



# Ecommerce Quarterly Benchmarks

Q4

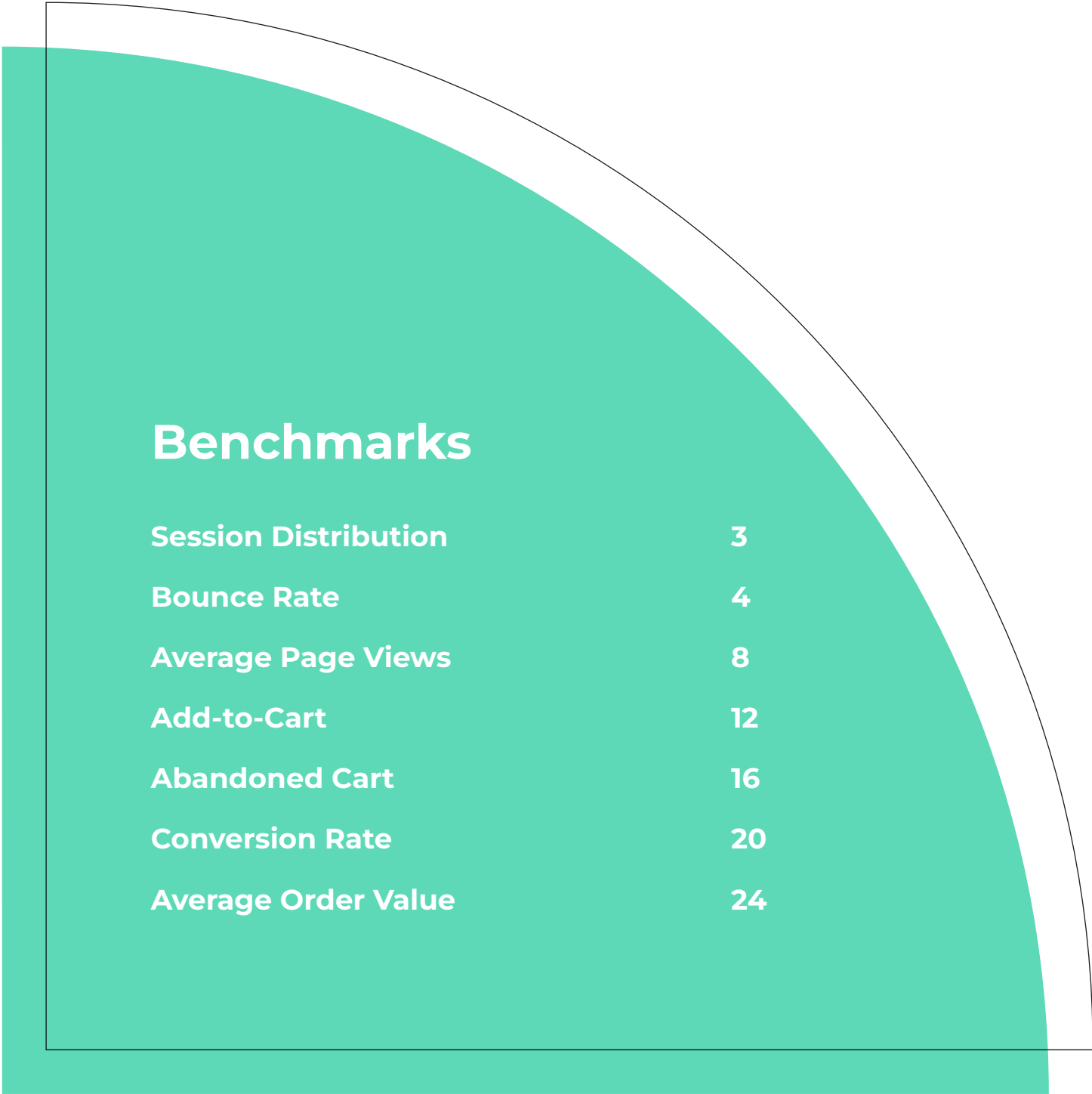
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# Introduction

Monetate'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, industry, 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.



