EQ¹

Ecommerce Quarterly
EQ1 2013

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Executive Summary

It's hard to believe that with EQ1 2013, one year has passed since we started publishing this exclusive ecommerce research.

When we started the EQ, we examined more than 100 million online shopping experiences. Now, we're analyzing more than 500 million visits, and similar trends continue to surface; from the emergence of mobile and tablet website traffic and geography's impact on key performance indicators, to the latest browser wars and revealing data about social media.

EQ1 2013 takes a deeper look at one of these themes, social commerce, while still including more than a dozen benchmark reports and actionable takeaways on ecommerce trends to help you answer questions such as:

How can I develop a deeper understanding of my customers?

How can I make sure my business responds now to their needs?

How can I better improve customer engagement?

We're honored to welcome two guest contributors to the EQ who have very unique points of view on social's impact on ecommerce and metrics such as overall website traffic, conversion rate, and average order value from visitors using Facebook, Twitter, Pinterest, and other social networks.

Jay Baer and Mitch Joel are digital marketing thought leaders, published authors, and sought-after speakers who bring fresh perspectives to EQ social referrer data.

While last-touch attribution is important, it's just one key indicator. Referrer information tells you a great deal about the consumer's intent, but, as both Jay and Mitch point out, taking this approach to measuring the impact of social on your business is likely not the best course of action.

What's more important than any single social media tactic is to put the customer relationship first across all touchpoints and interactions with your brand. Being customer-centric, instead of conversion-centric, will increase engagement, loyalty, and customer lifetime value.

EQ1 2013 also takes a look at tablet commerce, including how Android devices are grabbing an increasing percentage of tablet traffic from iPads.

As with the research that preceded it, EQ1 2013 and future releases will continue to provide analysis and metrics that help you understand your business—and your customers—better.

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About the EQ

As ecommerce companies look for ways to increase customer engagement and sales in a highly competitive online environment, they're faced with challenges centered on massive amounts of data. This big data conundrum extends beyond the collection and storage of information about customers and prospects.

Using a combination of historical and real-time data creates meaningful insight that drives more relevant shopping sessions, delighting customers who become extremely loyal and share their experiences with others. Ecommerce businesses that tackle big data head-on focus their attention on three primary visitor segments that continue to be explored in every release of the Ecommerce Quarterly (EQ):

- **Predefined:** New versus returning; referring traffic sources; technographics; geography.

- **Custom or Proprietary:** Demographics; proximity to location.

- **In-Session Behavior:** Shopping cart activity; brand or category affinity.

Lastly, the EQ includes EQ Takeaways, ideas and best practices used by leading ecommerce websites, based on insights gained from the more than 500 million online shopping sessions that contribute to the analysis and benchmark reports found in every release of the EQ.

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About Our Guest Contributors

Jay Baer is a hype-free marketing strategist, speaker, author, and president of Convince & Convert, a social media and content marketing consultancy. A digital marketing pioneer, Jay has consulted with more than 700 companies since 1994, including Caterpillar, Nike, Visit California, Allstate, Petco, Columbia Sportswear, and 29 of the Fortune 500.

He was named one of America's top three social media consultants by *Fast Company*, and his Convince and Convert blog is ranked as the world's #1 content marketing resource. He's also co-host of the popular weekly Social Pros podcast.

Jay's the author of the new book *Youtility: Why Smart Marketing is About Help not Hype*, and is the co-author of *The NOW Revolution*, a best-selling book about social media's impact on businesses of all sizes and types.
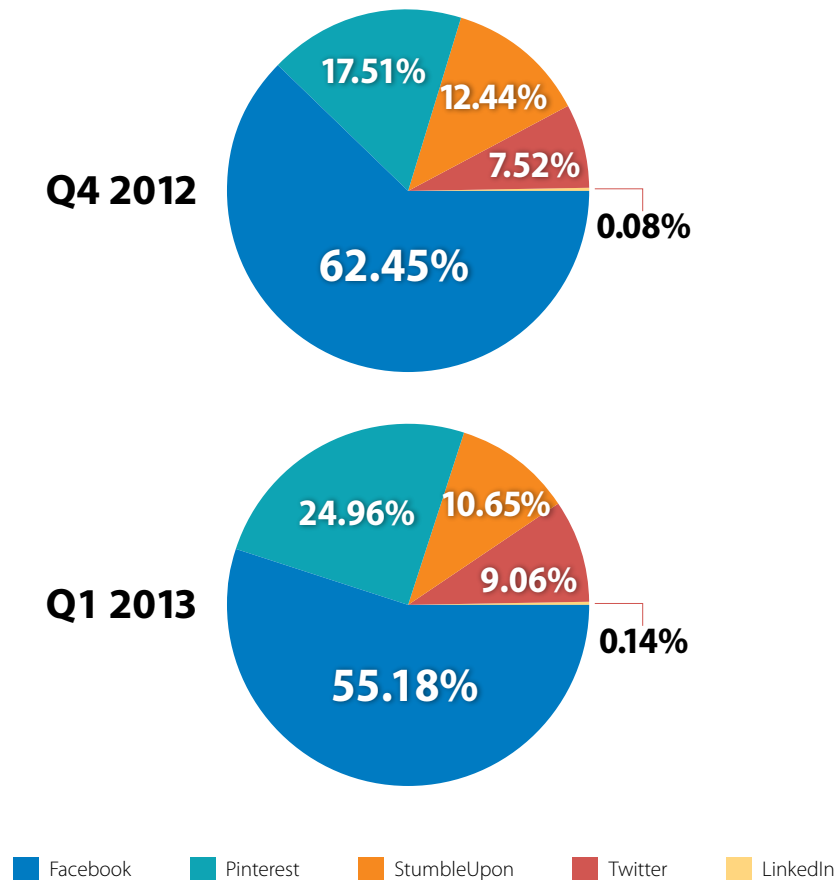
Mitch Joel is president of Twist Image, one of the largest independent digital marketing agencies in North America. *Marketing Magazine* dubbed him the "Rock Star of Digital Marketing" and called him, "one of North America's leading digital visionaries." Mitch is a past Chairman of the Board of Directors of the Canadian Marketing Association and a former Board Member of the Interactive Advertising Bureau of Canada.

