


A large, light blue, stylized letter 'E' is centered in the background. It has a thick vertical stem and two horizontal bars. The background is a gradient from purple at the top to teal at the bottom.

ECOMMERCE BENCHMARK REPORT Q3 2016



WHAT'S INSIDE?

Here are a few highlights from this report that will help you better plan and grow your business. See inside for the complete presentation!

25%

OF REVENUE (AND GROWING!) NOW COMES FROM A MOBILE DEVICE

1/3

THE EMAIL REVENUE GENERATED BY SEGMENTING AND TARGETING JUST 5% OF EMAILS

**3
WEEKS**

RETURN INTERVAL OF REPEAT SHOPPERS, WHO SPEND 3X AS MUCH AS ONE-TIME BUYERS

200%

INCREASE IN CONVERSION RATE FROM SHOPPERS WHO USE INTERNAL SITE SEARCH

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- 13** CONVERSION

A FEW WORDS ON OUR PROCESS FOR BUILDING THIS REPORT.

By publishing commerce data with higher granularity than the US Census, Demac equips retailers with practical ecommerce benchmarks and actionable insights to grow their business.

All data is provided in aggregate to separate signal from noise and to protect the proprietary information of each participating retailer.

All data was extracted from Google Analytics, and all labels are standard definitions of the Google Analytics Platform.

Partner data was provided by each partner using a mix of primary and secondary data.

If you would like to learn more about this report, or have any suggestions, please reach out to us at hello@demacmedia.com

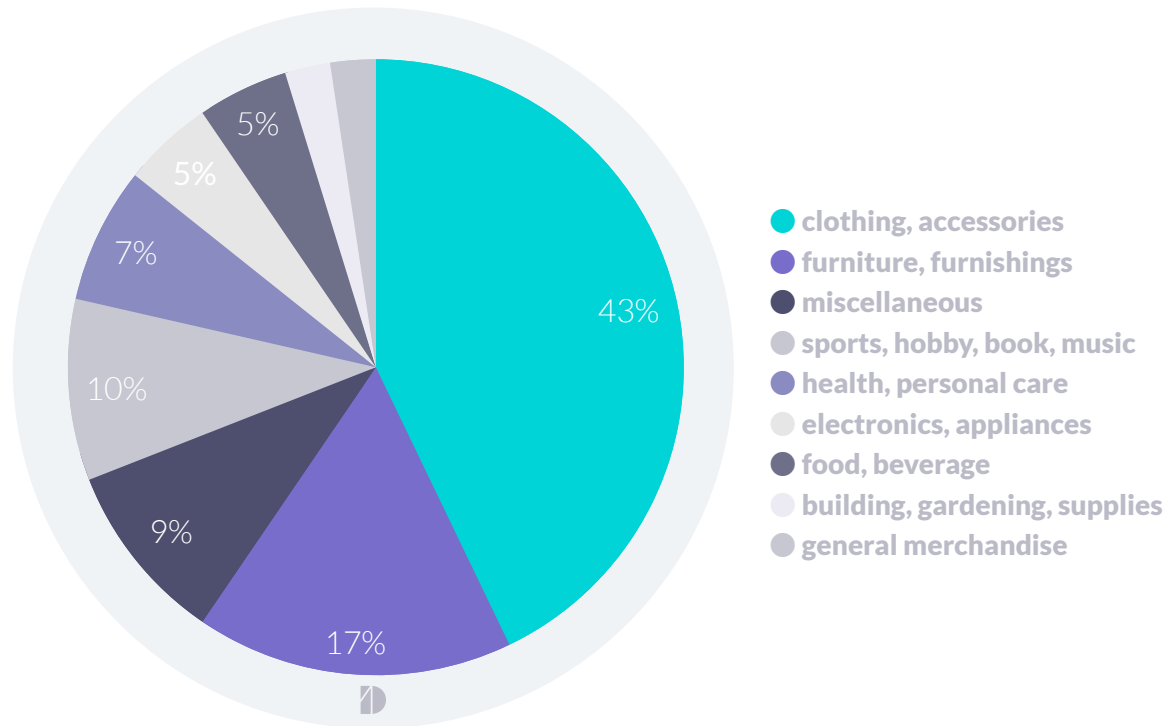
NOTE: Demac publishes this data as a guide and, despite our best efforts, does not guarantee that it is free from error.



THE NORTH AMERICAN RETAILERS IN THIS STUDY SERVE SHOPPERS AROUND THE WORLD.

The retailers in this report have a global reach, with customers from over 100 different countries. In fact, the ten countries with the highest average order values represent four continents!

