

# Ecommerce Quarterly Benchmarks

Q1 2022

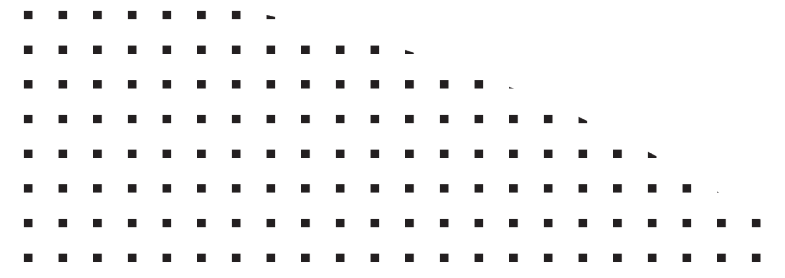


# INTRODUCTION

Kibo'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, 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.

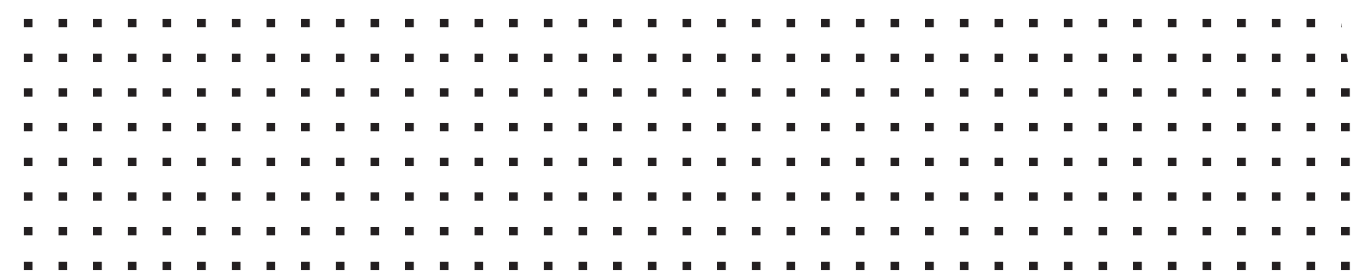
## SUMMARY

For Q1 of 2022, we saw some interesting trends emerging, while other data points remained relatively stable over the past 12 months. In Q1 2022, the data showed that mobile shopping is still driving most of the traffic (67%) overall. Bounce rates are up slightly, with EMEA seeing a 12% increase over the past year. Also, direct bounce rates are up nearly 20% over the past 12 months, with social bounce rates up by 8%. Average page views continue to go down, except for an increase in US mobile traffic. Add-to-Cart rates have seen a slight decline YoY, mainly in EMEA, but the US did see a sizable decrease since last quarter (Q4 2021). By device, this decline is most pronounced on desktop, and most noticeable in GB and EMEA. By source, add-to-cart rates have declined over the 12 months from nearly every source, apart from social, where rates have been flat, and email which is up by nearly 20%, but down slightly from Q4 2021. Also, down over the past 12 months are conversion rates across the board. But the average order value is up over the past 12 months, particularly in the US and GB, and can be seen most clearly in desktop purchases in these same two regions.



## BENCHMARKS

<b>Session Distribution</b>	<b>3</b>
<b>Bounce Rate</b>	<b>4</b>
<b>Average Page Views</b>	<b>7</b>
<b>Add-to-Cart</b>	<b>9</b>
<b>Abandoned Cart</b>	<b>12</b>
<b>Conversion Rate</b>	<b>15</b>
<b>Average Order Value</b>	<b>18</b>



