



Ecommerce Quarterly Benchmarks

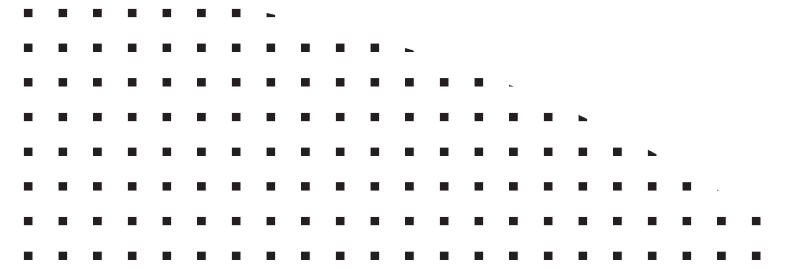
Q4 2021

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.

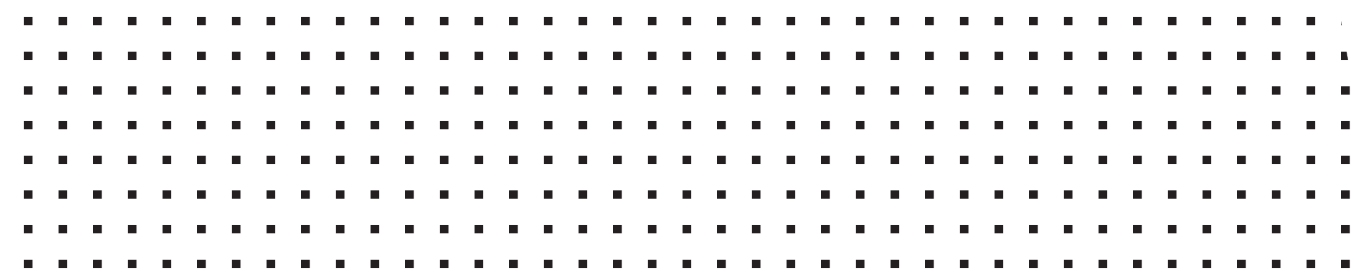
SUMMARY

The holiday season is always an active time for eCommerce, and we continued to see consistent trends in shopping behavior. How shoppers use mobile devices (phones and tablets) has stayed similar over the last 12 months, with 69% of shoppers choosing to shop via mobile devices with 30% of shoppers browsing on their desktops. But, while the Add-to-Cart data for this period shows that the majority of sessions come from mobile devices, there is still opportunity to be found here in getting shoppers to make a purchase on a mobile device. Currently, desktop Add-to-Cart numbers continue to exceed mobile, with not a lot of change found in shopping behavior over the past year. According to the data, the average eCommerce site sees an 80% cart abandonment rate, with the highest cart abandonment coming from mobile devices and social media. Social media is also a source ripe with opportunity for improvement. Only 8.5% of sessions from social media add items to their cart. At Kibo, we've found that our most successful clients are closely aligning their social and digital marketing campaigns.



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SESSION DISTRIBUTION

Session Distribution By Device		Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Change since 2021 Q3	Change since 2020 Q4
US	Tablet	3%	3%	3%	3%	3%	0.85%	-19.6%
US	Mobile Phone	66%	65%	65%	66%	67%	1.57%	0.9%
US	Desktop	31%	32%	32%	32%	31%	-3.49%	0.3%
GB	Tablet	6%	5%	5%	4%	4%	2.86%	-29.9%
GB	Mobile Phone	73%	73%	76%	75%	73%	-3.48%	0.3%
GB	Desktop	21%	21%	20%	21%	23%	10.48%	7.6%
EMEA	Tablet	4%	3%	3%	3%	2%	-27.61%	-42.0%
EMEA	Mobile Phone	68%	68%	68%	65%	68%	4.19%	0.4%
EMEA	Desktop	28%	29%	29%	32%	29%	-7.63%	4.7%
Other	Tablet	2%	3%	2%	2%	2%	7.82%	-12.2%
Other	Mobile Phone	70%	72%	71%	71%	72%	1.24%	1.8%
Other	Desktop	27%	26%	26%	27%	26%	-4.03%	-3.5%

How shoppers are using their mobile devices has stayed relatively similar over the last 12 months, with 69% of shoppers choosing to shop via their mobile devices and 30% browsing on their desktop.



