

Commerce Pulse Quarterly Holiday 2022



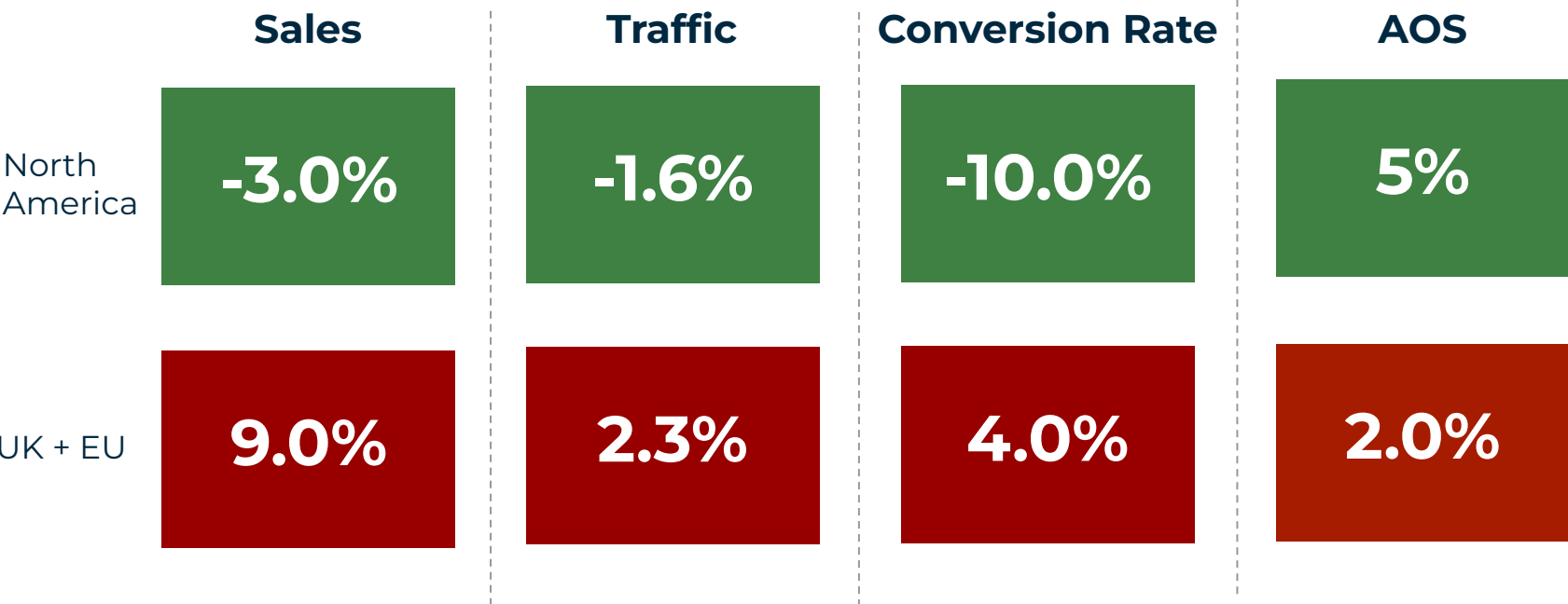


Overview: Holiday Season Overall Results





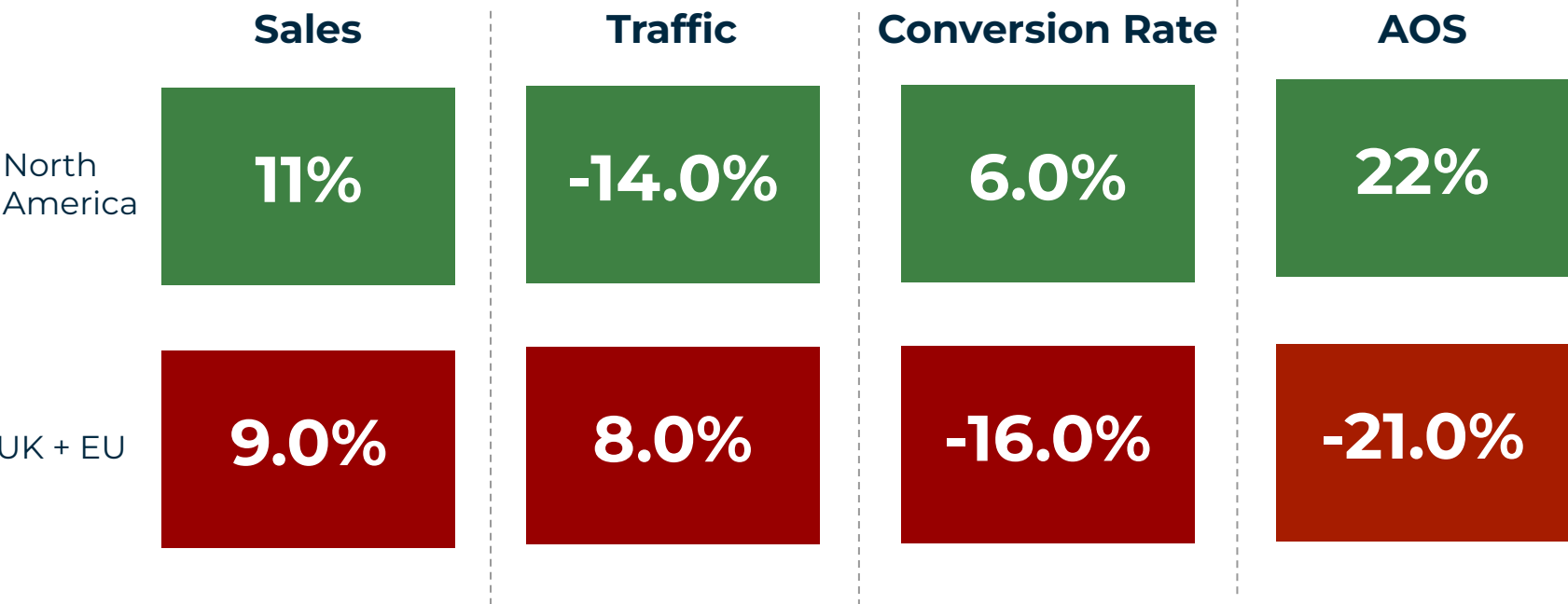
The Data: Holiday Season, YoY (2022 vs 2021)



Holiday Season: October 1 - December 15



The Data: Holiday Season, YoY (2021 vs 2020)



Holiday Season: October 1 - December 15



The Data: Additional Points of Interest - Holiday 2022

**In North America,
mobile traffic grew**

4%

While mobile spend decreased

6%

**In UK+EU,
mobile traffic grew**

2%

While mobile spend increased

9%



Holiday B2C E-Commerce



The Data: Apparel

October 1-December 15

- **Sales** for apparel were **-1.0%**.
- **Traffic** for apparel was **+6.0%**.
- **Conversion rate** for apparel was **-4.0%**.
- **Average order size** for apparel was **-3.0%**.



The Data: Luxury

October 1-December 15

- **Sales** for luxury were **+13.0%**.
- **Traffic** for luxury was **+21.00%**.
- **Conversion rate** for luxury was **-19.0%**.
- **Average order size** for luxury was **+15.0%**.



The Data: Home Furnishings & Home Improvement

Home Furnishings

- Sales were **-1.0%**
- Traffic was **+16.0%**
- Conversion rate was **-19.0%**
- AOS was **+5.0%**

Home Improvement

- Sales were **-8.0%**
- Traffic was **-6.0%**
- Conversion rate was **+3.0%**
- AOS was **-5.0%**



2022 Overall



The Data: 2022 E-Commerce, Year to Date (YTD)

	Sales	Traffic	Conversion Rate	AOS