## SESSION DISTRIBUTION

Session Distribution By Device		Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	<b>Tablet</b>	3%	3%	3%	3%	3%	-0.70%	-11.67%
<b>US</b>	<b>Mobile Phone</b>	64%	63%	64%	65%	63%	-3.04%	-1.93%
<b>US</b>	<b>Desktop</b>	32%	33%	33%	32%	34%	6.28%	5.09%
<b>GB</b>	<b>Tablet</b>	5%	5%	4%	4%	4%	-0.80%	-18.48%
<b>GB</b>	<b>Mobile Phone</b>	73%	75%	74%	72%	71%	-2.10%	-3.43%
<b>GB</b>	<b>Desktop</b>	22%	20%	21%	24%	25%	6.59%	16.17%
<b>EMEA</b>	<b>Tablet</b>	3%	3%	3%	2%	2%	-14.18%	-46.56%
<b>EMEA</b>	<b>Mobile Phone</b>	68%	69%	66%	69%	68%	-2.19%	-0.49%
<b>EMEA</b>	<b>Desktop</b>	29%	28%	31%	29%	31%	6.29%	6.50%
<b>Other</b>	<b>Tablet</b>	3%	2%	2%	2%	2%	-0.04%	-16.46%
<b>Other</b>	<b>Mobile Phone</b>	72%	72%	72%	73%	72%	-0.81%	0.11%
<b>Other</b>	<b>Desktop</b>	26%	26%	26%	25%	26%	2.32%	1.40%
<b>Aggregate</b>	<b>Tablet</b>	4%	3%	3%	3%	3%	-1.58%	-18.76%
<b>Aggregate</b>	<b>Mobile Phone</b>	68%	69%	68%	68%	67%	-2.12%	-1.88%
<b>Aggregate</b>	<b>Desktop</b>	28%	28%	29%	28%	30%	5.27%	7.18%

How shoppers have used their devices has stayed relatively similar over the past quarter, with a slight increase in Desktop shopping. Tablet usage has dropped off quite a bit over the past 12 months. However, Mobile shopping is still driving the majority of traffic, at 67% overall.



# BOUNCE RATE

Bounce Rate By Region							
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
US	42%	44%	42%	42%	43%	2.97%	3.41%
Other	41%	42%	42%	42%	43%	4.50%	5.65%
GB	31%	33%	32%	33%	34%	1.67%	9.15%
EMEA	36%	38%	40%	37%	40%	7.39%	11.65%
Aggregate	38%	40%	39%	39%	40%	3.01%	6.44%

Bounce rates are up slightly. 3% since Q4 and 6% over the past 12 months. The increase is most pronounced in EMEA, which saw a 12% increase over the past year.



### Bounce Rate By Device

		Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
US	Tablet	36%	36%	37%	39%	39%	-0.49%	8.52%
US	Mobile Phone	42%	44%	41%	41%	42%	2.16%	0.01%
US	Desktop	42%	45%	43%	44%	45%	3.79%	8.50%
GB	Tablet	24%	24%	25%	27%	27%	-2.61%	8.75%
GB	Mobile Phone	32%	33%	32%	32%	31%	-0.96%	-1.85%
GB	Desktop	25%	26%	27%	32%	36%	10.56%	42.28%
EMEA	Tablet	30%	32%	36%	35%	40%	12.36%	30.33%
EMEA	Mobile Phone	34%	37%	37%	35%	37%	5.30%	6.74%
EMEA	Desktop	40%	41%	47%	43%	48%	10.76%	18.52%
Other	Tablet	38%	44%	46%	45%	44%	-2.16%	18.13%
Other	Mobile Phone	42%	43%	41%	41%	44%	5.03%	4.70%
Other	Desktop	40%	41%	43%	40%	43%	6.41%	8.35%
Aggregate	Tablet	31%	32%	34%	35%	35%	-0.94%	12.35%
Aggregate	Mobile Phone	38%	39%	38%	38%	38%	1.72%	1.73%
Aggregate	Desktop	38%	40%	41%	41%	43%	5.97%	14.33%

Bounce rates are relatively stable over the past 12 months on Mobile, but up on Tablet and Desktop.



### Bounce Rate By Source

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>Direct</b>	41%	44%	45%	46%	48%	5.07%	18.22%
<b>Social</b>	42%	45%	48%	46%	46%	-0.13%	8.14%
<b>Email</b>	33%	33%	33%	31%	30%	-0.63%	-6.87%
<b>Search</b>	29%	29%	29%	29%	30%	2.65%	2.48%
<b>Unknown</b>	38%	40%	37%	37%	37%	-0.01%	-3.22%
<b>Aggregate</b>	37%	39%	39%	38%	40%	3.12%	5.94%

**Direct bounce rates are up nearly 20% over the past 12 months, with Social bounce rates also up 8%. Other traffic sources remain relatively stable.**



