

Commerce Pulse Quarterly Holiday 2021





Meet the Speakers



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Overview: November Results





The Data: November 2021, Year to Date (YTD)

	Sales	Traffic	Conversion Rate	AOS
North America	31.32%	8.52%	-6.74%	30.06%
UK + EU	23.78%	14.08%	-1.58%	11.05%



The Data: November 2021, Year Over Year (YoY)

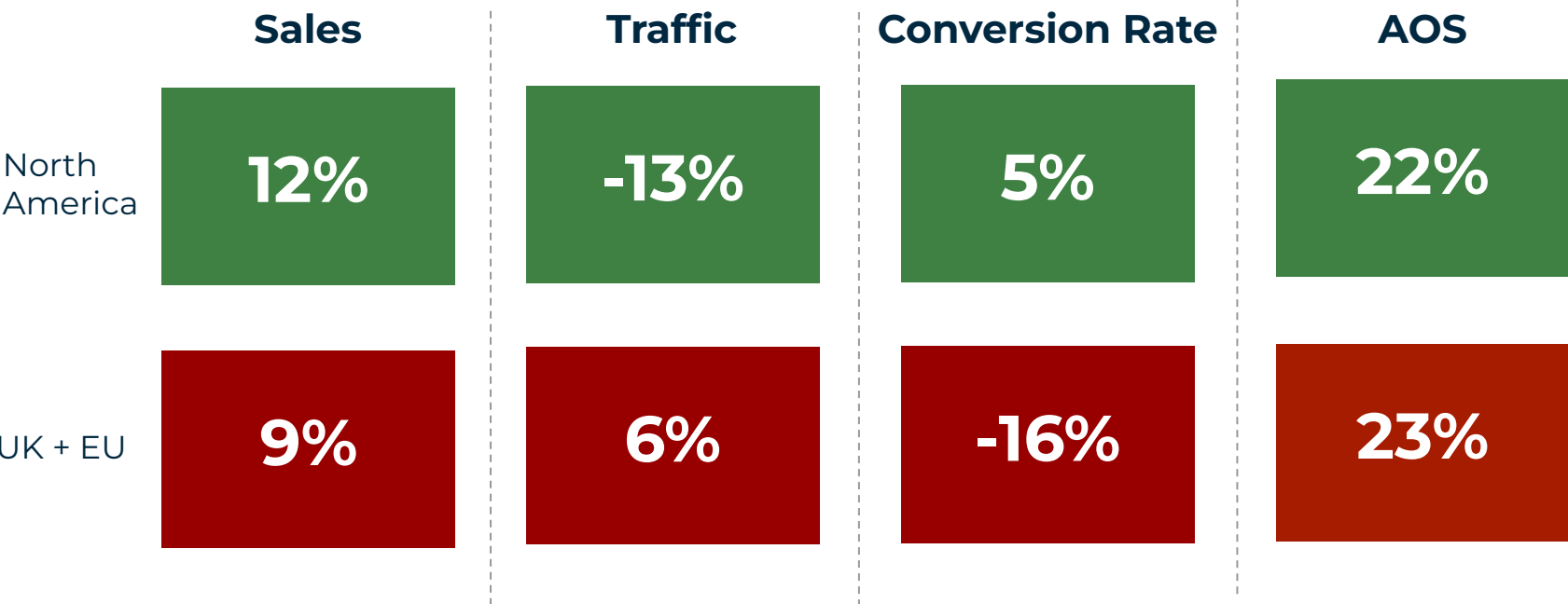
	Sales	Traffic	Conversion Rate	AOS
North America	3.51%	-19.60%	11.26%	15.91%
UK + EU	6.38%	-6.93%	-9.06%	25.70%