He speaks frequently to diverse groups like Wal-Mart, Starbucks, Nestle, Procter & Gamble, and Unilever, and has shared the stage with former President Bill Clinton, Sir Richard Branson, Malcolm Gladwell, Anthony Robbins, Tom Peters, and Dr. Phil.

Mitch is a regular columnist for the *Harvard Business Review*, The Huffington Post, and other magazines and newspapers. His first book, *Six Pixels of Separation*, named after his successful blog and podcast, is a business and marketing bestseller. In his new book, *CTRL ALT Delete*, Mitch explains the convergence of five key movements that have changed business forever.

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Social Commerce: Don't Give Up on It Just Yet

Q4 2012

17.51% 12.44% 7.52% 0.08% 62.45%

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24.96% 10.65% 9.06% 0.14% 55.18%

■ Facebook   ■ Pinterest   ■ StumbleUpon   ■ Twitter   ■ LinkedIn

Social Share of Website Traffic

The Problem of the Unicorn

By Jay Baer

In its most recent EQ data, Monetate demonstrates in a very definitive way that social media is not a significant source of direct traffic to ecommerce websites or purchase conversions from those destinations. Representing just 1.55% of all traffic, and a conversion rate of less than three-quarters of one percent (.71%), "social commerce" is a unicorn, at least in terms of last-touch attribution.

Direct URL entry and visits with no known referrer represented nearly half of the more than 500 million visits analyzed, with referrals from search representing another 31%. It's important to also point out that any website visits from a native app or traffic to HTTPS websites could also be disguised as having no referrer.

Still, based on these findings it might be reasonable to conclude that social media participation is over-hyped and disproportionately resourced for ecommerce websites. And from the perspective of "What channel were people using immediately prior to visiting the website?" that would be a viable hypothesis.

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But the challenge for social media—and for its big brother, word of mouth marketing—is that they are inherently additive pieces of the conversion funnel, rather than causative. Forrester Research suggests that word of mouth is part of 80% of all purchase funnels[1]. At least some of this word of mouth is occurring via social media, with brand or product mentions spawning searches and/or direct URL entries that are included in this data. But, because social media wasn't the final link in the chain, it gets none of the credit for the desirable consumer behavior it spurred.

Here's an example of the role of social as a reputational and awareness assistant. My friend Ann Handley of MarketingProfs asked a question of her Facebook friends about a reliable source for contact lenses. Several recommendations surfaced for 1800Contacts.com.

At this point, if Ann went to her browser, typed in the URL, and made a purchase, full credit for that transaction would accrue to the direct channel. Similar circumstances occur with search engines all the time. If you recommend a hockey supply store to me at my son's game, and I Google it to find the URL when I get home, is that a visit from search, or a visit due to word of mouth?

New research from Google (see page 8) shows that social media is very much an awareness-building vehicle, and less so a purchase-driving tactic.[2] In fact, of all the online behaviors studied by Google—which are almost identical to those examined by Monetate—social media is the second "earliest" (after only clicks on display advertising) in the average U.S. consumer's purchase path.

What's the last step in the process? Direct URL entry, which comprises 48% of the last-touch conversions examined here.

So what does this mean for social media in an ecommerce environment? Well, the EQ data suggests that brand-led, direct social commerce tactics are ineffective. These are the kinds of social media programs that would count as social-referred visits and conversions, such as Twitter offers, links to specific products on Facebook, and similar executions.

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It could be that ecommerce companies are not very good at this type of marketing yet. Data from Edison Research's "The Social Habit" found that 66% of American social media users follow brands in social media, at least in part, for deals and special offers, so perhaps ecommerce websites simply aren't giving their fans what they want in terms of social commerce. Or, it could be that consumers want knowledge of deals and offers, but don't necessarily want to click on them within a social environment.
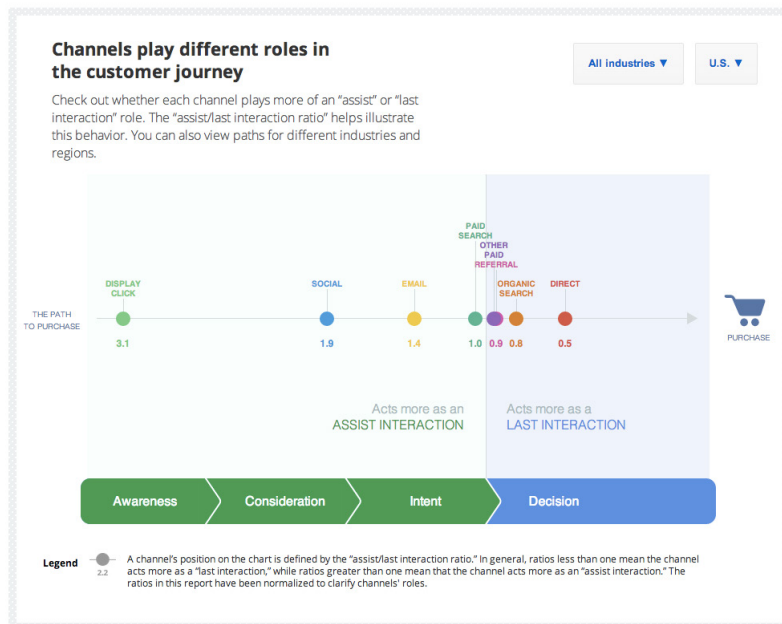
Given the extreme stickiness of social networks (especially Facebook and Pinterest), it is indeed possible that part of the issue with social commerce is one of session interruption, whereby consumers don't want to leave the visceral comforts of their social network by clicking a link and going shopping online, but would rather store the awareness of the deal in their noggin and visit the website later, when they are less ensconced in social media bliss. This, of course, would culminate in a website visit from the direct source, with no credit accrued to the ignition source of social.