RETAILERS IN THIS STUDY, BY VERTICAL

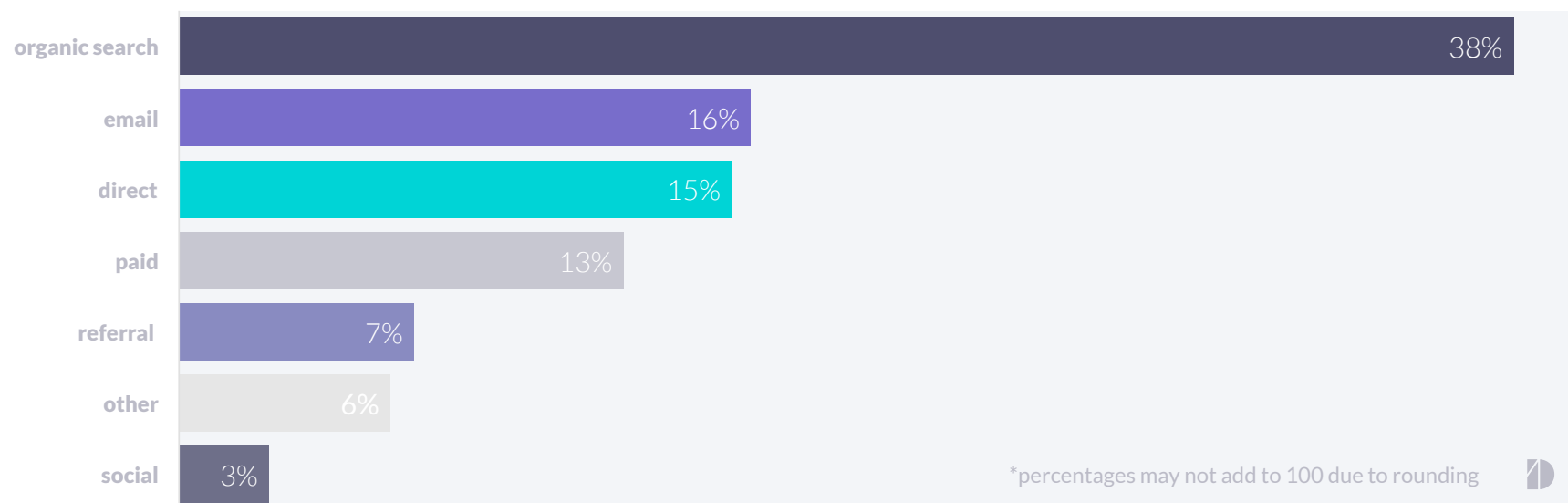


SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
DEMACMEDIA

USE RELIABLE CHANNELS LIKE SEARCH WHILE LEVERAGING THE POWER OF EMAIL IN Q4.

A combination of tried and true acquisition methods like Organic Search with properly executed Email Marketing could be your secret tool to make the most of Q4's revenue opportunity. Follow best practices by sending only to segmented lists, and provide value through personalized content and promotions to build profitable relationships.

PERCENTAGE OF SESSIONS, BY TRAFFIC SOURCE

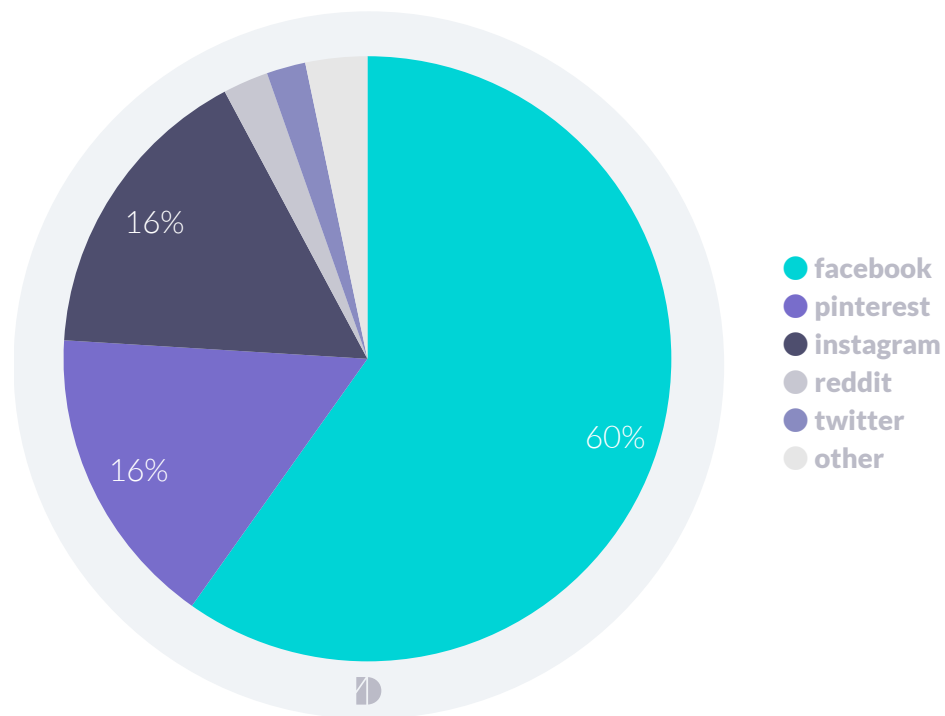


SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
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DRIVE INBOUND SOCIAL TRAFFIC BY FOCUSING ON THE NETWORKS WHERE YOUR AUDIENCE CAN BE FOUND.

