



# Ecommerce Quarterly Benchmarks



Q2  
20  
22

## 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.

## Benchmarks

<b>Session Distribution</b>	<b>4</b>
<b>Bounce Rate</b>	<b>5</b>
<b>Average Page Views</b>	<b>8</b>
<b>Add-to-Cart</b>	<b>11</b>
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<b>Conversion Rate</b>	<b>17</b>
<b>Average Order Value</b>	<b>20</b>



**Q2 of 2022 saw some interesting trends**, which will be important to continue to watch as we feel the impacts of inflation and price increases and how that plays out worldwide.

Although how shoppers use their devices to shop has stayed similar over the past quarter, we saw a slight decrease in Desktop shopping for Q2 2022. Also, over the past 12 months, shoppers using Tablets have dropped off quite a bit. But, despite the drop in Tablet usage, mobile shopping continues to drive most of the traffic, at 68% overall. Bounce rates are up slightly, by 4% over Q1 2022 and by 5% over the past 12 months. This increase in bounce rate is most pronounced in Asia/Africa/Latin America, which saw a 7% increase in bounce rate over the past year. By device, bounce rates continued to increase across the board over the past 12 months, particularly on Desktop and Tablets. Average page views are also slightly down, by roughly 8%. This is most noticeable in EMEA and Asia/Africa/Latin America. The US is the most stable over the past 12 months, although the most significantly down over Q1 of 2022. Regarding page views, the largest drop-off YoY comes from Direct traffic, which is down by 16%. Email-driven traffic is increasing and is up by 6%, although down by 7% from Q1. Conversion rates are also down by 8% over the past 12 months. GB remains flat, but EMEA is down 26%, the US down by 13%, and all other regions in this report are down by 15%. However, QoQ we see slight gains in conversion rates across the board. Average Order Value (AOV) is flat over the past 12 months, but up in non-European geographical regions. The increase in AOV over the past 12 months is seen most clearly in shoppers making purchases on Desktop, particularly in the US and Asia/Africa/Latin America. But the greatest increase in AOV over the past 12 months came from Social channels, illustrating the growing role of social commerce in retail.



# Session Distribution

Session Distribution By Device		Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
US	Tablet	1%	1%	1%	1%	1%	-8.57%	-10.80%
US	Mobile Phone	27%	29%	31%	28%	30%	4.82%	9.18%
US	Desktop	14%	15%	15%	15%	15%	-2.38%	3.21%
GB	Tablet	1%	1%	1%	1%	1%	-9.18%	-6.93%
GB	Mobile Phone	20%	17%	19%	20%	20%	0.75%	1.34%
GB	Desktop	5%	5%	6%	7%	7%	-3.70%	28.12%
EMEA	Tablet	1%	1%	0%	0%	0%	-5.16%	-54.56%
EMEA	Mobile Phone	12%	12%	9%	10%	9%	-7.30%	-27.42%
EMEA	Desktop	5%	6%	4%	4%	4%	-3.05%	-16.79%
Other	Tablet	0%	0%	0%	0%	0%	-6.66%	-17.24%
Other	Mobile Phone	9%	10%	9%	9%	10%	3.33%	2.51%
Other	Desktop	3%	3%	3%	3%	3%	-2.89%	-2.49%
Aggregate	Tablet	3%	3%	3%	3%	3%	-8.35%	-16.83%
Aggregate	Mobile Phone	69%	68%	68%	67%	68%	1.66%	-0.61%
Aggregate	Desktop	28%	29%	28%	30%	29%	-2.84%	3.55%

How shoppers have used their devices has stayed relatively similar over the past quarter, with a slight decrease 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 68% overall.



# Bounce Rate

Bounce Rate By Region							
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
US	44%	42%	42%	43%	47%	7.47%	6.02%
GB	33%	32%	33%	34%	33%	-1.63%	0.41%
EMEA	38%	40%	37%	40%	40%	0.25%	6.28%
Other	42%	42%	42%	43%	45%	3.00%	6.79%
Aggregate	40%	39%	39%	40%	42%	3.89%	5.10%

Bounce rates are up slightly, 4% since Q1 and 5% over the past 12 months. The increase is most pronounced in Asia/Africa/Latin America, which sees a 7% increase over the past year.



