



Commerce Pulse Quarterly

Summer 2022

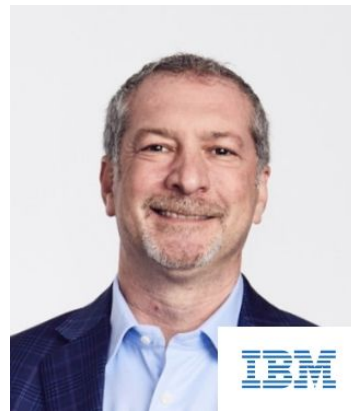


Meet the Speakers



Brian Walker

Chief Strategy Officer,
Bloomreach



Richard Berkman

Global Leader, Digital
Commerce at IBM iX, IBM
Consulting

Overview: E-Commerce Results



The Data: June 2022, Year-Over-Year (vs. June 2021)

	Traffic	Sales	Conversion Rate	AOS
North America	-7.51%	3.46%	5.99%	4.47%
UK + EU	13.01%	0.76%	-21.21%	12.38%



The Data: Q2 2022 (vs Q2 2021)

	Traffic	Sales	Conversion Rate	AOS
North America	-10.70%	4.95%	9.19%	10.45%
UK + EU	-2.20%	-7.42%	-14.43%	7.16%

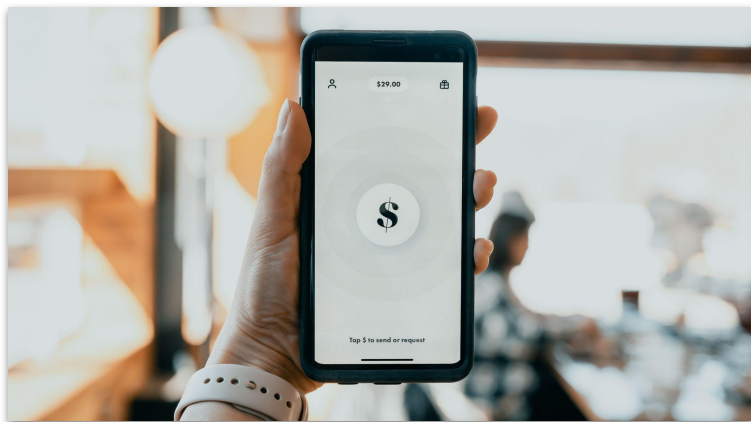


The Data: June 2022 vs. May 2022 (MoM)