# Session Distribution

## Session Distribution By Device

		Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	<b>Tablet</b>	3.5%	3.5%	3.0%	3.0%	2.9%	-1.8%	-15.8%
<b>US</b>	<b>Mobile Phone</b>	63.2%	61.0%	64.5%	63.8%	65.9%	3.3%	4.4%
<b>US</b>	<b>Desktop</b>	33.4%	35.5%	32.5%	33.2%	31.1%	-6.2%	-6.7%
<b>GB</b>	<b>Tablet</b>	4.7%	4.7%	4.3%	3.8%	3.6%	-4.1%	-23.9%
<b>GB</b>	<b>Mobile Phone</b>	71.8%	69.9%	70.7%	67.8%	69.3%	2.2%	-3.5%
<b>GB</b>	<b>Desktop</b>	23.5%	25.4%	25.0%	28.4%	27.1%	-4.7%	15.5%
<b>EMEA</b>	<b>Tablet</b>	2.1%	1.9%	1.8%	1.6%	1.5%	-5.9%	-26.6%
<b>EMEA</b>	<b>Mobile Phone</b>	68.4%	66.0%	65.6%	67.2%	67.9%	1.1%	-0.6%
<b>EMEA</b>	<b>Desktop</b>	29.6%	32.1%	32.6%	31.2%	30.6%	-2.1%	3.3%
<b>Other</b>	<b>Tablet</b>	2.9%	2.9%	2.6%	2.5%	2.5%	1.7%	-14.8%
<b>Other</b>	<b>Mobile Phone</b>	70.2%	69.2%	71.4%	69.1%	71.6%	3.7%	2.1%
<b>Other</b>	<b>Desktop</b>	26.9%	27.9%	26.1%	28.5%	25.9%	-9.2%	-3.8%
<b>Aggregate</b>	<b>Tablet</b>	3.6%	3.6%	3.2%	3.0%	2.9%	-2.2%	-19.1%
<b>Aggregate</b>	<b>Mobile Phone</b>	66.9%	65.1%	67.0%	65.9%	67.7%	2.7%	1.2%
<b>Aggregate</b>	<b>Desktop</b>	29.5%	31.4%	29.8%	31.1%	29.4%	-5.6%	-0.3%

Users continue to abandon their tablets, which were already a small share of overall session distribution. Otherwise, YoY, distribution is relatively stable across devices.



# Bounce Rate

Bounce Rate By Region							
	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	42.7%	43.5%	47.1%	43.7%	42.9%	-1.8%	0.6%
<b>GB</b>	32.8%	34.7%	33.9%	34.8%	35.5%	1.8%	8.2%
<b>EMEA</b>	33.2%	34.8%	35.4%	32.9%	31.9%	-3.0%	-4.0%
<b>Other</b>	37.7%	40.3%	42.2%	41.1%	39.0%	-5.3%	3.4%
<b>Aggregate</b>	38.2%	39.5%	41.6%	39.7%	39.1%	-1.3%	2.5%

Bounce rates remain relatively stable YoY (+2.5%), with a bit of an uptick in GB (+8.2%).



### Bounce Rate By Device

		Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	<b>Tablet</b>	39.5%	39.0%	39.0%	37.8%	39.9%	5.6%	1.2%
<b>US</b>	<b>Mobile Phone</b>	41.8%	42.4%	47.6%	43.0%	41.6%	-3.1%	-0.3%
<b>US</b>	<b>Desktop</b>	43.6%	44.9%	46.3%	44.7%	44.8%	0.3%	2.8%
<b>GB</b>	<b>Tablet</b>	28.2%	28.5%	28.3%	26.4%	28.2%	6.6%	-0.2%
<b>GB</b>	<b>Mobile Phone</b>	30.8%	31.9%	31.3%	30.5%	31.4%	2.9%	1.9%
<b>GB</b>	<b>Desktop</b>	31.4%	35.6%	36.6%	45.9%	46.7%	1.7%	48.7%
<b>EMEA</b>	<b>Tablet</b>	35.1%	36.2%	38.7%	35.5%	34.0%	-4.2%	-2.9%
<b>EMEA</b>	<b>Mobile Phone</b>	29.6%	29.8%	29.4%	28.0%	27.5%	-1.7%	-7.0%
<b>EMEA</b>	<b>Desktop</b>	40.5%	44.7%	47.0%	43.0%	41.3%	-4.0%	2.0%
<b>Other</b>	<b>Tablet</b>	46.8%	45.4%	43.7%	42.0%	42.0%	0.1%	-10.3%
<b>Other</b>	<b>Mobile Phone</b>	36.7%	38.8%	41.6%	38.7%	38.2%	-1.3%	4.1%
<b>Other</b>	<b>Desktop</b>	38.8%	43.3%	43.3%	45.8%	40.0%	-12.7%	2.9%
<b>Aggregate</b>	<b>Tablet</b>	35.6%	35.4%	35.5%	34.0%	35.6%	4.8%	0.2%
<b>Aggregate</b>	<b>Mobile Phone</b>	36.4%	37.1%	40.2%	37.1%	36.7%	-1.1%	0.8%
<b>Aggregate</b>	<b>Desktop</b>	40.1%	42.6%	43.9%	44.9%	44.5%	-1.0%	11.0%

Bounce is up on Desktop +11% YoY, coming almost exclusively from the UK.