Certainly on its face, the data in this EQ looks a little gloomy for social media as a revenue producer. Maybe that's so. But I refuse to believe that all of our posting, sharing, and liking isn't at least contributing to ecommerce traffic and sales, considering that we spend more time on social media than on web browsing and email combined.

The trick is proving it, which is why I very much recommend that website owners utilize the "Assisted Conversions" feature of Google Analytics (or similar functionality from another analytics platform) to better understand the entirety of the funnel and the evermore complicated interplay between the panoply of digital marketing and offline channels.

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A New Marketing Mindset

By Mitch Joel

We (marketers, brand and advertising agencies) want social media to do everything. We want it to do everything because it's free, cheap, and easy, and there are a lot of connected people in these channels. So, we do what marketers do: We push our way into it. If there is an opportunity to generate an impression, we create it.

How many times have I seen a brand we all know and love show some random piece of stock photography with a tagline that says, "Like this if you can't wait for the summer." Really? That's what we're going to do in a world where any brand can publish anything in text, images, audio, and video instantly (and for free) for the world to engage with?

It's easy to read the EQ data wrong, and think that social media has no true impact on ecommerce. It's easy to create suppositions as to what's really happening (take a look at Jay's example about his friend and her need for a reliable online service). Examples like this one could be added up to talk about the impact that referrals and digital word of mouth has on the impact of sales, but we're struggling to find true attribution.

Here's what Monetate's research tells us: If you are doing direct response marketing and trying to get nothing more than a conversion, please don't mess around with any other type of media that isn't purely direct response.

Should we be surprised that social media doesn't directly drive as much traffic to ecommerce websites as email or a highly contextual search term? No.

Should we be surprised that brands are failing miserably at leveraging social media as a channel to create direct response? No.

Add-to-Cart Rate By Referrer

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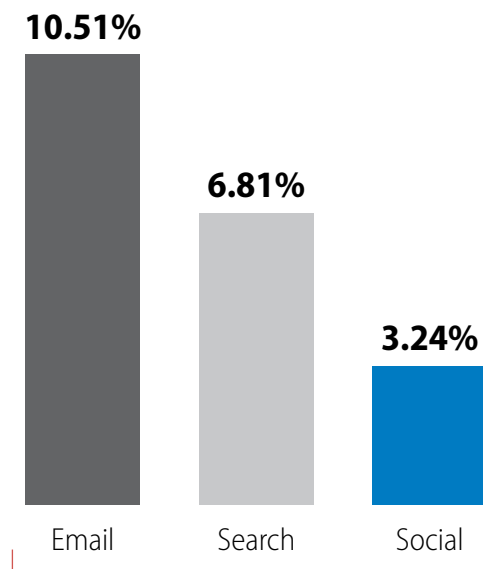
Here's what we do know: Loyalty isn't about clicking on an offer. Loyalty is about building the true relationship. If you dig beneath the surface of this data, what you will see are brands hoping and praying that social media will be as strong as email and search engine marketing. Tsk, tsk, tsk.

Average Page Views By Referrer

Email	Search	Social
9.02	9.02	4.60
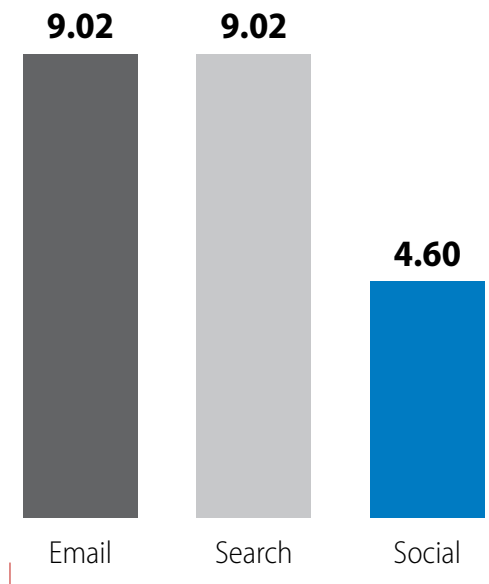
We also know that people talk and share a lot of information about brands, shopping, and more in social channels. If brands were better able to engage, capture, and add value to those conversations, my guess is that these numbers still wouldn't change all that dramatically.

Instead, what you might see is search, email, and other direct response channels improving even more as the cost of advertising drops because they've leveraged social media to do what it does best: make content as shareable, findable, and valuable as possible. The story here validates that most brands are doing nothing more than benchmarking their social media efforts against direct response channels instead of trying to build a more powerful brand narrative.

We've been squawking forever that social media metrics are not the same as traditional transactional advertising metrics. Well, guess what? This data proves that we're still not in the apples-to-apples world of figuring this all out. What the EQ data continues to prove is that there is a massive white space for some brands to figure out a better marketing mix, and better understand what paid, earned, and owned media can truly look like.

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Two Referrers Worth Your Attention

Compared to Q4 2012, the traffic generated by the collection of social networks evaluated in the EQ is almost universally flat or declining. But the outlier is Pinterest, which sent more traffic to ecommerce websites in the first quarter than it did in the retail-heavy fourth quarter (see page 6). Gross numbers are still small, of course, but it was surprising see that Pinterest generated more than double the traffic than Twitter.