# AVERAGE PAGE VIEWS

Average Page Views By Region							
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	6.7	6.6	7.6	7.7	7.1	-7.87%	5.96%
<b>GB</b>	10.6	10.1	10.1	9.6	9.4	-2.17%	-11.19%
<b>EMEA</b>	8.4	8.4	8.1	7.9	7.5	-5.98%	-11.24%
<b>Other</b>	7.6	7.9	7.5	7.3	7.0	-4.56%	-8.11%
<b>Aggregate</b>	8.2	8.0	8.3	8.2	7.8	-4.96%	-4.73%

Besides a slight uptick in the US over the past 12 months, page views are slightly down across the board by roughly 5%, most noticeably in GB and EMEA.



Average Page Views By Device								
		Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	<b>Desktop</b>	7.6	7.3	7.6	7.7	7.0	-9.09%	-8.28%
<b>US</b>	<b>Mobile Phone</b>	6.2	6.2	7.6	7.7	7.2	-7.23%	15.92%
<b>US</b>	<b>Tablet</b>	7.7	7.6	7.9	7.5	7.3	-2.63%	-5.25%
<b>GB</b>	<b>Desktop</b>	15.7	15.1	14.1	12.7	11.6	-8.07%	-25.72%
<b>GB</b>	<b>Mobile Phone</b>	9.1	8.8	9.1	8.8	8.8	-0.09%	-2.96%
<b>GB</b>	<b>Tablet</b>	13.8	13.6	13.1	11.8	11.8	-0.66%	-14.51%
<b>EMEA</b>	<b>Desktop</b>	9.0	9.4	8.7	8.0	6.9	-13.63%	-22.89%
<b>EMEA</b>	<b>Mobile Phone</b>	8.1	7.9	7.9	7.9	7.7	-2.45%	-4.93%
<b>EMEA</b>	<b>Tablet</b>	10.0	10.3	10.1	9.5	8.5	-10.79%	-14.88%
<b>Other</b>	<b>Desktop</b>	9.2	9.4	8.5	8.5	7.6	-10.09%	-16.46%
<b>Other</b>	<b>Mobile Phone</b>	7.1	7.4	7.1	7.0	6.8	-2.92%	-4.69%
<b>Other</b>	<b>Tablet</b>	6.8	6.8	7.0	6.7	6.5	-2.70%	-4.74%
<b>Aggregate</b>	<b>Desktop</b>	9.7	9.4	9.0	8.9	8.1	-8.64%	-16.30%
<b>Aggregate</b>	<b>Mobile Phone</b>	7.5	7.4	8.0	7.9	7.7	-3.51%	2.55%
<b>Aggregate</b>	<b>Tablet</b>	10.3	10.0	9.8	9.2	9.1	-1.41%	-11.71%

Average page views have gone down over the past 12 months nearly across the board, with the exception of an increase in US mobile traffic.





# ADD-TO-CART

Add-to-Cart By Region							
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	12%	12%	12%	14%	12%	-11.55%	-3.51%
<b>GB</b>	18%	17%	19%	18%	17%	-3.43%	-5.12%
<b>EMEA</b>	12%	12%	11%	10%	9%	-6.43%	-25.88%
<b>Other</b>	9%	9%	9%	9%	9%	1.42%	2.62%
<b>Aggregate</b>	14%	13%	13%	14%	13%	-6.66%	-6.45%

Add-to-cart rates have seen a slight decline YoY, concentrated mainly in EMEA. The US has seen a sizeable decrease since Q4 2021.



