	22%	23%	25%	16.0%	8.9%
<b>Unknown</b>	17%	19%	20%	20%	22%	29.2%	12.3%

Traffic to sites continue to increase through search channels while direct access to sites continue to drop.

Consumers are increasing becoming focused on finding specific products that fit their needs over brand familiarity.

As holidays approach, Product Listing Ads (PLAs) and their targetting and product recommendations are a continued strong way to take advantage of this continued trend to use search to get to sites.

Social and email channels continue to represent only a small portion of how traffic gets to sites.

# BOUNCE RATE

Bounce Rate By Region							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>US</b>	42.5%	42.5%	42.7%	44.1%	43.1%	1.6%	-2.2%
<b>Other</b>	44.1%	44.1%	44.4%	45.7%	45.5%	3.1%	-0.6%
<b>EMEA</b>	40.4%	37.0%	37.7%	40.0%	41.7%	3.1%	4.3%
<b>GB</b>	31.1%	30.3%	31.1%	33.6%	33.5%	7.7%	-0.3%

**GB experienced the largest increase in Bounce Rate YoY, however, still has the lowest Bounce Rates across all regions.**

**EMEA was the only region that saw a continuous increase in Bounce Rate QoQ.**

**Further leveraging of personalized experiences has led to a lesser probability of visitor bounces on retail sites across the US and GB.**



Bounce Rate By Device								
		Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
US	Desktop	41.6%	40.6%	42.0%	43.8%	43.2%	4.0%	-1.3%
US	Mobile Phone	43.4%	43.5%	43.0%	44.1%	42.9%	-1.1%	-2.7%
US	Tablet	34.7%	36.2%	36.1%	36.1%	37.5%	8.2%	3.8%
GB	Desktop	26.0%	24.8%	25.5%	26.3%	27.8%	6.9%	5.6%
GB	Mobile Phone	31.4%	31.3%	32.1%	33.6%	32.4%	3.2%	-3.7%
GB	Tablet	25.0%	24.5%	24.7%	24.2%	25.7%	2.6%	6.0%
EMEA	Desktop	47.8%	39.1%	39.8%	40.3%	46.0%	-3.8%	14.1%
EMEA	Mobile Phone	36.4%	34.6%	34.7%	36.7%	36.9%	1.3%	0.4%
EMEA	Tablet	32.8%	31.4%	30.5%	31.5%	35.6%	8.5%	12.9%
Other	Desktop	39.1%	40.4%	39.7%	40.5%	42.8%	9.5%	5.8%
Other	Mobile Phone	44.0%	42.2%	41.9%	42.1%	41.6%	-5.4%	-1.2%
Other	Tablet	42.1%	40.5%	38.1%	43.4%	45.7%	8.6%	5.2%

**Bounce rates have generally been higher than they have been from a year ago.**

**Bounce rates in the US are still higher than other parts of the world.**

**With the exception of GB, bounce rates are higher on desktop devices compared to mobile. Desktop users have an easier ability to navigate between different sites or tabs which lends further evidence to utilizing personalized experiences to capture the visitor's attention.**

<b>Bounce Rate By Operating System</b>							
	<b>Q3 2020</b>	<b>Q4 2020</b>	<b>Q1 2021</b>	<b>Q2 2021</b>	<b>Q3 2021</b>	<b>Change since 2020 Q3</b>	<b>Change since 2021 Q2</b>
<b>iOS</b>	49.0%	49.8%	49.0%	54.3%	55.7%	13.7%	2.6%
<b>OS X</b>	72.1%	63.1%	58.2%	68.9%	60.9%	-15.5%	-11.5%
<b>Android</b>	47.2%	50.0%	47.4%	49.5%	51.8%	9.8%	4.6%
<b>Windows Phone</b>	63.0%	64.2%	53.8%	67.4%	46.6%	-26.0%	-30.8%

**Android and iOS, mobile devices, operating systems saw increases to Bounce Rate YoY, while the remaining operating systems experienced a decrease to Bounce Rate.**

**Over the past year, Windows and OS X, desktop devices, are the only operating systems to witness a consistent decrease to Bounce Rate quarter-to-quarter.**

**This continues to reinforce mobile devices still being utilized for research and discovery while desktop devices lean towards higher purchasing intent behaviors.**

