

「 STABLE WP 」

E-COMMERCE BENCHMARKS REPORT



www.stablewp.com

STABLE WP ©

WHO IS STABLEWP

StableWP is a results-driven Digital Marketing & Web Design agency, specializing in helping businesses accelerate growth and scale online fast through a combination of SEO and PPC.

Our success comes from following scientifically tested and proven systems and strategies for continuously scaling digital marketing campaigns, optimized to reduce customer acquisition costs and significantly increase ROI.

356%

Average Growth

498%

Average ROI

17%

Avg. Conversion Rate

49%

Lower Customer Acquisition Costs

TRUSTED BY SOME OF THE BEST COMPANIES IN CANADA



BENCHMARKING METRICS AND KPIs IS SUPER-IMPORTANT FOR EVERY E-COMMERCE BUSINESS

For fresh entrepreneurs, benchmarking provides an industry insight that helps put together a plan to set goals and expectations. For existing e-commerce businesses benchmarks are an excellent way to see how they stack up against others.

But in a vast sea of data and numbers, it's hard to pick out relevant signals, let alone to interpret them.

**THAT'S WHY WE COMPILED A
COMPREHENSIVE BENCHMARK REPORT
WITH ALL DATA DIGESTED TO EXPLAIN
WHAT IT MEANS FOR YOU.**



E-COMMERCE TRAFFIC BY SOURCES

This section answers one key question: What sources generate the most traffic to e-commerce sites.

Overall the top source of traffic is organic (from search engines), followed by direct and paid advertising.

	Organic	Paid Search	Direct	Email	Social	Display	Referral	Other
Retail	42%	18%	20%	4%	6%	1%	6%	3%
Multi-Channel	46%	15%	21%	5%	4%	1%	5%	3%
Online Only	35%	23%	18%	2%	10%	1%	7%	4%

The picture is slightly different between pure online businesses and those that are a combination of brick-and-mortar and online (multi-channel). Organic remains the top traffic source, however paid search comes in second, generating more traffic for pure online retailers than for multi-channel stores.

From all other sources, the only one that stands out is Social which equates to 6% overall, but plays a bigger role for pure online stores (10%).

HOW TO USE THIS DATA

Benchmark your traffic sources to identify potential underperforming channels.

E-COMMERCE TRAFFIC SOURCES BY REVENUE

This data set answers the question: How much revenue does each traffic source bring.

Again, we see organic as the top traffic source when it comes to raking in the revenue. Overall, organic traffic brings over 35% of revenue, followed by paid ads with 20%, and coming in at third is referral with 19%.

	Organic	Paid Search	Direct	Email	Social	Display	Referral	Other
Retail	35%	20%	16%	5%	3%	0%	19%	2%
Multi-Channel	37%	16%	14%	5%	1%	0%	24%	3%
Online Only	33%	28%	19%	5%	5%	1%	9%	1%

The numbers again vary between multi-channel and pure online businesses. For both, organic is the top source of revenue, however multi-channel stores get more from referrals, while pure online stores generate more revenue from paid sources.

Interestingly, Social traffic doesn't generate much to e-commerce revenue, while Email does provide a consistent contribution.