Add-to-Cart By Device		Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	<b>Tablet</b>	12%	12%	12%	13%	12%	-11.00%	-1.13%
<b>US</b>	<b>Mobile Phone</b>	13%	12%	12%	13%	12%	-6.98%	-3.27%
<b>US</b>	<b>Desktop</b>	12%	12%	12%	14%	11%	-18.59%	-2.62%
<b>GB</b>	<b>Tablet</b>	20%	18%	18%	18%	17%	-4.09%	-14.32%
<b>GB</b>	<b>Mobile Phone</b>	16%	16%	18%	17%	17%	-2.39%	3.21%
<b>GB</b>	<b>Desktop</b>	24%	23%	22%	20%	18%	-10.36%	-25.20%
<b>EMEA</b>	<b>Tablet</b>	14%	14%	14%	9%	8%	-12.69%	-44.35%
<b>EMEA</b>	<b>Mobile Phone</b>	12%	11%	11%	10%	10%	-2.24%	-19.61%
<b>EMEA</b>	<b>Desktop</b>	13%	13%	12%	10%	8%	-14.72%	-36.88%
<b>Other</b>	<b>Tablet</b>	6%	6%	6%	6%	7%	6.36%	16.53%
<b>Other</b>	<b>Mobile Phone</b>	8%	9%	8%	8%	9%	4.67%	4.56%
<b>Other</b>	<b>Desktop</b>	10%	11%	10%	11%	10%	-7.82%	-3.78%
<b>Aggregate</b>	<b>Tablet</b>	14.8%	13.9%	13.8%	13.8%	12.9%	-6.08%	-12.43%
<b>Aggregate</b>	<b>Mobile Phone</b>	13.2%	12.7%	12.9%	13.3%	12.8%	-3.58%	-2.48%
<b>Aggregate</b>	<b>Desktop</b>	14.5%	13.8%	13.2%	14.4%	12.3%	-14.22%	-14.94%

The decline in add-to-cart rates is most pronounced on Desktop, and most noticeable in GB and EMEA.



### Add-to-Cart By Source

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>Direct</b>	13%	12%	12%	13%	11%	-12.76%	-10.81%
<b>Search</b>	12%	12%	12%	12%	11%	-5.69%	-6.93%
<b>Email</b>	11%	11%	12%	14%	13%	-4.19%	17.21%
<b>Social</b>	9%	9%	9%	9%	9%	2.36%	0.59%
<b>Unknown</b>	20%	19%	18%	19%	18%	-2.17%	-8.30%
<b>Aggregate</b>	14%	13%	13%	14%	13%	-6.89%	-6.67%

Add-to-cart rates have declined over the past 12 months from nearly every source, with the exception of Social, where they've been flat, and Email, which is up nearly 20% (but down slightly from Q4)



# ABANDONED CART

Abandoned Cart By Region							
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	78%	78%	79%	79%	81%	2.06%	3.31%
<b>GB</b>	76%	76%	77%	77%	77%	0.04%	1.65%
<b>EMEA</b>	83%	82%	82%	82%	84%	2.19%	1.61%
<b>Other</b>	84%	84%	85%	85%	88%	3.06%	3.90%
<b>Aggregate</b>	79%	79%	79%	79%	80%	1.40%	2.24%

Abandon cart rates are relatively stable, but trending up slightly.



### Abandoned Cart By Device

		Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	<b>Tablet</b>	70%	70%	72%	75%	76%	1.37%	7.78%
<b>US</b>	<b>Mobile Phone</b>	83%	82%	83%	83%	85%	2.37%	1.89%
<b>US</b>	<b>Desktop</b>	68%	69%	71%	73%	74%	1.36%	7.47%
<b>GB</b>	<b>Tablet</b>	73%	72%	71%	73%	75%	2.17%	2.86%
<b>GB</b>	<b>Mobile Phone</b>	78%	79%	79%	79%	79%	-0.02%	1.53%
<b>GB</b>	<b>Desktop</b>	71%	70%	70%	71%	71%	-0.59%	-0.71%
<b>EMEA</b>	<b>Tablet</b>	80%	79%	79%	77%	81%	6.27%	1.88%
<b>EMEA</b>	<b>Mobile Phone</b>	86%	86%	86%	86%	87%	1.90%	1.38%
<b>EMEA</b>	<b>Desktop</b>	76%	74%	75%	75%	76%	1.75%	0.24%
<b>Other</b>	<b>Tablet</b>	78%	77%	78%	79%	81%	2.15%	3.49%
<b>Other</b>	<b>Mobile Phone</b>	87%	87%	88%	88%	90%	2.56%	3.52%
<b>Other</b>	<b>Desktop</b>	78%	76%	78%	78%	81%	3.63%	4.33%
<b>Aggregate</b>	<b>Tablet</b>	73%	73%	73%	74%	76%	2.03%	3.38%
<b>Aggregate</b>	<b>Mobile Phone</b>	82%	82%	83%	82%	83%	1.44%	1.62%
<b>Aggregate</b>	<b>Desktop</b>	72%	71%	72%	73%	74%	0.97%	2.81%