North American sales in June

-11.26%

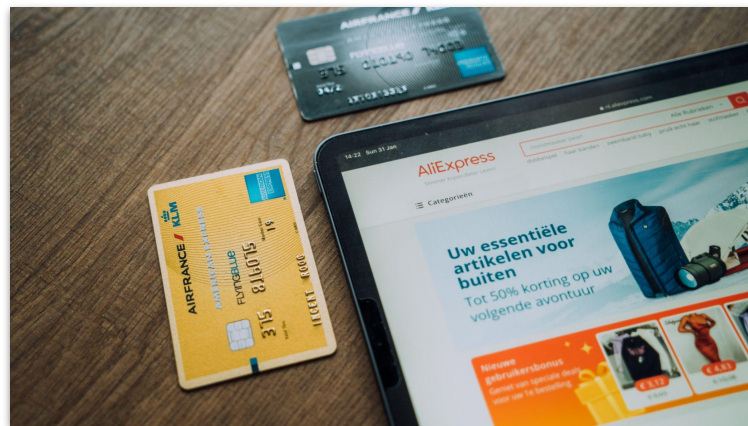
As compared to May



UK+EU sales in June

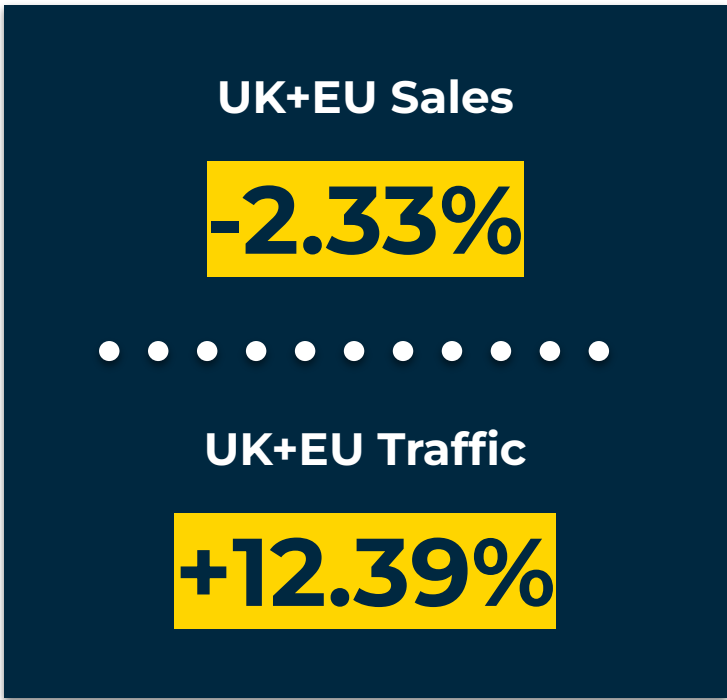
+0.47%

As compared to May





The Data: July (July 1-10, 2022 vs July 1-10, 2021)