BOUNCE RATE

Bounce Rate By Region							
	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Change since 2021 Q3	Change since 2020 Q4
US	43.2%	45.6%	48.3%	46.9%	45.6%	-2.67%	5.3%
Other	48.0%	48.9%	52.1%	50.5%	49.9%	-1.18%	3.8%
EMEA	41.4%	43.2%	45.4%	46.0%	47.2%	2.64%	12.3%
GB	41.4%	35.7%	36.1%	36.8%	37.3%	1.27%	-11.1%

In Q4 2021 the average site bounce rate is 45% which is a slight increase of 3% YoY.

Bounce rate on Mobile and Desktop is similar in all markets except for EMEA.



Bounce Rate By Device

		Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Change since 2021 Q3	Change since 2020 Q4
US	Tablet	35.8%	37.0%	37.1%	38.8%	40.2%	3.44%	12.1%
US	Mobile Phone	43.9%	44.2%	46.2%	45.4%	44.1%	-3.02%	0.4%
US	Desktop	41.3%	46.8%	50.8%	45.7%	45.5%	-0.36%	10.2%
GB	Tablet	27.0%	26.8%	26.0%	27.6%	29.4%	6.04%	8.8%
GB	Mobile Phone	37.8%	37.3%	37.2%	37.0%	36.2%	-2.01%	-4.0%
GB	Desktop	42.9%	28.4%	28.8%	30.2%	35.6%	15.30%	-17.0%
EMEA	Tablet	32.8%	31.8%	32.8%	36.5%	34.2%	-6.72%	4.5%
EMEA	Mobile Phone	39.3%	39.7%	41.9%	40.7%	39.9%	-1.99%	1.5%
EMEA	Desktop	41.0%	42.4%	42.0%	46.8%	45.8%	-2.19%	11.7%
Other	Tablet	41.0%	38.7%	45.3%	48.1%	47.1%	-2.15%	14.7%
Other	Mobile Phone	44.3%	44.2%	45.0%	45.1%	43.8%	-2.95%	-1.3%
Other	Desktop	42.1%	42.5%	46.9%	43.6%	43.5%	-0.19%	3.3%



Bounce Rate By Source

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Direct	45.3%	45.8%	48.5%	47.1%	47.8%
Social	49.6%	49.6%	50.8%	51.6%	47.7%
Email	35.8%	35.1%	36.1%	35.1%	33.6%
Search	29.1%	30.4%	30.5%	30.8%	30.6%
Unknown	43.6%	42.5%	45.9%	46.9%	45.4%

The opportunity with bounce rate is to focus on key channels that may be problematic - with our benchmarking data we see social media and direct traffic sources have the highest bounce rates.

Winning tests for bounce rate are derived from data and insights that identify customer profiles and segments that are under-indexing on benchmark. In its simplest form, New and Returning.

Extending that further, how are your personas engaging and is there a particular area for opportunity to improve engagement with a particular segment?



AVERAGE PAGE VIEWS

Average Page Views By Region					
	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
GB	8.4	9.2	9.1	8.9	8.8
EMEA	8.3	8.1	7.7	7.6	7.0
Other	7.2	6.7	6.3	6.0	5.9
US	6.4	5.8	5.5	5.5	5.8



Average Page Views By Device

		Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
US	Tablet	7.5	7.0	7.0	7.0	7.1
US	Mobile Phone	5.8	5.5	5.3	5.1	5.4
US	Desktop	7.7	6.5	6.0	6.3	6.7
GB	Tablet	10.8	11.4	12.2	11.6	10.9
GB	Mobile Phone	8.4	8.5	8.5	8.4	8.4
GB	Desktop	9.3	12.0	12.7	11.9	11.2
EMEA	Tablet	9.5	9.7	9.3	9.1	8.5
EMEA	Mobile Phone	7.8	7.9	7.6	7.4	7.1
EMEA	Desktop	9.8	9.4	9.0	8.9	7.8
Other	Tablet	7.3	6.3	5.8	5.7	5.5
Other	Mobile Phone	7.0	6.6	6.3	6.0	5.8
Other	Desktop	8.6	8.3	7.6	7.3	7.3



ADD-TO-CART

Add-to-Cart By Region

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
GB	16.8%	18.6%	17.6%	18.6%	17.9%
US	13.2%	11.6%	11.0%	11.3%	12.8%
EMEA	13.3%	12.2%	11.8%	11.4%	9.8%
Other	10.6%	9.9%	9.8%	9.8%	9.8%