Abandoned Cart By Source							
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>Direct</b>	78%	78%	79%	79%	80%	1.32%	2.60%
<b>Social</b>	89%	88%	90%	89%	90%	1.53%	2.07%
<b>Email</b>	81%	82%	82%	82%	85%	2.83%	4.40%
<b>Search</b>	74%	74%	76%	76%	77%	2.15%	4.66%
<b>Unknown</b>	80%	80%	80%	80%	81%	0.50%	0.49%
<b>Aggregate</b>	79%	78%	79%	79%	80%	1.44%	2.20%



# CONVERSION RATE

Conversion Rate By Region							
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	2.5%	2.7%	2.6%	2.8%	2.3%	-18.65%	-8.63%
<b>GB</b>	4.4%	4.1%	4.3%	4.1%	4.0%	-3.55%	-10.02%
<b>EMEA</b>	2.1%	2.2%	2.1%	1.7%	1.5%	-16.10%	-31.60%
<b>Other</b>	1.4%	1.4%	1.3%	1.4%	1.1%	-16.08%	-18.77%
<b>Aggregate</b>	2.8%	2.8%	2.7%	2.8%	2.5%	-11.72%	-11.50%

Conversion rates are down 12% over the past 12 months across the board, more so in EMEA than in the US and GB.



Conversion Rate By Device								
		Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	<b>Tablet</b>	3%	4%	3%	3%	3%	-14.72%	-13.67%
<b>US</b>	<b>Mobile Phone</b>	2%	2%	2%	2%	2%	-17.51%	-4.81%
<b>US</b>	<b>Desktop</b>	3%	4%	3%	4%	3%	-21.74%	-13.49%
<b>GB</b>	<b>Tablet</b>	5%	5%	5%	5%	4%	-9.80%	-20.87%
<b>GB</b>	<b>Mobile Phone</b>	4%	3%	4%	4%	3%	-2.31%	-2.44%
<b>GB</b>	<b>Desktop</b>	7%	7%	7%	6%	5%	-9.03%	-23.86%
<b>EMEA</b>	<b>Tablet</b>	3%	3%	3%	2%	2%	-30.77%	-48.47%
<b>EMEA</b>	<b>Mobile Phone</b>	2%	2%	2%	1%	1%	-13.41%	-26.40%
<b>EMEA</b>	<b>Desktop</b>	3%	3%	3%	2%	2%	-19.23%	-37.34%
<b>Other</b>	<b>Tablet</b>	1%	1%	1%	1%	1%	-2.48%	1.82%
<b>Other</b>	<b>Mobile Phone</b>	1%	1%	1%	1%	1%	-15.28%	-20.77%
<b>Other</b>	<b>Desktop</b>	2%	2%	2%	2%	2%	-19.69%	-18.06%
<b>Aggregate</b>	<b>Tablet</b>	4%	4%	4%	4%	3%	-11.67%	-18.57%
<b>Aggregate</b>	<b>Mobile Phone</b>	2%	2%	2%	2%	2%	-10.05%	-6.79%
<b>Aggregate</b>	<b>Desktop</b>	4%	4%	4%	4%	3%	-16.54%	-18.66%

Declines in conversion are more pronounced on Desktop and Tablet.





Conversion Rate By Source							
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>Direct</b>	3%	3%	3%	3%	2%	-17.12%	-15.99%
<b>Search</b>	3%	3%	3%	3%	3%	-12.08%	-17.26%
<b>Email</b>	2%	2%	2%	2%	2%	-16.92%	-4.98%
<b>Social</b>	1%	1%	1%	1%	1%	-10.51%	-15.53%
<b>Unknown</b>	4%	4%	4%	4%	4%	-4.34%	-6.15%
<b>Aggregate</b>	3%	3%	3%	3%	2%	-12.07%	-11.55%

The biggest declines in conversion comes from Search and Social traffic over the past 12 months, although Direct and Email traffic are both down QoQ.



