IBM Benchmark

Cyber Monday Report 2011

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Summary

The U.S. online retail sector delivered strong growth on Cyber Monday 2011 compared to the same period last year, according to cloud-based analytics findings by IBM (NYSE: IBM). IBM's findings expand on the company's earlier report that Thanksgiving Day 2011 saw a record number of online retail sales that set the stage for a strong Black Friday.

As part of IBM's Smarter Commerce initiative, IBM's online retail benchmark study reveals the following trends as of 12:00 am PST:

Cyber Monday 2011 Compared to Cyber Monday 2010 (year/year)

- **Consumer Spending Increases:** Online sales were up 33.0 percent over 2010, with consumers pushing the average order value up from $193.24 to $198.26 for an increase of 2.6 percent.
- **Shopping Peaks at 11:05am PST/2:05pm EST:** Consumers flocked online, with shopping momentum hitting its highest peak at 11:05am PST/2:05pm EST. Consumer shopping also maintained strong momentum after commuting hours on both the east and west coast.
- **Mobile Sales and Traffic Grows:** On Cyber Monday, 10.8 percent of people used a mobile device to visit a retailer's site, up from 3.9 percent in 2010. Additionally, mobile sales grew dramatically, reaching 6.6 percent on Cyber Monday versus 2.3 percent in 2010.

## Cyber Monday 2011 Compared to Black Friday 2011

- **Consumer Spending Increases:** Online sales were up 29.3 percent over Black Friday.
- **The Mobile Bargain Hunter:** On Cyber Monday mobile traffic averaged 10.8 percent compared to 14.3 percent on Black Friday.
- Mobile Sales: Consumer sales on mobile devices reached 6.6 percent versus 9.8 percent on Black Friday.
- **The Apple Shopper:** Apple's iPhone and iPad continued to rank one and two for mobile device retail traffic (4.1 percent and 3.3 percent respectively). Android maintained its position in third at 3.2 percent. Collectively iPhone and iPad accounted for 7.4 percent of all online retail traffic versus 10.2 percent on Black Friday.
- **The iPad Factor:** Shoppers using the iPad also continued to drive more retail purchases than any other device with conversion rates reaching 5.2 percent compared to 4.6 percent.
- **The Social Influence:** Shoppers referred from Social Networks generated 0.56 percent of all online sales on Cyber Monday versus 0.53 percent on Black Friday. Similar to Black Friday, Facebook led the pack, accounting for 86 percent of all social media traffic.
- **Social Media Chatter:** Discussions on social media sites leading up to Cyber Monday increased in volume by 115 percent compared to 2010. Top areas of discussion focused on consumers sharing tips about using price comparison websites while avoiding cyber scams, Cyber Monday deals for international consumers and conversations about Black Friday in-store shopping experiences.
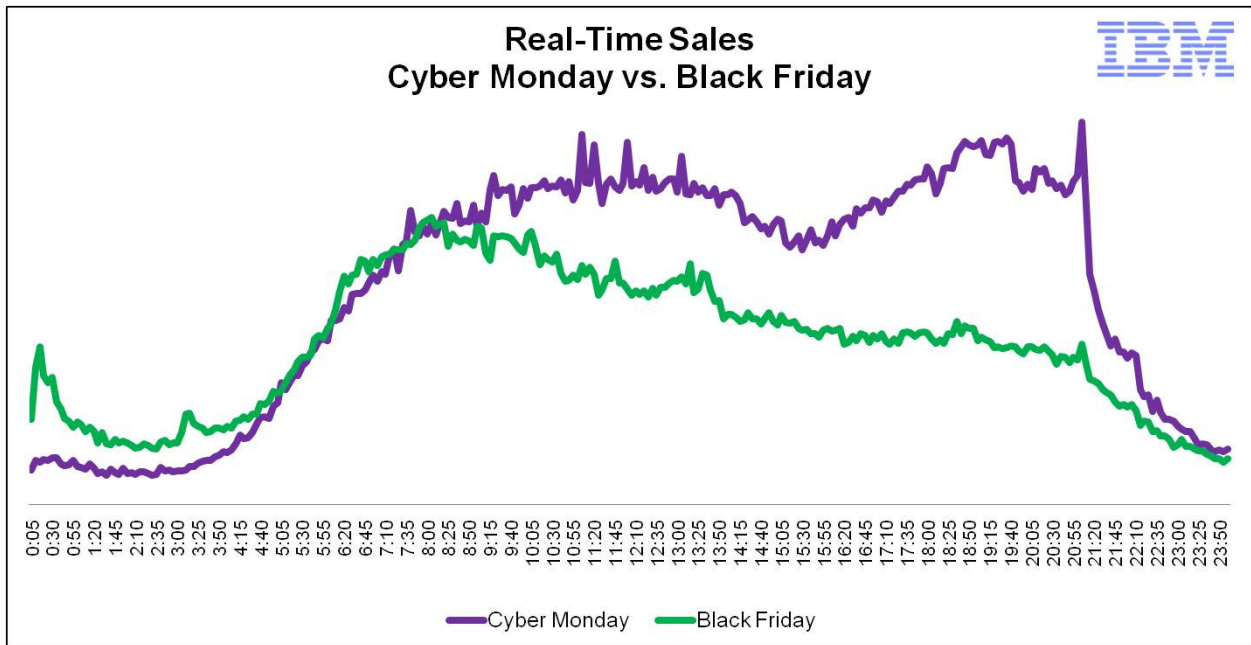
US Retail

