

Holiday 2020 Retail Trends

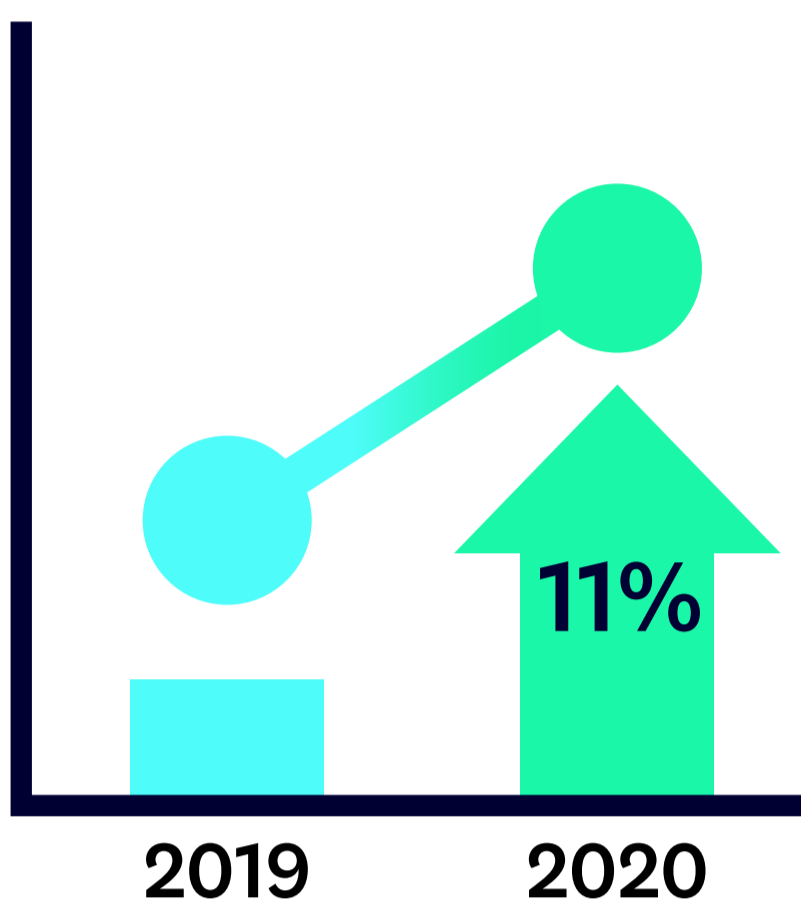


Higher value purchases

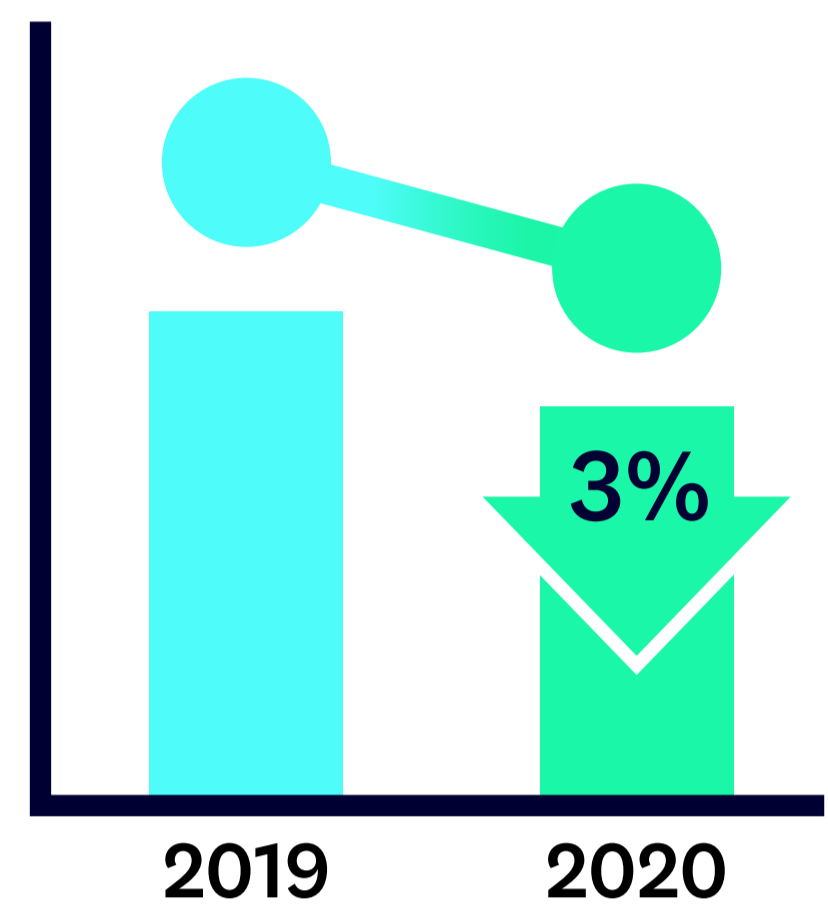
