

Who's driving shopping traffic for retail sites?

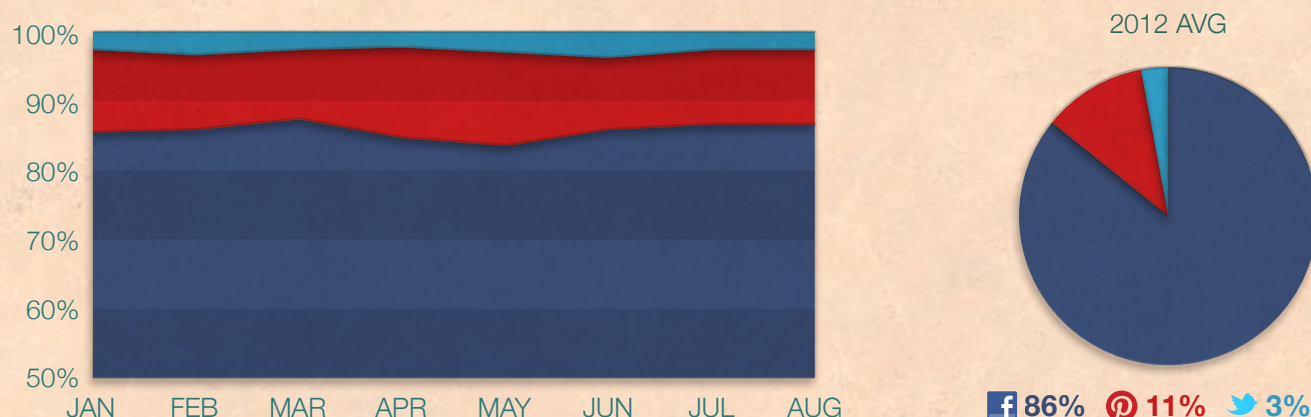
Facebook, Pinterest & Twitter Compared



KEY: ■ Facebook ■ Twitter ■ Pinterest ■ Social Average

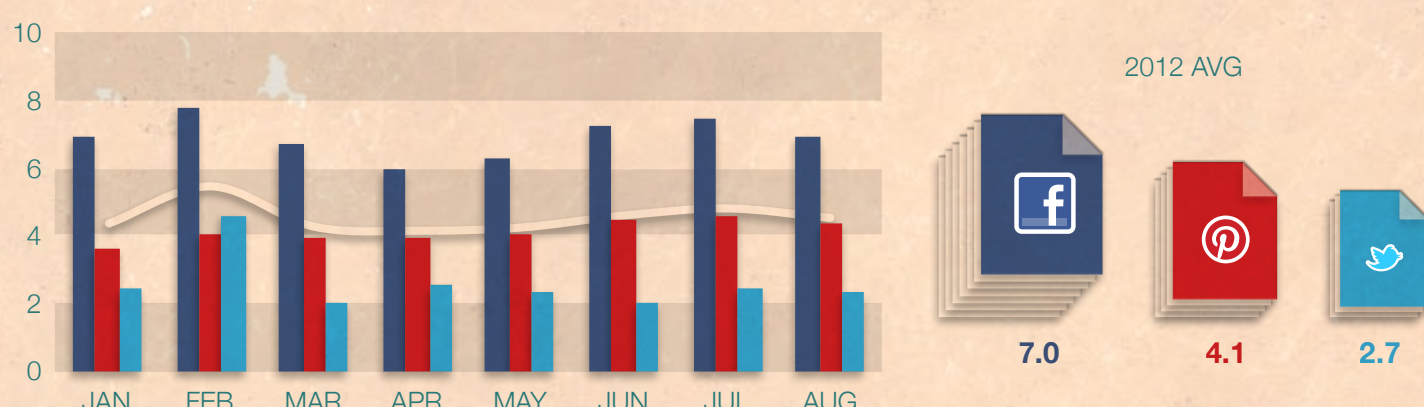
Share of Sessions by Source

While Facebook generates the lion's share of socially driven shopping sessions, Pinterest has a surprisingly large share as the relative newcomer. Pinterest's image-oriented interface and curated content appear to be more effective than 140-character Tweets in driving traffic to retail sites.



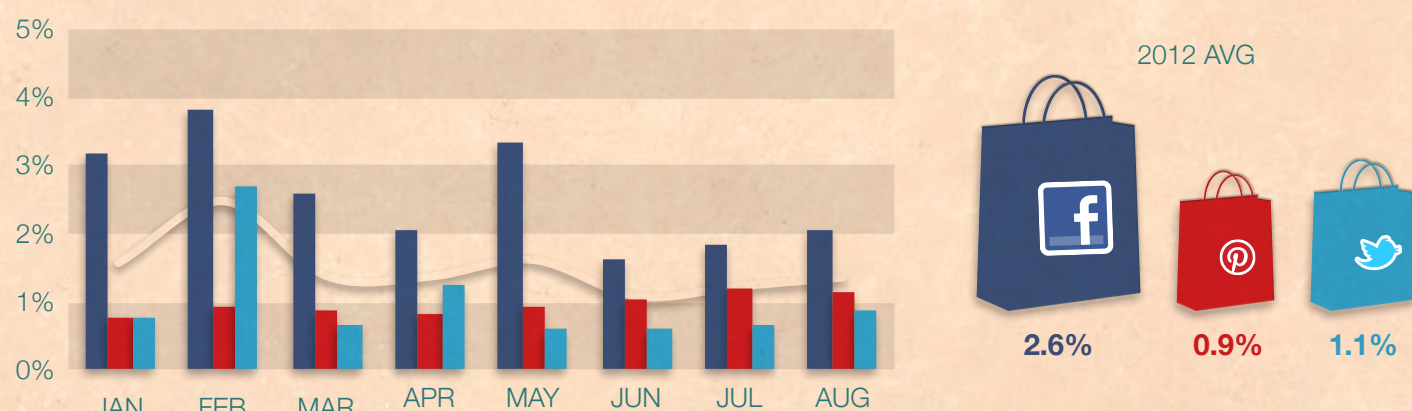
Share Per Session by Source

Facebook users also tend to stick around longer, boasting nearly 2.5 times as many page views per session as Twitter (with Pinterest in between).