Pinterest also had the highest average order value ($80.54) among social networks. In comparison, the average order for buyers from Facebook was $71.26.

Like social media, email's efficacy as a traffic generation source is slight, at least when compared to direct URL entry and search referrals.
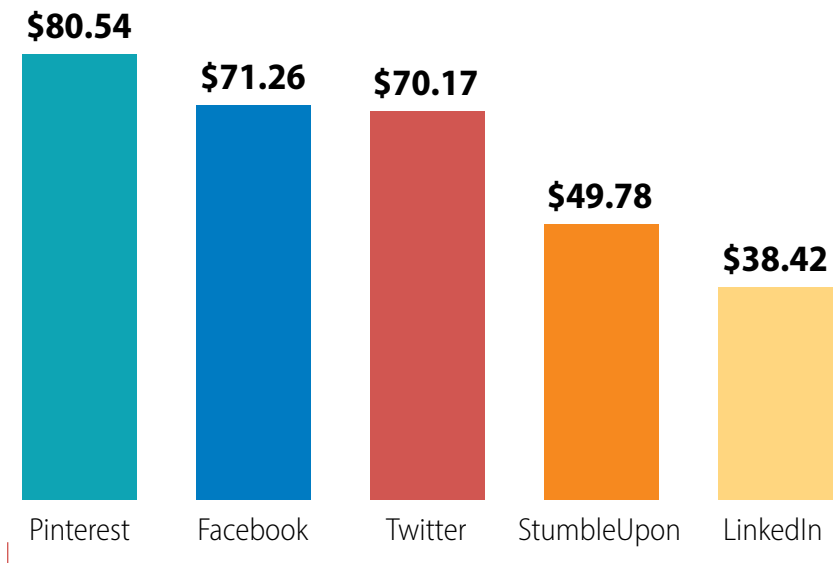
Average Order Value By Social Referrer

Pinterest	Facebook	Twitter	StumbleUpon	LinkedIn
$80.54	$71.26	$70.17	$49.78	$38.42

Conversion Rates by Source

Email	Search	Social
3.19%	1.95%	0.71%

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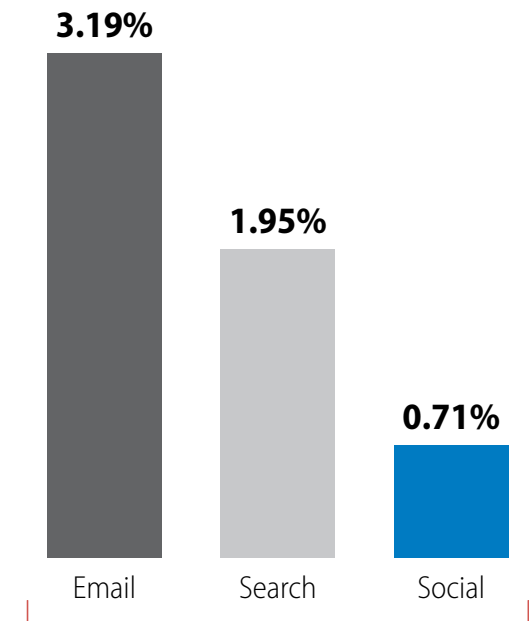
And, because it's by no means the new kid on the marketing block, and hasn't had many particularly impactful technology jumps in recent years, I fear (and see) many companies are running their email programs essentially on autopilot. This is a huge missed opportunity, because email is responsible for generating twice as much direct traffic as social media, and fully four times the conversion rate.

Forrester Research says that U.S. companies are spending significantly more dollars on email[3]. And way more money is being spent on search than on email. Maybe that's misaligned, and companies should be paying more attention to email, since it has the second highest conversion rate (3.19%) of any channel in this EQ report, behind only—somewhat remarkably—AOL Search. I believe that companies need to be spending more time on it.

- Jay Baer

AOL Search 4.48%
Bing 3.03%
Yahoo 2.80%
No Referrer 2.56%
Ask Search 2.32%
Google 1.71%
Facebook 1.08%
Pinterest 0.36%
Twitter 0.22%
LinkedIn 0.04%
StumbleUpon 0.02%
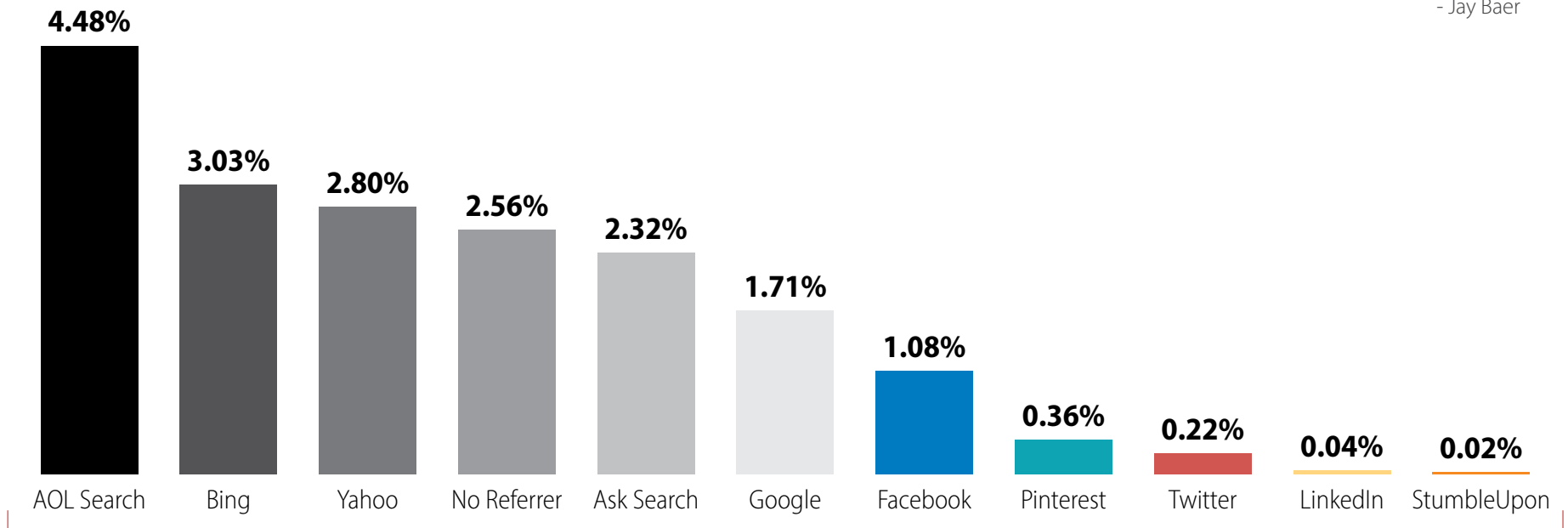
Conversion Rates by Referrer