HOW TO USE THIS DATA

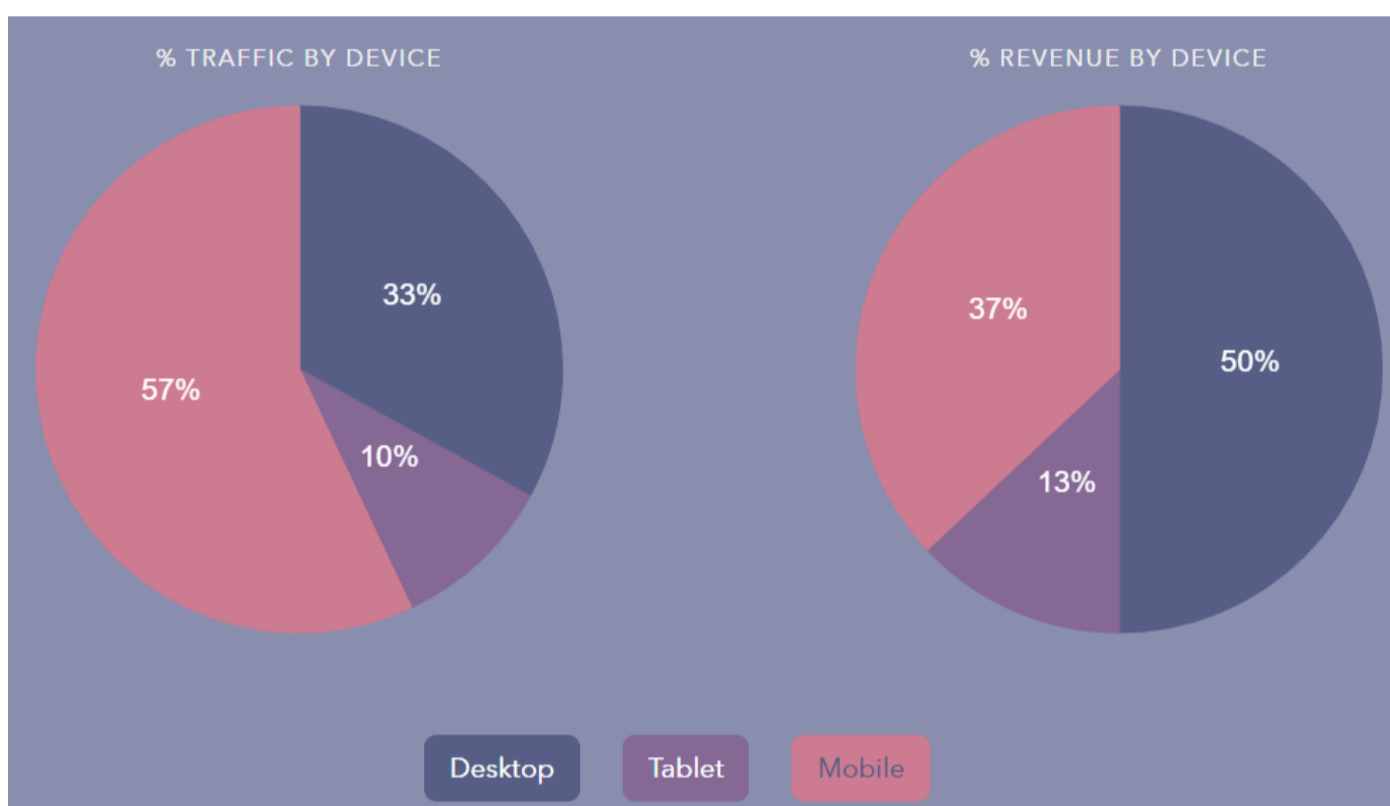
Use this data in combination with the traffic sources numbers to uncover the most valuable traffic sources.

If you see one source bringing in a ton of traffic, but not nearly enough revenue, then something is off with your digital marketing. It could be that you're focusing on the wrong channel, or you might not be investing enough in more profitable sources.

Whatever the case may be, be sure to dig deeper to discover issues or new opportunities.

WHAT DEVICES ARE PEOPLE USING TO BROWSE AND BUY

Mobile devices are slowly but surely taking over the internet. We mobile becoming increasingly important when it comes to shopping online as well.



Mobile devices take up around 57% of e-commerce traffic. However, when it comes to revenue, desktop is still the dominant force with 50%. Still, the role of mobile devices in revenue is growing steadily and currently sits at around 37%.

The numbers are pretty similar across multi-channel and pure online e-commerce stores, while pure online relying a bit more (3% more) on mobile devices for revenue.

One more important point to notice is that big ticket purchases are still more likely to take place on desktop or tablet.