### Bounce Rate By Source

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Direct</b>	45.9%	48.0%	52.5%	49.7%	49.3%	-0.7%	7.5%
<b>Social</b>	44.3%	44.3%	44.3%	46.5%	44.6%	-4.1%	0.6%
<b>Email</b>	30.9%	31.4%	35.7%	32.3%	30.9%	-4.4%	0.1%
<b>Search</b>	27.9%	28.6%	27.9%	27.4%	27.5%	0.3%	-1.5%
<b>Unknown</b>	34.3%	34.8%	34.8%	33.3%	32.7%	-1.8%	-4.6%
<b>Aggregate</b>	38.2%	39.5%	41.6%	39.7%	39.1%	-1.3%	2.5%

With the exception of Direct traffic, which is seeing a +7.5% YoY increase in bounce rates, trends remain relatively stable.



Bounce Rate By Industry							
	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Apparel &amp; Accessories</b>	37.1%	38.4%	44.7%	39.7%	39.0%	-1.9%	5.0%
<b>Electronics</b>	41.0%	35.4%	39.2%	34.9%	35.0%	0.1%	-14.8%
<b>Health &amp; Beauty</b>	39.3%	40.5%	43.6%	42.3%	42.2%	-0.4%	7.2%
<b>Home Goods</b>	45.9%	46.8%	45.9%	46.7%	44.7%	-4.2%	-2.6%
<b>Luxury</b>	42.5%	43.7%	40.2%	43.5%	39.2%	-9.9%	-7.8%
<b>Specialty Products</b>	41.9%	39.2%	37.5%	31.7%	34.7%	9.3%	-17.3%

Slight YoY increase in Apparel (+5%), but big decrease in Electronics and Specialty Products (-15% and -17% respectively).



# Average Page Views

Average Page Views By Region							
	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	7.7	7.2	6.7	7.1	7.1	0.6%	-6.8%
<b>GB</b>	9.6	9.1	9.7	9.1	9.1	-0.3%	-5.5%
<b>EMEA</b>	8.3	8.0	8.1	8.3	8.7	4.8%	4.7%
<b>Other</b>	8.2	7.8	8.2	7.6	7.9	3.3%	-4.3%
<b>Aggregate</b>	8.4	7.9	7.8	7.9	7.9	1.0%	-5.0%

Slight decrease in browsing YoY (-5% overall) except in EMEA, up +5%.





### Average Page Views By Device

		Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	<b>Tablet</b>	7.3	7.3	7.2	7.3	7.0	-3.8%	-4.5%
<b>US</b>	<b>Mobile Phone</b>	7.8	7.4	6.6	7.2	7.2	-0.4%	-8.3%
<b>US</b>	<b>Desktop</b>	7.5	7.0	6.9	6.9	7.1	2.5%	-5.5%
<b>GB</b>	<b>Tablet</b>	11.3	11.0	11.5	11.6	11.5	-0.6%	1.5%
<b>GB</b>	<b>Mobile Phone</b>	9.0	8.6	9.3	8.7	8.7	0.1%	-3.9%
<b>GB</b>	<b>Desktop</b>	12.2	11.1	11.5	9.9	9.8	-0.7%	-19.9%
<b>EMEA</b>	<b>Tablet</b>	9.9	9.2	9.3	9.5	9.3	-2.2%	-6.0%
<b>EMEA</b>	<b>Mobile Phone</b>	8.4	8.5	8.6	8.7	8.4	-3.8%	-0.9%
<b>EMEA</b>	<b>Desktop</b>	8.1	7.1	7.2	7.5	9.6	27.2%	17.7%
<b>Other</b>	<b>Tablet</b>	6.6	6.5	7.2	6.8	6.6	-3.1%	-0.2%
<b>Other</b>	<b>Mobile Phone</b>	8.1	7.9	8.1	7.7	7.8	0.8%	-3.6%
<b>Other</b>	<b>Desktop</b>	8.9	7.9	8.9	7.7	8.5	10.0%	-5.0%
<b>Aggregate</b>	<b>Tablet</b>	8.9	8.8	8.9	8.9	8.7	-2.4%	-2.8%
<b>Aggregate</b>	<b>Mobile Phone</b>	8.3	8.0	7.8	7.9	7.8	-0.7%	-5.6%
<b>Aggregate</b>	<b>Desktop</b>	8.8	8.0	8.2	7.8	8.2	5.1%	-6.1%

While pageviews are down -6% YoY, we do see some recovery QoQ on desktop, likely typical seasonal trends.