Social commerce remains an important growth area for merchants to invest in, and will help you reach new customers over the holiday season. Platforms like Facebook have [launched new tools](#) to attract retailers and consumers transact on their platforms. Facebook alone drove 60% of all social traffic to retailer sites in Q3, but your social strategy must match the demographics and expectations of your intended customers.

PERCENTAGE OF SOCIAL SESSIONS, BY PLATFORM

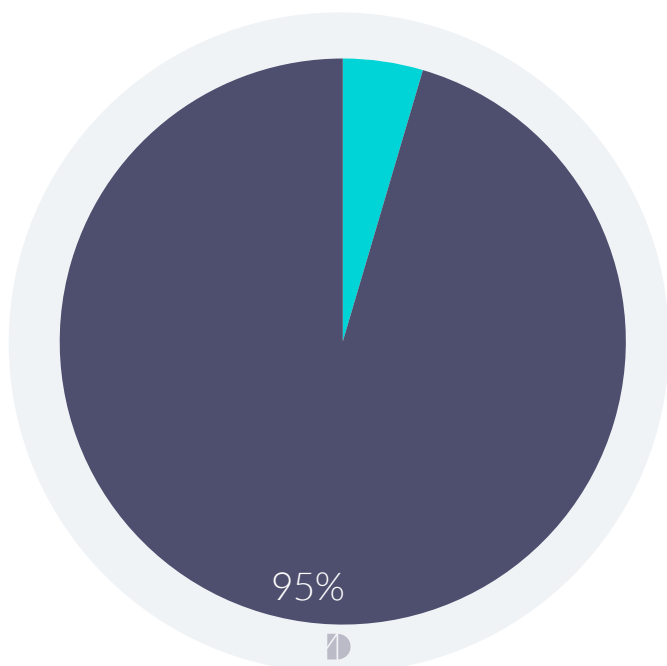


SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
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SEND TARGETED CAMPAIGNS TO INCREASE REVENUE FROM YOUR EMAIL MARKETING.

Two of our top-performing retailers sent 6 million in Q3 in two categories: targeted and “batch and blast”. Targeted campaigns account for only 5% of emails sent but generated 32% of email revenue! Batch and Blast emails should be reserved for big promotional days like Black Friday, which applies to all shoppers equally. Start segmenting with a friendly [welcome sequence](#) and cart recovery emails. Measure your success, and iterate based on your CRM data to for continued success.

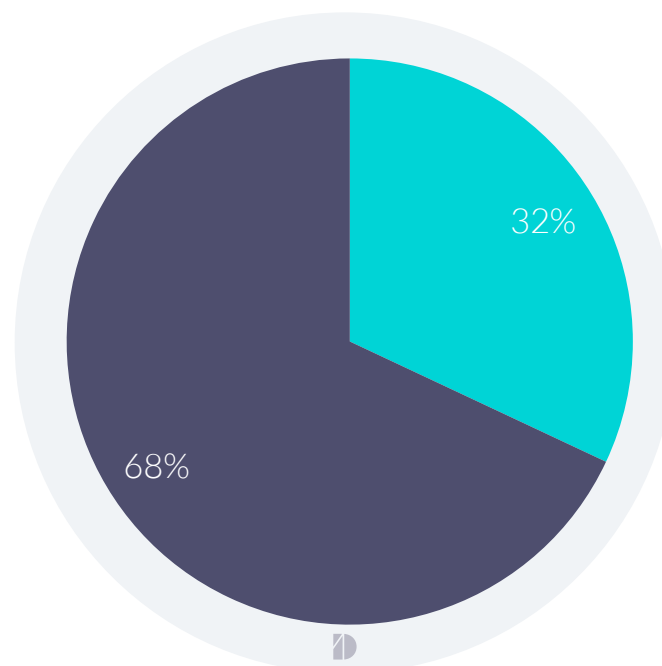
TOTAL EMAIL SENDS BY TYPE



● targeted sends ● batch and blast sends

SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
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% OF REVENUE BY EMAIL SEND TYPE



● targeted sends ● batch and blast sends

SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
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RE-ENGAGE WITH YOUR CUSTOMERS EVERY 3 WEEKS TO STAY TOP-OF-MIND.

Our study found that returning customers organically visit every 2-3 weeks. Implement a relationship nurturing step every 3 weeks to ensure you remain top-of-mind for everyone else. The Q2 Benchmark Report revealed that Returning Customers spent 3x more than one-time shoppers. Taking action on these two insights prevent shoppers from being forgotten, and earns your business more money from previous shoppers.