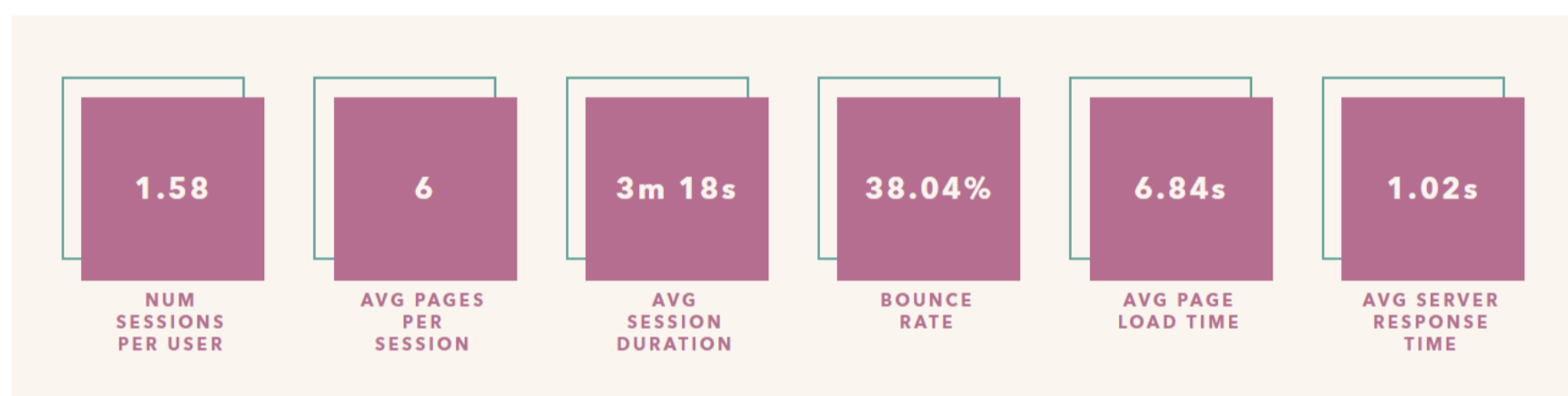
HOW TO USE THIS DATA

Because of the huge (and growing) importance of mobile for modern e-commerce, pay special attention to how you stack up against other businesses. Look for any underperforming devices and/or new opportunities.

ON-SITE ENGAGEMENT METRICS

Engagement metrics are important once you get users to visit your e-commerce site. They can paint a well-rounded picture of your UX (user experience). And better UX typically results in more conversions.

Here are the key engagement benchmarks for e-commerce sites.



On average, number of sessions (visits) per user is 1.58 with 6 pages per visit. Average session duration is 3:18s.

On the other side, “hard engagement metrics” show that the average bounce rate is just over 38%. Speed metrics show an average of 6.84s loading time and 1.02s of avg. server response time. Speed is essential to UX and is a big deal for Google, so you want to keep a close eye on these metrics.

HOW TO USE THIS DATA

Engagement metrics are a good barometer of your site UX, but also play a huge role in conversions. Keep a watchful eye on these six metrics and be sure to benchmark against these e-commerce standards to determine if and where your site is falling behind.

AVERAGE E-COMMERCE CONVERSION RATE

Conversion rate is a critical metric to benchmark, especially for e-commerce sites.

One of the top questions we get is “What is a good conversion rate?” The answer is always the same; there’s no universal good conversion rate, you have to benchmark to see how you stack up against others.