### Average Page Views By Source

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Direct</b>	7.3	6.8	6.4	6.6	6.6	0.2%	-8.9%
<b>Social</b>	5.1	4.7	4.9	4.6	4.7	2.6%	-6.9%
<b>Email</b>	10.3	9.3	8.8	8.9	9.0	1.6%	-12.5%
<b>Search</b>	10.3	10.0	10.3	10.1	10.1	0.1%	-1.9%
<b>Unknown</b>	8.8	8.5	8.7	8.5	8.9	4.5%	1.8%
<b>Aggregate</b>	8.4	7.9	7.8	7.9	7.9	1.0%	-5.0%

Pageviews are down on all channels YoY, -5%, with the exception of Unknown traffic, up +2%. The largest dropoff YoY is Email traffic, down -13%.



### Average Page Views By Industry

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Apparel &amp; Accessories</b>	8.7	8.5	8.0	8.5	9.0	5.65%	4.0%
<b>Electronics</b>	3.9	4.1	3.9	4.1	3.7	-10.2%	-4.0%
<b>Health &amp; Beauty</b>	6.0	6.1	5.8	6.0	6.0	-0.60%	-0.8%
<b>Home Goods</b>	6.2	6.0	5.9	5.8	6.0	2.8%	-3.2%
<b>Luxury</b>	6.3	6.2	6.5	5.7	5.9	3.8%	-6.1%
<b>Outdoor &amp; Sporting Goods</b>	17.6	16.2	15.3	14.8	14.2	-3.8%	-19.4%
<b>Specialty Products</b>	9.1	10.9	14.0	11.8	10.7	-8.96%	17.7%

Largely flat, although we see a significant YoY increase in Specialty Products (+18%) and a decrease in Outdoor & Sporting Goods (-19%).



# Add-to-Cart

Add-to-Cart By Region							
	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	13.1%	11.6%	11.3%	11.6%	13.1%	12.5%	-0.2%
<b>GB</b>	17.0%	16.2%	16.3%	15.3%	15.1%	-0.9%	-11.0%
<b>EMEA</b>	8.6%	7.9%	8.3%	7.9%	8.5%	8.1%	-0.5%
<b>Other</b>	8.2%	7.3%	7.7%	7.7%	7.8%	1.7%	-4.7%
<b>Aggregate</b>	13.2%	12.0%	12.0%	11.8%	12.6%	6.8%	-4.4%

Slight decrease YoY, -4%, focused in GB.



### Add-to-Cart By Device

		Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	<b>Tablet</b>	12.8%	11.6%	11.3%	11.0%	12.7%	15.6%	-1.2%
<b>US</b>	<b>Mobile Phone</b>	12.7%	11.8%	11.1%	11.7%	12.7%	8.5%	0.1%
<b>US</b>	<b>Desktop</b>	13.8%	11.4%	11.7%	11.3%	13.7%	21.7%	-0.7%
<b>GB</b>	<b>Tablet</b>	16.4%	15.6%	15.6%	15.4%	14.8%	-3.9%	-9.7%
<b>GB</b>	<b>Mobile Phone</b>	16.5%	15.7%	15.8%	15.9%	15.5%	-2.0%	-5.6%
<b>GB</b>	<b>Desktop</b>	18.9%	16.8%	16.4%	13.7%	13.9%	1.7%	-26.6%
<b>EMEA</b>	<b>Tablet</b>	9.0%	7.2%	7.1%	7.6%	7.5%	-1.1%	-17.2%
<b>EMEA</b>	<b>Mobile Phone</b>	8.1%	7.6%	7.8%	7.9%	8.2%	3.3%	1.3%
<b>EMEA</b>	<b>Desktop</b>	8.4%	6.8%	7.1%	7.2%	7.1%	-1.9%	-15.6%
<b>Other</b>	<b>Tablet</b>	5.5%	6.1%	7.3%	7.2%	6.5%	-9.0%	17.7%
<b>Other</b>	<b>Mobile Phone</b>	8.4%	7.9%	8.2%	8.0%	8.5%	6.1%	1.6%
<b>Other</b>	<b>Desktop</b>	9.5%	8.1%	9.0%	7.8%	8.9%	14.3%	-6.2%
<b>Aggregate</b>	<b>Tablet</b>	13.3%	12.3%	12.2%	12.0%	12.6%	4.9%	-5.4%
<b>Aggregate</b>	<b>Mobile Phone</b>	12.8%	12.0%	11.7%	12.0%	12.6%	4.3%	-1.9%
<b>Aggregate</b>	<b>Desktop</b>	13.9%	11.7%	11.9%	11.1%	12.6%	13.3%	-9.7%