## Bounce Rate By Device

		Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
US	Tablet	36%	37%	39%	39%	39%	0.06%	7.96%
US	Mobile Phone	43%	41%	41%	42%	47%	10.85%	7.24%
US	Desktop	45%	43%	44%	45%	47%	2.66%	4.16%
GB	Tablet	24%	25%	27%	27%	27%	1.55%	10.94%
GB	Mobile Phone	34%	32%	32%	31%	31%	-0.28%	-7.55%
GB	Desktop	26%	27%	32%	36%	36%	0.44%	37.13%
EMEA	Tablet	32%	36%	35%	40%	40%	-0.20%	24.67%
EMEA	Mobile Phone	37%	37%	35%	37%	37%	0.38%	-0.35%
EMEA	Desktop	41%	47%	43%	48%	47%	-0.46%	16.59%
Other	Tablet	43%	46%	45%	44%	43%	-2.85%	-0.35%
Other	Mobile Phone	42%	41%	41%	44%	46%	4.77%	8.68%
Other	Desktop	41%	43%	40%	43%	42%	-2.18%	3.16%
Aggregate	Tablet	32%	34%	35%	35%	35%	0.29%	8.54%
Aggregate	Mobile Phone	39%	38%	38%	38%	41%	6.18%	3.52%
Aggregate	Desktop	40%	41%	41%	43%	44%	1.23%	9.24%

Bounce rates have increased across the board over the past 12 months, mostly on Tablet and Desktop.



### Bounce Rate By Source

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>Direct</b>	44%	45%	46%	48%	51%	5.61%	17.17%
<b>Social</b>	45%	48%	46%	46%	46%	0.25%	2.27%
<b>Email</b>	34%	33%	31%	30%	35%	14.73%	3.91%
<b>Search</b>	29%	29%	29%	30%	30%	0.51%	1.99%
<b>Unknown</b>	40%	37%	37%	37%	38%	1.47%	-6.26%
<b>Aggregate</b>	39%	39%	38%	40%	41%	4.39%	5.46%

**Direct bounce rates are up over 15% over the past 12 months, and email traffic has seen a 15% spike in bounce rate since Q1. Other traffic sources remain relatively stable.**



# Average Page Views

Average Page Views By Region							
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	6.6	7.6	7.7	7.1	6.5	-7.76%	-1.99%
<b>GB</b>	10.1	10.1	9.6	9.4	9.2	-1.56%	-8.55%
<b>EMEA</b>	8.4	8.1	7.9	7.5	7.1	-4.68%	-15.09%
<b>Other</b>	8.0	7.5	7.3	7.0	7.1	2.26%	-10.82%
<b>Aggregate</b>	8.0	8.3	8.2	7.8	7.4	-4.24%	-7.51%

Page views are slightly down across the board by roughly 8%, most noticeably in EMEA and Asia/Africa/Latin America.

The US is the most stable over the past 12 months, although the most significantly down over Q1.