	Cyber Monday 2011 vs. Cyber Monday 2010*	Cyber Monday 2011 vs. Black Friday 2011*
Sales	32.96%	29.31%

	Cyber Monday 2011	Cyber Monday 2010	% Change (y/y)*	Black Friday 2011	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	7.31	6.41	12.96%	6.37	14.76%
Average Order Value	$198.26	$194.89	2.59%	$190.10	4.29%
Conversion Summary Metrics					
Conversion Rate	5.71%	5.60%	-1.80%	4.57%	24.95%
New Visitor Conversion Rate	4.39%	4.41%	-7.16%	3.55%	23.66%
Shopping Cart Sessions	12.98%	12.79%	0.39%	11.30%	14.87%
Shopping Cart Conversion Rate	37.69%	36.32%	3.15%	34.47%	9.34%
Shopping Cart Abandonment Rate	62.31%	63.68%	-1.81%	65.53%	-4.91%
Session Traffic Summary Metrics					
Average Session Length	7:30	7:47	-1.72%	7:26	0.90%
Bounce (One Page) Rate	31.51%	31.41%	-1.55%	33.10%	-4.80%
Browsing Sessions	46.90%	48.34%	-2.41%	47.23%	-0.70%
Page Views Per Session	7.74	8.14	-2.94%	7.59	1.98%
Product Views Per Session	1.73	1.75	0.94%	1.79	-3.35%
Mobile Summary Metrics					
Mobile: % of Sales	6.58%	2.25%	192.57%	9.84%	-33.13%
Mobile: % of Site Traffic	10.75%	3.88%	161.92%	14.33%	-24.98%
Mobile: Bounce Rate	41.44%	42.94%	-3.30%	41.31%	0.31%
Mobile: Conversion Rate	2.99%	2.24%	26.40%	2.78%	7.55%
Mobile: Session Length	4:10	3:59	4.57%	4:03	2.88%
Mobile Device: Android Traffic	3.21%	1.01%	219.60%	4.05%	-20.74%
Mobile Device: iPhone Traffic	4.06%	1.97%	106.62%	5.38%	-24.54%
Mobile Device: iPad Traffic	3.27%	0.85%	287.08%	4.75%	-31.16%
Social Summary Metrics					
Social: % of Sales	0.56%	0.41%	36.51%	0.53%	5.66%
Social: % of Site Traffic	0.93%	0.86%	6.84%	0.92%	1.09%
Social: Facebook Referral Traffic	0.80%	0.73%	9.20%	0.69%	15.94%
Social: Twitter Referral Traffic	0.02%	0.07%	-69.27%	0.02%	0.00%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