Less abandoned carts

Higher engagement

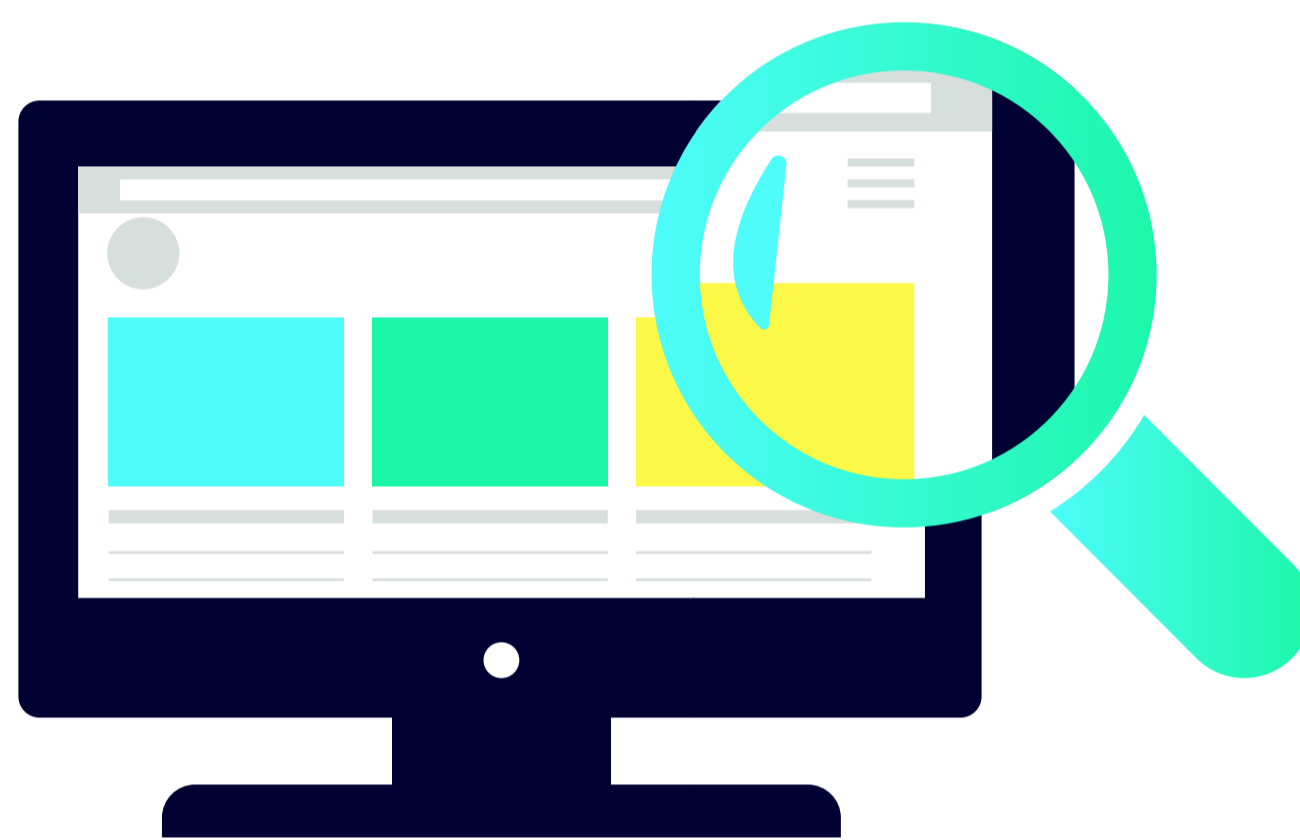
Massive mobile shopping increases



