



Coremetrics Benchmark™ Cyber Monday Report 2010

Summary

The U.S. online retail sector delivered strong growth on Cyber Monday 2010 compared to the same period last year, according to powerful analytics-based findings by IBM (NYSE: [IBM](#)). IBM's findings expand on the company's earlier report that Black Friday 2010 delivered double-digit growth over 2009, and its forecast that in-store sales of consumer electronics and appliances in U.S. retail stores would get an early start this year, with consumers spending a larger-than-usual share in November.

Delivered as part of [Coremetrics, an IBM Company's](#) third annual Cyber Monday Benchmark Report, the analysis of the online retail sector reveals the following trends as of 12:00 am PST:

Cyber Monday 2010 Compared to Black Friday 2010:

- **Consumer Spending Increases:** Online sales were up 31.1 percent, with consumers pushing the average order value (AOV) up from \$190.80 to \$194.89 for an increase of 2.1 percent.
- **Luxury Goods Continue Comeback:** Jewelry retailers reported a significant jump of 60.3 percent in sales.
- **Social Shopping:** The growing trend of consumers using their networks on social sites for information about deals and inventory levels continued on Cyber Monday. While the percentage of visitors arriving from social network sites is fairly small relative to all online visitors—nearly 1 percent—it is gaining momentum, with Facebook dominating the space.
- **Mobile Shopping:** Consumers continue to use mobile as a shopping tool. On Cyber Monday, 3.9 percent of people visited a retailer's site using a mobile device.

Cyber Monday 2010 Compared to Cyber Monday 2009 (year/year):

- **Consumer Spending Increases:** Online sales were up 19.4 percent, with consumers pushing the average order value (AOV) up from \$180.03 to \$194.89 for an increase of 8.3 percent.
- **Luxury Goods Report Big Gains:** Affluent shoppers opened their wallets wide, driving sales of luxury goods up 24.3 percent over 2009.
- **Shopping Peaks at 9:00 am PST/Noon EST:** Consumers flocked online, with shopping momentum hitting its peak at 9:00 am PST/noon EST. But consumer shopping maintained stronger momentum throughout the day than on Cyber Monday 2009.

U.S. Retail

Session Traffic Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Bounce (One Page) Rate	31.41%	28.86%	8.84%	32.11%	-2.18%
Multi Page Session Percent	68.59%	71.14%	-3.58%	67.89%	1.03%
Browsing Sessions Percent	48.34%	48.88%	-1.10%	48.79%	-0.92%
Shopping Cart Session Percent	12.79%	12.13%	5.44%	11.28%	13.39%
Order Session Percent	5.60%	5.26%	6.46%	4.61%	21.48%

Visitor Experience Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Page Views Per Session	8.14	8.80	-7.50%	8.14	0.00%
Product Views Per Session	1.75	2.14	-18.22%	1.78	-1.69%
Average Session Length	7:47	7:32	3.32%	7:39	1.74%

Transaction Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Items per Order	6.41	5.92	8.28%	7.44	-13.84%
Average Order Value	\$194.89	\$180.03	8.25%	\$190.80	2.14%
Shopping Cart Conversion Rate	36.32%	36.81%	-1.33%	35.21%	3.15%
Shopping Cart Abandonment	63.68%	63.19%	0.78%	64.79%	-1.71%
New Visitor Conversion Percent	4.41%	4.28%	3.04%	3.80%	16.05%

On site Search Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
On-Site Searches Per Session	18.37%	19.49%	-5.75%	17.59%	4.43%

Social and Mobile Summary Metrics	Cyber Monday 2010	Black Friday 2010	% Change (w/w)
Mobile: % of Sales	2.25%	3.18%	-29.25%
Mobile: % of Site Traffic	3.88%	5.56%	-30.22%
Social: % of Sales	0.41%	0.55%	-25.45%
Social: % of Site Traffic	0.86%	0.88%	-2.27%

Apparel

Session Traffic Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Bounce (One Page) Rate	26.05%	25.22%	3.29%	26.63%	-2.18%
Multi Page Session Percent	73.95%	74.78%	-1.11%	73.37%	0.79%
Browsing Sessions Percent	47.67%	48.70%	-2.11%	49.57%	-3.83%
Shopping Cart Session Percent	10.70%	9.88%	8.30%	10.15%	5.42%
Order Session Percent	4.14%	3.56%	16.29%	3.58%	15.64%