Overview: Holiday Season Overall Results



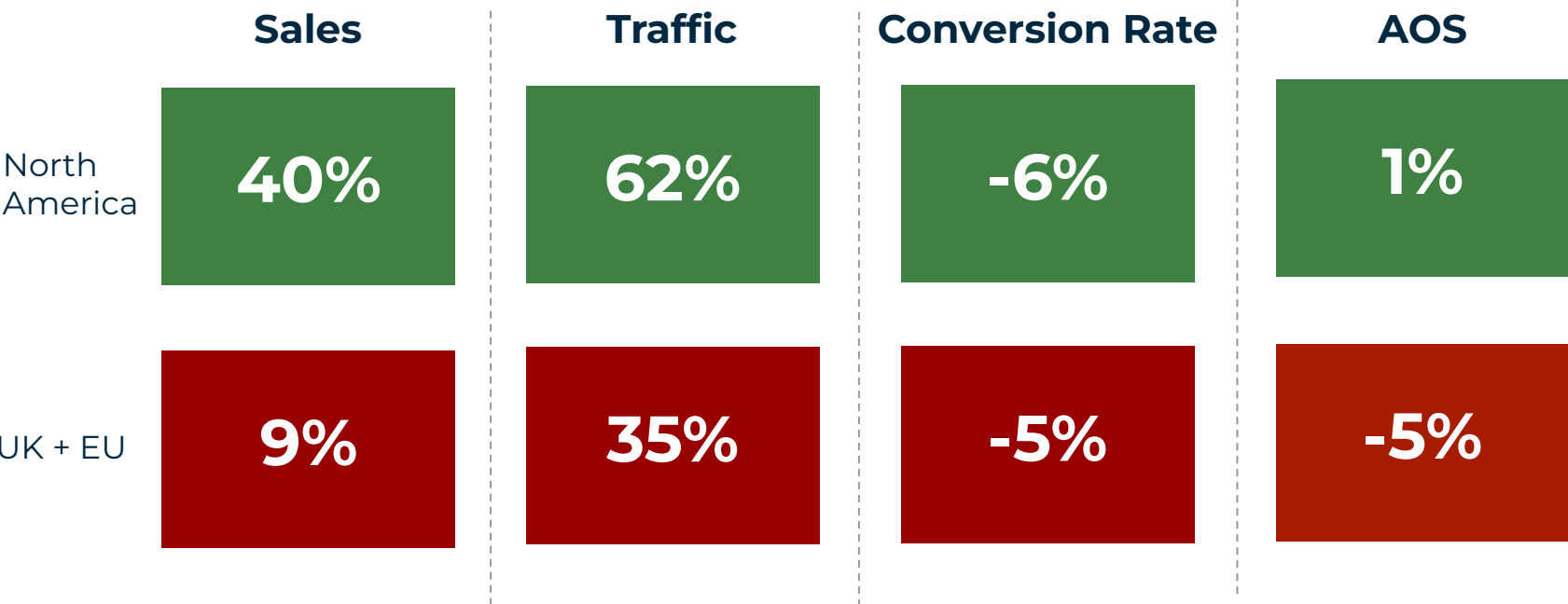


The Data: Holiday Season, YoY (2021 vs 2020)



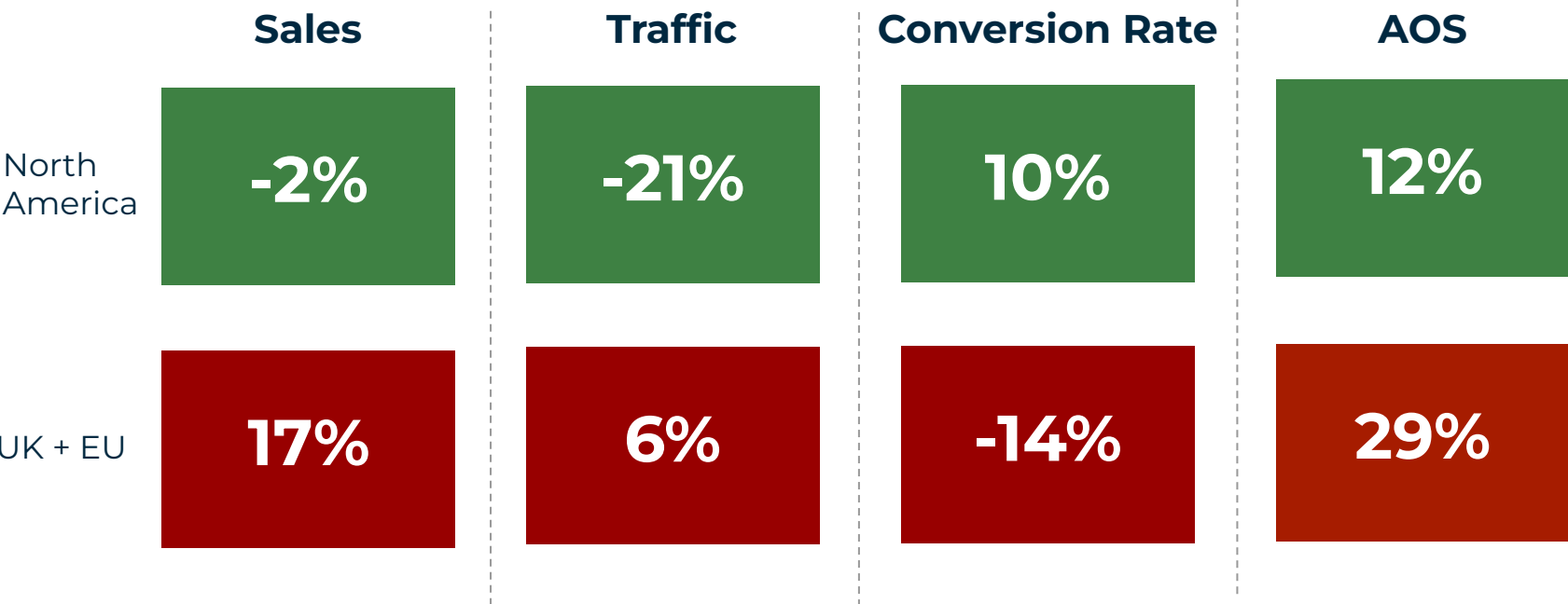


The Data: Holiday Season, YoY (2021 vs 2019)