**RETURNING SHOPPERS VISIT EVERY 16.3 DAYS
(THE REST REQUIRE A LITTLE MORE URGING)**

SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
DEMAMEDIA

3X

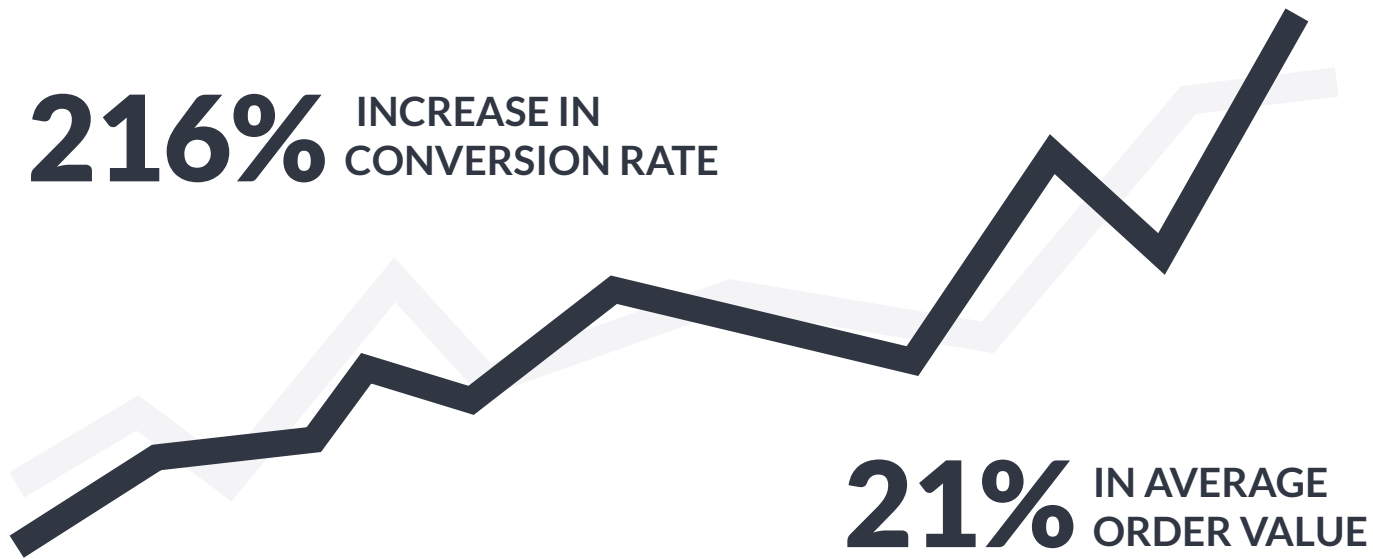
**RETURNING CUSTOMERS SPENT 3X MORE
THAN ONE-TIME SHOPPERS**

SOURCE: 2015 YOTPO GLOBAL USER DATABASE, OVER
150,000 ONLINE BUSINESSES

CUSTOMERS WHO FIND WHAT THEY WANT, BUY MORE.

On eCommerce sites, **up to 30%** of visitors will use internal site search. Customers searching on a retailers' site should have a simple and seamless experience. Improved site search is a must-have for merchants.

SHOPPERS THAT USED INTERNAL SITE SEARCH SHOWED:



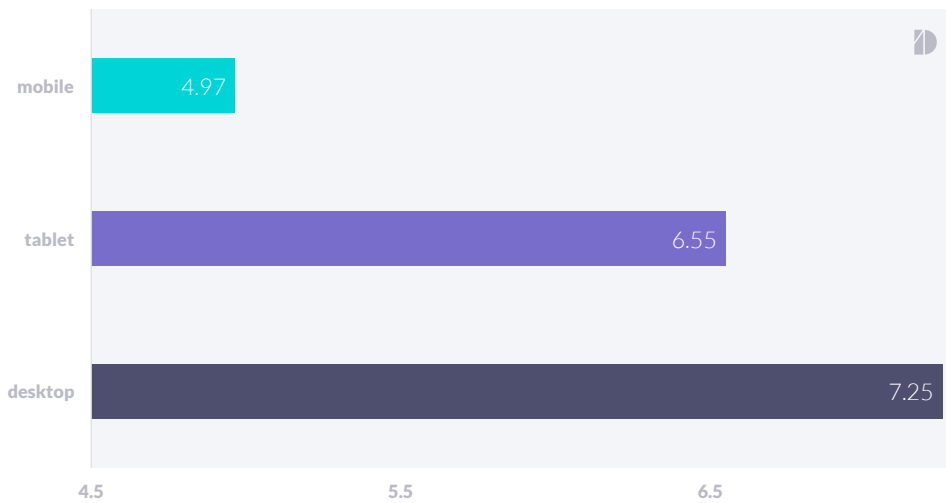
SOURCE: WEBLINC INTERNAL STUDY, OCTOBER 2016