Add-to-Cart rates are down slightly YoY on Desktop (-10%) and Tablet (-5%), although stable on Mobile (a relatively mild -2% dip). That can most clearly be seen in GB and EMEA.



### Add-to-Cart By Source

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Direct</b>	13.1%	11.1%	10.8%	10.7%	11.8%	10.6%	-9.5%
<b>Social</b>	8.4%	8.1%	7.6%	7.6%	8.2%	6.8%	-3.0%
<b>Email</b>	13.4%	13.0%	11.8%	12.8%	13.7%	7.2%	2.5%
<b>Search</b>	11.2%	10.6%	11.0%	10.7%	11.1%	3.9%	-0.7%
<b>Unknown</b>	17.1%	15.9%	16.3%	16.0%	16.8%	5.0%	-1.6%
<b>Aggregate</b>	13.2%	12.0%	12.0%	11.8%	12.6%	6.8%	-4.4%

Slight decreases / flat performance YoY across the board, with the exception of Email, which is up +2.5%. Direct traffic is down the most, -9.5%.



### Add-to-Cart By Industry

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Apparel &amp; Accessories</b>	15.2%	14.8%	14.3%	14.6%	14.8%	1.7%	-2.6%
<b>Electronics</b>	5.8%	5.6%	5.7%	5.7%	5.6%	-0.5%	-3.2%
<b>Health &amp; Beauty</b>	13.8%	14.4%	15.2%	15.7%	15.6%	-0.3%	13.7%
<b>Home Goods</b>	11.6%	10.1%	10.2%	9.9%	10.5%	6.2%	-9.8%
<b>Luxury</b>	7.8%	6.6%	6.8%	6.4%	7.6%	19.4%	-1.5%
<b>Outdoor &amp; Sporting Goods</b>	11.2%	9.9%	10.7%	10.9%	11.2%	3.0%	-0.1%
<b>Specialty Products</b>	20.3%	16.3%	16.0%	14.3%	20.0%	40.4%	-1.2%

Significant increase YoY in Health & Beauty (+14%), while Home Goods is down -10% as people head back out into the world. Other sectors are flat YoY, although Luxury and Specialty Products had a nice Q4.



# Abandoned Cart

Abandoned Cart By Region							
	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	78.4%	79.6%	79.6%	79.7%	79.6%	-0.2%	1.5%
<b>GB</b>	76.1%	78.0%	77.2%	77.1%	78.0%	1.2%	2.5%
<b>EMEA</b>	79.2%	79.7%	78.4%	79.1%	80.2%	1.4%	1.2%
<b>Other</b>	82.8%	85.5%	84.7%	84.6%	83.8%	-1.0%	1.2%
<b>Aggregate</b>	77.9%	79.4%	79.0%	79.0%	79.4%	0.4%	1.9%

Still largely flat YoY (+2%).