Average Page Views By Device								
		Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	<b>Tablet</b>	7.6	7.9	7.5	7.3	7.1	-2.70%	-6.38%
<b>US</b>	<b>Mobile Phone</b>	6.3	7.6	7.7	7.2	6.4	-10.48%	1.38%
<b>US</b>	<b>Desktop</b>	7.3	7.6	7.7	7.0	6.8	-2.94%	-7.01%
<b>GB</b>	<b>Tablet</b>	13.6	13.1	11.8	11.8	11.0	-6.43%	-19.03%
<b>GB</b>	<b>Mobile Phone</b>	8.8	9.1	8.8	8.8	8.9	0.96%	0.36%
<b>GB</b>	<b>Desktop</b>	15.1	14.1	12.7	11.6	10.8	-7.58%	-28.62%
<b>EMEA</b>	<b>Tablet</b>	10.3	10.1	9.5	8.5	7.9	-6.56%	-22.70%
<b>EMEA</b>	<b>Mobile Phone</b>	7.9	7.9	7.9	7.7	7.3	-5.30%	-7.55%
<b>EMEA</b>	<b>Desktop</b>	9.4	8.7	8.0	6.9	6.7	-3.06%	-28.61%
<b>Other</b>	<b>Tablet</b>	6.8	7.0	6.7	6.5	6.9	5.14%	0.25%
<b>Other</b>	<b>Mobile Phone</b>	7.6	7.1	7.0	6.8	6.8	0.22%	-10.40%
<b>Other</b>	<b>Desktop</b>	9.5	8.5	8.5	7.6	8.3	8.19%	-12.57%
<b>Aggregate</b>	<b>Tablet</b>	10.0	9.8	9.2	9.1	8.7	-4.40%	-13.00%
<b>Aggregate</b>	<b>Mobile Phone</b>	7.5	8.0	7.9	7.7	7.3	-5.19%	-2.67%
<b>Aggregate</b>	<b>Desktop</b>	9.4	9.0	8.9	8.1	7.9	-2.47%	-15.96%

Mobile page views in the US and GB are flat over the past 12 months; otherwise, page views are down across the board.



Average Page Views By Source							
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>Direct</b>	7.5	7.3	7.1	6.6	6.3	-5.30%	-16.08%
<b>Social</b>	4.7	4.7	4.9	4.6	4.5	-1.60%	-4.53%
<b>Email</b>	8.2	9.5	10.1	9.3	8.6	-7.15%	5.51%
<b>Search</b>	10.0	10.2	10.0	9.6	9.3	-3.23%	-7.43%
<b>Unknown</b>	8.9	9.0	8.6	8.6	8.3	-3.08%	-6.42%
<b>Aggregate</b>	8.0	8.3	8.2	7.8	7.4	-4.24%	-7.51%

The largest dropoff YoY is Direct traffic, down by 16%. Email-driven traffic is increasing, up by 6%, although it's down by 7% from Q1.



# Add-to-Cart

## Add-to-Cart By Region

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	12%	12%	14%	12%	11%	-4.75%	-5.02%
<b>GB</b>	18%	19%	18%	17%	17%	-4.28%	-5.61%
<b>EMEA</b>	12%	11%	10%	9%	9%	-2.48%	-24.95%
<b>Other</b>	9%	9%	9%	9%	9%	1.78%	3.71%
<b>Aggregate</b>	13%	13%	14%	13%	12%	-3.79%	-6.18%

Add-to-cart rates have seen a slight decline YoY, concentrated mainly in EMEA, which has seen a sizeable decrease since Q2 2021.



### Add-to-Cart By Device

		Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	<b>Tablet</b>	12%	12%	13%	12%	11%	-3.30%	-5.75%
<b>US</b>	<b>Mobile Phone</b>	12%	12%	13%	12%	11%	-7.90%	-6.91%
<b>US</b>	<b>Desktop</b>	12%	12%	14%	11%	11%	0.42%	-1.45%
<b>GB</b>	<b>Tablet</b>	19%	18%	18%	17%	15%	-10.40%	-18.43%
<b>GB</b>	<b>Mobile Phone</b>	16%	18%	17%	17%	16%	-2.86%	2.38%
<b>GB</b>	<b>Desktop</b>	23%	22%	20%	18%	16%	-9.45%	-28.35%
<b>EMEA</b>	<b>Tablet</b>	14%	14%	9%	8%	8%	-5.14%	-44.73%
<b>EMEA</b>	<b>Mobile Phone</b>	11%	11%	10%	10%	9%	-5.56%	-19.66%
<b>EMEA</b>	<b>Desktop</b>	13%	12%	10%	8%	8%	1.45%	-35.08%
<b>Other</b>	<b>Tablet</b>	6%	6%	6%	7%	7%	4.57%	22.70%
<b>Other</b>	<b>Mobile Phone</b>	9%	8%	8%	9%	9%	-0.10%	3.65%
<b>Other</b>	<b>Desktop</b>	11%	10%	11%	10%	11%	7.11%	2.19%
<b>Aggregate</b>	<b>Tablet</b>	14%	14%	14%	13%	12%	-6.89%	-13.53%
<b>Aggregate</b>	<b>Mobile Phone</b>	13%	13%	13%	13%	12%	-4.85%	-3.56%
<b>Aggregate</b>	<b>Desktop</b>	14%	13%	14%	12%	12%	-2.33%	-12.79%

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 YoY in non-US/Europe geos.