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EQ TAKEAWAYS

In addition to focusing your efforts on growing inbound social traffic, don't forget to optimize on-site to increase engagement and learn more about your customers. Positive on-site behavior can lead to customers interacting more with your brand off-site too, including on social networks.

- Take a step back to evaluate the different social traffic sources leading people to your website. Then figure out exactly how much impact each social network is having on those visits. Examine each segment, and look for deviations. For instance, maybe you discover that Facebook visitors are interested in reading ratings and reviews. If so, create a website experience for them that puts reviews front and center. Simply observing the behavior of social traffic can reveal a lot about visitors, and put you in a better position to respond.

- Create a customer segment for each social referrer to drive higher conversions. An example: Two sister retail brands noticed that their respective traffic coming from Pinterest wasn't converting well on-site. To help these visitors remain engaged, each brand tested its own can't-miss, site-wide banner that promoted a one-day 15%-off discount just for the Pinterest segment.

  The time-limited offer proved sticky, helping one brand achieve a 94% lift in conversion, along with a 101% lift in new customer acquisition. And the test worked just as well for its sister brand, generating a 90% conversion lift.

- Rather than using "Like This Product" across the entire website or on random products, leverage known customer behavior, such as previously purchased or reviewed products, to increase the likelihood of a Facebook interaction.

- Implement social login to keep customers on your website longer, creating more opportunities for you to present the right message to the right person at the right time. Offering social login can also provide additional data about your customers—such as birthdays, gender, and interests—that can be used to create more relevant experiences during returning visits.

- Provide interesting content or insider deals and promotions for your social media fans, which can lead to more engaged customers. For instance, a percentage-off coupon for Facebook fans could drive conversions and lead to shoppers sharing their experiences across their networks.

- Come up with new ways for visitors to participate on your website, including ratings and reviews, customer testimonials, or product ideas submissions, and be sure to make them easily shareable on Facebook, Twitter, and other social networks.

- Give visitors even more reasons to share. For instance, offer customer reward points or dollars for on-site social behavior that drives sales, such as sharing product detail pages, special offers, or flash sales.

- Don't overlook simple, but proven tactics: Badge your "Most Liked" products, and use a lightbox to suggest in-stock alternatives for sold-out products or expired offers driven to your website from social networks.

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Tablet Takeover?

With global tablet shipments rising 142% in the first quarter of 2013[4], the post-PC era is showing no signs of slowing down. In fact, there are now more Internet-connected devices in the United States than there are people, including 31.8 million Internet-accessible tablets.[5]

One year ago, 88.62% of traffic to leading ecommerce websites came from traditional desktop or laptop computers. Today, that number continues to shrink as 10.58% of visits now come from users on tablets while almost an equal amount of visitors (10.44%) use smartphones. Keep in mind that two years ago, traffic from iPads, Android, and Kindle Fire tablets was a paltry 2%.