Add-to-Cart By Device

		Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
US	Tablet	12.9%	11.7%	11.7%	11.7%	13.0%
US	Mobile Phone	13.1%	12.3%	11.5%	11.3%	12.5%
US	Desktop	13.5%	10.6%	10.3%	11.2%	13.5%
GB	Tablet	18.7%	20.0%	18.3%	18.1%	17.5%
GB	Mobile Phone	17.0%	17.1%	16.4%	17.9%	17.5%
GB	Desktop	18.0%	23.8%	22.2%	21.2%	19.4%
EMEA	Tablet	15.2%	14.4%	13.7%	13.4%	10.1%
EMEA	Mobile Phone	12.6%	11.8%	11.1%	10.8%	9.5%
EMEA	Desktop	14.6%	12.9%	12.8%	11.6%	9.5%
Other	Tablet	8.3%	6.7%	6.7%	7.0%	6.9%
Other	Mobile Phone	10.0%	9.2%	9.2%	8.8%	8.5%
Other	Desktop	11.4%	10.6%	10.0%	10.4%	10.6%

While the majority of sessions come from mobile devices, the data is identifying that using mobile devices (phones and tablets) to commit to a purchase is still an area of opportunity.

Desktop Add-to-Cart rates continue to exceed those for Mobile, and as noted with sessions earlier, trends have not really changed over the last 12 months.



Add-to-Cart By Source

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Search	12.6%	12.1%	11.6%	11.7%	11.7%
Email	11.6%	11.2%	11.2%	11.5%	13.3%
Direct	13.0%	12.4%	11.6%	12.2%	12.9%
Social	9.7%	8.8%	8.5%	8.4%	8.5%
Unknown	19.8%	19.5%	17.9%	16.4%	16.9%

Just like with bounce rate, Social Media is a key opportunity. Only 8.5% of sessions from Social Media add to cart. Not only do sessions from this channel have the lowest engagement, but they are not impacting down funnel metrics.

We see that our most successful clients are closely aligned with their social and digital marketing campaigns.

Kibo's Success Organization has worked closely with many clients in 2021 to align the offline to onsite journey for social segments. Please let us know how we can help your organization in this area.



ABANDONED CART

Abandoned Cart By Region

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
EMEA	82.9%	82.7%	81.7%	81.6%	81.3%
Other	82.8%	83.9%	83.0%	83.9%	83.2%
GB	75.4%	75.0%	75.5%	77.7%	77.6%
US	76.1%	78.0%	76.0%	77.0%	77.5%



Abandoned Cart By Device

		Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
US	Tablet	70.0%	70.1%	69.8%	71.8%	74.2%
US	Mobile Phone	81.0%	82.7%	80.8%	81.0%	81.0%
US	Desktop	65.9%	68.1%	66.5%	68.7%	70.5%
GB	Tablet	72.2%	72.6%	71.7%	71.9%	71.3%
GB	Mobile Phone	77.5%	77.4%	78.1%	80.7%	79.8%
GB	Desktop	70.7%	71.2%	69.7%	69.7%	69.0%
EMEA	Tablet	70.5%	72.1%	71.8%	72.0%	73.2%
EMEA	Mobile Phone	84.6%	84.3%	84.1%	84.5%	84.3%
EMEA	Desktop	72.0%	72.2%	70.8%	71.9%	73.2%
Other	Tablet	76.7%	77.8%	75.9%	77.0%	76.9%
Other	Mobile Phone	85.4%	86.5%	86.0%	86.8%	86.1%
Other	Desktop	75.8%	76.0%	73.8%	75.5%	74.5%



Abandoned Cart By Source

	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Social	88.8%	88.5%	88.3%	89.4%	88.9%
Email	78.8%	80.5%	80.7%	80.9%	81.8%
Direct	77.4%	77.7%	77.3%	79.4%	79.3%
Search	72.7%	73.6%	73.8%	75.7%	75.2%
Unknown	78.8%	79.7%	77.7%	77.8%	77.9%

The average site sees an 80% cart abandonment rate and it's no surprise that the highest abandonment rate comes from mobile devices and social media.