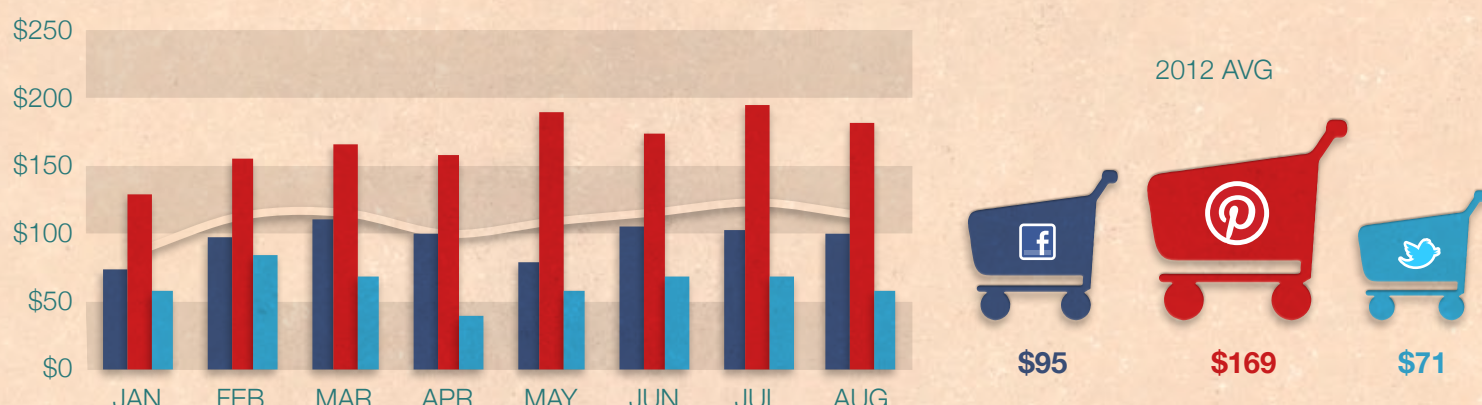
Conversion by Source

Facebook shoppers also lead in same-session conversion rate. But Pinterest shoppers' conversion rates have been steadily increasing in 2012.



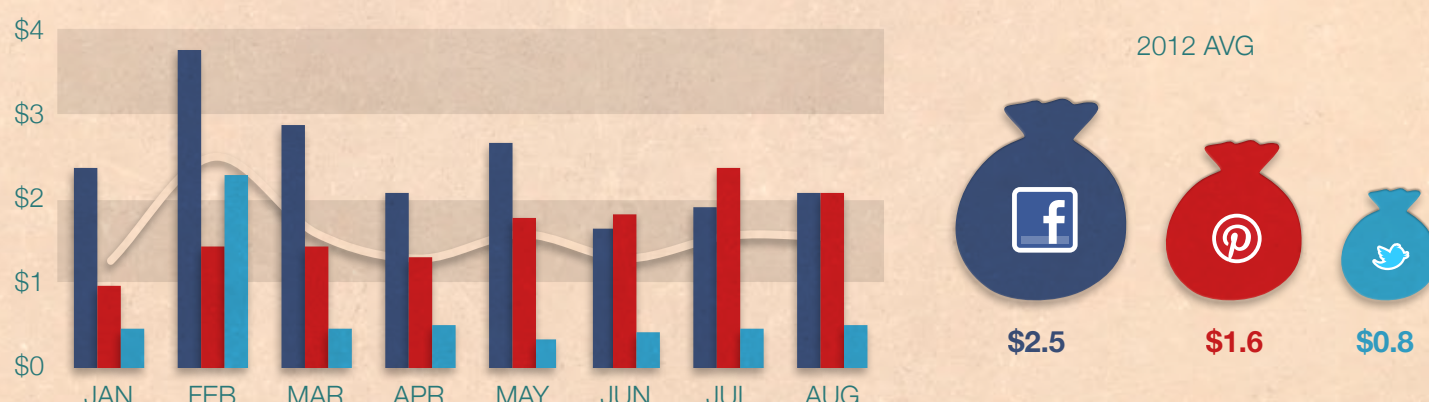
AOV by Source

Pin it to win it! Pinterest users deliver the highest AOV (by a healthy margin) of all socially driven shopping traffic.



Revenue Per Session by Source

Facebook shoppers lead in revenue generated per visit, but Pinterest is gaining ground: in the last three months, it has met or exceeded Facebook in revenue-per-session.



Source: RichRelevance Data; US Sites: January 1 – August 31, 2012. RichRelevance Shopping Insights™

Methodology

This RichRelevance Shopping Insights™ study is based on data gleaned from more than 689 million shopping sessions that took place between January 1 and August 31, 2012, on select US sites which have deployed RichRelevance's retail recommendation software. The study includes only browser-based shopping sessions and does not include shopping that may originate from mobile app versions of these platforms. Sessions are defined as Facebook, Pinterest, or Twitter, respectively, if the referrer for that session originated from that site.