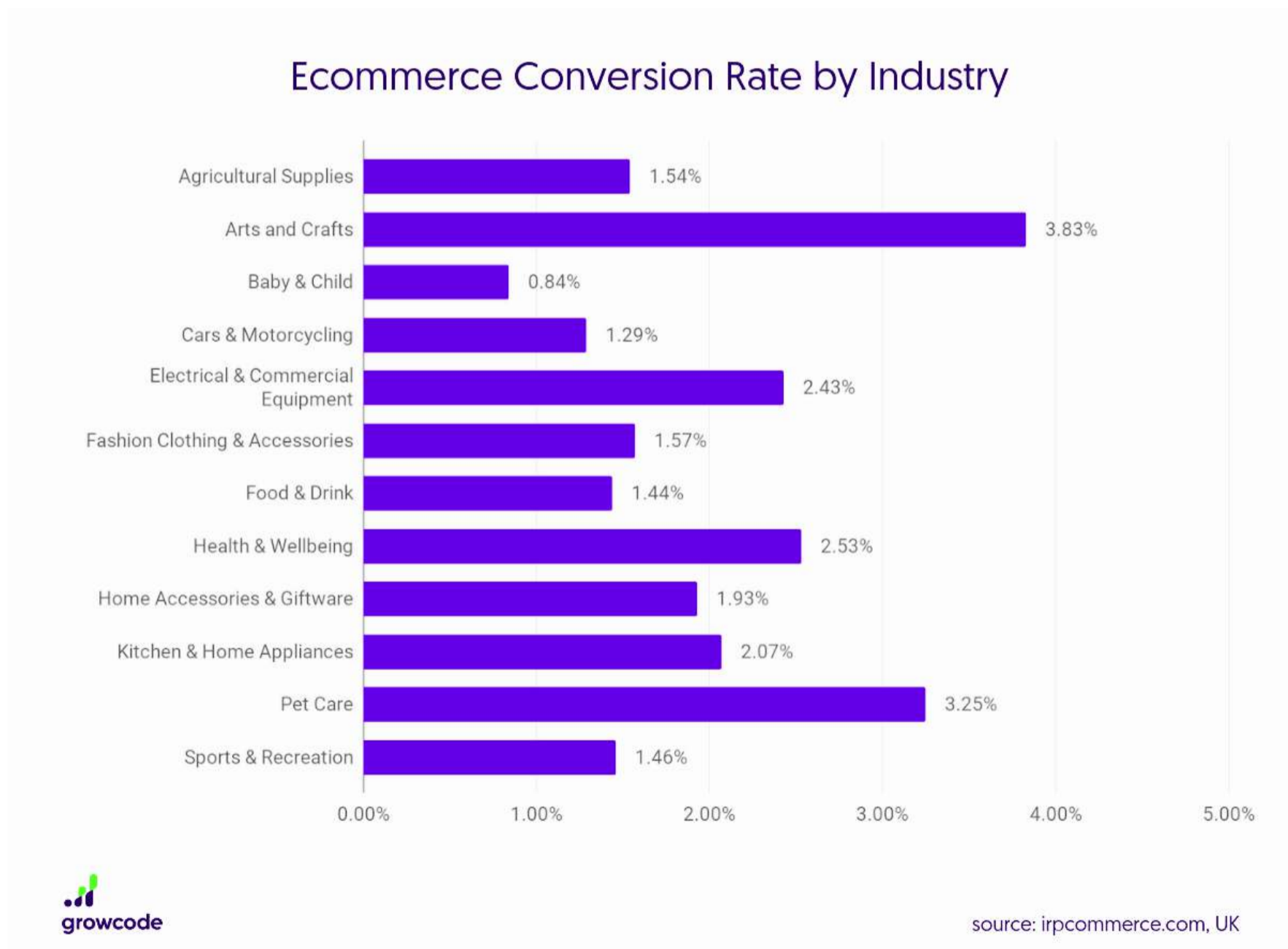
According to Little Data, average conversion rate is 1.4%. However, conversion rates vary significantly between industries, traffic sources, devices, etc. Because of those big disparities, we’ll break down this section into three important parts.



AVERAGE E-COMMERCE CONVERSION RATE

Benchmarking your conversion rate against others in your industry provides indispensable data to gauge your performance against other, comparable e-commerce stores.

Right off the bat, we see that "Arts and Crafts" and "Pet Care" industries lead the way, with highest conversion rates of 3.83 and 3.25, respectively. "Baby and Childcare" lag behind with only 0.84% conversion rate.