North America	0.32%	-6.98%	-2.90%	12.70%
UK + EU	-7.10%	-1.96%	-18.93%	16.38%

The Data: Apparel - 2022

- **Sales** for apparel were **+8.83% YoY**
- **Traffic** for apparel was **+0.97% YoY**
- **Conversion rate** for apparel was **-7.08% YoY**
- **Average order size** for apparel was **+10.26% YoY**



The Data: Luxury - 2022

- **Sales** for luxury were **+45.96% YoY**
- **Traffic** for luxury was **+35.55% YoY**
- **Conversion rate** for luxury was **-1.42% YoY**
- **Average order size** for luxury was **+5.58% YoY**



The Data: Home Furnishings & Home Improvement

Home Furnishings

- **Sales** were **+1.92%** YTD
- **Traffic** was **-23.45%** YTD
- **Conversion rate** was **+16.40%** YTD
- **AOS** was **+14.17%** YTD

Home Improvement

- **Sales** were **-22.37%** YTD
- **Traffic** was **-22.28%** YTD
- **Conversion rate** was **-20.22%** YTD
- **AOS** was **+45.24** YTD



The Data: Grocery - 2022

- **Sales** for Grocery was **-1.47% YoY**
- **Traffic** for Grocery was **+6.27% YoY**
- **Conversion rate** for Grocery was **-12.61% YoY**
- **Average order size** for Grocery was **+5.51% YoY**



The Data: B2B E-Com - 2022

- **Sales** for B2B were **+20.56% YoY**
- **Traffic** for B2B was **+29.30% YoY**
- **Conversion rate** for B2B was **-23.61% YoY**
- **Average order size** for B2B was **+21.85% YoY**



2023 Outlook



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Thank you