**For the holidays use mobile devices to build intent even if it isn't directly to make a purchase.**

Bounce Rate By Source							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>Direct</b>	41.3%	40.9%	41.1%	43.1%	44.3%	7.3%	2.7%
<b>Social</b>	43.2%	43.6%	42.3%	45.2%	48.2%	11.6%	6.6%
<b>Email</b>	33.2%	33.8%	33.3%	34.2%	33.6%	1.4%	-1.8%
<b>Search</b>	29.0%	28.2%	29.2%	29.4%	29.3%	1.0%	-0.4%

**Bounce Rate increased across all channels YoY, with direct and social seeing the largest increases in Bounce Rate.**

**While the direct and social channels have seen gradual increases QoQ in 2021, email and search have experienced a slight decrease to Bounce Rate QoQ.**

**When customers know what they are looking for and are somewhat able to find it, sites generally experience a lower bounce rate.**

**Reduce bounce rates by targeting visitors from specific channels with personalized experiences.**

# AVERAGE PAGE VIEWS

Average Page Views By Region							Change since 2020 Q3	Change since 2021 Q2
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021			
<b>GB</b>	10.8	10.1	10.3	9.7	9.5	-11.9%	-2.2%	
<b>EMEA</b>	8.6	8.3	8.2	8.0	7.8	-9.4%	-2.3%	
<b>Other</b>	7.6	7.3	7.0	7.2	6.8	-10.5%	-5.6%	
<b>US</b>	6.9	6.9	6.7	6.4	7.0	1.8%	9.2%	

While generally the number of page views have dropped, the US saw a slight increase in Page Views in Q3.

With much more content to offer page views can be driven higher which is directly correlated overall conversion rates.

Average Page Views By Device							Change since 2020 Q3	Change since 2021 Q2
		Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021		
US	Desktop	8.0	8.3	7.7	7.3	7.3	-8.9%	0.1%
US	Mobile Phone	6.2	6.3	6.3	6.0	6.9	10.6%	15.3%
US	Tablet	8.0	7.9	7.8	7.5	7.6	-5.1%	1.7%
GB	Desktop	14.9	14.6	15.4	14.7	13.6	-8.4%	-7.2%
GB	Mobile Phone	9.5	8.8	8.8	8.5	8.6	-9.8%	1.0%
GB	Tablet	12.9	12.5	13.5	13.3	12.6	-1.6%	-4.6%
EMEA	Desktop	8.3	9.3	9.0	9.3	8.6	4.6%	-7.4%
EMEA	Mobile Phone	8.9	7.9	8.0	7.8	7.7	-13.3%	-0.8%
EMEA	Tablet	10.1	9.7	9.9	10.2	10.2	0.4%	0.0%
Other	Desktop	9.3	9.1	8.9	9.0	8.1	-12.5%	-9.7%
Other	Mobile Phone	7.2	7.1	6.9	7.2	6.9	-5.0%	-4.2%
Other	Tablet	7.4	7.3	6.7	6.7	6.9	-7.8%	2.1%

Mobile devices continue to have a lower number of page views.

The US further shows its QoQ growth in page views across all devices, with mobile seeing the most dramatic improvement.

Average Page Views By Operating System							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>iOS</b>	7.5	7.3	7.4	7.1	7.4	-1.2%	4.9%
<b>Windows</b>	10.4	10.5	10.3	9.6	9.0	-13.3%	-6.1%
<b>OS X</b>	9.8	9.5	9.6	9.4	9.0	-8.2%	-4.0%
<b>Android</b>	8.4	7.7	7.7	7.4	7.5	-9.8%	2.2%

Average page views have increased for mobile OS's while for desktop they have decreased in Q3.

Mobile device users generally view less pages with the limited real estate and varying intents to purchase.

Page Views By Source							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>Search</b>	10.0	9.7	9.7	9.6	9.7	-3.7%	1.0%
<b>Email</b>	8.3	7.9	7.9	7.9	9.2	9.9%	15.8%
<b>Direct</b>	8.0	7.8	7.7	7.3	7.1	-11.4%	-2.5%
<b>Social</b>	5.4	4.8	4.7	4.6	4.6	-14.3%	0.9%

The number of page views continues to drop for all channels while email has increased.

Visitors from social channels continue to have the lowest number of page views.

Visitors are expecting to find what they are looking for or be aligned with their overall journey much quicker.

