



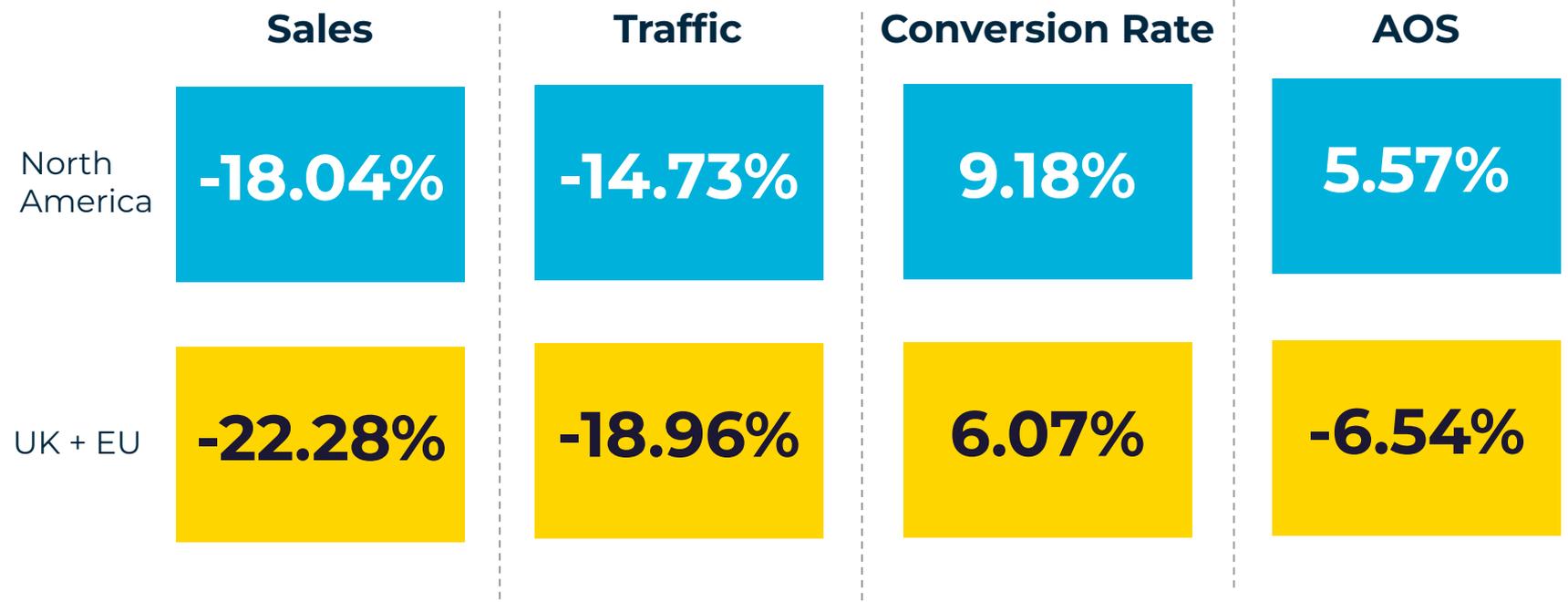
Commerce Pulse Quarterly

Summer 2023

Overview: E-Commerce Results