B2C E-Commerce

The Data: Apparel

Sales for Apparel were

+15.72% YoY in June and **+23.41% in Q2**

Traffic for Apparel was

+1.75% YoY in June and **-1.46% in Q2**

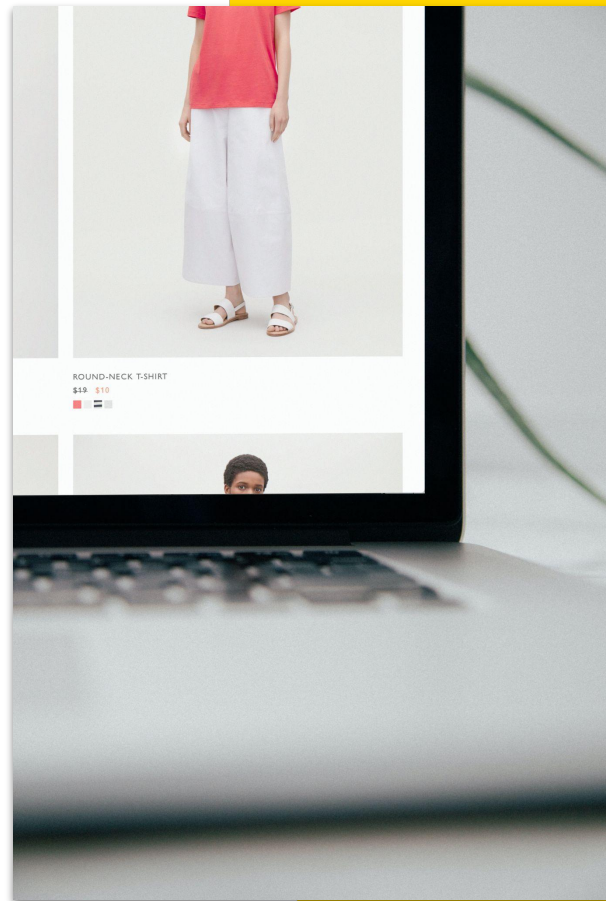
Conversion rates for Apparel were

+3.28% YoY in June and **+11.70% in Q2**

Average order size for Apparel was

+9.39% YoY in June and **+2.38% in Q2**

Note: “Q2” data notes the change between Q2 2022 and Q1 2022



The Data: Grocery

Sales for Grocery were

+5.47% YoY in June and **+6.66% in Q2**

Traffic for Grocery was

+10.67% YoY in June and **+6.90% in Q2**

Conversion rates for Grocery were

-4.58% YoY in June and **-0.91% in Q2**

Average order size for Grocery was

-0.13% YoY in June and **+12.23% in Q2**

Note: “Q2” data notes the change between Q2 2022 and Q1 2022



The Data: Luxury

Sales for Luxury were

+32.22% YoY in June and **+53.69% in Q2**

Traffic for Luxury was

+18.88% YoY in June and **+20.89% in Q2**

Conversion rates for Luxury were

+15.18% YoY in June and **+17.94% in Q2**

Average order size for Luxury was

-3.44% YoY in June and **+13.92% in Q2**

Note: “Q2” data notes the change between Q2 2022 and Q1 2022



The Data: Home Furnishings & Home Improvement

Home Furnishings

- **Sales** were **-2.96%** in Q2
- **Traffic** was **-32.48%** in Q2
- **Conversion rate** was **+22.41%** in Q2
- **AOS** was **+18.22%** Q2

Home Improvement

- **Sales** were **-29.67%** in Q2
- **Traffic** was **-29.30%** in Q2
- **Conversion rate** was **-2.59%** in Q2
- **AOS** was **+23.97** Q2

Note: "Q2" data notes the change between Q2 2022 and Q1 2022



B2B E-Commerce

The Data: B2B E-Commerce

Sales for B2B were

-3.41% YoY in June and **+14.94% in Q2**

Traffic for B2B was

20.55% YoY in June and **31.49% in Q2**

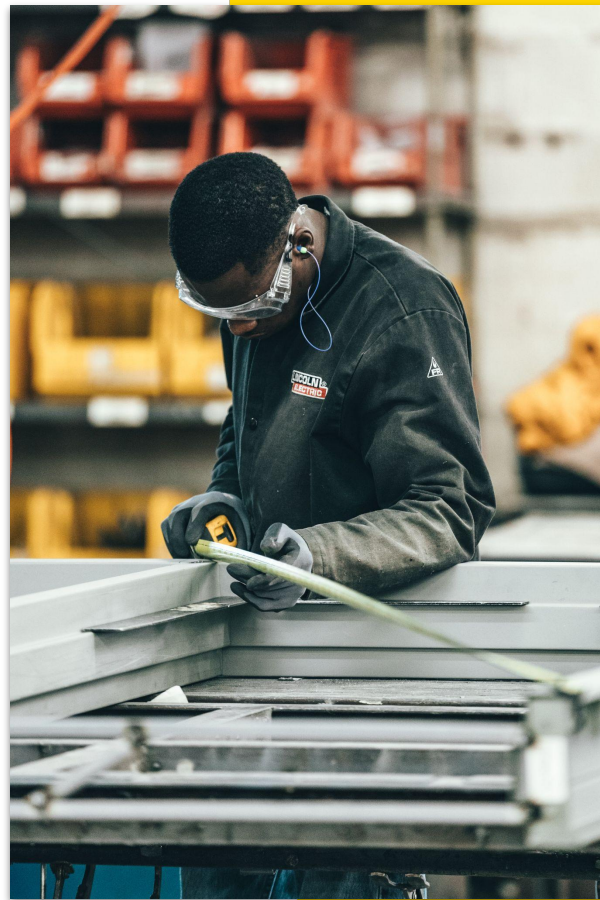
Conversion rates for B2B were

-13.57% YoY in June and **-18.32% in Q2**

Average order size for B2B was

-7.30% YoY in June and **-4.15% in Q2**

Note: “Q2” data notes the change between Q2 2022 and Q1 2022



Predictions



Predictions: Fall 2022



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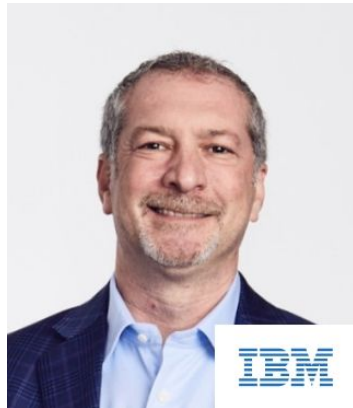
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