# ADD-TO-CART

Add-to-Cart By Region							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>GB</b>	19.1%	18.0%	18.4%	17.5%	18.6%	-2.9%	5.9%
<b>US</b>	12.2%	13.1%	12.2%	11.7%	11.5%	-5.7%	-1.6%
<b>EMEA</b>	10.8%	13.2%	12.2%	11.8%	11.4%	5.4%	-3.7%
<b>Other</b>	10.2%	10.2%	9.4%	9.6%	9.3%	-8.6%	-2.5%

**Add-to-Cart Rate decreased across all regions YoY with the exception of EMEA.**

**GB was the only region to experience an increase to Add-to-Cart Rate QoQ, achieving its highest Cart Rate in 2021.**

**It is beneficial to continue providing customers in GB with unique site experiences to continue the strong Add-to-Cart Rate momentum through Q4.**

**Increase Add-to-Cart by creating compelling and frictionless experiences on product detail pages.**



## Add-to-Cart By Device

		Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>US</b>	<b>Desktop</b>	12.1%	13.4%	11.9%	12.0%	11.7%	-4.1%	-2.6%
<b>US</b>	<b>Mobile Phone</b>	12.4%	12.9%	12.3%	11.6%	11.4%	-8.0%	-1.7%
<b>US</b>	<b>Tablet</b>	12.0%	12.7%	11.6%	11.6%	11.6%	-3.6%	-0.1%
<b>GB</b>	<b>Desktop</b>	22.7%	22.3%	23.7%	22.1%	21.2%	-6.6%	-4.2%
<b>GB</b>	<b>Mobile Phone</b>	18.2%	16.8%	16.8%	16.3%	17.9%	-1.6%	9.6%
<b>GB</b>	<b>Tablet</b>	18.2%	17.6%	19.5%	18.2%	18.0%	-1.1%	-0.9%
<b>EMEA</b>	<b>Desktop</b>	9.4%	14.5%	12.8%	12.7%	11.4%	20.7%	-10.2%
<b>EMEA</b>	<b>Mobile Phone</b>	11.3%	12.6%	11.8%	11.1%	10.9%	-3.4%	-1.7%
<b>EMEA</b>	<b>Tablet</b>	9.4%	15.1%	14.3%	13.7%	13.4%	42.2%	-1.9%
<b>Other</b>	<b>Desktop</b>	12.1%	11.5%	10.4%	10.5%	10.1%	-16.6%	-4.4%
<b>Other</b>	<b>Mobile Phone</b>	9.2%	9.3%	8.5%	8.5%	8.2%	-11.2%	-3.6%
<b>Other</b>	<b>Tablet</b>	8.3%	7.6%	6.1%	6.2%	6.4%	-22.9%	3.0%

Generally, Add-to-Cart rates have continued to drop across regions and devices.

GB continues to see higher Add-to-Cart Rate than other regions.

EMEA Desktop and Tablet devices witnessed a large increase to Add-to-Cart Rate YoY.

Desktop devices globally saw the biggest drops to Add-to-Cart Rate QoQ with respect to each region.

### Add-to-Cart By Operating System

	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>iOS</b>	13.9%	13.8%	13.5%	12.8%	12.9%	-6.8%	1.1%
<b>OS X</b>	15.0%	15.2%	14.7%	14.3%	13.8%	-7.9%	-4.0%
<b>Windows</b>	14.5%	15.7%	14.8%	14.1%	13.2%	-9.0%	-6.1%
<b>Android</b>	12.9%	13.1%	12.4%	11.9%	11.9%	-7.5%	0.3%

While each operating system has undergone a steady decrease to Add-to-Cart Rate in 2021, Android and iOS experienced slight improvements in Q3 compared to Q2.

OS doesn't make that strong of an impact on overall Add-to-Cart Rates.

### Add-to-Cart By Source

	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>Search</b>	12.0%	12.1%	11.7%	11.3%	11.5%	-4.6%	1.1%
<b>Email</b>	11.6%	11.3%	11.0%	11.1%	11.4%	-1.7%	2.2%
<b>Direct</b>	13.1%	13.7%	13.0%	12.5%	12.5%	-4.7%	0.1%
<b>Social</b>	10.7%	9.5%	8.6%	8.3%	8.3%	-21.8%	0.1%

The Social channel experienced a dramatic drop to Add-to-Cart Rate YoY compared to a modest decrease across the other channels.

Each channel saw a slight increase to Add-to-Cart Rate for Q3.

Consumers are becoming increasingly focused on finding specific products that fit their needs regardless of where they may come from, especially if there was lower initial intent.