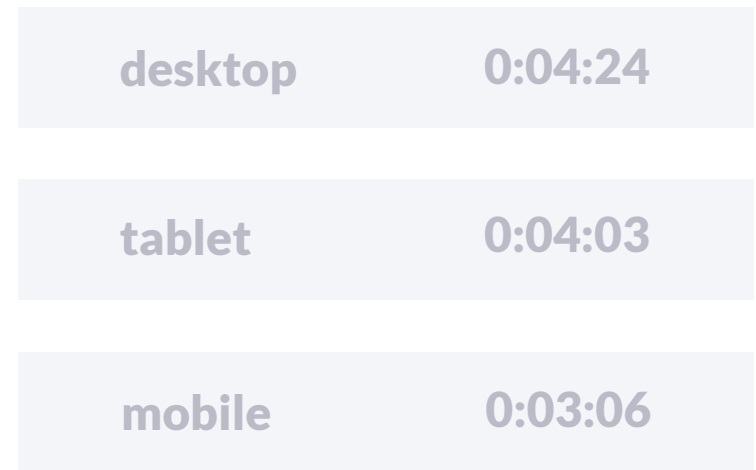
WebLinc is the commerce and operations management platform for fast growing online retailers. Mid to large-size retailers consistently outpace their competition with the modern, agile technologies of the WebLinc Commerce Platform and the company's strategic expertise.

HOW TO OPTIMIZE YOUR WORKFLOWS FOR MOBILE SHOPPERS.

AVG NUMBER OF PAGEVIEWS PER SESSION



AVG SESSION LENGTH



1
STRIP AWAY
THE CLUTTER.

2
PROVIDE SAVE FOR
LATER OPTIONS.

3
OPTIMIZE FOR
SCANNERS.

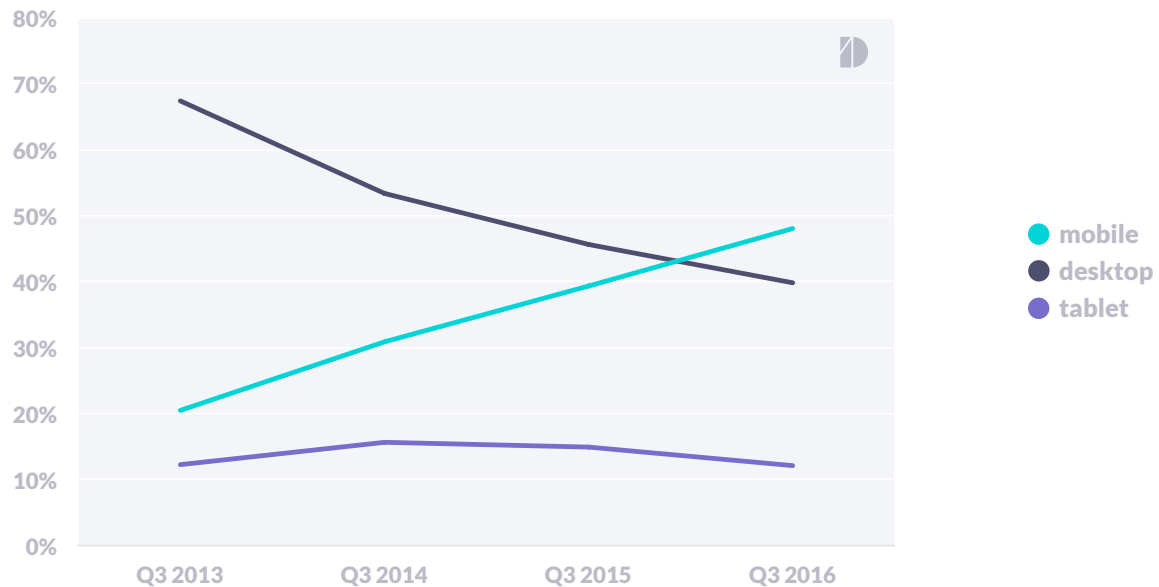
4
CONSIDER TEXT AND
BUTTON SIZES.

- EMILY RUCKER, CREATIVE DIRECTOR, DEMAC MEDIA

MAKE MOBILE VISITS COUNT BY FIXING DEVICE USABILITY ISSUES NOW.

Sessions from mobile have overtaken desktop year-over-year for the first time, with no signs of reversal. Making the most of the increasing visits you see from shoppers on mobile devices, means fixing/remediating issues like: design friction, smaller images, and multi-step checkouts. Revenue is growing on mobile, earn even more by removing these barriers in user experience.

