



# Commerce Pulse Quarterly

## Spring 2023

# **Overview: E-Commerce Results**



# The Data: Month over Month (Mar 2023 vs Feb 2023)

	Sales	Traffic	Conversion Rate	AOS
North America	18.07%	0.02%	6.40%	10.85%
UK + EU	-8.44%	-4.77%	-3.65%	-2.06%



# The Data: Q1 2023 vs 2022

	Sales	Traffic	Conversion Rate	AOS
North America	-12.89%	-9.43%	-9.93%	7.02%
UK + EU	14.85%	2.77%	2.41%	4.30%

# B2C E-Commerce

# The Data: Apparel

**Sales** for apparel were

**-20.92% in March** YoY and **-14.26% in Q1**

**Traffic** for apparel was

**-6.03% in March** YoY and **-1.29% in Q1**

**Conversion rates** for apparel were

**-6.40% in March** YoY and **-1.14% in Q1**

**Average order size** for apparel was

**-10.09% in March** YoY but **-12.14% in Q1**



# The Data: Grocery

**Sales** for Grocery were

**-6.82% in March** YoY and **-11.47% in Q1**

**Traffic** for Grocery was

**+0.76% in March** YoY and **+0.67% in Q1**

**Conversion rates** for Grocery were

**-9.73% in March** YoY and **-11.93% in Q1**

**Average order size** for Grocery was

**+2.46% in March** YoY and **-0.15% in Q1**



# The Data: Luxury

**Sales** for Luxury were

**+5.73% in March** YoY and **+0.72% in Q1**

**Traffic** for Luxury was

**-11.83% in March** YoY and **-10.40% in Q1**

**Conversion rates** for Luxury were

**-1.70% in March** YoY and **-6.59% in Q1**

**Average order size** for Luxury was

**+22.00% in March** YoY and **+20.34% in Q1**





# The Data: Home Furnishings & Home Improvement

## Home Furnishings

- Sales were **-6.36% in Q1**
- Traffic was **-10.08% in Q1**
- Conversion rate was **+8.66% in Q1**
- AOS was **-4.17% in Q1**

## Home Improvement

- Sales were **-5.01% in Q1**
- Traffic was **-0.69% in Q1**
- Conversion rate was **-58.24% in Q1**
- AOS was **+64.55 in Q1**