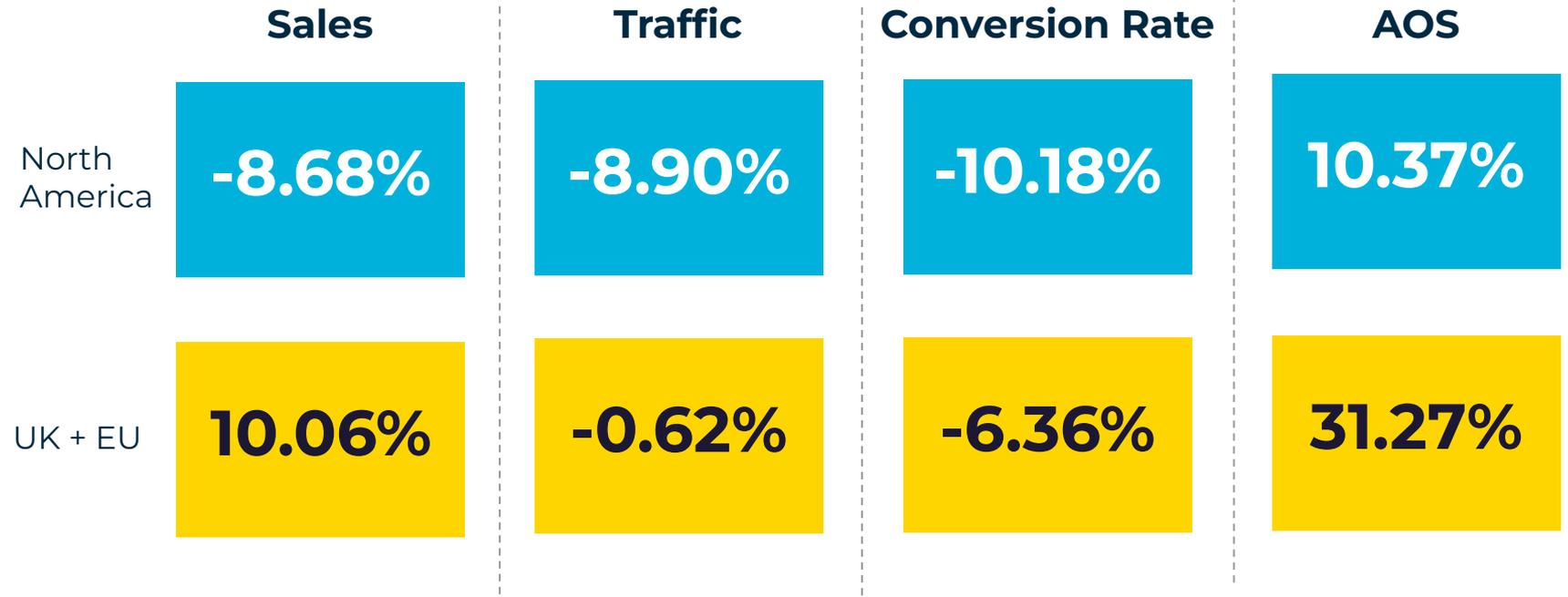


The Data: Month over Month (June 2023 vs May 2023)