### Add-to-Cart By Source

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>Direct</b>	12%	12%	13%	11%	11%	-4.28%	-10.14%
<b>Social</b>	9%	9%	9%	9%	8%	-6.64%	-5.22%
<b>Email</b>	11%	12%	14%	13%	12%	-8.01%	6.20%
<b>Search</b>	12%	12%	12%	11%	11%	-1.16%	-5.84%
<b>Unknown</b>	19%	18%	19%	18%	18%	-2.75%	-7.44%
<b>Aggregate</b>	13%	13%	14%	13%	12%	-3.79%	-6.18%

Add-to-cart rates have declined over the past 12 months, from nearly every source, with the exception of email, which is up by 6% (but down by 8% from Q1 2022).

There are decreases across the board QoQ.



# Abandoned Cart

Abandoned Cart By Region							
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
US	78%	79%	79%	81%	80%	-0.84%	2.90%
GB	76%	77%	77%	77%	75%	-2.43%	-1.43%
EMEA	82%	82%	82%	84%	82%	-2.31%	0.44%
Other	84%	85%	85%	88%	87%	-0.63%	3.46%
Aggregate	79%	79%	79%	80%	79%	-1.47%	0.81%

Abandon cart rates are relatively stable.



### Abandoned Cart By Device

		Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	<b>Tablet</b>	70%	72%	75%	76%	75%	-1.20%	6.25%
<b>US</b>	<b>Mobile Phone</b>	83%	83%	83%	85%	84%	-0.48%	1.92%
<b>US</b>	<b>Desktop</b>	69%	71%	73%	74%	72%	-1.71%	5.05%
<b>GB</b>	<b>Tablet</b>	72%	71%	73%	75%	72%	-3.62%	0.75%
<b>GB</b>	<b>Mobile Phone</b>	79%	79%	79%	79%	78%	-2.25%	-1.86%
<b>GB</b>	<b>Desktop</b>	70%	70%	71%	71%	67%	-5.17%	-3.61%
<b>EMEA</b>	<b>Tablet</b>	78%	79%	77%	81%	81%	-0.95%	2.62%
<b>EMEA</b>	<b>Mobile Phone</b>	86%	86%	86%	87%	86%	-0.88%	0.85%
<b>EMEA</b>	<b>Desktop</b>	74%	75%	75%	76%	73%	-4.74%	-2.26%
<b>Other</b>	<b>Tablet</b>	77%	78%	79%	81%	83%	2.74%	7.89%
<b>Other</b>	<b>Mobile Phone</b>	88%	88%	88%	90%	90%	-0.60%	2.67%
<b>Other</b>	<b>Desktop</b>	77%	78%	78%	81%	80%	-0.86%	4.78%
<b>Aggregate</b>	<b>Tablet</b>	72%	73%	74%	76%	74%	-2.63%	2.78%
<b>Aggregate</b>	<b>Mobile Phone</b>	82%	83%	82%	83%	82%	-1.20%	0.00%
<b>Aggregate</b>	<b>Desktop</b>	71%	72%	73%	74%	72%	-2.70%	1.41%

Abandon cart rates are flat, with slight variability seen in the US and non-US/European regions.



