

Q1 2018

# 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 2018

**Computers Drop Below 50% Order Share**

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**Social Traffic Stalls at 5%**

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**Mobile Drives 60% of All Traffic**

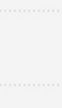
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In Q1, digital turned in another strong and balanced quarter, as the critical indicators – traffic, conversion, and buying intent – all pointed up. Traffic increased a respectable, though unremarkable, 9%, and shoppers spent 6% more per visit, yielding 15% revenue growth.

Mobile continues to carry all the traffic growth to retail sites, as visits from computers and tablets declined year over year. In fact, mobile conversion rates have grown 14%. Phones now account for 41% of all orders.

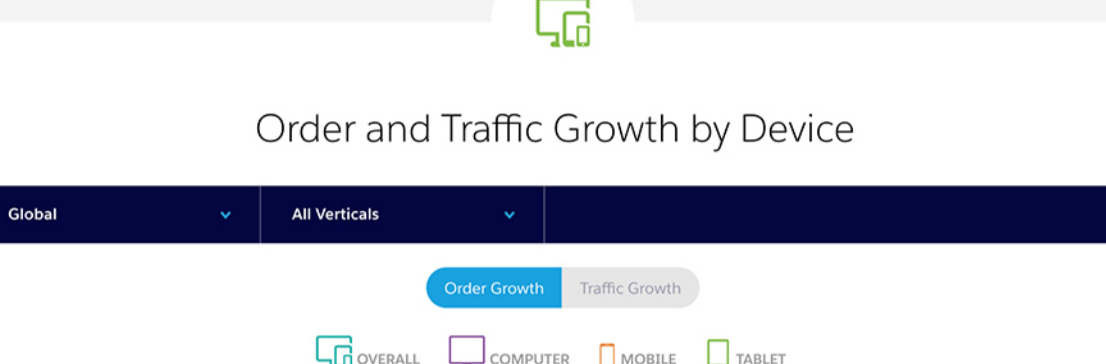
Despite the hype, social media has thus far had a negligible impact not only on sales. The growth of social media channels has been essentially flat, representing only 4.7% of traffic share and 2% of orders.

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## Digital Commerce Growth

Country | Vertical Current | 5 Qtrs

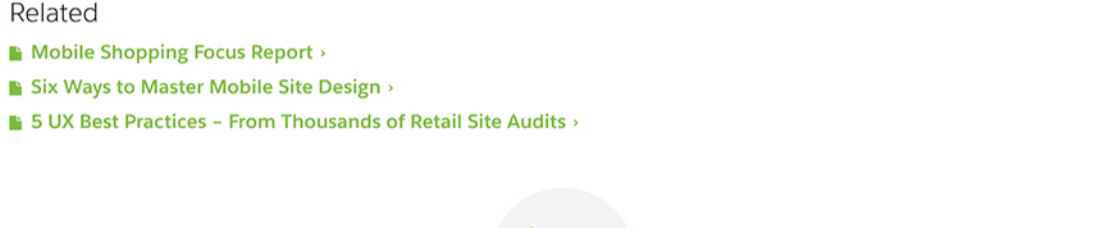


## Order and Traffic Growth by Device

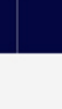
Global | All Verticals

Order Growth | Traffic Growth

OVERALL COMPUTER MOBILE TABLET



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## Shopper Spend

Global | All Verticals



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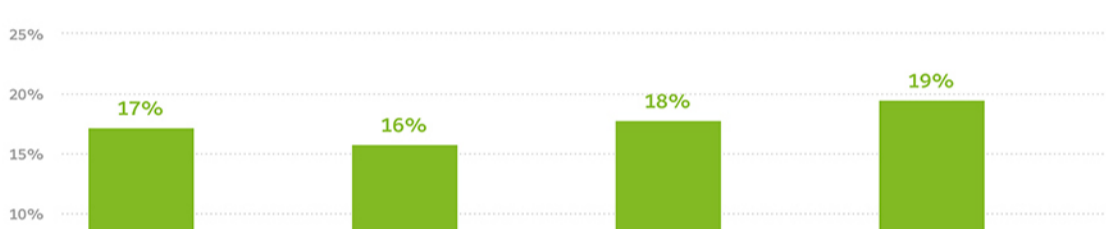