US Retail
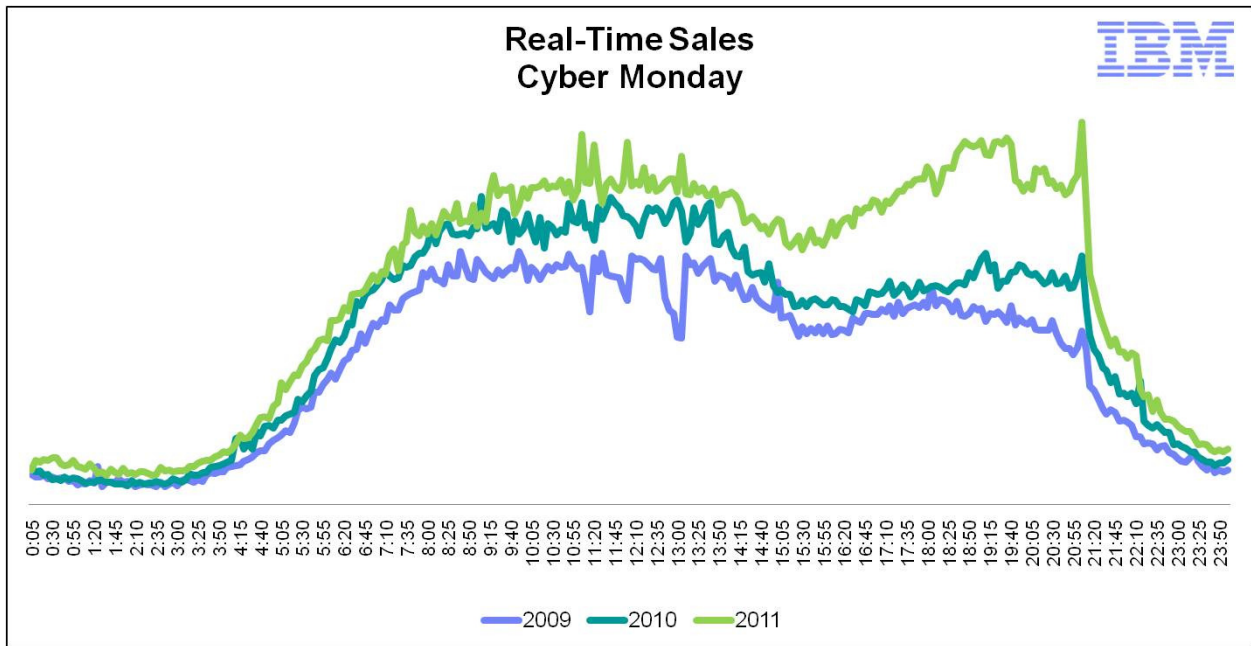
Online sales for Cyber Monday stayed in line with previous years until a late afternoon surge pushed sales up 33.0% over Cyber Monday 2010.

Unlike Black Friday that peaks and then hits a steady decline, Cyber Monday shows a peak both during the day and in the evening.

Apparel

	Cyber Monday 2011 vs. Cyber Monday 2010*
Sales	33.90%

	Cyber Monday 2011	Cyber Monday 2010	% Change (y/y)*	Black Friday 2011	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	2.47	2.36	4.98%	2.50	-1.20%
Average Order Value	$141.27	$128.13	11.35%	$139.95	0.94%
Conversion Summary Metrics					
Conversion Rate	4.13%	4.14%	4.28%	3.24%	27.47%
New Visitor Conversion Rate	3.05%	3.20%	0.50%	2.37%	28.69%
Shopping Cart Sessions	10.82%	10.70%	6.46%	9.58%	12.94%
Shopping Cart Conversion Rate	35.63%	34.68%	2.09%	32.28%	10.38%
Shopping Cart Abandonment Rate	64.37%	65.32%	-1.12%	67.72%	-4.95%
Session Traffic Summary Metrics					
Average Session Length	6:49	7:16	-4.26%	6:39	2.51%
Bounce (One Page) Rate	25.52%	26.05%	-2.21%	26.04%	-2.00%
Browsing Sessions	49.01%	47.67%	2.00%	48.78%	0.47%
Page Views Per Session	9.19	9.26	-1.45%	9.15	0.44%
Product Views Per Session	2.06	2.04	0.72%	2.11	-2.37%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

Department Stores

	Cyber Monday 2011 vs. Cyber Monday 2010*
Sales	60.04%

	Cyber Monday 2011	Cyber Monday 2010	% Change (y/y)*	Black Friday 2011	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	2.92	3.03	-3.49%	3.42	-14.62%
Average Order Value	$112.90	$117.49	-3.90%	$122.19	-7.60%
Conversion Summary Metrics					
Conversion Rate	3.69%	3.17%	16.21%	3.44%	7.27%
New Visitor Conversion Rate	2.91%	2.90%	0.40%	2.64%	10.23%
Shopping Cart Sessions	12.26%	12.92%	-5.10%	13.47%	-8.98%
Shopping Cart Conversion Rate	26.07%	23.02%	13.22%	23.73%	9.86%
Shopping Cart Abandonment Rate	73.93%	76.98%	-3.95%	76.27%	-3.07%
Session Traffic Summary Metrics					
Average Session Length	8:18	8:46	-5.34%	8:23	-0.99%
Bounce (One Page) Rate	24.50%	25.72%	-4.73%	23.54%	4.08%
Browsing Sessions	51.42%	48.98%	4.97%	50.81%	1.20%
Page Views Per Session	10.59	11.60	-8.69%	11.08	-4.42%
Product Views Per Session	1.99	1.98	0.48%	2.07	-3.86%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