The Data: YTD 2023 vs 2022



B2C E-Commerce

The Data: Apparel

Sales for apparel were

-13.03% in June YoY and **-10.75% YTD**

Traffic for apparel was

-5.33% in June YoY and **-3.19% YTD**

Conversion rates for apparel were

-13.02% in June YoY and **-12.96% YTD**

Average order size for apparel was

6.42% June YoY but **5.53% YTD**





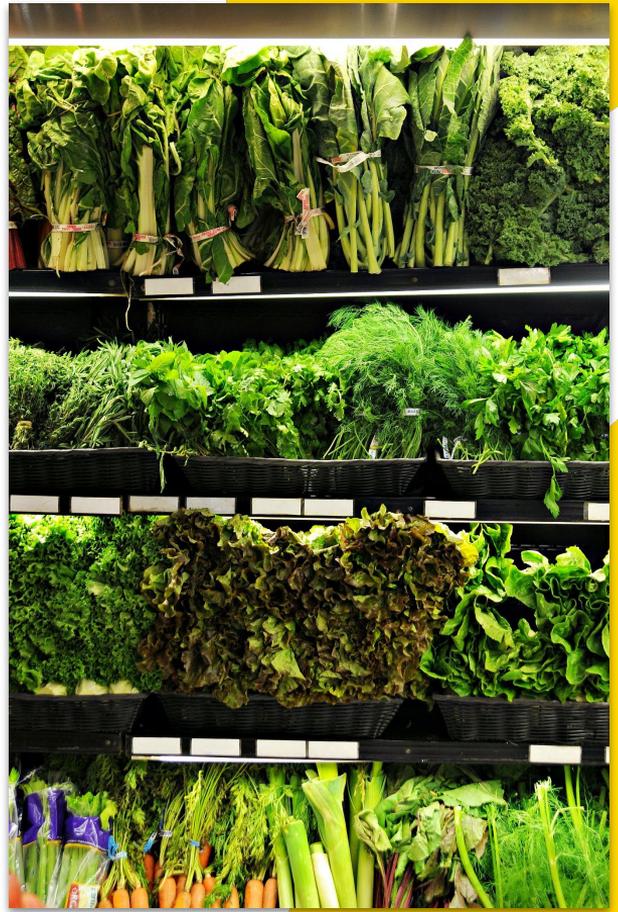
The Data: Grocery

Sales for Grocery were **-7.48% in June** YoY and **-8.44% YTD**

Traffic for Grocery was **-0.77% in June** YoY and **0.88% YTD**

Conversion rates for Grocery were **-35.67% in June** YoY and **-41.72% YTD**

Average order size for Grocery was **+13.54% in June** YoY and **8.90% YTD**



The Data: Luxury

Sales for Luxury were

+8.68% in June YoY and **+8.42% YTD**

Traffic for Luxury was

-9.00% in June YoY and **-9.58% YTD**

Conversion rates for Luxury were

28.72% in June YoY and **23.79% YTD**

Average order size for Luxury was

-22.34% in June YoY and **-25.32% YTD**





The Data: Home Furnishings & Home Improvement

Home Furnishings

- Sales were **-8.12% YTD**
- Traffic was **-12.48% YTD**
- Conversion rate was **+43.80% YTD**
- AOS was **-24.69% YTD**

Home Improvement

- Sales were **-32.45% YTD**
- Traffic was **5.55% YTD**
- Conversion rate was **-15.61% YTD**
- AOS was **+25.91% YTD**



B2B E-Commerce



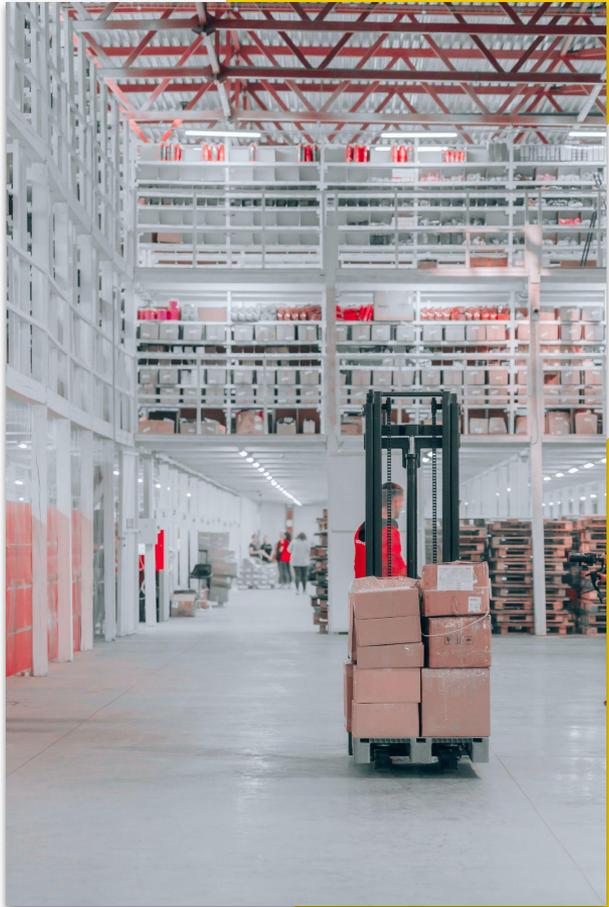
The Data: B2B E-Commerce

Sales for B2B were
+41.16% in June YoY and **-1.08% YTD**

Traffic for B2B was
+3.40% in June YoY and **-5.08% in YTD**

Conversion rates for B2B were
+32.40% in June YoY and **-0.86% YTD**

Average order size for B2B was
+6.64% in June YoY and **-9.33% YTD**



Looking Forward



Q3 and Back to School





Holiday 2023 Predictions



2023 Holiday Predictions



Prediction #1

\$194B

Generative & Predictive AI will influence digital holiday sales

Prediction #2

21%

Of holiday online orders at risk due to poor return experiences

Prediction #3

\$28B

BOPIS will drive incremental store purchases

Prediction #4

10x

Social media ads will drive more online traffic than traditional marketing

Prediction #5

17%

Of holiday gifts will be resale merchandise, saving 32B pounds of waste





Holiday season is here!

Read the 2023 Holiday Predictions Blog





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& Conversions
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