Average Order Value
went up 11% on Cyber Monday

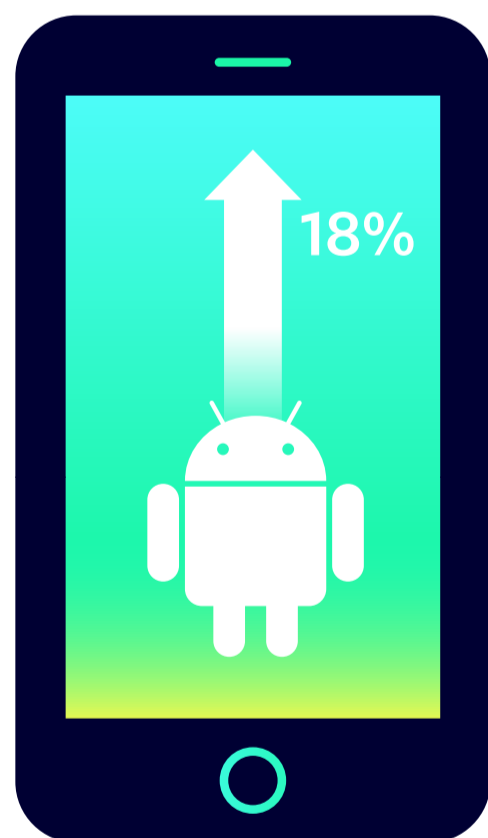
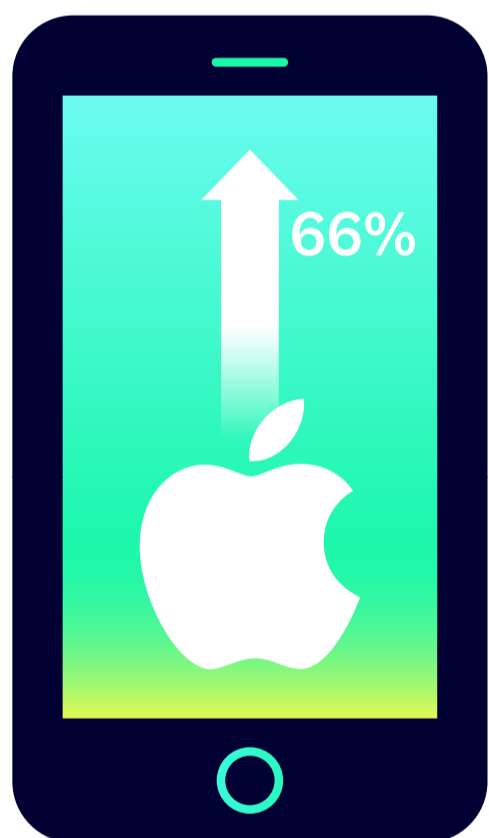