### Abandoned Cart By Source

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>Direct</b>	78%	79%	79%	80%	79%	-0.77%	1.91%
<b>Social</b>	89%	90%	89%	90%	91%	0.05%	2.28%
<b>Email</b>	82%	82%	82%	85%	84%	-1.14%	2.63%
<b>Search</b>	74%	76%	76%	77%	76%	-1.30%	2.71%
<b>Unknown</b>	80%	80%	80%	81%	78%	-2.85%	-1.95%
<b>Aggregate</b>	79%	79%	79%	80%	79%	-1.47%	0.81%





# Conversion Rate

Conversion Rate By Region							
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	2.6%	2.5%	2.8%	2.3%	2.3%	0.62%	-12.76%
<b>GB</b>	4.2%	4.3%	4.1%	4.0%	4.1%	3.55%	-1.23%
<b>EMEA</b>	2.2%	2.1%	1.7%	1.5%	1.6%	9.41%	-26.45%
<b>Other</b>	1.4%	1.3%	1.3%	1.1%	1.2%	7.03%	-14.56%
<b>Aggregate</b>	2.8%	2.7%	2.8%	2.5%	2.6%	2.74%	-8.14%

Conversion rates are down 8% over the past 12 months across the board. GB is flat, but EMEA is down 26%, the US is down 13%, and everywhere else is down 15%. However, QoQ we see slight gains across the board.



Conversion Rate By Device								
		Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	<b>Tablet</b>	3%	3%	3%	3%	3%	1.17%	-18.96%
<b>US</b>	<b>Mobile Phone</b>	2%	2%	2%	2%	2%	-3.11%	-12.48%
<b>US</b>	<b>Desktop</b>	4%	3%	4%	3%	3%	7.20%	-11.03%
<b>GB</b>	<b>Tablet</b>	5%	5%	5%	4%	4%	-0.70%	-19.94%
<b>GB</b>	<b>Mobile Phone</b>	3%	4%	4%	3%	4%	5.55%	9.57%
<b>GB</b>	<b>Desktop</b>	7%	7%	6%	5%	5%	1.99%	-22.36%
<b>EMEA</b>	<b>Tablet</b>	3%	3%	2%	2%	1%	-1.26%	-49.98%
<b>EMEA</b>	<b>Mobile Phone</b>	2%	2%	1%	1%	1%	0.03%	-23.78%
<b>EMEA</b>	<b>Desktop</b>	3%	3%	2%	2%	2%	17.03%	-30.70%
<b>Other</b>	<b>Tablet</b>	1%	1%	1%	1%	1%	-7.44%	-9.66%
<b>Other</b>	<b>Mobile Phone</b>	1%	1%	1%	1%	1%	6.03%	-15.30%
<b>Other</b>	<b>Desktop</b>	2%	2%	2%	2%	2%	12.19%	-12.69%
<b>Aggregate</b>	<b>Tablet</b>	4%	4%	4%	3%	3%	-0.68%	-18.91%
<b>Aggregate</b>	<b>Mobile Phone</b>	2%	2%	2%	2%	2%	1.73%	-3.14%
<b>Aggregate</b>	<b>Desktop</b>	4%	4%	4%	3%	3%	6.21%	-14.46%

Declines in conversion are more pronounced on Desktop and Tablet.



Conversion Rate By Source							
	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>Direct</b>	3%	3%	3%	2%	2%	-0.42%	-15.52%
<b>Social</b>	1%	1%	1%	1%	1%	-5.11%	-20.08%
<b>Email</b>	2%	2%	2%	2%	2%	-2.16%	-6.18%
<b>Search</b>	3%	3%	3%	3%	3%	3.87%	-12.72%
<b>Unknown</b>	4%	4%	4%	4%	4%	9.55%	0.82%
<b>Aggregate</b>	3%	3%	3%	2%	3%	2.74%	-8.14%

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



# Average Order Value

## Average Order Value By Region

	Q2 2021 (USD)	Q3 2021 (USD)	Q4 2021 (USD)	Q1 2022 (USD)	Q2 2022 (USD)	Change since Q1 2022 (USD)	Change since Q2 2021 (USD)
<b>US</b>	\$119.64	\$117.96	\$125.31	\$123.03	\$131.14	6.60%	9.61%
<b>GB</b>	\$103.38	\$100.46	\$109.47	\$105.11	\$99.69	-5.16%	-3.57%
<b>EMEA</b>	\$131.75	\$132.56	\$119.63	\$119.12	\$125.96	5.74%	-4.39%
<b>Other</b>	\$115.44	\$116.71	\$124.16	\$119.88	\$126.17	5.25%	9.29%
<b>Aggregate</b>	\$114.78	\$113.33	\$118.71	\$114.64	\$116.50	1.62%	1.50%