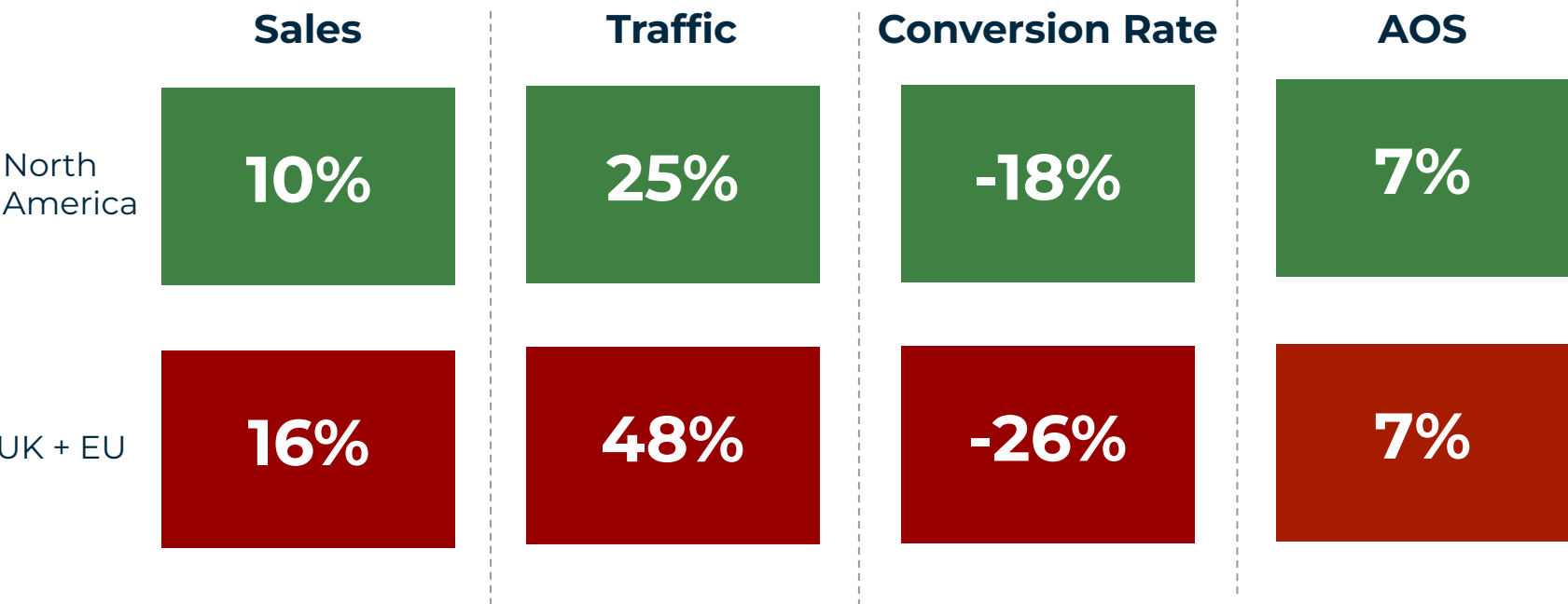


The Data: Cyber 5, YoY (2021 vs 2020)





The Data: Cyber 5, YoY (2021 vs 2019)



The Data: Additional Points of Interest

During the holiday season,
mobile accounted for

32% of sales.

During the rest of the year,
mobile accounted for

41% of sales.



Across North America, the EU & UK,
most purchases during the Cyber 5
were made between:

8:00PM -

12:00AM



Key Retail Sectors



The Data: Apparel

Sales for apparel were
+0.71% YoY in November, +4.46% YTD.

Traffic for apparel was
-7.62% YoY in November, +15.68% YTD.

Conversion rates for apparel were
-1.14% YoY in November, -14.51% YTD.

Average order size for apparel was
+10.31% YoY in November, +5.84% YTD.



The Data: Luxury

- Luxury **sales** were +33.86% YoY in November and +28.90% YTD.
- **Traffic** was +26.70% YoY in November and +30.70% YTD.
- Luxury brand “Tory Burch” was the **Top Luxury Search Term** during the holiday season.



The Data:

Home Improvement & Home Furnishings

Home Improvement

- **Sales** were +14.67% YoY in November and 108.09% YTD.
- **Traffic** was -17.94% YoY in November and -0.72% YTD.
- **Average order size** was +83.05% YoY in November and +122.17% YTD.

Home Furnishings

- **Sales** were -5.63% YoY in November and 11.44% YTD.
- **Traffic** was -44.57% YoY in November and 8.82% YTD.
- **Average order size** was 5.52% YoY in November and 14.04% YTD.





2022 Outlook





Where to Find Us



bloomreach



Thank you