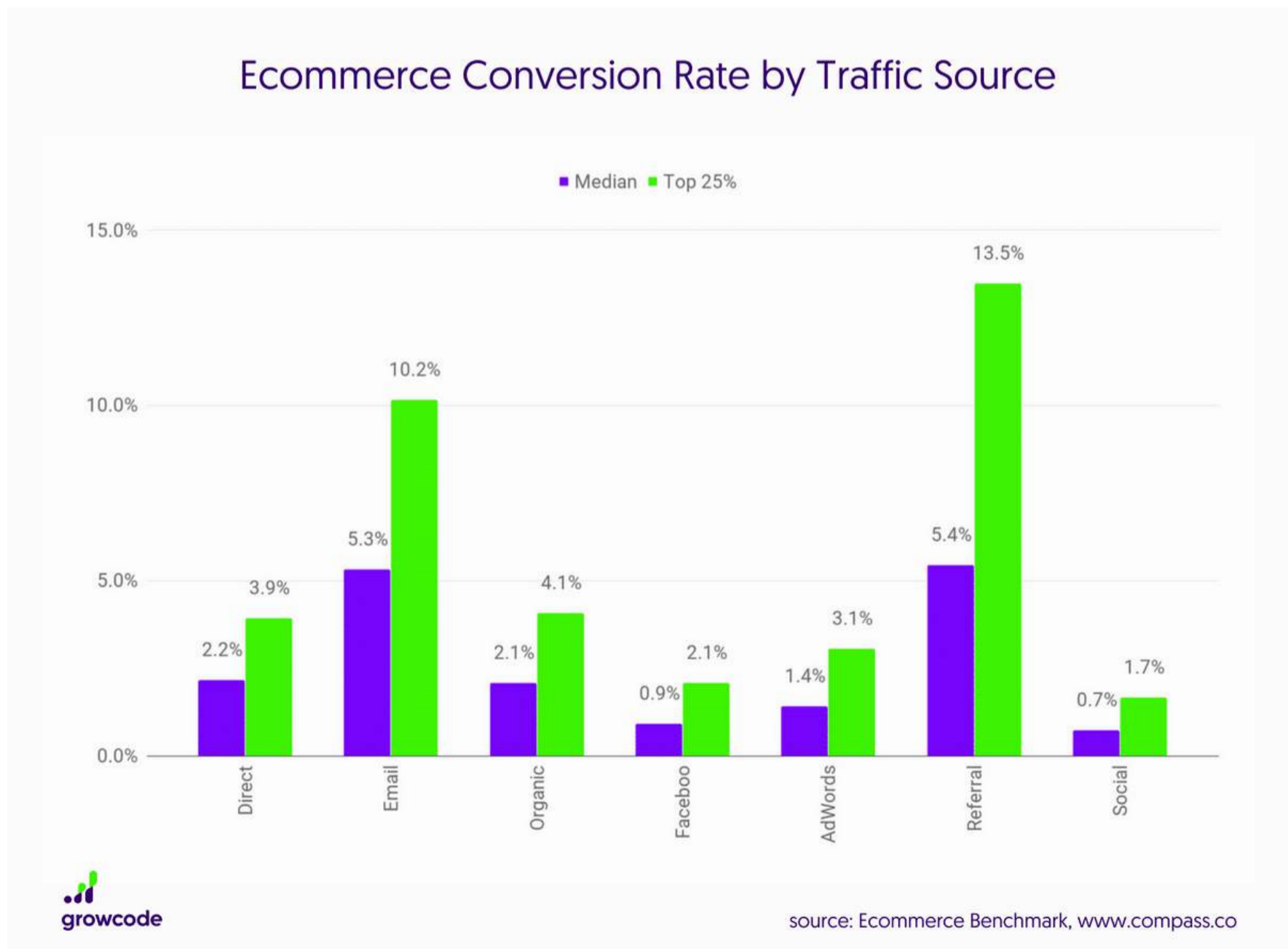


CONVERSION RATE BY TRAFFIC SOURCE

Benchmarking conversion rate by traffic source (channel), helps you set expectations and goals. But also, to pick the top channels to focus on.

For top e-commerce sites, referral and email garner the highest conversion rates, with 13.5% and 10.2%, respectively.

