



Commerce Pulse Quarterly

Spring 2022



Meet the Speakers



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Overview: E-Commerce Results



The Data: March 2022, Year Over Year

	Traffic	Sales	Conversion Rate	AOS
North America	-17.17%	-4.86%	14.24%	2.05%
UK + EU	-23.61%	-26.44%	-20.25%	20.74%



The Data: Q1 2022 (vs Q1 2021)

	Traffic	Sales	Conversion Rate	AOS
North America	-16.40%	-8.02%	2.08%	9.26%
UK + EU	-16.46%	-15.62%	-18.83%	31.62%



The Data: March 2022 vs. February 2022 (MoM)

North American Sales in March

+26.32%

As compared to February



UK+EU sales in March

+9.36%

As compared to February



B2C E-Commerce

The Data: Apparel

Sales for Apparel were
+16.83% YoY in March and +10.77% in Q1.

Traffic for Apparel was
-10.59% YoY in March and -6.39% in Q1.

Conversion rates for Apparel were
+10.36% YoY in March and -2.83% in Q1.

Average order size for Apparel was
+18.81% YoY in March and +23.36% in Q1.



The Data: Luxury

Sales for Luxury were
+100.20% YoY in March and +59.45% in Q1.

Traffic for Luxury was
+34.83% YoY in March and +43.88% in Q1.

Conversion rates for Luxury were
+46.51% YoY in March and +9.21% in Q1.

Average order size for Luxury was
+1.35% YoY in March and +1.48% in Q1.



The Data: Home Furnishings & Home Improvement

Home Furnishings

- **Sales** were +8.93% in Q1.
- **Traffic** was +49.49% in Q1.
- **Conversion rate** was +76.12% in Q1.
- **AOS** was +22.37% Q1.

Home Improvement

- **Sales** were -37.57% in Q1.
- **Traffic** was -30.32% in Q1.
- **Conversion rate** was +34.41% in Q1.
- **AOS** was +36.62% Q1.



The Data: Grocery

Sales for Grocery were
-2.22% YoY in March and -0.25% in Q1.

Traffic for Grocery was
-0.83% YoY in March and +9.09% in Q1.

Conversion rates for Grocery were
-4.57% YoY in March and -13.05% in Q1.

Average order size for Grocery was
+3.32% YoY in March and +5.16% in Q1.



B2B E-Commerce

The Data: B2B E-Commerce

Sales for B2B were

+18.09% YoY in March and +25.09% in Q1.

Traffic for B2B was

+31.42% YoY in March and +34.69% in Q1.

Conversion rates for B2B were

-19.87% YoY in March and -20.96% in Q1.

Average order size for B2B was

+12.13% YoY in March and +17.51% in Q1.



Predictions



Predictions: Summer 2022





Where to Find Us



briankwalker



bloomreach



hughbiefletcher



WUNDERMAN
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Thank you