	Q2 2021 (BP)	Q3 2021 (BP)	Q4 2021 (BP)	Q1 2022 (BP)	Q2 2022 (BP)	Change since Q1 2022 (BP)	Change since Q2 2021 (BP)
<b>US</b>	£85.90	£85.56	£93.22	£91.80	£104.36	13.67%	21.49%
<b>GB</b>	£74.23	£72.87	£81.38	£78.41	£79.30	1.14%	6.83%
<b>EMEA</b>	£94.55	£96.15	£88.82	£88.82	£100.25	12.87%	6.02%
<b>Other</b>	£82.78	£84.56	£92.14	£89.40	£100.07	11.93%	20.89%
<b>Aggregate</b>	£82.40	£82.20	£88.26	£85.53	£92.67	8.35%	12.47%

AOV is flat over the past 12 months, but up in non-European geos.



### Average Order Value By Device (USD)

		Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	<b>Tablet</b>	\$86.57	\$84.63	\$97.40	\$90.01	\$95.51	6.12%	10.33%
<b>US</b>	<b>Mobile Phone</b>	\$101.30	\$99.86	\$109.62	\$102.28	\$112.29	9.79%	10.85%
<b>US</b>	<b>Desktop</b>	\$143.34	\$142.01	\$146.99	\$150.60	\$155.75	3.42%	8.65%
<b>GB</b>	<b>Tablet</b>	\$103.23	\$99.52	\$107.81	\$106.39	\$102.11	-4.02%	-1.08%
<b>GB</b>	<b>Mobile Phone</b>	\$94.86	\$91.65	\$99.75	\$91.60	\$86.28	-5.81%	-9.04%
<b>GB</b>	<b>Desktop</b>	\$118.78	\$117.92	\$127.88	\$130.07	\$126.49	-2.76%	6.49%
<b>EMEA</b>	<b>Tablet</b>	\$135.02	\$131.39	\$112.95	\$117.87	\$124.36	5.51%	-7.89%
<b>EMEA</b>	<b>Mobile Phone</b>	\$104.70	\$106.87	\$101.90	\$95.30	\$94.92	-0.40%	-9.33%
<b>EMEA</b>	<b>Desktop</b>	\$163.13	\$161.29	\$145.08	\$153.09	\$167.04	9.11%	2.40%
<b>Other</b>	<b>Tablet</b>	\$102.32	\$102.43	\$111.38	\$96.15	\$94.19	-2.04%	-7.95%
<b>Other</b>	<b>Mobile Phone</b>	\$97.20	\$98.97	\$100.09	\$101.05	\$104.37	3.29%	7.38%
<b>Other</b>	<b>Desktop</b>	\$137.32	\$138.18	\$152.45	\$143.54	\$155.37	8.24%	13.15%
<b>Aggregate</b>	<b>Tablet</b>	\$100.57	\$97.65	\$103.67	\$99.76	\$99.92	0.16%	-0.65%
<b>Aggregate</b>	<b>Mobile Phone</b>	\$98.74	\$97.21	\$104.33	\$96.52	\$97.72	1.24%	-1.03%
<b>Aggregate</b>	<b>Desktop</b>	\$138.03	\$137.49	\$141.04	\$142.63	\$146.05	2.39%	5.81%

The increase in AOV over the past 12 months can be seen most clearly in Desktop purchases, particularly in the US and Asia/Africa/Latin America.