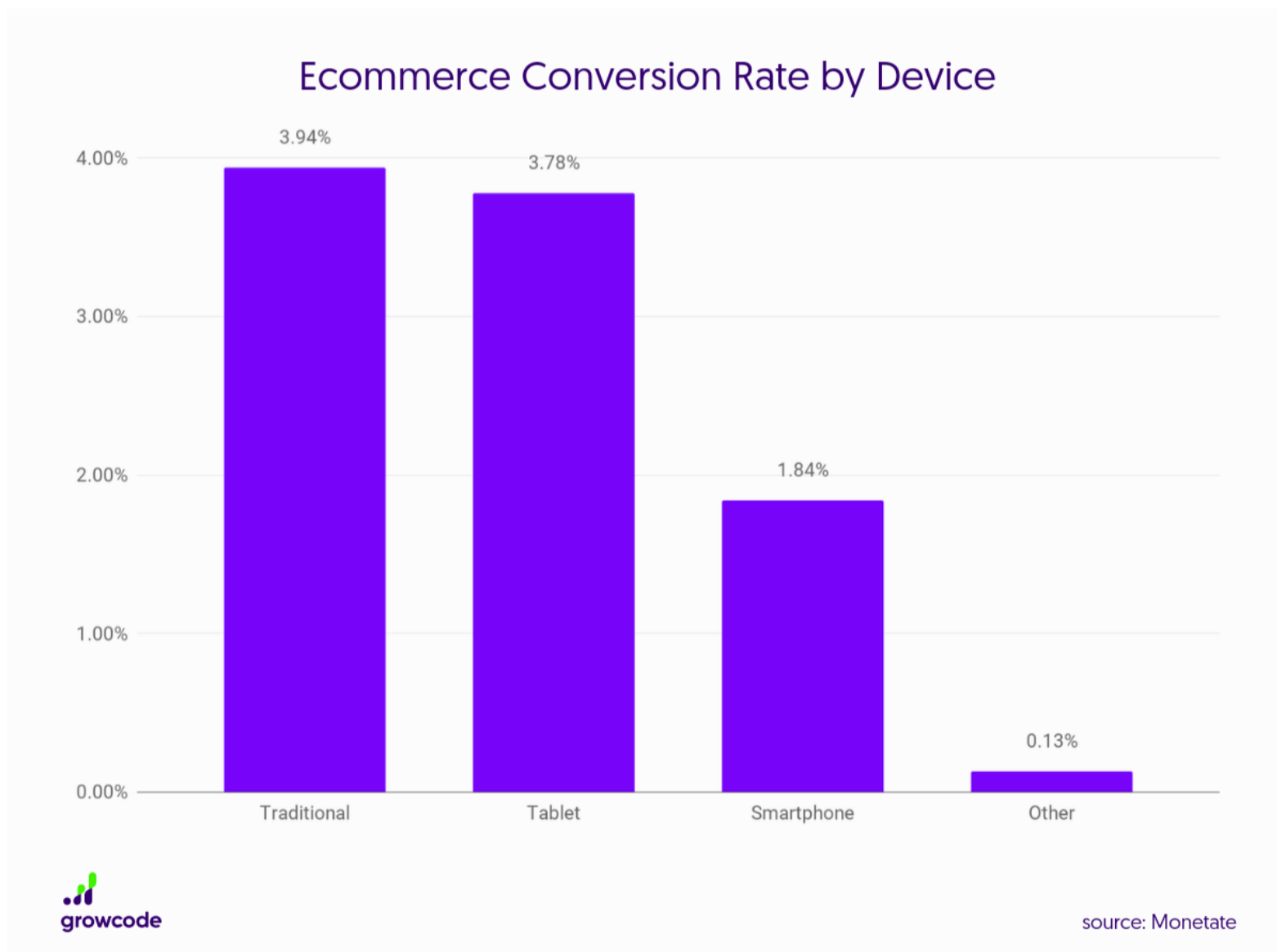
THESE NUMBERS STAY PRETTY MUCH CONSISTENT ACROSS ALL INDUSTRIES, SO YOU CAN DRAW SOME PRETTY DECISIVE CONCLUSIONS WHICH CHANNEL TO INVEST IN WHEN IT COMES TO CLOSING THE DEAL.



AVERAGE CONVERSION RATE BY DEVICE

The final benchmark worth looking at are conversion averages across different devices.

And traditional large-screen devices (desktop) take the win with 3.94% conversion rate, while mobile come in third with 1.84%.



HOW TO USE THIS DATA

Benchmark your conversion rate across different industries, traffic sources and devices, to see how you stack up against others. Conversion rate is a great overall performance indicator for your entire e-commerce as it covers all aspects of how effective you are at making sales online.