### Abandoned Cart By Device

		Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	<b>Tablet</b>	74.7%	75.2%	74.2%	74.1%	76.1%	2.7%	1.9%
<b>US</b>	<b>Mobile Phone</b>	82.0%	83.6%	83.6%	83.3%	82.5%	-1.0%	0.6%
<b>US</b>	<b>Desktop</b>	71.9%	72.6%	72.1%	72.1%	73.4%	1.9%	2.1%
<b>GB</b>	<b>Tablet</b>	74.3%	76.7%	74.4%	75.2%	75.3%	0.1%	1.3%
<b>GB</b>	<b>Mobile Phone</b>	78.1%	80.1%	79.3%	79.8%	80.8%	1.2%	3.5%
<b>GB</b>	<b>Desktop</b>	70.8%	72.3%	70.6%	71.2%	71.7%	0.7%	1.2%
<b>EMEA</b>	<b>Tablet</b>	78.3%	78.9%	77.8%	78.5%	78.9%	0.5%	0.7%
<b>EMEA</b>	<b>Mobile Phone</b>	82.9%	83.8%	83.2%	83.5%	83.9%	0.4%	1.2%
<b>EMEA</b>	<b>Desktop</b>	71.4%	70.5%	67.8%	68.8%	70.7%	2.8%	-1.0%
<b>Other</b>	<b>Tablet</b>	81.9%	83.8%	82.5%	82.3%	79.6%	-3.4%	-2.9%
<b>Other</b>	<b>Mobile Phone</b>	86.6%	88.8%	88.3%	88.0%	87.1%	-1.1%	0.5%
<b>Other</b>	<b>Desktop</b>	73.8%	77.6%	75.9%	76.4%	75.3%	-1.4%	2.0%
<b>Aggregate</b>	<b>Tablet</b>	74.9%	76.4%	74.9%	75.2%	76.0%	1.0%	1.4%
<b>Aggregate</b>	<b>Mobile Phone</b>	80.9%	82.6%	82.3%	82.4%	82.3%	0.0%	1.8%
<b>Aggregate</b>	<b>Desktop</b>	71.7%	72.7%	71.5%	71.8%	72.8%	1.4%	1.6%

Abandon Cart rates are device-agnostic in their unchangability.



### Abandoned Cart By Source

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Direct</b>	77.8%	78.7%	78.7%	78.1%	78.8%	0.8%	1.2%
<b>Social</b>	88.7%	89.5%	89.0%	89.4%	89.6%	0.3%	1.1%
<b>Email</b>	82.3%	84.5%	83.8%	84.2%	83.8%	-0.5%	1.8%
<b>Search</b>	73.3%	75.0%	74.8%	75.4%	74.6%	-1.0%	1.9%
<b>Unknown</b>	79.0%	81.1%	80.1%	80.9%	81.3%	0.6%	3.0%
<b>Aggregate</b>	77.9%	79.4%	79.0%	79.0%	79.4%	0.4%	1.9%

Of known traffic sources, abandon cart rates are all up roughly +1 - 2% YoY. Unknown abandon cart rates are up slightly more, +3%.



### Abandoned Cart By Industry

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Apparel &amp; Accessories</b>	78.9%	81.1%	81.0%	80.6%	79.7%	-1.0%	1.0%
<b>Electronics</b>	60.3%	67.9%	68.3%	67.4%	66.8%	-0.9%	10.9%
<b>Health &amp; Beauty</b>	73.4%	75.6%	77.5%	78.4%	77.7%	-0.8%	5.9%
<b>Home Goods</b>	82.4%	85.0%	84.2%	84.4%	81.3%	-3.7%	-1.3%
<b>Luxury</b>	77.7%	83.7%	83.6%	86.8%	82.1%	-5.4%	5.7%
<b>Outdoor &amp; Sporting Goods</b>	79.3%	80.9%	80.3%	82.1%	85.5%	4.2%	7.9%
<b>Specialty Products</b>	83.3%	85.2%	84.2%	81.4%	85.0%	4.4%	2.0%

A little bit of movement here! Electronics is up +11% YoY, and Sporting Goods is up +8%.



# Conversion Rate

Conversion Rate By Region							
	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	2.8%	2.4%	2.3%	2.4%	2.7%	13.3%	-5.5%
<b>GB</b>	4.1%	3.6%	3.7%	3.5%	3.3%	-5.0%	-18.0%
<b>EMEA</b>	1.7%	1.5%	1.7%	1.6%	1.6%	-3.4%	-9.1%
<b>Other</b>	1.5%	1.2%	1.3%	1.2%	1.4%	13.9%	-6.4%
<b>Aggregate</b>	2.9%	2.5%	2.5%	2.5%	2.6%	5.2%	-10.7%

US and Asia are up significantly QoQ (+13% / +14%), likely attributable to Black Friday seasonality; otherwise, we're down across the board YoY (-11%).