# ABANDONED CART

Abandoned Cart By Region							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>EMEA</b>	83.2%	82.9%	82.7%	81.9%	81.7%	-1.8%	-0.3%
<b>Other</b>	84.4%	82.8%	83.9%	83.0%	84.0%	-0.5%	1.2%
<b>GB</b>	77.7%	75.5%	75.2%	75.6%	77.8%	0.1%	2.9%
<b>US</b>	77.4%	76.3%	77.5%	75.2%	76.2%	-1.5%	1.4%

Abandoned Cart Rate has remained relatively consistent in seeing slight decreases YoY with the exception of the GB Region.

Further, GB has experienced a consistent rise to Abandoned Cart Rate since Q4 2020.

Once consumers have added items to the cart, they are more likely to follow through relative to the drop we've seen in overall cart rates.

### Abandoned Cart By Device

		Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
US	Desktop	67.5%	66.2%	67.5%	65.6%	67.8%	0.5%	3.4%
US	Mobile Phone	82.9%	81.4%	82.6%	80.4%	80.5%	-2.9%	0.2%
US	Tablet	71.0%	70.0%	70.1%	69.6%	71.6%	0.8%	2.8%
GB	Desktop	72.6%	71.3%	71.3%	69.9%	69.9%	-3.7%	-0.1%
GB	Mobile Phone	80.0%	77.4%	77.1%	77.8%	80.3%	0.3%	3.2%
GB	Tablet	73.2%	72.6%	72.5%	71.7%	71.8%	-1.9%	0.2%
EMEA	Desktop	73.5%	76.3%	76.0%	74.3%	74.4%	1.2%	0.2%
EMEA	Mobile Phone	86.7%	86.2%	85.9%	85.5%	85.6%	-1.2%	0.1%
EMEA	Tablet	72.5%	79.9%	79.7%	78.4%	78.0%	7.5%	-0.5%
Other	Desktop	78.8%	75.8%	75.9%	73.7%	75.7%	-4.0%	2.7%
Other	Mobile Phone	86.9%	85.4%	86.5%	86.0%	86.7%	-0.3%	0.8%
Other	Tablet	79.7%	76.8%	77.9%	75.9%	77.0%	-3.5%	1.4%

Along with GB Mobile devices, US Desktop devices showed the largest increase to Abandon Cart Rate QoQ.

Tablet devices in the EMEA Region saw the most significant increase to Abandon Cart Rate YoY, whereas the other Region-Device combinations have remained stable YoY.

Abandoned Cart Operating System							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>iOS</b>	82.4%	80.9%	81.4%	80.6%	81.5%	-1.1%	1.2%
<b>Windows</b>	68.1%	67.6%	68.1%	66.4%	68.3%	0.3%	2.9%
<b>Android</b>	81.3%	80.4%	80.1%	80.1%	81.3%	0.0%	1.4%
<b>OS X</b>	73.6%	72.6%	73.6%	71.4%	71.9%	-2.3%	0.6%

While Android and Windows remained flat with regards to Abandon Cart Rate YoY, the remaining operating systems have improved YoY.

Abandoned Cart By Source							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>Social</b>	89.1%	88.7%	88.5%	88.2%	89.3%	0.2%	1.2%
<b>Email</b>	80.5%	78.6%	80.2%	80.4%	80.6%	0.2%	0.3%
<b>Direct</b>	78.7%	77.2%	77.3%	76.9%	78.9%	0.4%	2.6%
<b>Search</b>	74.1%	73.0%	73.6%	73.6%	75.3%	1.7%	2.4%

**Each channel has displayed a minor increase to Abandon Cart Rate YoY and QoQ.**

**Visitors are much more mindful of what they are looking for and how well it serves their needs as reflected by the slight increase in cart abandonment from the search channel.**

**Providing product recommendations when visitors come in from search can help drive visitors down the funnel more effectively.**

# CONVERSION RATE

Conversion Rate By Region							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>GB</b>	4.3%	4.4%	4.6%	4.3%	4.1%	-3.4%	-3.7%
<b>US</b>	2.8%	3.1%	2.7%	2.9%	2.7%	-0.8%	-5.7%
<b>EMEA</b>	1.8%	2.3%	2.1%	2.1%	2.1%	16.7%	0.0%
<b>Other</b>	1.6%	1.8%	1.5%	1.6%	1.5%	-6.3%	-6.3%

**Conversion rates remain higher in GB relative to other regions.**

**Conversion rates have dropped throughout the year and are expected to pick back up for Q4 as the holiday season approaches.**

