

# The Shopping Index

Real insights from over 1 billion shoppers  
Q1 2021

27%  
Digital Traffic Growth

58%  
Digital Commerce Growth

31%  
Mobile Device Growth

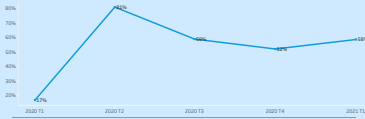
VIEW BY COUNTRY

VIEW BY VERTICAL

SELECT A COUNTRY

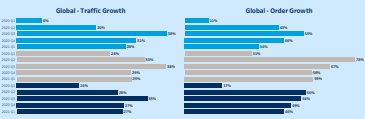
## Digital Commerce Growth

The share of total digital commerce sales as a percentage of total sales. Q1 2021 over Q1 2020



## Order and Traffic Growth by Device

The percentage change in orders and traffic by device type. Q1 2021 over Q1 2020



## Search Usage

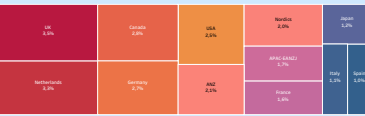
8% of online shopping sessions utilize the site's search bar. 24% of all internet orders from shoppers who utilize the site search bar during their shopping session.

## Order and Traffic Share by Device

The share of online orders and traffic by device type. Q1 2021 over Q1 2020

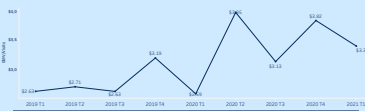


## Q1 Conversion Rate by Country



## Shopper Spend

The average amount spent per order. Q1 2021 over Q1 2020



## Average Order Value (AOV) & Discount Rate

The share of total sales generated by orders with a discount. Q1 2021 over Q1 2020



## Cart Abandonment Rate

The percentage of shoppers who add items to their cart but do not complete a purchase. Q1 2021 over Q1 2020



## Social Traffic

The percentage of traffic that comes from social media. Q1 2021 over Q1 2020



## Methodology

The search for information on the internet and e-commerce activities have increased through 2020 in a rapid period. In the case of 2020 through Q1 2021, search and e-commerce activities have increased. Additional data hygiene factors are applied to ensure consistent metric calculation.

Data collection was varied across throughout the report to provide additional clarity on insights.

The Shopping Index is published quarterly.

All financial data included in this report is based on search engine performance based on ad spend and price value, but each should not be taken as a guarantee of future performance or results.

The Shopping Index is not indicative of the operational performance of the participating companies, but it is a useful financial metric including QoQ growth and comparable customer data growth.

## Shopping Activity

1,989 Digital Commerce Sites	1 Billion Shoppers
22B Views	51 Countries Represented