

# The Shopping Index

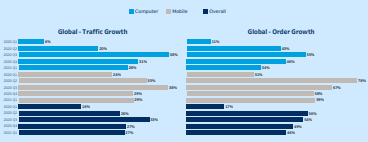
Real insights from over 2 billion shoppers  
Q1 2021



## Digital Commerce Growth



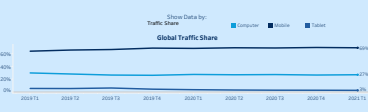
## Order and Traffic Growth by Device



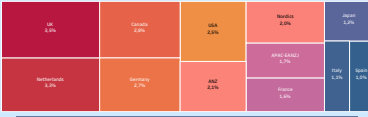
## Search Usage



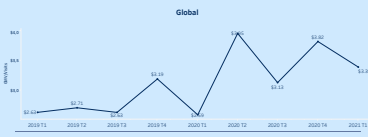
## Order and Traffic Share by Device



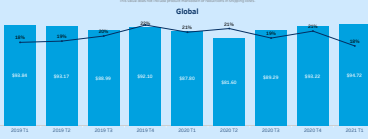
## Q1 Conversion Rate by Country



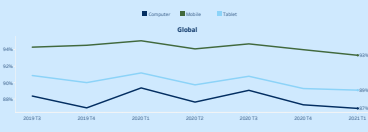
## Shopper Spend



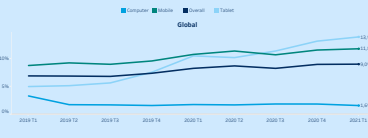
## Average Order Value (AOV) & Discount Rate



## Cart Abandonment Rate



## Social Traffic



## Methodology

The search for inclusion of the analysis and a 100% conversion rate have been tracked through our first six pilot periods, in the case of 2020 through to 2020, and then monthly thereafter. Additional data hygiene factors are applied to ensure consistent metric calculation. Data hygiene was noted prior throughout the report to provide additional clarity on metrics.

The Shopping Index is published quarterly.

As the index is based on the Shopping Index Search Tracking, performance based on current and prior values, all data should be able to be tracked and reported on performance metrics.

The Shopping Index is not indicative of the operational performance of the Shopping Index, but of the overall financial metrics including GMV growth and comparable customer data growth.

## Shopping Activity

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