Conversion Rate By Device								
		Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	<b>Tablet</b>	3.2%	2.8%	2.9%	2.8%	3.0%	6.9%	-6.7%
<b>US</b>	<b>Mobile Phone</b>	2.3%	1.9%	1.8%	1.9%	2.2%	14.1%	-2.6%
<b>US</b>	<b>Desktop</b>	3.9%	3.1%	3.2%	3.1%	3.6%	15.9%	-5.9%
<b>GB</b>	<b>Tablet</b>	4.2%	3.6%	4.0%	3.8%	3.7%	-4.0%	-12.9%
<b>GB</b>	<b>Mobile Phone</b>	3.6%	3.1%	3.3%	3.2%	3.0%	-6.7%	-17.2%
<b>GB</b>	<b>Desktop</b>	5.6%	4.7%	4.9%	4.0%	4.0%	0.0%	-28.6%
<b>EMEA</b>	<b>Tablet</b>	2.0%	1.5%	1.6%	1.6%	1.6%	-2.7%	-19.2%
<b>EMEA</b>	<b>Mobile Phone</b>	1.4%	1.2%	1.3%	1.3%	1.3%	1.0%	-4.5%
<b>EMEA</b>	<b>Desktop</b>	2.4%	2.0%	2.3%	2.3%	2.1%	-7.8%	-13.5%
<b>Other</b>	<b>Tablet</b>	1.0%	1.0%	1.3%	1.3%	1.3%	5.3%	32.6%
<b>Other</b>	<b>Mobile Phone</b>	1.1%	0.9%	1.0%	1.0%	1.1%	14.1%	-1.7%
<b>Other</b>	<b>Desktop</b>	2.5%	1.9%	2.2%	1.9%	2.2%	19.3%	-11.6%
<b>Aggregate</b>	<b>Tablet</b>	3.3%	2.9%	3.1%	3.0%	3.0%	1.6%	-9.4%
<b>Aggregate</b>	<b>Mobile Phone</b>	2.4%	2.1%	2.1%	2.1%	2.2%	4.5%	-9.3%
<b>Aggregate</b>	<b>Desktop</b>	3.9%	3.2%	3.4%	3.1%	3.4%	9.2%	-13.4%

Declines in conversion are more pronounced on Desktop than on mobile devices (-13% vs -9%), but they are down across the board YoY.



### Conversion Rate By Source

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Direct</b>	2.9%	2.4%	2.3%	2.3%	2.5%	7.4%	-13.2%
<b>Social</b>	1.0%	0.8%	0.8%	0.8%	0.8%	4.3%	-11.1%
<b>Email</b>	2.4%	2.0%	1.9%	2.0%	2.2%	10.2%	-6.0%
<b>Search</b>	3.0%	2.6%	2.8%	2.6%	2.8%	7.1%	-5.8%
<b>Unknown</b>	3.6%	3.0%	3.3%	3.1%	3.2%	2.5%	-12.7%
<b>Aggregate</b>	2.9%	2.5%	2.5%	2.5%	2.6%	5.2%	-10.7%

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



### Conversion Rate By Industry

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Apparel &amp; Accessories</b>	3.2%	2.8%	2.7%	2.8%	3.0%	6.1%	-6.3%
<b>Electronics</b>	2.3%	1.8%	1.8%	1.8%	1.9%	1.2%	-19.2%
<b>Health &amp; Beauty</b>	3.3%	3.1%	3.0%	3.0%	3.1%	3.8%	-4.9%
<b>Home Goods</b>	2.0%	1.5%	1.6%	1.5%	2.0%	27.2%	-4.1%
<b>Luxury</b>	1.8%	1.2%	1.2%	0.9%	1.4%	53.0%	-20.1%
<b>Outdoor &amp; Sporting Goods</b>	2.3%	1.9%	2.1%	2.0%	1.6%	-16.9%	-30.3%
<b>Specialty Products</b>	3.5%	2.5%	2.6%	2.8%	3.1%	12.2%	-10.8%

We saw the biggest YoY decreases in Electronics (-19%), Luxury (-20%), and Sporting Goods (-30%).



# Average Order Value

## Average Order Value By Region (USD)

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	\$120.04	\$112.81	\$115.94	\$111.92	\$117.39	4.9%	-2.2%
<b>GB</b>	\$117.95	\$122.15	\$120.31	\$110.03	\$113.34	3.0%	-3.9%
<b>EMEA</b>	\$139.19	\$134.19	\$145.53	\$135.30	\$135.23	-0.1%	-2.8%
<b>Other</b>	\$123.34	\$124.36	\$123.77	\$118.81	\$115.58	-2.7%	-6.3%
<b>Aggregate</b>	\$120.77	\$118.96	\$120.40	\$113.37	\$117.07	3.3%	-3.1%

AOV is relatively unchanged YoY, down -3%.





