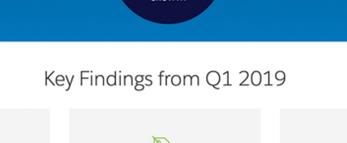


# Shopping Index

This report analyzes the activity of more than 500 million shoppers worldwide to identify trends and changes in shopping activity. It represents the truest picture of shopping today.



## Key Findings from Q1 2019

AI drives 26% higher AOV

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Shopper spend grows 10% vs. Q1 2018

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Visit duration drops to 4 minutes, 12 seconds

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In Q1, artificial intelligence proved it's not just a buzzword – it's having a major influence on revenue. Shoppers who acted on Einstein-powered product recommendations averaged 26% higher average order values (AOV) compared to shoppers who didn't engage with them.

Traffic only grew 2% in this quarter, but shopper spend increased 10%. That means shoppers' visits are less frequent, but more productive. On average, visitors converted and spent more than last year. Retailers have an increasingly short window of time to win shoppers' attention.

Speaking of lightning-fast digital journeys, the amount of time shoppers spend on ecommerce sites continues to decline across regions and subverticals, from luxury to active apparel. On all devices, shoppers' average time spent per visit is down more than 30% in Q1, compared to Q1 five years ago.

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## Digital Commerce Growth

Country Vertical CURRENT 5 QTRS



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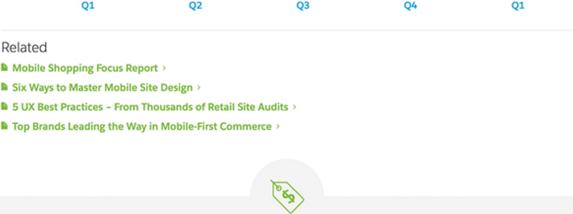


## Order and Traffic Growth by Device

Global All Verticals

ORDER GROWTH TRAFFIC GROWTH

OVERALL COMPUTER MOBILE TABLET

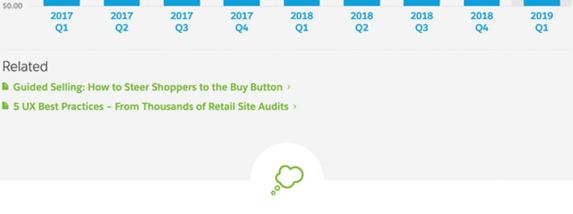


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## Shopper Spend

Global All Verticals



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## Buying Intent

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CURRENT 9 QTRS

ACTIVE SHOPPERS BUYERS



## Order Share and Traffic Share by Device

Global All Verticals

ORDER SHARE TRAFFIC SHARE

COMPUTER MOBILE TABLET



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## Average Order Value, Discount Rate and Free Shipping

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AOV (\$) DISCOUNT RATE FREE SHIPPING



## Product Assortment Growth

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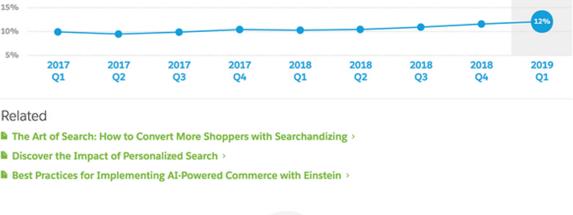
INCREASE IN PRODUCTS SOLD, YOY



## Search Usage and Revenue

Retailers Brands

REVENUE USAGE



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## Social Traffic

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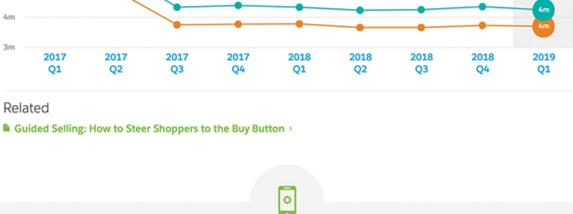
OVERALL COMPUTER MOBILE TABLET



## Visit Duration

Global All Verticals

OVERALL COMPUTER MOBILE TABLET



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## Mobile Order and Traffic Share by Operating System

Global All Verticals

ORDER SHARE TRAFFIC SHARE

ANDROID IOS



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## Methodology

To qualify for inclusion in the analysis set, a digital commerce site must have transacted throughout the analysis period, in this case Q1 2017 through Q1 2019, and meet a monthly minimum visit threshold. Additional data hygiene factors are applied to ensure consistent metric calculation.

Data footnotes are noted inline throughout the report to provide additional clarity on analysis.

The Shopping Index is published quarterly.

Any forecasts noted within the Shopping Index are forward-looking projections based on current and prior values and as such should not be read as guarantees of future performance or results.

The Shopping Index is not indicative of the operational performance of the Salesforce Commerce Cloud or its reported financial metrics including GMV growth and comparable customer GMV growth.

## Shopping Activity

1,045 Digital Commerce Sites

37 Countries Represented

+500 Million Shoppers

1.4 Billion Visits

## Related Insights

**2018 Mobile Shopping Focus Report**

Mobile is today's biggest retail disrupter, but what does this mean for your brand? Dig deep into trends, benchmarks, and insights based on 300+ million global shoppers.

**The 2018 Holiday Report**

2018 Christmas holiday shopping analysis based on the shopping behavior of over 500 million global shoppers.

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