AVERAGE ORDER VALUE

Average order value (AOV) plays a significant role in your revenue growth, which is why it's the next important metric you need to benchmark.

Globally, AOV in the last quarter of 2018 was \$133,77. Then numbers also indicate that the AOV is steadily growing each year, which is a good thing.

Per device, we see that traditional (desktop) devices still get the largest AOV with almost \$180 per order. And these numbers are growing, especially compared to smartphones and tablets which experience a small decline.

AVERAGE ORDER VALUE:

Average order value	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018
Global	\$107.06	\$108.44	\$108.44	\$109.38	\$133.77

Average order value by device	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018
Traditional	\$124.06	\$123.89	\$127.51	\$129.25	\$179.98
Smartphone	\$80.41	\$85.63	\$81.22	\$82.14	\$79.33
Other	\$71.49	\$72.73	\$72.93	\$74.96	\$70.95
Tablet	\$85.56	\$93.13	\$89.74	\$92.26	\$87.01

When it comes to traffic sources, the largest AOV is attributed to direct traffic (\$107.37), followed by email (\$99.9) and search (organic and paid) with just below \$92.

Average order value by category	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018
Direct	\$110.31	\$110.61	\$111.89	\$113.12	\$107.37
Email	\$99.08	\$103.49	\$101.88	\$104.34	\$99.90
Search	\$93.12	\$96.41	\$95.69	\$95.95	\$91.74
Social	\$88.53	\$82.99	\$78.42	\$78.19	\$73.83
Unknown	\$117.12	\$119.12	\$118.93	\$118.33	\$225.95

HOW TO USE THIS DATA

Benchmark your AOV to determine how your average transaction stacks up against others in the e-commerce world. If your average order value lags behind, you might need new products or cross/upsell more effectively.

ADD-TO-CART RATE

Benchmarking your add-to-cart rate can help you understand if your site marketing and performance are up to par.

Global add-to-cart rates hover around 10%, with latest data showing 9.15%. When it comes to different devices, the results show bigger fluctuations. The highest add-to-cart rate is on traditional devices like desktop with 11.39%, followed closely by 11.51% on tablet and 9.8% on smartphones.

Add-to-Cart-Rate by Device	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018
Traditional	11.43%	12.23%	11.06%	11.17%	11.39%
Smartphone	7.88%	8.81%	8.88%	9.71%	9.80%
Other	2.34%	2.74%	3.51%	3.36%	3.40%
Tablet	10.68%	11.48%	10.85%	11.45%	11.51%

It's also important to note that add-to-cart rate on smartphones shows an upward trend in recent years, and you can expect this rate to get higher in the future.

HOW TO USE THIS DATA

Benchmark your add-to-cart rate to analyze how your site and marketing are performing. When tackling low conversion rates, a good place to start is checking are people adding your products to the basket at a high enough rate.

CART ABANDONMENT RATE

Not all shoppers that add items to cart will go through to complete a purchase, and some abandonments are commonplace. Still, you want to benchmark your cart abandonment rate to see how you stack up.