Visitor Experience Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Page Views Per Session	9.26	9.83	-5.80%	9.47	-2.22%
Product Views Per Session	2.04	2.19	-6.85%	2.20	-7.27%
Average Session Length	7:16	6:42	8.46%	6:58	4.31%

Transaction Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Items per Order	2.36	2.46	-4.07%	2.51	-5.98%
Average Order Value	\$128.13	\$130.12	-1.53%	\$132.60	-3.37%
Shopping Cart Conversion Rate	34.68%	33.60%	3.21%	34.34%	0.99%
Shopping Cart Abandonment	65.32%	66.40%	-1.63%	65.66%	-0.52%
New Visitor Conversion Percent	3.20%	2.75%	16.36%	2.77%	15.52%

On site Search Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
On-Site Searches Per Session	12.95%	10.25%	26.34%	12.43%	4.18%

Department Stores

Session Traffic Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Bounce (One Page) Rate	25.72%	24.23%	6.15%	23.88%	7.71%
Multi Page Session Percent	74.28%	75.77%	-1.97%	76.12%	-2.42%
Browsing Sessions Percent	48.98%	48.90%	0.16%	47.38%	3.38%
Shopping Cart Session Percent	12.92%	10.59%	22.00%	13.70%	-5.69%
Order Session Percent	3.17%	3.24%	-2.16%	3.15%	0.63%

Visitor Experience Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Page Views Per Session	11.60	12.33	-5.92%	11.61	-0.09%
Product Views Per Session	1.98	1.96	1.02%	1.92	3.13%
Average Session Length	8:46	7:34	15.86%	8:32	2.73%

Transaction Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Items per Order	3.03	3.05	-0.66%	3.27	-7.34%
Average Order Value	\$117.49	\$125.60	-6.46%	\$135.63	-13.37%
Shopping Cart Conversion Rate	23.02%	22.39%	2.81%	21.80%	5.60%
Shopping Cart Abandonment	76.98%	77.61%	-0.81%	78.20%	-1.56%
New Visitor Conversion Percent	2.90%	2.70%	7.41%	2.48%	16.94%

On site Search Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
On-Site Searches Per Session	25.45%	22.69%	12.16%	25.48%	-0.12%

Health and Beauty

Session Traffic Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Bounce (One Page) Rate	32.18%	32.29%	-0.34%	33.64%	-4.34%
Multi Page Session Percent	67.82%	67.71%	0.16%	66.36%	2.20%
Browsing Sessions Percent	43.77%	43.96%	-0.43%	44.75%	-2.19%
Shopping Cart Session Percent	18.73%	13.22%	41.68%	16.47%	13.72%
Order Session Percent	10.12%	5.70%	77.54%	7.47%	35.48%

Visitor Experience Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Page Views Per Session	8.41	7.86	7.00%	7.98	5.39%
Product Views Per Session	1.72	1.47	17.01%	1.66	3.61%
Average Session Length	8:31	9:34	-10.98%	8:13	3.65%

Transaction Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Items per Order	4.2	3.31	26.89%	4.43	-5.19%
Average Order Value	\$68.30	\$61.63	10.82%	\$71.36	-4.29%
Shopping Cart Conversion Rate	40.26%	39.81%	1.13%	41.14%	-2.14%
Shopping Cart Abandonment	59.74%	60.19%	-0.75%	58.86%	1.50%
New Visitor Conversion Percent	5.94%	4.47%	32.89%	6.87%	-13.54%

On site Search Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
On-Site Searches Per Session	14.40%	14.39%	0.07%	13.92%	3.45%

Jewelry

Session Traffic Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Bounce (One Page) Rate	23.68%	26.94%	-12.10%	23.77%	-0.38%
Multi Page Session Percent	76.32%	73.06%	4.46%	76.23%	0.12%
Browsing Sessions Percent	48.80%	45.99%	6.11%	47.61%	2.50%
Shopping Cart Session Percent	3.73%	5.38%	-30.67%	3.26%	14.42%
Order Session Percent	1.24%	1.41%	-12.06%	0.96%	29.17%

Visitor Experience Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Page Views Per Session	8.77	8.71	0.69%	8.81	-0.45%
Product Views Per Session	1.52	1.27	19.69%	1.50	1.33%
Average Session Length	5:30	6:43	-18.11%	5:31	-0.30%