CONVERSION RATE

Conversion Rate By Region					
	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
GB	4.0%	4.6%	4.3%	4.1%	4.0%
US	3.0%	2.2%	2.4%	2.4%	2.6%
EMEA	2.3%	2.1%	2.2%	2.1%	1.8%
Other	1.6%	1.4%	1.6%	1.5%	1.6%



Conversion Rate By Device

		Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
US	Tablet	3.7%	3.3%	3.4%	3.1%	3.2%
US	Mobile Phone	2.4%	2.1%	2.2%	2.1%	2.3%
US	Desktop	4.4%	3.2%	3.3%	3.4%	3.8%
GB	Tablet	4.8%	5.4%	5.2%	5.1%	4.6%
GB	Mobile Phone	3.7%	3.9%	3.6%	3.5%	3.5%
GB	Desktop	5.1%	6.8%	6.7%	6.4%	5.6%
EMEA	Tablet	3.0%	2.9%	2.9%	2.9%	2.5%
EMEA	Mobile Phone	1.7%	1.7%	1.6%	1.5%	1.5%
EMEA	Desktop	3.4%	3.1%	3.3%	2.9%	2.5%
Other	Tablet	1.8%	1.3%	1.5%	1.4%	1.5%
Other	Mobile Phone	1.4%	1.2%	1.2%	1.1%	1.1%
Other	Desktop	2.6%	2.4%	2.5%	2.4%	2.6%

Interestingly, even after removing any outliers, users on a mobile device in GB convert 50% higher than in the US, and on desktop by 46%.



Conversion Rate By Source

	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021
Search	3.3%	3.2%	3.0%	2.8%	2.8%
Direct	3.0%	2.9%	2.8%	2.5%	2.7%
Email	2.5%	2.2%	2.2%	2.2%	2.3%
Social	1.0%	0.9%	0.9%	0.8%	0.9%
Unknown	4.2%	4.0%	4.0%	3.6%	3.7%



AVERAGE ORDER VALUE

Average Order Value By Region					
	Q4 2020 (USD)	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Q4 2021 (USD)
Other	\$126.29	\$128.98	\$151.55	\$334.73	\$309.59
US	\$104.95	\$126.32	\$174.59	\$165.97	\$178.59
EMEA	\$135.95	\$140.74	\$152.81	\$240.19	\$171.60
GB	\$94.71	\$104.54	\$109.44	\$106.49	\$116.20
	Q4 2020 (BP)	Q1 2021 (BP)	Q2 2021 (BP)	Q3 2021 (BP)	Q4 2021 (BP)
Other	£95.43	£93.46	£108.46	£242.97	£229.42
US	£79.38	£91.57	£124.80	£120.41	£132.74
EMEA	£102.65	£102.11	£109.30	£174.07	£127.35
GB	£71.63	£75.79	£78.32	£77.24	£86.37

Across our 3 main regions, US, EMEA and GB, AOV has improved 37% since Q4 2020. A shift we saw across the majority of our client base in 2021 was the focus on AOV in order to improve overall revenue. Brands and retailers became much more sophisticated in running experiences across the customer journey that would surface key merchandising tactics such as badging, social proof and product recommendations in order to up-sell and cross-sell.



Average Order Value By Device

		Q4 2020 (USD)	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Q4 2021 (USD)
US	Tablet	\$93.26	\$99.85	\$125.39	\$116.84	\$136.15
US	Other	\$192.36	\$221.92	\$261.98	\$229.77	\$244.80
US	Mobile Phone	\$82.82	\$95.70	\$136.74	\$132.41	\$144.30
US	Desktop	\$131.60	\$163.40	\$217.90	\$209.65	\$222.38
GB	Tablet	\$92.18	\$91.38	\$98.81	\$98.22	\$107.66
GB	Other	\$101.62	\$112.13	\$118.42	\$141.79	\$137.53
GB	Mobile Phone	\$88.45	\$90.25	\$95.43	\$93.68	\$102.70
GB	Desktop	\$100.83	\$103.17	\$113.91	\$117.75	\$135.60
EMEA	Tablet	\$139.26	\$145.95	\$147.26	\$139.86	\$129.72
EMEA	Other	\$65.53	\$71.53	\$96.50	\$116.13	\$88.20
EMEA	Mobile Phone	\$122.47	\$120.00	\$122.53	\$125.01	\$125.82
EMEA	Desktop	\$154.90	\$170.85	\$195.38	\$394.52	\$251.59
Other	Tablet	\$125.54	\$131.42	\$127.02	\$132.64	\$152.99
Other	Other	\$85.14	\$92.01	\$99.51	\$97.60	\$110.60
Other	Mobile Phone	\$114.78	\$120.11	\$119.25	\$125.73	\$141.23
Other	Desktop	\$144.93	\$146.81	\$205.33	\$650.44	\$572.68

In Q4 2021 we saw mobile devices see the biggest uplift in AOV.