Device Share of Website Traffic

- Traditional
- Tablet
- Smartphone

Q1 2012
5.95%
5.42%
88.62%

Q1 2013
10.58%
10.44%
78.99%

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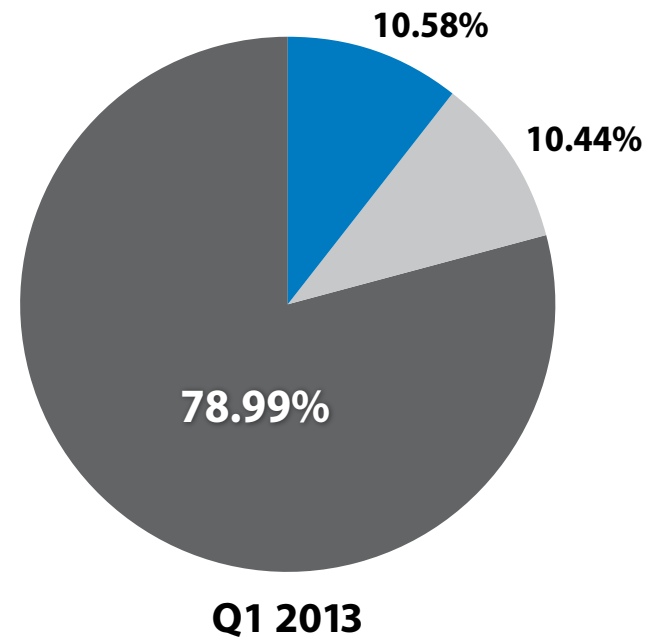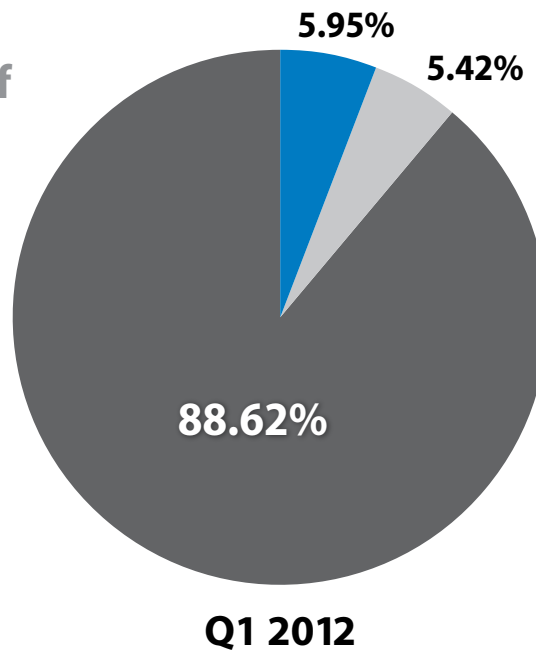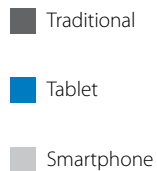
Perhaps just as interesting are the brand-specific trends around tablets. Visits from Android tablets have almost doubled in one year, while traffic from iPads has remained, for the most part, flat during the past year.

Not only is traffic from Android tablets continuing to increase, the average order value (AOV) of shoppers using these devices has quickly gained ground on what's spent by iPad users. A year ago, iPad users spent 17.98% more than shoppers on Android tablets. In Q1 2013, iPad users spent just 3.73% more than Android shoppers.

Tablet Share of Website Traffic

3.58%   4.75%

91.68%

Q1 2012

2.51%   8.20%

89.28%

Q1 2013

■ iPad   ■ Android Tablet   ■ Kindle Fire
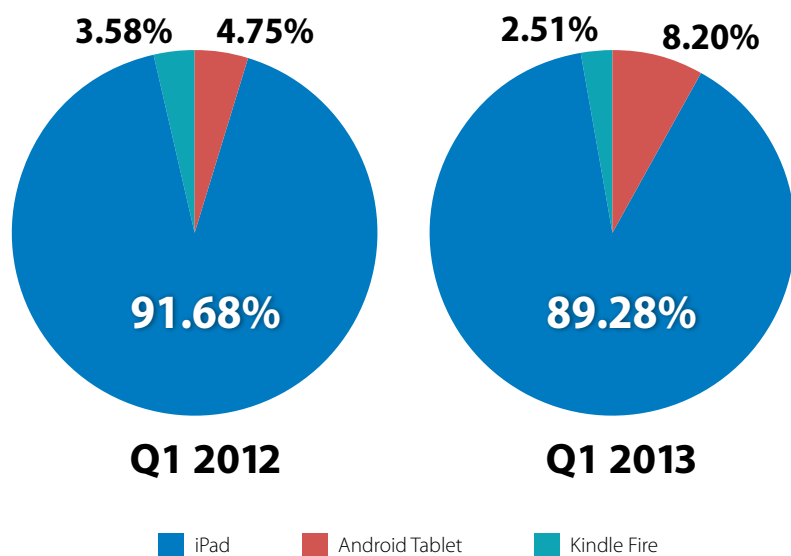
Average Order Value by Device/Platform

Traditional

Mac — **$106.35**

Windows — **$97.77**

Tablet

iPad — **$99.05**

Android Tablet — **$95.48**

Kindle Fire — **$83.58**

Smartphone

Android Phone — **$107.14**

iPhone — **$107.03**

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A New Geographic Opportunity Emerges

Targeting the location of a website visitor is a proven tactic to create more customized shopping experiences that better reflect unique needs, tastes, and trends. In return, ecommerce businesses can benefit from better conversion, average order value (AOV), market share, and brand loyalty.

And with the clear emergence of mobile and tablet commerce, understanding a visitor's location and extending a campaign to include a custom or proprietary segment, such as distance to closest store or competitor, can yield even bigger returns. In turn, retailers that promote hassle-free in-store return policies can develop a more personal relationship with consumers, planting the seed for future in-store shopping excursions.
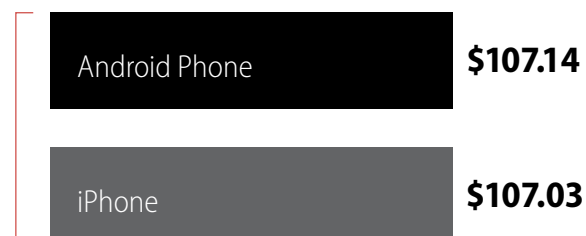
But what happens if your customer doesn't live anywhere near a shopping mall? Such is the case for many U.S. military personnel and their families stationed on bases all around the world—often in remote locations—especially in Europe and the Pacific.

Although they're a small percentage of overall traffic to leading ecommerce websites, armed forces personnel stationed in Europe convert at 4.30%, much higher than the average conversion rate for all consumers shopping in the United States (2.53%). In addition, the AOV for visitors who reside on military bases around the world is 23.39% higher than the average order value of shoppers across the United States.

When looking at conversion rates and AOV by state, it's clear that these high-converting customers have a greater propensity to buy more, and if you can convince them to convert, there's a strong likelihood of long-term loyalty.

EQ TAKEAWAY

- When geotargeting visitors who reside on a military base, special acknowledgements or promotions can go a long way. For instance, offer free shipping on all orders, including those being sent "back home."