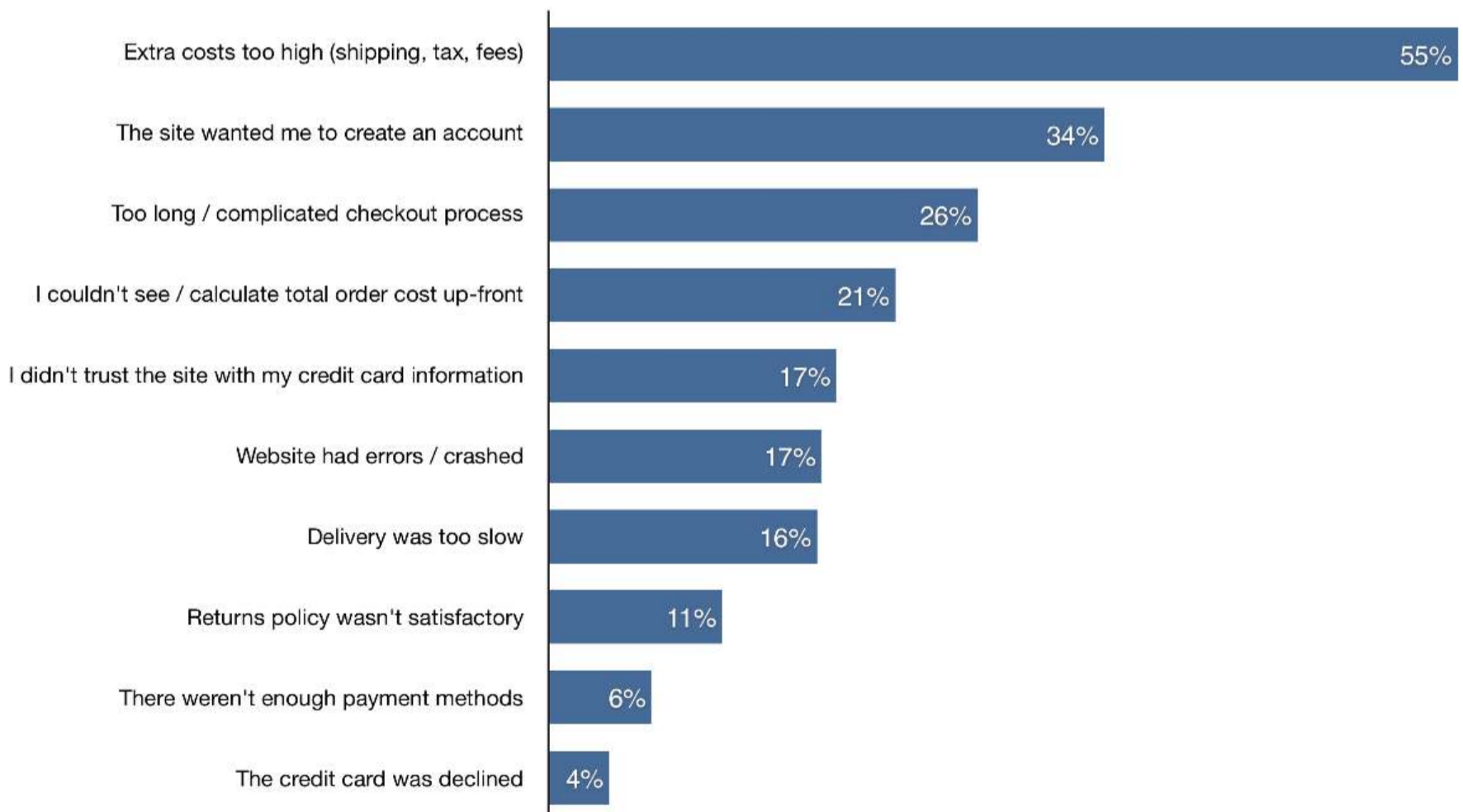
Average cart abandonment rate is 69.89%, according to Beynard Institute. But this stat alone tells only half of the story. Research points out that an e-commerce site can gain a 35.26% increase in conversion rate though better checkout design.

To get a complete picture, you need to assess the reasons for abandonments during checkout.

Reasons for Abandonments During Checkout

2,584 responses · US adults · 2018 · © baymard.com/checkout-usability

Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?
Answers normalized without the 'I was just browsing' option



The top three reasons for cart abandonments are extra costs, forced registration and over-complicated checkout process. This goes to show that small adjustments can make a huge difference.

Another important data point is that when it comes recovering abandoned carts, the most effective channel is Email, with 17.6% conversion rate.

HOW TO USE THIS DATA

Use the average cart abandonment rate to check if your rate is too high, normal or even low (the lower the better). Then look at most common culprits that cause high abandonments and make necessary changes to boost your checkout completions and make more sales.

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WHAT IS THE AVERAGE WEBSITE PERFORMANCE?

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WHAT IS THE AVERAGE CONVERSION RATE?

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41 CART ABANDONMENT RATE STATISTICS

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SHOPPING CART ABANDONMENT RATES ON BLACK FRIDAY WEEKEND

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Next steps

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Get a free strategy call now!

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