### Average Order Value By Device (BP)

		Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Change since Q1 2022	Change since Q2 2021
<b>US</b>	<b>Tablet</b>	£62.18	£61.38	£72.40	£67.11	£75.95	13.16%	22.15%
<b>US</b>	<b>Mobile Phone</b>	£72.75	£72.42	£81.61	£76.33	£89.38	17.10%	22.85%
<b>US</b>	<b>Desktop</b>	£102.89	£103.02	£109.27	£112.38	£123.92	10.27%	20.44%
<b>GB</b>	<b>Tablet</b>	£74.15	£72.19	£80.08	£79.32	£81.15	2.30%	9.43%
<b>GB</b>	<b>Mobile Phone</b>	£68.11	£66.48	£74.18	£68.33	£68.62	0.42%	0.76%
<b>GB</b>	<b>Desktop</b>	£85.28	£85.54	£95.04	£97.04	£100.64	3.71%	18.01%
<b>EMEA</b>	<b>Tablet</b>	£96.93	£95.29	£83.65	£87.86	£98.89	12.56%	2.02%
<b>EMEA</b>	<b>Mobile Phone</b>	£75.18	£77.51	£75.72	£71.01	£75.50	6.33%	0.44%
<b>EMEA</b>	<b>Desktop</b>	£117.02	£117.00	£107.61	£114.23	£133.00	16.43%	13.65%
<b>Other</b>	<b>Tablet</b>	£73.46	£74.29	£82.70	£71.69	£74.72	4.22%	1.71%
<b>Other</b>	<b>Mobile Phone</b>	£69.68	£71.67	£74.31	£75.35	£82.72	9.77%	18.70%
<b>Other</b>	<b>Desktop</b>	£98.48	£100.16	£113.08	£107.06	£123.31	15.18%	25.22%
<b>Aggregate</b>	<b>Tablet</b>	£72.23	£70.82	£77.02	£74.38	£79.42	6.78%	9.95%
<b>Aggregate</b>	<b>Mobile Phone</b>	£70.90	£70.50	£77.62	£72.01	£77.73	7.95%	9.64%
<b>Aggregate</b>	<b>Desktop</b>	£99.07	£99.73	£104.80	£106.42	£116.19	9.18%	17.28%



### Average Order Value By Source

	Q2 2021 (USD)	Q3 2021 (USD)	Q4 2021 (USD)	Q1 2022 (USD)	Q2 2022 (USD)	Change since Q1 2022 (USD)	Change since Q2 2021 (USD)
<b>Direct</b>	\$114.23	\$114.23	\$120.23	\$118.30	\$121.05	2.32%	5.97%
<b>Social</b>	\$74.64	\$74.76	\$81.12	\$77.32	\$86.21	11.50%	15.50%
<b>Email</b>	\$104.31	\$98.56	\$107.61	\$105.14	\$109.65	4.29%	5.12%
<b>Search</b>	\$101.70	\$98.80	\$103.69	\$101.39	\$103.32	1.90%	1.60%
<b>Unknown</b>	\$134.14	\$131.57	\$137.40	\$127.19	\$126.73	-0.36%	-5.52%
<b>Aggregate</b>	\$114.78	\$113.33	\$118.71	\$114.64	\$116.50	1.62%	1.50%

	Q2 2021 (BP)	Q3 2021 (BP)	Q4 2021 (BP)	Q1 2022 (BP)	Q2 2022 (BP)	Change since Q4 2021 (BP)	Change since Q1 2021 (BP)
<b>Direct</b>	£82.01	£82.85	£89.37	£88.26	£96.31	9.12%	17.44%
<b>Social</b>	£53.58	£54.18	£60.32	£57.62	£68.59	19.02%	28.00%
<b>Email</b>	£74.90	£71.49	£80.05	£78.40	£87.20	11.23%	16.42%
<b>Search</b>	£72.99	£71.67	£77.13	£75.65	£82.19	8.64%	12.60%
<b>Unknown</b>	£96.30	£95.43	£102.15	£94.90	£100.80	6.22%	4.68%
<b>Aggregate</b>	£82.40	£82.20	£88.26	£85.53	£92.67	8.35%	12.47%

The greatest increase in AOV over the past 12 months came from Social.



# 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. Kibo Personalization is the No. 1 personalization vendor to the IR1000 for 13 years in a row and is the winner of three TrustRadius Top Rated awards for A/B Testing, Real-time Interaction, and eCommerce Personalization.

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