Average Conversion Rates

Bar chart showing Average Conversion Rates. Overall: U.S. 2.53%, International 0.97%. Armed Forces: America 5.15%, Europe 4.30%, Pacific 3.57%.
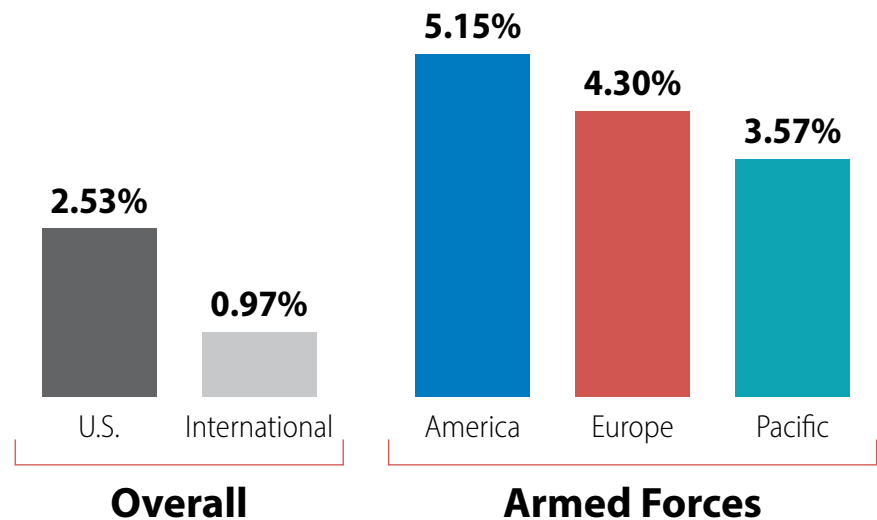
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Benchmark Reports

	Website Visits by Device	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
OVERALL	Traditional	88.62%	85.27%	82.61%	80.74%	78.99%
	Tablet	5.95%	7.09%	8.48%	8.93%	10.58%
	Smartphone	5.42%	7.64%	8.91%	10.34%	10.44%
TABLET	iPad	91.68%	90.82%	90.17%	89.49%	89.28%
	Kindle Fire	3.58%	4.06%	4.08%	3.41%	2.51%
	Android	4.75%	5.12%	5.75%	7.10%	8.20%
SMARTPHONE	iPhone	58.20%	61.48%	59.78%	59.75%	63.20%
	Android	40.16%	36.93%	38.51%	38.81%	35.52%
	Windows	0.90%	0.92%	0.92%	0.94%	1.04%
	Other	0.74%	0.66%	0.80%	0.50%	0.25%

Website Visits by Traffic Source	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Search	32.37%	33.78%	34.61%	31.82%	31.43%
Social	2.36%	2.19%	1.74%	1.38%	1.55%
Email	3.72%	3.68%	3.48%	3.98%	2.82%

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	Conversion Rates by Device	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
OVERALL	Traditional	2.25%	2.34%	2.72%	3.13%	2.51%
	Tablet	1.87%	1.82%	2.35%	2.86%	2.60%
	Smartphone	0.49%	0.53%	0.77%	0.83%	0.79%
TABLET	iPad	1.94%	1.90%	2.41%	2.96%	2.68%
	Kindle Fire	1.03%	0.92%	1.43%	1.70%	1.50%
	Android	1.14%	1.15%	2.15%	2.22%	2.04%
SMARTPHONE	iPhone	0.51%	0.55%	0.77%	0.84%	0.76%
	Android	0.49%	0.50%	0.78%	0.82%	0.83%
	Windows	0.51%	0.47%	0.75%	0.74%	0.82%
	Other	0.04%	0.02%	0.23%	0.40%	0.48%

Conversion Rates by Traffic Source	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Search	1.83%	1.77%	1.96%	2.49%	1.95%
Social	0.49%	0.60%	0.73%	0.88%	0.71%
Email	3.06%	3.24%	3.48%	3.58%	3.19%

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Conversion Rates	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
U.S.	2.29%	2.33%	2.72%	3.05%	2.53%
International	1.14%	1.15%	1.10%	1.26%	0.97%

Conversion Rates	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
New	1.75%	1.72%	1.89%	2.31%	1.67%
Returning	2.61%	2.69%	3.23%	3.45%	3.04%

Add-to-Cart Rates	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
U.S.	8.50%	8.28%	8.85%	9.75%	8.84%
International	6.67%	6.92%	6.87%	7.38%	6.37%

Add-to-Cart Rates	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
New	6.12%	5.94%	6.34%	7.24%	6.23%
Returning	10.86%	10.61%	11.16%	11.90%	10.96%

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Add-to-Cart Rate By Referrer	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Email	10.36%	10.52%	10.63%	11.11%	10.51%
Search	6.70%	6.41%	6.72%	7.84%	6.81%
Social	2.37%	2.54%	3.11%	3.77%	3.24%

Average Page Views By Referrer	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Email	8.86	8.65	9.35	8.86	9.02
Search	9.46	9.04	9.16	9.02	9.02
Social	5.02	4.85	4.90	4.95	4.60

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Average Order Value by Device	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Traditional	$108.21	$108.16	$103.38	$105.46	$99.10
Tablet	$119.04	$111.98	$101.42	$103.29	$98.59
Smartphone	$92.58	$83.23	$96.93	$112.93	$106.98
iPad	$120.26	$113.63	$102.47	$103.56	$99.05
Android Tablet	$101.93	$86.50	$93.63	$103.20	$95.48
Kindle Fire	$85.69	$78.64	$80.13	$90.89	$83.58
iPhone	$93.72	$86.27	$98.24	$112.65	$107.03
Android Phone	$91.12	$77.94	$95.06	$113.41	$107.14
Windows Phone	$80.79	$73.59	$94.04	$113.47	$99.09