# B2B E-Commerce

# The Data: B2B E-Commerce

**Sales** for B2B were

**+46.02% in March** YoY and **-14.45% in Q1**

**Traffic** for B2B was

**+13.36% in March** YoY and **-3.84% in Q1**

**Conversion rates** for B2B were

**+5.61% in March** YoY and **-10.87% in Q1**

**Average order size** for B2B was

**+21.97% in March** YoY and **-0.18% in Q1**

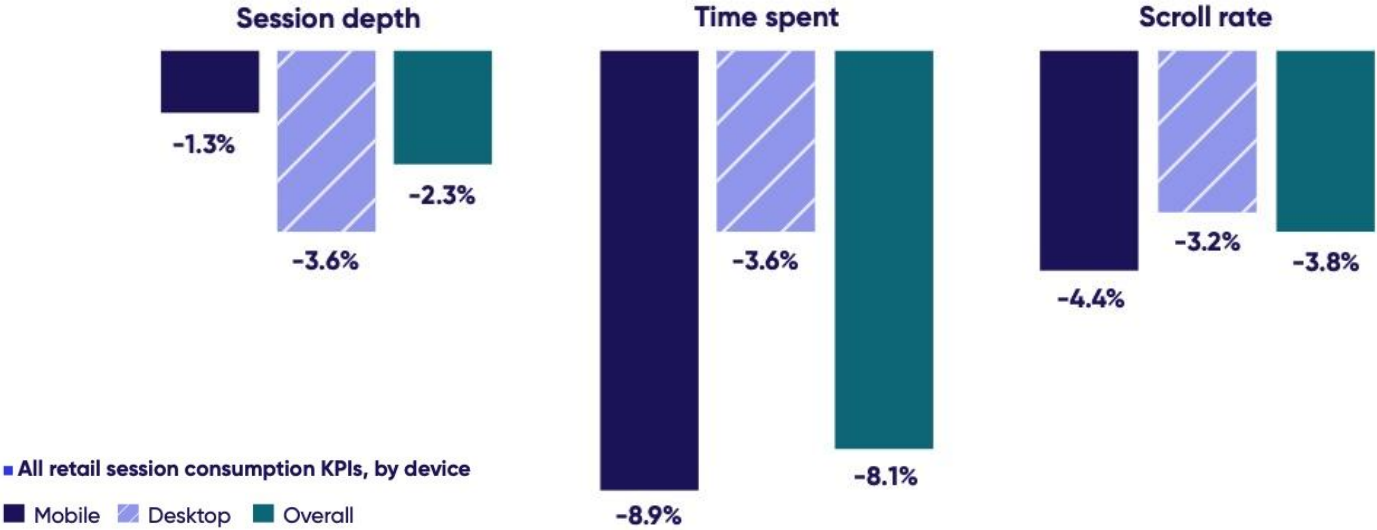


# Customer Behavior



# Customer Behavior

All retail



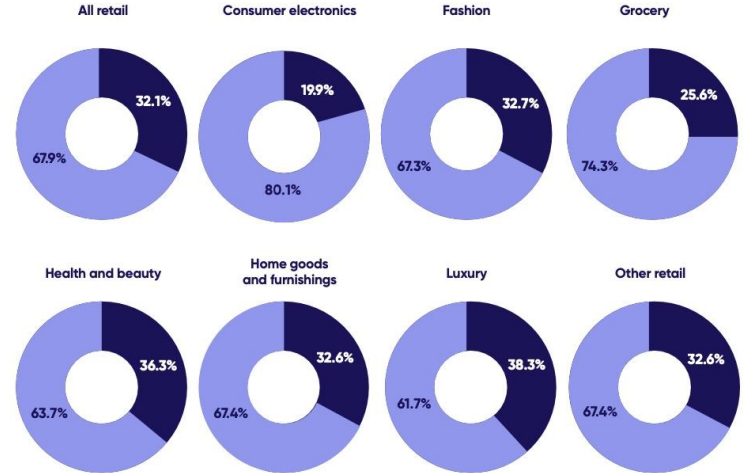
Source: Contentquare, 2023 Retail Digital Experience Benchmark



# Customer Behavior

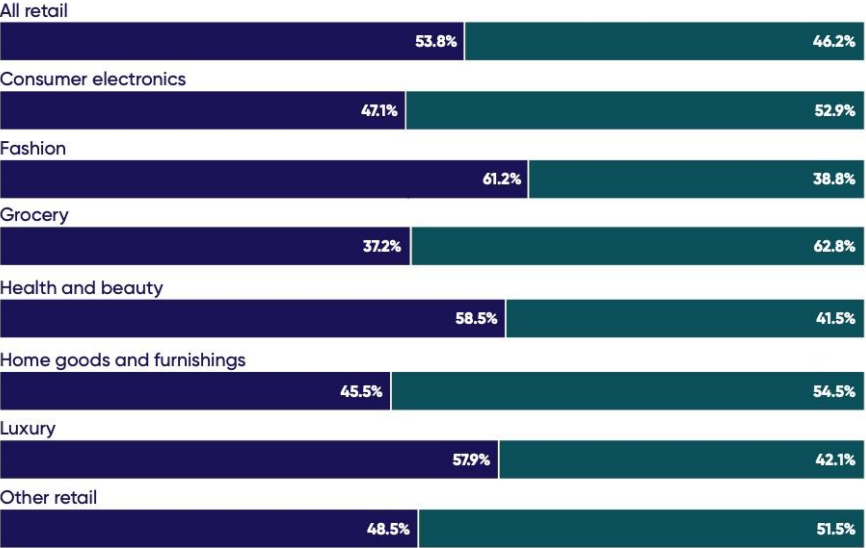
■ Share of traffic by industry, paid vs unpaid

■ Paid   ■ Unpaid



■ Revenue share by device

■ Mobile   ■ Desktop

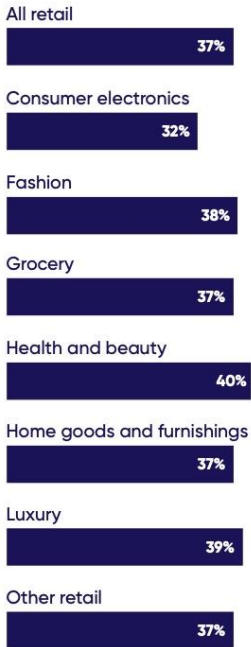




# Customer Behavior

■ Share of visits with frustration, by industry

## Any frustration factor



## Slow page loads



## Rage clicks



Source: Contentquare, 2023 Retail Digital Experience Benchmark

# Summer 2023 Outlook





# Where to Find Brian



**briankwalker**



**<https://cocktailsand.substack.com/>**



**Commerce Experience**



# More to explore



**Commerce  
Experience  
Podcast**



**Cocktails, Commerce  
& Conversions  
Substack Newsletter**



# Thank You