# AVERAGE ORDER VALUE

Average Order Value By Region							
	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Q4 2021 (USD)	Q1 2022 (USD)	Change since Q4 2021	Change since Q1 2021
<b>US</b>	\$109.35	\$120.10	\$118.25	\$125.30	\$123.02	-1.82%	12.50%
<b>Other</b>	\$111.15	\$114.87	\$116.47	\$124.49	\$119.76	-3.80%	7.75%
<b>GB</b>	\$89.76	\$96.52	\$96.52	\$109.31	\$102.38	-6.34%	14.06%
<b>EMEA</b>	\$129.95	\$133.93	\$177.96	\$119.53	\$118.75	-0.65%	-8.62%
<b>Aggregate</b>	\$104.65	\$113.07	\$118.40	\$118.81	\$113.63	-4.37%	8.58%

	Q1 2021 (BP)	Q2 2021 (BP)	Q3 2021 (BP)	Q4 2021 (BP)	Q1 2022 (BP)	Change since Q4 2021	Change since Q1 2021
<b>US</b>	£79.29	£85.95	£85.77	£93.21	£91.80	-1.51%	15.78%
<b>Other</b>	£80.59	£82.12	£84.39	£92.38	£89.32	-3.32%	10.83%
<b>GB</b>	£65.10	£69.07	£70.01	£81.28	£76.38	-6.02%	17.33%
<b>EMEA</b>	£94.29	£95.82	£128.85	£88.74	£88.55	-0.22%	-6.09%
<b>Aggregate</b>	£75.89	£80.91	£85.84	£88.34	£84.77	-4.04%	11.70%

AOV is up over the past 12 months, particularly in the US and GB.



### Average Order Value By Device (USD)

		Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	<b>Tablet</b>	\$83.34	\$87.72	\$84.71	\$97.40	\$90.00	-7.60%	7.99%
<b>US</b>	<b>Mobile Phone</b>	\$93.62	\$101.83	\$99.98	\$109.62	\$102.27	-6.70%	9.24%
<b>US</b>	<b>Desktop</b>	\$130.20	\$143.78	\$142.50	\$146.98	\$150.59	2.46%	15.66%
<b>GB</b>	<b>Tablet</b>	\$89.94	\$96.95	\$96.20	\$105.87	\$104.01	-1.76%	15.65%
<b>GB</b>	<b>Mobile Phone</b>	\$84.31	\$89.32	\$88.71	\$98.07	\$89.09	-9.15%	5.67%
<b>GB</b>	<b>Desktop</b>	\$98.90	\$109.32	\$111.77	\$130.58	\$126.54	-3.09%	27.95%
<b>EMEA</b>	<b>Tablet</b>	\$137.65	\$136.80	\$131.31	\$112.71	\$117.50	4.25%	-14.64%
<b>EMEA</b>	<b>Mobile Phone</b>	\$107.18	\$106.65	\$106.76	\$101.82	\$95.19	-6.51%	-11.18%
<b>EMEA</b>	<b>Desktop</b>	\$157.83	\$165.35	\$261.68	\$144.96	\$152.36	5.10%	-3.47%
<b>Other</b>	<b>Tablet</b>	\$107.01	\$102.48	\$102.06	\$112.06	\$95.94	-14.39%	-10.35%
<b>Other</b>	<b>Mobile Phone</b>	\$97.29	\$96.85	\$98.91	\$100.51	\$100.97	0.46%	3.78%
<b>Other</b>	<b>Desktop</b>	\$128.55	\$136.35	\$137.74	\$152.65	\$143.37	-6.08%	11.53%
<b>Aggregate</b>	<b>Tablet</b>	\$94.00	\$98.40	\$96.21	\$102.67	\$98.32	-4.24%	4.60%
<b>Aggregate</b>	<b>Mobile Phone</b>	\$91.75	\$97.07	\$96.18	\$103.75	\$95.46	-8.00%	4.03%
<b>Aggregate</b>	<b>Desktop</b>	\$123.49	\$136.07	\$151.43	\$142.04	\$141.43	-0.43%	14.53%

The increase in AOV over the past 12 months can be seen most clearly in Desktop purchases, particularly in the US and GB.