### Average Order Value By Device (USD)

		Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>US</b>	<b>Tablet</b>	\$95.56	\$88.22	\$90.50	\$89.01	\$96.56	8.5%	1.0%
<b>US</b>	<b>Mobile Phone</b>	\$115.53	\$105.19	\$108.68	\$103.83	\$110.42	6.3%	-4.4%
<b>US</b>	<b>Desktop</b>	\$127.68	\$124.18	\$127.09	\$124.46	\$128.60	3.3%	0.7%
<b>GB</b>	<b>Tablet</b>	\$115.22	\$118.53	\$114.49	\$104.00	\$106.56	2.5%	-7.5%
<b>GB</b>	<b>Mobile Phone</b>	\$106.51	\$106.20	\$105.11	\$95.87	\$101.97	6.4%	-4.3%
<b>GB</b>	<b>Desktop</b>	\$140.71	\$151.77	\$149.91	\$137.80	\$135.71	-1.5%	-3.6%
<b>EMEA</b>	<b>Tablet</b>	\$141.19	\$130.32	\$138.55	\$128.65	\$129.80	0.9%	-8.1%
<b>EMEA</b>	<b>Mobile Phone</b>	\$116.26	\$103.96	\$103.10	\$99.94	\$109.61	9.7%	-5.7%
<b>EMEA</b>	<b>Desktop</b>	\$169.53	\$173.15	\$196.06	\$181.14	\$171.86	-5.1%	1.4%
<b>Other</b>	<b>Tablet</b>	\$117.70	\$93.58	\$85.72	\$79.41	\$80.24	1.0%	-31.8%
<b>Other</b>	<b>Mobile Phone</b>	\$110.62	\$107.97	\$106.61	\$101.21	\$101.32	0.1%	-8.4%
<b>Other</b>	<b>Desktop</b>	\$139.91	\$146.69	\$149.06	\$145.98	\$139.83	-4.2%	-0.1%
<b>Aggregate</b>	<b>Tablet</b>	\$106.95	\$103.73	\$102.72	\$96.64	\$101.15	4.7%	-5.4%
<b>Aggregate</b>	<b>Mobile Phone</b>	\$111.34	\$105.68	\$106.59	\$99.96	\$106.60	6.6%	-4.3%
<b>Aggregate</b>	<b>Desktop</b>	\$135.93	\$139.33	\$142.11	\$135.20	\$134.65	-0.4%	-0.9%

AOV has dropped off on mobile devices, particularly on Tablets, more than on Desktop (-5% YoY on Tablets, -4% on Mobile, ->1% on Desktop). The trend is most noticeable outside of the US.



### Average Order Value By Source (USD)

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Direct</b>	\$121.47	\$118.62	\$117.78	\$113.36	\$115.43	1.8%	-5.0%
<b>Social</b>	\$87.13	\$81.89	\$86.55	\$81.71	\$87.49	7.1%	0.4%
<b>Email</b>	\$109.52	\$108.38	\$111.99	\$101.55	\$108.05	6.4%	-1.3%
<b>Search</b>	\$108.62	\$108.23	\$111.69	\$101.86	\$106.09	4.1%	-2.3%
<b>Unknown</b>	\$138.08	\$137.24	\$139.25	\$131.18	\$136.37	4.0%	-1.2%
<b>Aggregate</b>	\$120.77	\$118.96	\$120.40	\$113.37	\$117.07	3.3%	-3.1%

We see the largest decrease YoY in AOV from Direct traffic (-5%). Of known origin traffic, Direct is still the most profitable, followed by Email.



### Average Order Value By Industry (USD)

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Change since Q3 2022	Change since Q4 2021
<b>Apparel &amp; Accessories</b>	\$118.97	\$115.08	\$114.19	\$107.38	\$115.25	7.3%	-3.1%
<b>Electronics</b>	\$163.03	\$159.48	\$154.00	\$176.38	\$190.17	7.8%	16.7%
<b>Health &amp; Beauty</b>	\$83.89	\$84.97	\$81.18	\$83.67	\$82.55	-1.3%	-1.6%
<b>Home Goods</b>	\$88.07	\$105.30	\$116.14	\$113.88	\$79.46	-30.2%	-9.8%
<b>Luxury</b>	\$150.55	\$162.57	\$169.59	\$169.06	\$142.33	-15.8%	-5.5%
<b>Outdoor &amp; Sporting Goods</b>	\$94.32	\$92.07	\$94.77	\$89.12	\$103.10	15.7%	9.3%
<b>Specialty Products</b>	\$110.19	\$97.22	\$96.47	\$86.11	\$115.58	34.2%	4.9%

We've seen a YoY increase in Electronics and Sporting Goods (+17% and +9% respectively); Home Goods and Luxury have seen a slight YoY decline (-10% and -6% respectively); other industries are within +/-5% YoY.

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