PERCENTAGE OF SESSIONS BY DEVICE



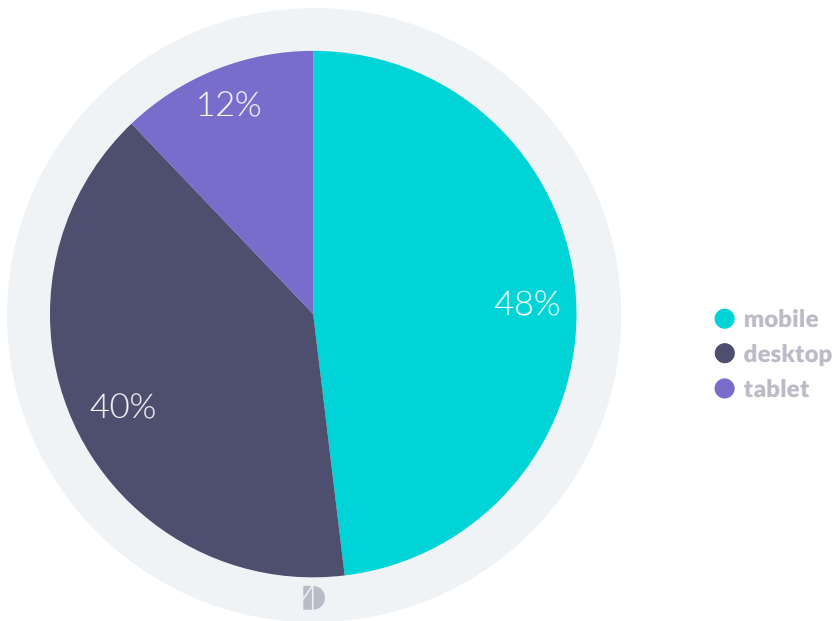
SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT

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ADAPT TO INCREASED DEMAND TO CLOSE TRANSACTIONS ON MOBILE IN Q4.

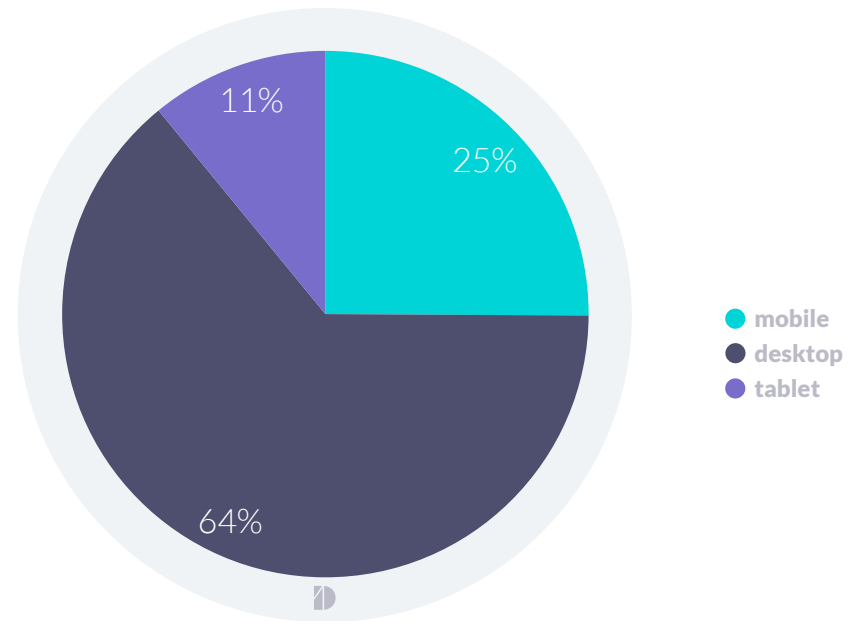
What was once designated as a research only tool has turned transactional! Our retailer data shows just how much mobile has grown over the past three quarters, with mobile capturing 25% of all revenue - up from 23% last quarter, and 20% in the first quarter of this year.

PERCENTAGE OF SESSIONS BY DEVICE



SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
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PERCENTAGE OF REVENUE BY DEVICE