Transaction Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Items per Order	1.57	1.55	1.29%	1.54	1.95%
Average Order Value	\$384.25	\$277.39	38.52%	\$240.91	59.50%
Shopping Cart Conversion Rate	32.27%	23.46%	37.55%	27.04%	19.34%
Shopping Cart Abandonment	67.73%	76.54%	-11.51%	72.96%	-7.17%
New Visitor Conversion Percent	1.02%	1.03%	-0.97%	0.67%	52.24%

On site Search Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
On-Site Searches Per Session	8.66%	12.72%	-31.92%	8.10%	6.91%

Sport Apparel and Gear

Session Traffic Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Bounce (One Page) Rate	28.74%	30.29%	-5.12%	28.39%	1.23%
Multi Page Session Percent	71.26%	69.71%	2.22%	71.61%	-0.49%
Browsing Sessions Percent	55.33%	57.96%	-4.54%	55.96%	-1.13%
Shopping Cart Session Percent	10.09%	11.44%	-11.80%	9.66%	4.45%
Order Session Percent	2.68%	3.81%	-29.66%	2.66%	0.75%

Visitor Experience Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Page Views Per Session	10.63	9.47	12.25%	11.09	-4.15%
Product Views Per Session	1.72	2.36	-27.12%	1.83	-6.01%
Average Session Length	6:41	7:27	-10.29%	6:59	-4.30%

Transaction Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
Items per Order	3.02	3.30	-8.48%	3.09	-2.27%
Average Order Value	\$120.60	\$112.25	7.44%	\$132.59	-9.04%
Shopping Cart Conversion Rate	27.22%	31.49%	-13.56%	27.65%	-1.56%
Shopping Cart Abandonment	72.78%	68.51%	6.23%	72.35%	0.59%
New Visitor Conversion Percent	2.19%	2.89%	-24.22%	2.11%	3.79%

On site Search Summary Metrics	Cyber Monday 2010	Cyber Monday 2009	% Change (y/y)	Black Friday 2010	% Change (w/w)
On-Site Searches Per Session	24.80%	21.61%	14.76%	24.84%	-0.16%

For more information about U.S. Retail Holiday 2010, visit us at:

<http://www.coremetrics.com/solutions/benchmark-report-black-friday-cyber-monday-2010.php>



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About Coremetrics Benchmark

Coremetrics Benchmark enables online retailers to measure their online marketing results--including e-commerce data--against that of their peers. Benchmark is the only peer-level benchmarking solution that delivers aggregated and anonymous competitive data for industry-specific key performance indicators (KPIs), showing how a site performs competitively and historically compared to its respective industry overall, as well as to peers and direct competitors.

Session Traffic Summary Metrics

1. Bounce (One Page) Rate

The percentage of sessions in which visitors only viewed one page before leaving the site

2. Multi-Page Session Percent

The percentage of sessions in which visitors viewed more than one page

3. Browser Sessions Percent

The percentage of sessions in which visitors viewed at least one product page

4. Shopping Cart Session Percent

The percentage of sessions in which visitors placed at least one item in their shopping carts

5. Order Session Percent

The percentage of sessions in which visitors completed an order

Visitor Experience Summary Metrics

6. Page Views per Session

The average number of pages viewed by visitors per session

7. Product Views per Session

The average number of products viewed by visitors per session

8. Average Session Length

The average length of time for a visitor session

Transactions Summary Metrics

9. Items per Order

The average number of items purchased per order

10. Average Order Value

The average value of each order

11. Shopping Cart Conversion Rate

Out of all visitors who placed items in their shopping carts, the percentage that placed an actual order

12. Shopping Cart Abandonment Rate

Out of all visitors who placed items in their shopping carts, the percentage that did not place an actual order

13. New Visitor Conversion Percent

Out of all new visitor sessions, the percentage that completed an order

On-Site Search Summary Metrics

14. On-Site Searches/Session

Out of all sessions, the percentage in which visitors used on-site search capabilities

Social and Mobile Summary Metrics

15. Mobile: % of Sales

Out of all sessions that resulted in a sale, the percentage that was from a mobile device

16. Mobile: % of Site Traffic

Out of all sessions, the percentage that was from a mobile device

17. Social: % of Sales

Out of all sessions that resulted in a sale, the percentage that was from a social site referral

18. Social: % of Site Traffic

Out of all sessions, the percentage that was from a social site referral