**Focus on bottom-funnel optimization to drive conversion up.**



Conversion Rate By Device								
		Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
US	Desktop	4.0%	4.5%	3.8%	4.1%	3.7%	-5.1%	-8.9%
US	Mobile Phone	2.1%	2.4%	2.1%	2.3%	2.2%	4.9%	-2.5%
US	Tablet	3.5%	3.8%	3.5%	3.5%	3.3%	-5.5%	-6.5%
GB	Desktop	6.2%	6.4%	6.8%	6.7%	6.4%	2.6%	-4.0%
GB	Mobile Phone	3.6%	3.8%	3.8%	3.6%	3.5%	-2.9%	-2.8%
GB	Tablet	4.9%	4.8%	5.4%	5.1%	5.1%	4.1%	-1.4%
EMEA	Desktop	2.5%	3.4%	3.1%	3.3%	2.9%	16.7%	-10.6%
EMEA	Mobile Phone	1.5%	1.7%	1.7%	1.6%	1.6%	4.1%	-2.4%
EMEA	Tablet	2.6%	3.0%	2.9%	2.9%	2.9%	14.0%	0.1%
Other	Desktop	2.6%	2.8%	2.5%	2.8%	2.4%	-4.3%	-11.7%
Other	Mobile Phone	1.2%	1.4%	1.1%	1.2%	1.1%	-9.7%	-8.4%
Other	Tablet	1.7%	1.8%	1.4%	1.5%	1.5%	-12.4%	-1.4%

Conversion rates are generally down from a year ago.

Despite mobile devices having over 2/3's of the session traffic, Desktop devices continue to remain the strongest devices for conversion globally.

Mobile device conversion continues to slowly increase as brands continue to optimize for mobile devices.

Conversion Rate By Operating System							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>Windows</b>	4.6%	5.1%	4.7%	4.7%	4.2%	-9.7%	-11.5%
<b>OS X</b>	4.0%	4.2%	3.9%	4.1%	3.9%	-1.9%	-5.5%
<b>iOS</b>	2.4%	2.6%	2.5%	2.5%	2.4%	-2.2%	-3.7%
<b>Android</b>	2.4%	2.6%	2.5%	2.4%	2.2%	-7.5%	-5.5%

While conversion has continued to drop across all OS, with the largest happening on Android and Windows OS's.

Desktop devices (Windows and OS X) continue to have the highest conversion rates compared to mobile devices (iOS and Android).

Conversion Rate By Source							
	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Change since 2020 Q3	Change since 2021 Q2
<b>Search</b>	3.1%	3.3%	3.1%	3.0%	2.8%	-9.3%	-5.7%
<b>Direct</b>	2.8%	3.1%	3.0%	2.9%	2.6%	-5.9%	-8.7%
<b>Email</b>	2.3%	2.4%	2.2%	2.2%	2.2%	-2.6%	0.8%
<b>Social</b>	1.2%	1.1%	1.0%	1.0%	0.9%	-23.0%	-8.9%

**Conversion continues to drop across all channels.**

**Social conversion remains the lowest across channels.**

**Consumers are increasingly becoming focused on finding specific products that fit their needs regardless of where they may come from.**

# AVERAGE ORDER VALUE

Average Order Value By Region							
	Q3 2020 (USD)	Q4 2020 (USD)	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Change since 2020 Q3	Change since 2021 Q2
<b>Other</b>	\$120.60	\$130.27	\$131.12	\$137.92	\$142.42	18.1%	3.3%
<b>US</b>	\$117.39	\$118.58	\$123.65	\$150.97	\$148.51	26.5%	-1.6%
<b>EMEA</b>	\$111.94	\$136.57	\$141.85	\$149.23	\$147.98	32.2%	-0.8%
<b>GB</b>	\$92.03	\$94.28	\$103.88	\$109.13	\$106.72	16.0%	-2.2%

Globally, each region accomplished a large increase in AOV YoY with EMEA experiencing the most dramatic gain.

EMEA, GB, and US saw slight decreases to AOV QoQ, however these regions saw higher performing AOV values compared to Q1 2021.

As consumers continue to have increased confidence in digital shopping, we believe the US is seeing a stronger increase than other regions.

