



Commerce Pulse Quarterly: Fall 2022



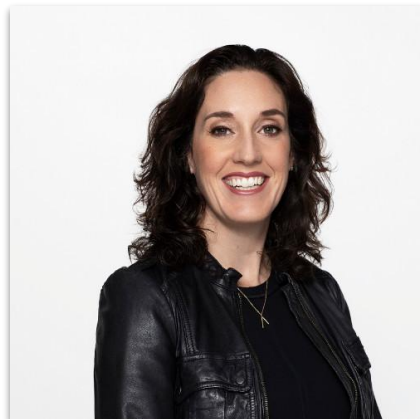


Meet the Speakers



Brian Walker

Chief Strategy Officer,
Bloomreach



Amy Eschliman

Managing Director of Retail
Solutions, Google Cloud

Overview: E-Commerce Results



The Data: September 2022, Year-Over-Year (vs. Sept '21)

	Traffic	Sales	Conversion Rate	AOS
North America	1.09%	1.68%	-17.46%	18.62%
UK + EU	14.49%	1.71%	-17.50%	7.34%



The Data: Sept 2022 vs. August 2022 (MoM)

North American sales in September

-3.89%

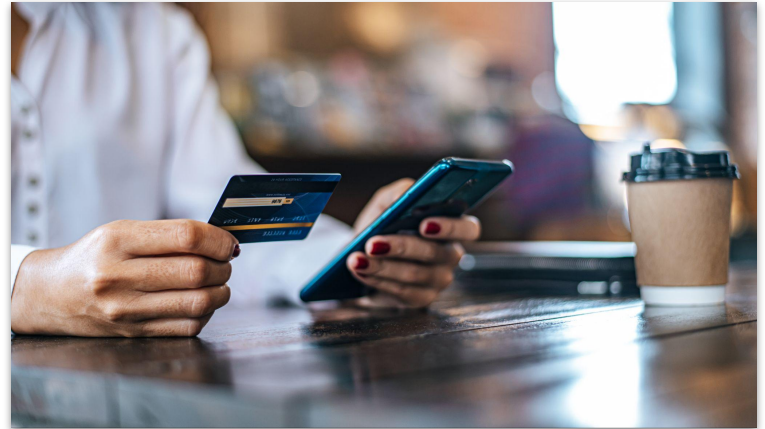
As compared to August



UK+EU sales in September

-0.51%

As compared to August





The Data: Q3 2022 (vs Q3 2021)

	Traffic	Sales	Conversion Rate	AOS
North America	-1.60%	3.42%	-12.13%	16.95%
UK + EU	13.42%	-7.10%	-18.15%	-0.40%



The Data: September Top Searches of Note

- _____ dresses
- _____ searches containing "promos", "deals",
"sale" or "clearance"
- _____ jeans
- _____ halloween
- _____ cardigan
- _____ christmas
- _____ jumpsuit
- _____ blazer
- _____ swimwear

Recent data from CommX:

32% of retail executives plan to increase the number of promotions this holiday.

Compared to just 13% last year.

B2C E-Commerce

The Data: Apparel

Sales for Apparel were

+0.53% YoY in September but **-0.09% in Q3**

Traffic for Apparel was

+8.10% YoY in September and **+5.19% in Q3**

Conversion rates for Apparel were

-19.90% YoY in September and **-17.99% in Q3**

Average order size for Apparel was

+6.50% YoY in September but **-12.85% in Q3**



The Data: Grocery

Sales for Grocery were

-3.46% YoY in September and **-1.82% in Q3**

Traffic for Grocery was

+6.69% YoY in September and **+6.60% in Q3**

Conversion rates for Grocery were

-22.52% YoY in September and **-16.05% in Q3**

Average order size for Grocery was

+16.79% YoY in September and **+74.94% in Q3**



The Data: Luxury

Sales for Luxury were

+7.93% YoY in September and **+19.97% in Q3**

Traffic for Luxury was

+27.64% YoY in September and **+27.64% in Q3**

Conversion rates for Luxury were

-35.16% YoY in September and **-26.91% in Q3**

Average order size for Luxury was

-3.29% YoY in September and **-8.73% in Q3**



The Data: Home Furnishings & Home Improvement

Home Furnishings

- **Sales** were **+3.21%** in Q3
- **Traffic** was **-2.28%** in Q3
- **Conversion rate** was **-3.42%** in Q3
- **AOS** was **+5.52%** Q3

Home Improvement

- **Sales** were **-4.88%** in Q3
- **Traffic** was **-11.20%** in Q3
- **Conversion rate** was **+42.34%** in Q3
- **AOS** was **+24.49** in Q3



B2B E-Commerce

The Data: B2B E-Commerce

Sales for B2B were

+23.29% YoY in September and **+13.87% in Q3**

Traffic for B2B was

+22.55% YoY in September and **+23.62% in Q3**

Conversion rates for B2B were

-27.18% YoY in September and **-26.20% in Q3**

Average order size for B2B was

+31.10% YoY in September and **-3.77% in Q3**



Predictions



What can we expect for the holiday season in 2022?





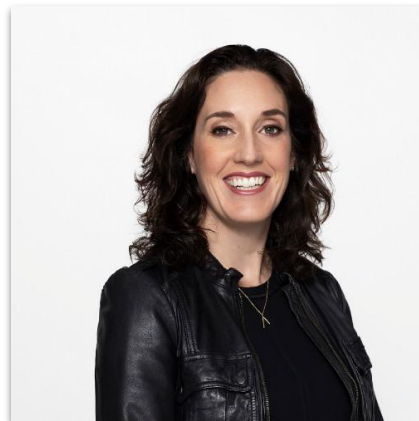
Where to Find Us



briankwalker



bloomreach.com



amy-eschliman



cloud.google.com



More Commerce Insights

comm-x

From Digital Sales
Cheer To Consumer
Spending Fear





Thank you