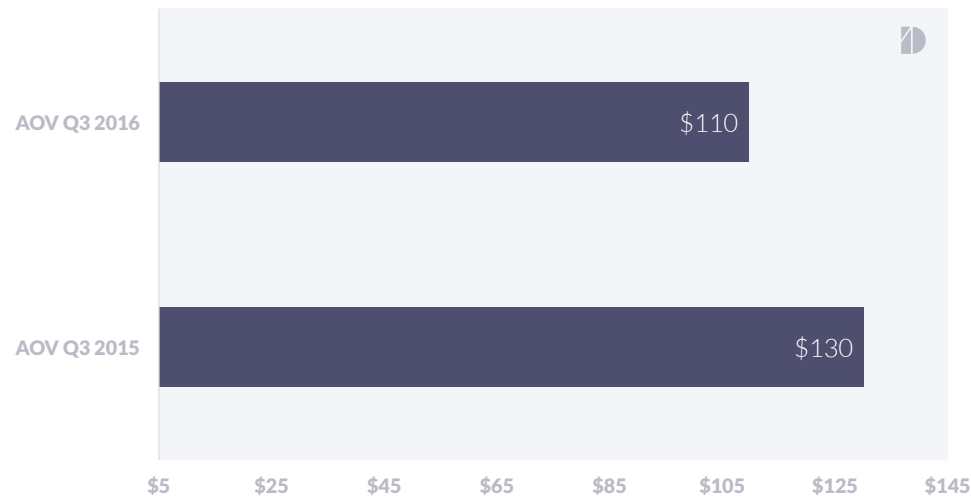


SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
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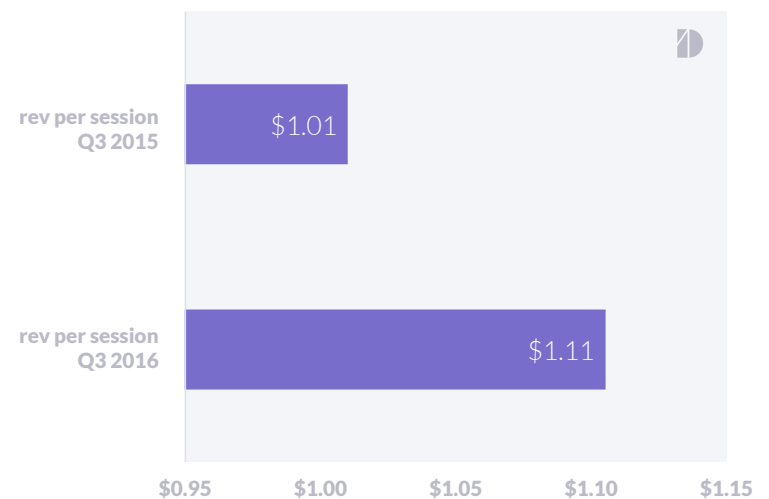
MINIMUM ORDER VALUE PROMOTIONS WILL HELP YOU HOLD ONTO PROFIT DURING A BIG SALE.

Promotions and sales incentivize your customers to spend money, but overall result in a profit drop for retailers. Retailer data for Q3 - a big back-to-school shopping sales period - shows that online shoppers bought more but spent less per transaction. Smart marketing strategies, like enforcing a minimum order value, are those that won't keep cutting away at your margins!

**AVERAGE ORDER VALUE
Q3 2016 VS Q3 2015**



**AVERAGE REVENUE PER SESSION
Q3 2016 VS Q3 2015**

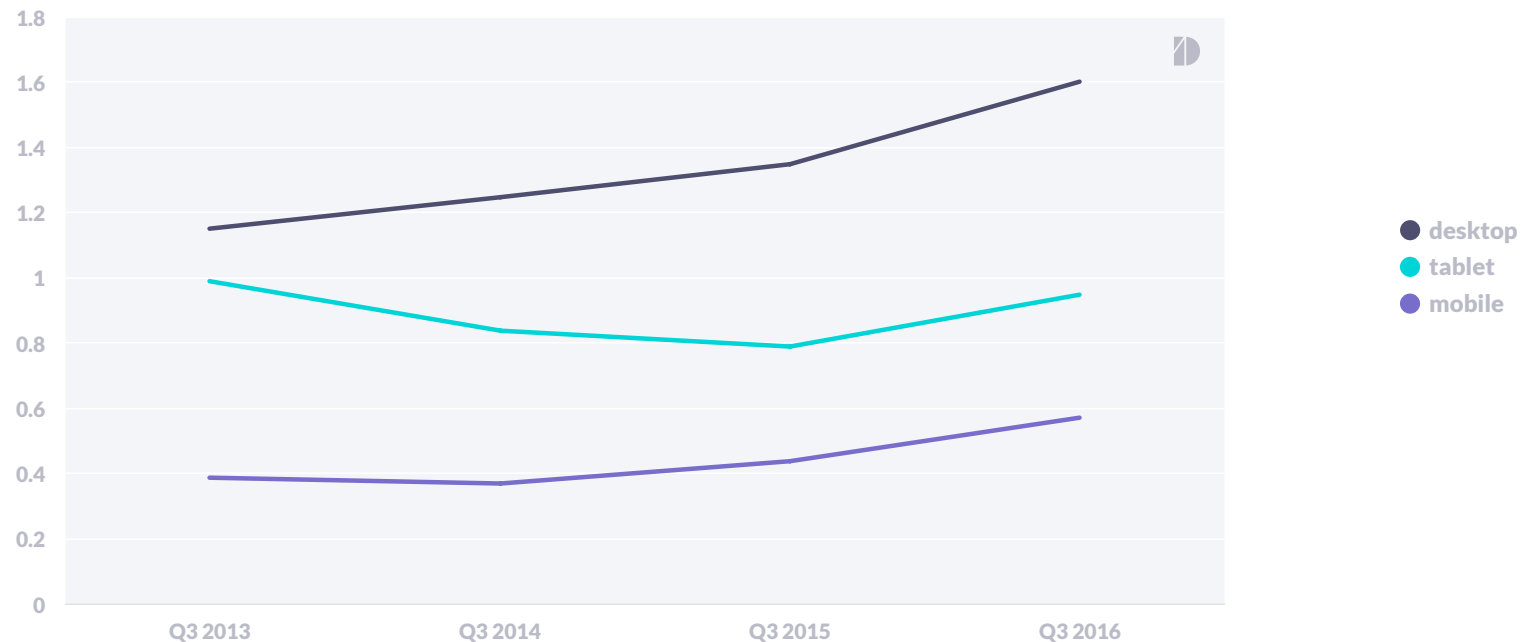


SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT | DEMACMEDIA

TABLET CONVERSION RATE HAS STALLED YOY, AND OFFERS RETAILERS AN IMMEDIATE OPPORTUNITY TO GROW REVENUE.