### Average Order Value By Device

		Q3 2020 (USD)	Q4 2020 (USD)	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Change since 2020 Q3	Change since 2021 Q2
<b>US</b>	<b>Desktop</b>	\$139.67	\$138.15	\$147.83	\$178.74	\$177.38	27.0%	-0.8%
<b>US</b>	<b>Mobile Phone</b>	\$97.40	\$102.54	\$103.57	\$127.43	\$125.57	28.9%	-1.5%
<b>US</b>	<b>Tablet</b>	\$90.30	\$94.94	\$89.13	\$98.02	\$96.25	6.6%	-1.8%
<b>GB</b>	<b>Desktop</b>	\$109.24	\$103.38	\$115.46	\$125.51	\$125.08	14.5%	-0.3%
<b>GB</b>	<b>Mobile Phone</b>	\$81.60	\$89.50	\$97.82	\$100.87	\$96.26	18.0%	-4.6%
<b>GB</b>	<b>Tablet</b>	\$93.70	\$94.40	\$102.09	\$107.25	\$102.08	8.9%	-4.8%
<b>EMEA</b>	<b>Desktop</b>	\$126.49	\$156.03	\$172.91	\$185.28	\$178.68	41.3%	-3.6%
<b>EMEA</b>	<b>Mobile Phone</b>	\$104.15	\$122.67	\$120.73	\$124.84	\$126.57	21.5%	1.4%
<b>EMEA</b>	<b>Tablet</b>	\$106.64	\$139.94	\$147.13	\$149.31	\$141.20	32.4%	-5.4%
<b>Other</b>	<b>Desktop</b>	\$138.64	\$151.77	\$151.54	\$165.73	\$170.37	22.9%	2.8%
<b>Other</b>	<b>Mobile Phone</b>	\$107.62	\$116.43	\$119.62	\$120.54	\$126.20	17.3%	4.7%
<b>Other</b>	<b>Tablet</b>	\$119.03	\$126.86	\$126.63	\$124.50	\$127.65	7.2%	2.5%

All regions witnessed improvements in AOV YoY, while EMEA and US saw the greatest increases YoY.

Desktop devices continue to show the highest increase in AOV due to larger browsing real estate and functional flexibility.

For the upcoming holidays, brands should focus on price segmentation pushing higher ticket items on desktop devices.

Up-sell and cross-sell opportunities remain stronger on desktop devices as well.

EMEA, GB, and US had its largest decreases in AOV QoQ across tablet devices.

### Average Order Value By Operating System

	Q3 2020 (USD)	Q4 2020 (USD)	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Change since 2020 Q3	Change since 2021 Q2
<b>OS X</b>	\$126.11	\$132.31	\$139.12	\$157.65	\$156.16	23.8%	-0.9%
<b>Windows</b>	\$132.70	\$133.78	\$144.00	\$171.70	\$171.40	29.2%	-0.2%
<b>iOS</b>	\$96.15	\$104.34	\$108.77	\$122.60	\$121.38	26.2%	-1.0%
<b>Android</b>	\$84.02	\$92.89	\$94.10	\$99.85	\$98.54	17.3%	-1.3%

All operating systems saw an AOV increase YoY.

Operating systems saw a slight decrease to AOV QoQ. However, Q3 AOV for these operating systems were still stronger compared to Q1 2021.

Desktop devices (Windows and OS X) continue to show the highest increase in AOV due to larger browsing real estate and functional flexibility.

Continue to place an emphasis on iOS testing and personalization due to stronger desired consumer behavior on those devices.

### Average Order Value By Source

	Q3 2020 (USD)	Q4 2020 (USD)	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Change since 2020 Q3	Change since 2021 Q2
<b>Direct</b>	\$108.10	\$112.21	\$116.84	\$131.83	\$134.79	24.7%	2.2%
<b>Email</b>	\$92.60	\$97.70	\$97.12	\$103.07	\$101.72	9.9%	-1.3%
<b>Search</b>	\$92.09	\$99.09	\$105.03	\$118.04	\$114.45	24.3%	-3.0%
<b>Social</b>	\$73.62	\$79.20	\$74.41	\$80.75	\$81.34	10.5%	0.7%

All channels experienced an increase in AOV YoY, with search and direct channels contributing the largest increases.

Consumers continue to have a stronger intent to buy when they initiate engagement to purchase versus being engaged by brands.

For the holidays, brands should continue to place a strong emphasis on personalization and product recommendations for visitors coming in from direct and search channels.

Social and direct channels saw a slight improvement in AOV QoQ, while email and search saw minor decreases.

Social continues to have the lowest AOV.



# POWERFUL PERSONALIZATION

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

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