Average Order Value by Traffic Source	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Search	$101.73	$102.21	$100.11	$103.09	$96.32
Social	$74.21	$74.05	$72.44	$74.47	$72.31
Email	$83.43	$87.90	$84.42	$94.42	$83.72

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Browser Market Share	Q1 2012	Q2 2012	Q3 2012	Q4 2012	Q1 2013
Internet Explorer	40.10%	37.44%	36.91%	36.32%	32.80%
Chrome	17.62%	18.49%	19.18%	19.50%	21.47%
Mobile Chrome	0.00%	0.01%	0.16%	0.46%	0.76%
Firefox	16.84%	16.42%	14.82%	13.76%	13.43%
Mobile Safari	8.61%	11.13%	12.92%	14.00%	15.76%
Safari	13.75%	12.63%	11.48%	11.16%	11.39%
Android Browser	2.43%	3.13%	3.78%	4.35%	4.08%
Kindle Fire	0.21%	0.29%	0.35%	0.30%	0.27%
Opera	0.39%	0.40%	0.35%	0.12%	0.01%
Other	0.05%	0.05%	0.05%	0.04%	0.04%

EQ1 2013

Conversion Rates by State	Q1 2013
Armed Forces - America	5.15%
Armed Forces - Europe	4.30%
Wyoming	4.26%
West Virginia	3.63%
Armed Forces - Pacific	3.57%
Montana	3.57%
Pennsylvania	3.34%
North Dakota	3.25%
Delaware	3.19%
South Dakota	3.08%
Connecticut	3.07%
New Jersey	3.04%
New Mexico	3.04%
Vermont	3.02%
Maryland	2.98%
Alaska	2.93%
New Hampshire	2.91%
Kentucky	2.89%
Indiana	2.87%
Ohio	2.86%
Nebraska	2.83%
Michigan	2.81%
Nevada	2.81%
Wisconsin	2.81%
Kansas	2.79%
New York	2.79%
Maine	2.78%

Conversion Rates by State	Q1 2013
Iowa	2.74%
Idaho	2.73%
Missouri	2.66%
Tennessee	2.66%
Arizona	2.60%
Rhode Island	2.60%
Louisiana	2.59%
Mississippi	2.58%
Oklahoma	2.57%
Colorado	2.56%
Arkansas	2.54%
North Carolina	2.54%
South Carolina	2.53%
Alabama	2.52%
Illinois	2.52%
Virginia	2.51%
District of Columbia	2.48%
Florida	2.46%
Washington	2.44%
Utah	2.39%
Georgia	2.38%
Oregon	2.38%
Massachusetts	2.35%
California	2.18%
Hawaii	2.17%
Texas	2.17%
Minnesota	1.43%

EQ1 2013

Average Order Value by State	Q1 2013
Armed Forces - Europe	$140.42
Armed Forces - Pacific	$117.81
Alaska	$114.31
District of Columbia	$109.58
Hawaii	$108.76
Armed Forces - America	$105.58
Minnesota	$104.49
Georgia	$103.88
Texas	$103.24
New York	$101.66
Mississippi	$100.91
Nevada	$100.53
Florida	$100.49
Maryland	$100.32
Virginia	$100.20
California	$99.81
Delaware	$99.45
North Dakota	$98.60
Colorado	$98.50
Wyoming	$98.50
Massachusetts	$98.42
New Jersey	$98.16
Illinois	$98.03
Alabama	$97.97
Louisiana	$97.42
South Carolina	$97.30
New Mexico	$97.08

Average Order Value by State	Q1 2013
Connecticut	$96.61
North Carolina	$96.58
Arizona	$96.32
Washington	$96.19
Rhode Island	$95.77
Oklahoma	$95.10
Tennessee	$95.10
Oregon	$94.86
New Hampshire	$94.54
Michigan	$94.23
Wisconsin	$93.99
Indiana	$93.89
Arkansas	$93.78
Kansas	$93.72
Montana	$93.69
South Dakota	$93.39
Utah	$92.98
Ohio	$92.76
Pennsylvania	$92.74
Kentucky	$92.70
Nebraska	$91.88
Vermont	$91.87
Iowa	$90.98
Idaho	$90.82
Missouri	$89.45
West Virginia	$88.80
Maine	$87.94

EQ1 2013

Methodology

The EQ analyzes a random sample of over 500 million online shopping experiences using "same store" data across each calendar quarter.

Averages throughout the EQ are calculated across the entire sample. Key performance indicators, such as average order value and conversion rate, will vary by industry/market type. These averages are published only to support the analysis in each release of the EQ, and are not intended to be benchmarks for any ecommerce business.

For all media inquiries, questions, and feedback regarding the information in this report, or to obtain copies of previous releases of the EQ, contact:

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About Monetate

Monetate empowers marketers to leverage big data to create more personalized and engaging online customer experiences. By providing more relevant web interactions, leading brands are able to anticipate and react to consumer preferences to generate stronger customer relationships and significantly increase profits.

Monetate drives billions of dollars of revenue every year for some of the best-known brands in the world, including Best Buy, Frontier Airlines, Aeropostale, The Sports Authority, and PETCO. The company's solutions and conversion expertise enable marketers to deliver a more relevant customer experience with unprecedented agility.

Leading marketers rely on Monetate's cloud-based browser solutions to achieve a new level of speed and control, allowing them to run 16 times more optimization campaigns compared to industry averages. Monetate solutions include advanced products for testing, merchandising, targeting and cross-channel consistency, providing an opportunity to bypass IT restraints and react in real time to customer demands. Monetate also helps marketers implement best practices and drive online revenue through its expert strategic services and content publishing teams.

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