Shopping Cart Abandonment
rate went down 3%

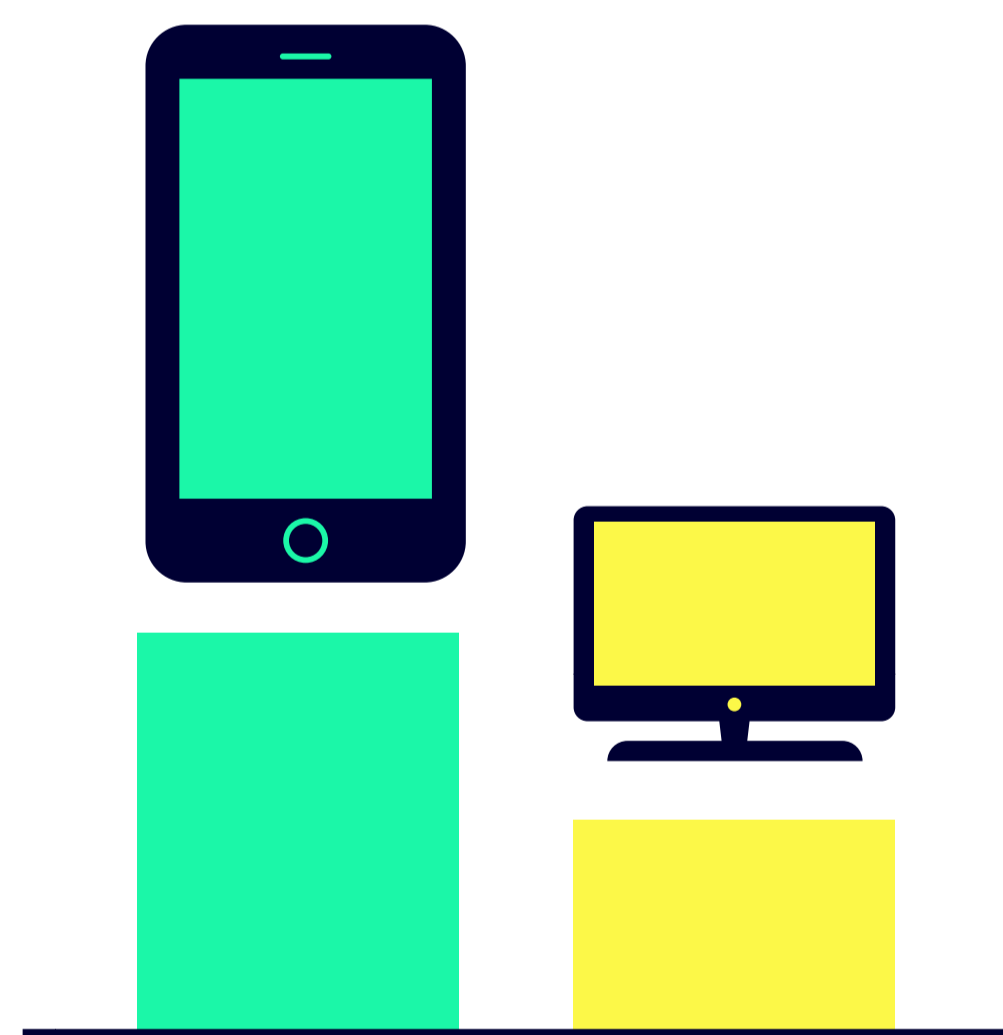


Average Time on Page went up by almost 300%

In 2019, Average Time on Page was under 1 minute. In 2020, it increased to over 3 minutes. This increase shows that retailers are doing more than ever to drive engagement and deliver a curated customer experience on their website. Consumers are spending more time shopping, not just buying.



Continued Rise in Mobile Activity
iPhones saw a 66% increase in mobile shopping activity while mobile shopping on Android phones increased by 18%. Even in a year when people are working from home—presumably with access to larger screens—and limiting travel, they still turned to their phones for shopping.



Black Friday shoppers showed 32% more activity on phone vs. web compared to last year. **Cyber Monday** shoppers used mobile 28% more.

Top marketing channels in 2020



Emails is By Far the Top Channel to convert sales in online stores.



Paid Search, Natural Search, and Affiliate Channels/Third-party Shopping Websites were the top channels outside of email in terms of driving traffic.