## Buying Intent

Global | All Verticals

Current | 9 Qtrs

ACTIVE SHOPPERS BUYERS

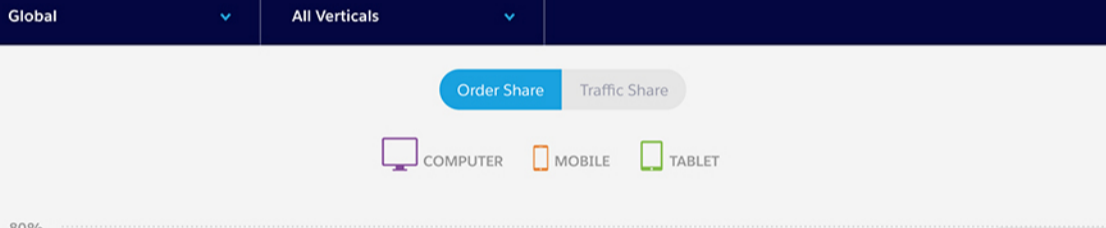


## Order Share and Traffic Share by Device

Global | All Verticals

Order Share | Traffic Share

COMPUTER MOBILE TABLET



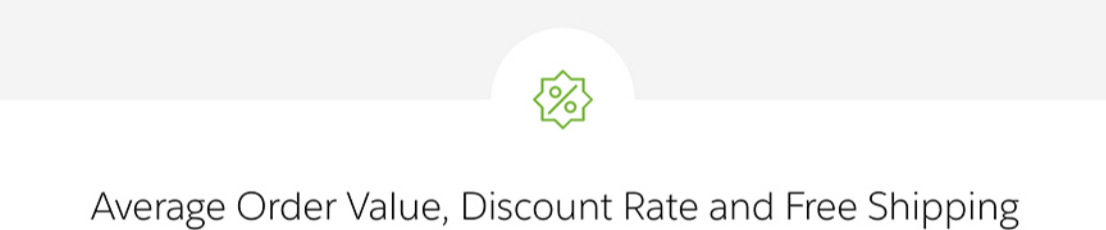
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## Average Order Value, Discount Rate and Free Shipping

Global | All Verticals

AOV (\$) DISCOUNT RATE FREE SHIPPING



## Product Assortment Growth

Global | All Verticals

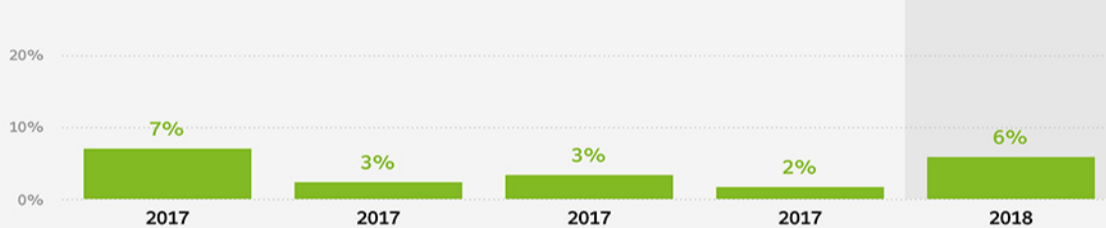
INCREASE IN PRODUCTS SOLD, YOY



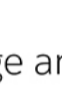
## Search Usage and Revenue

Retailers | Brands

REVENUE USAGE



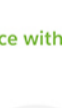
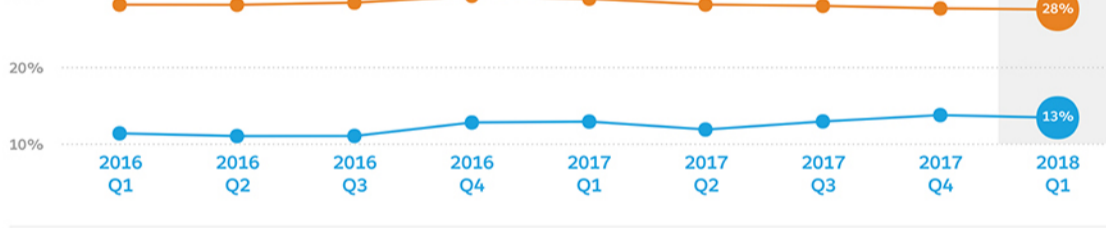
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## Social Traffic

Global | All Verticals

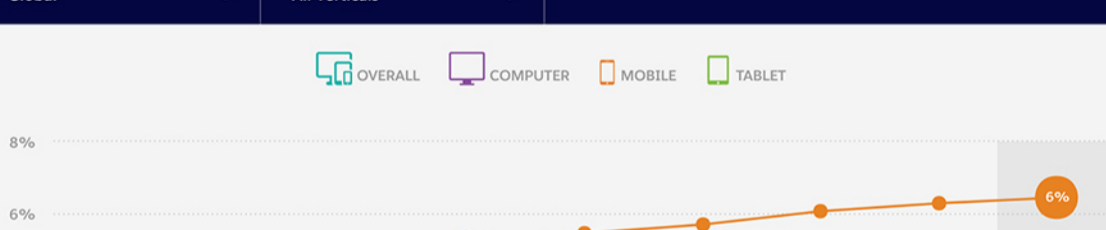
OVERALL COMPUTER MOBILE TABLET



## 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 2016 through Q1 2018, 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

843 Digital Commerce Sites

36 Countries Represented

500 Million Shoppers

14 Billion Visits

## Related Insights

### 2017 Fashion Shopping Focus Report

The global apparel market is mammoth, highly competitive, and constantly evolving. We've analyzed billions of visits and millions of transactions to help you stay ahead of the curve.

### All Wrapped Up

2017 Christmas holiday shopping analysis based on the shopping behavior of over 350 million global shoppers.

### Personalized in Shopping Report

Personalized shopping is the future of commerce, but where's the proof? This report analyzes 150+ million shoppers and 250+ million site visits to reveal the true impact of personalization on revenue.

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