### Average Order Value By Device (BP)

		Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Change since Q4 2021	Change since Q1 2021
<b>US</b>	<b>Tablet</b>	£60.45	£62.79	£61.43	£72.40	£67.11	-7.31%	11.02%
<b>US</b>	<b>Mobile Phone</b>	£67.88	£72.89	£72.51	£81.61	£76.32	-6.48%	12.44%
<b>US</b>	<b>Desktop</b>	£94.41	£102.88	£103.38	£109.26	£112.38	2.85%	19.03%
<b>GB</b>	<b>Tablet</b>	£65.26	£69.40	£69.77	£78.64	£77.55	-1.39%	18.84%
<b>GB</b>	<b>Mobile Phone</b>	£61.15	£63.92	£64.34	£72.94	£66.46	-8.88%	8.70%
<b>GB</b>	<b>Desktop</b>	£71.72	£78.24	£81.07	£97.07	£94.41	-2.74%	31.63%
<b>EMEA</b>	<b>Tablet</b>	£99.92	£97.89	£95.23	£83.48	£87.58	4.92%	-12.34%
<b>EMEA</b>	<b>Mobile Phone</b>	£77.77	£76.35	£77.44	£75.67	£70.93	-6.26%	-8.80%
<b>EMEA</b>	<b>Desktop</b>	£114.50	£118.26	£189.31	£107.53	£113.69	5.73%	-0.71%
<b>Other</b>	<b>Tablet</b>	£77.65	£73.33	£74.02	£83.22	£71.53	-14.04%	-7.87%
<b>Other</b>	<b>Mobile Phone</b>	£70.57	£69.23	£71.63	£74.63	£75.30	0.90%	6.71%
<b>Other</b>	<b>Desktop</b>	£93.17	£97.49	£99.85	£113.23	£106.93	-5.56%	14.78%
<b>Aggregate</b>	<b>Tablet</b>	£68.21	£70.43	£69.78	£76.28	£73.31	-3.89%	7.49%
<b>Aggregate</b>	<b>Mobile Phone</b>	£66.54	£69.47	£69.75	£77.19	£71.21	-7.74%	7.02%
<b>Aggregate</b>	<b>Desktop</b>	£89.55	£97.35	£109.77	£105.55	£105.53	-0.02%	17.85%

The increase in AOV over the past 12 months can be seen most clearly in Desktop purchases, particularly in the US and Great Britain.



### Average Order Value By Source

	Q1 2021 (USD)	Q2 2021 (USD)	Q3 2021 (USD)	Q4 2021 (USD)	Q1 2022 (USD)	Change since Q4 2021	Change since Q1 2021
<b>Direct</b>	\$105.14	\$112.20	\$120.50	\$121.25	\$117.06	-3.46%	11.34%
<b>Email</b>	\$98.79	\$103.98	\$98.02	\$107.52	\$104.83	-2.51%	6.11%
<b>Search</b>	\$89.36	\$98.11	\$96.70	\$102.49	\$99.55	-2.86%	11.41%
<b>Social</b>	\$70.36	\$74.73	\$74.66	\$81.13	\$77.27	-4.76%	9.81%
<b>Unknown</b>	\$121.07	\$133.76	\$142.47	\$137.23	\$126.67	-7.70%	4.63%
<b>Aggregate</b>	\$104.65	\$113.07	\$118.40	\$118.81	\$113.63	-4.37%	8.58%

	Q1 2021 (BP)	Q2 2021 (BP)	Q3 2021 (BP)	Q4 2021 (BP)	Q1 2022 (BP)	Change since Q4 2021	Change since Q1 2021
<b>Direct</b>	£76.25	£80.29	£87.36	£90.13	£87.34	-3.10%	14.54%
<b>Email</b>	£71.66	£74.42	£71.10	£79.98	£78.17	-2.27%	9.09%
<b>Search</b>	£64.81	£70.19	£70.14	£76.24	£74.28	-2.57%	14.62%
<b>Social</b>	£51.03	£53.48	£54.11	£60.33	£57.58	-4.56%	12.85%
<b>Unknown</b>	£87.81	£95.72	£103.28	£102.02	£94.51	-7.36%	7.64%
<b>Aggregate</b>	£75.89	£80.91	£85.84	£88.34	£84.77	-4.04%	11.70%

The greatest increases in AOV over the past 12 months came from Direct and Search.



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