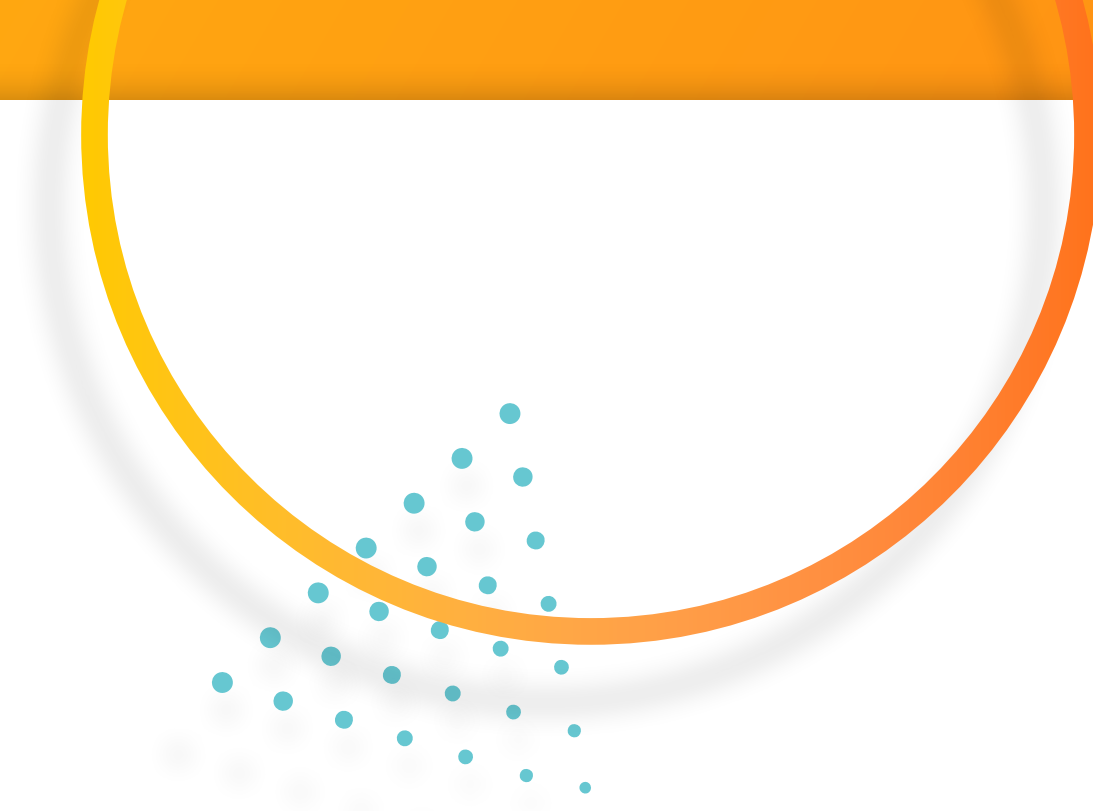


Average Order Value By Source

	Q4 2020 (USD)	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Q4 2021 (USD)
Direct	\$108.42	\$118.23	\$138.66	\$176.49	\$172.18
Email	\$95.79	\$95.37	\$103.56	\$105.00	\$115.44
Search	\$89.40	\$99.63	\$116.38	\$116.46	\$121.05
Social	\$78.30	\$75.51	\$82.15	\$84.80	\$88.73
Unknown	\$123.51	\$138.35	\$173.06	\$210.40	\$199.01

	Q4 2020 (BP)	Q1 2021 (BP)	Q2 2021 (BP)	Q3 2021 (BP)	Q4 2021 (BP)
Direct	£82.02	£85.72	£99.20	£128.02	£127.88
Email	£72.39	£69.18	£74.09	£76.16	£85.83
Search	£67.53	£72.24	£83.24	£84.49	£89.99
Social	£59.13	£54.76	£58.77	£61.45	£65.97
Unknown	£93.35	£100.28	£123.75	£152.62	£147.76







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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