Desktop and Mobile conversion rates have grown steadily over the last few years, but Tablet traffic shows no signs of improvement. If tablet traffic makes up a significant portion of your overall traffic, consider its role with your shoppers - you may be leaving money on the table by neglecting it.

CONVERSION RATE BY DEVICE

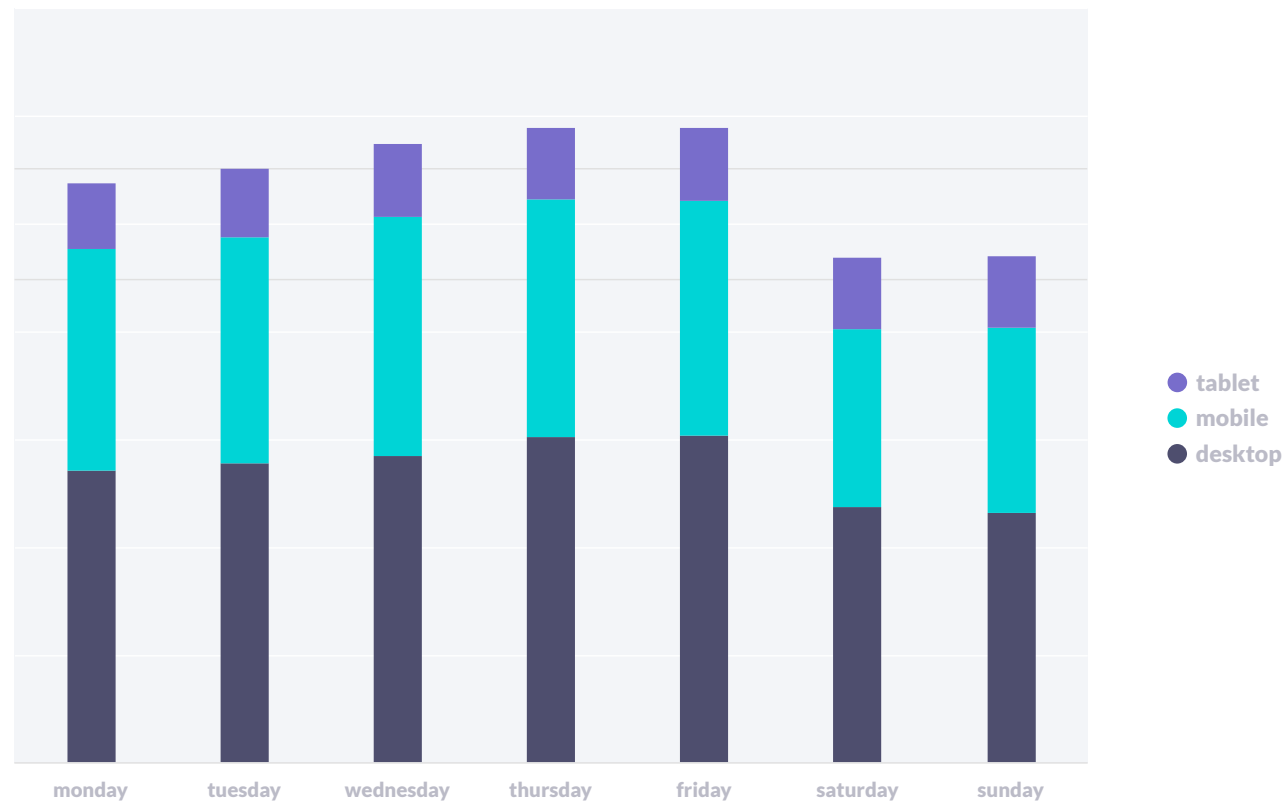


SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT
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TIME YOUR ONLINE PROMOTIONS AND CUSTOMER OUTREACH FOR FRIDAY SHOPPING.

Online shopping peaks on Fridays and falls on Saturdays. To boost revenue during the coming holiday season, remember that timing matters! Customers use leisure time on the weekends to take a step away from technology, and to visit you in store.

SESSIONS BY DAY OF THE WEEK



SOURCE: Q3 2016 ECOMMERCE BENCHMARK REPORT

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DEMAC MEDIA IS A COMMERCE AGENCY THAT HELPS MERCHANTS BUILD, MANAGE AND SCALE RETAIL BUSINESSES.

DEMAC RESOURCES

- [Demac Blog](#) (read by 40,000+ people every month)
- [eComm Meetup \(Toronto\)](#)

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