Meet the Speakers

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Overview:
E-Commerce Results
# The Data: June 2022, Year-Over-Year (vs. June 2021)

<table>
<thead>
<tr>
<th>Region</th>
<th>Traffic</th>
<th>Sales</th>
<th>Conversion Rate</th>
<th>AOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>-7.51%</td>
<td>3.46%</td>
<td>5.99%</td>
<td>4.47%</td>
</tr>
<tr>
<td>UK + EU</td>
<td>13.01%</td>
<td>0.76%</td>
<td>-21.21%</td>
<td>12.38%</td>
</tr>
</tbody>
</table>
## The Data: Q2 2022 (vs Q1 2022)

<table>
<thead>
<tr>
<th>Region</th>
<th>Traffic</th>
<th>Sales</th>
<th>Conversion Rate</th>
<th>AOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>-10.70%</td>
<td>4.95%</td>
<td>9.19%</td>
<td>10.45%</td>
</tr>
<tr>
<td>UK + EU</td>
<td>-2.20%</td>
<td>-7.42%</td>
<td>-14.43%</td>
<td>7.16%</td>
</tr>
</tbody>
</table>
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)

North American Sales: +3.45%
North American Traffic: -5.16%

UK+EU Sales: -2.33%
UK+EU Traffic: +12.39%
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
Where to Find Us

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ibm.com/services/ibmix
Thank you