Health and Beauty

	Cyber Monday 2011 vs. Cyber Monday 2010*
Sales	22.98%

	Cyber Monday 2011	Cyber Monday 2010	% Change (y/y)*	Black Friday 2011	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	5.42	4.20	26.65%	5.17	4.84%
Average Order Value	$83.47	$68.30	21.85%	$121.30	-31.19%
Conversion Summary Metrics					
Conversion Rate	5.40%	10.12%	-31.14%	4.82%	12.03%
New Visitor Conversion Rate	4.33%	5.94%	-30.67%	3.74%	15.78%
Shopping Cart Sessions	12.72%	18.73%	-17.62%	12.23%	4.01%
Shopping Cart Conversion Rate	36.71%	40.26%	-11.05%	32.64%	12.47%
Shopping Cart Abandonment Rate	63.29%	59.74%	7.76%	67.36%	-6.04%
Session Traffic Summary Metrics					
Average Session Length	7:38	8:31	-11.02%	7:23	3.39%
Bounce (One Page) Rate	32.77%	32.18%	7.09%	33.62%	-2.53%
Browsing Sessions	38.70%	43.77%	-10.65%	39.65%	-2.40%
Page Views Per Session	7.09	8.41	-14.47%	6.85	3.50%
Product Views Per Session	1.27	1.72	-16.49%	1.28	-0.78%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

Home Goods

	Cyber Monday 2011 vs. Cyber Monday 2010*
Sales	68.39%

	Cyber Monday 2011	Cyber Monday 2010	% Change (y/y)*	Black Friday 2011	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	3.60	3.68	-2.32%	3.37	6.82%
Average Order Value	$290.11	$236.18	22.83%	$243.08	19.35%
Conversion Summary Metrics					
Conversion Rate	4.65%	3.79%	22.56%	3.46%	34.39%
New Visitor Conversion Rate	3.57%	3.17%	12.64%	2.76%	29.35%
Shopping Cart Sessions	11.97%	10.52%	13.85%	9.82%	21.89%
Shopping Cart Conversion Rate	34.60%	34.99%	-1.12%	31.72%	9.08%
Shopping Cart Abandonment Rate	65.40%	65.01%	0.60%	68.28%	-4.22%
Session Traffic Summary Metrics					
Average Session Length	7:42	7:21	4.59%	7:46	-0.86%
Bounce (One Page) Rate	28.17%	27.87%	1.07%	29.45%	-4.35%
Browsing Sessions	45.56%	46.14%	-1.26%	46.25%	-1.49%
Page Views Per Session	8.29	8.26	0.31%	7.99	3.75%
Product Views Per Session	2.13	2.19	-2.70%	2.17	-1.84%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

For more information about US Retail Holiday 2011, visit us at:
http://www.coremetrics.com/solutions/benchmark-report-black-friday-cyber-monday-2011.php

Transactions Summary Metrics

1. **Items Per Order**
   The average number of items purchased per order
2. **Average Order Value**
   The average value of each order

Conversion Summary Metrics

1. **Conversion Rate**
   The percentage of sessions in which visitors completed an order
2. **New Visitor Conversion Rate**
   Out of all new visitor sessions, the percentage that completed an order
3. **Shopping Cart Session Percentage**
   The percentage of sessions in which visitors placed at least one item in their shopping carts
4. **Shopping Cart Conversion Rate**
   Out of all visitors who placed items in their shopping carts, the percentage that placed an actual order
5. **Shopping Cart Abandonment Rate**
   Out of all visitors who placed items in their shopping carts, the percentage that did not place an actual order

Session Traffic Summary Metrics

1. **Average Session Length**
   The average length of time for a visitor session
2. **Bounce (One Page) Rate**
   The percentage of sessions in which visitors only viewed one page before leaving the site
3. **Multi-Page Session Percentage**
   The percentage of sessions in which visitors viewed more than one page
4. **Browsing Session Percentage**
   The percentage of sessions in which visitors viewed at least one product page
5. **Page Views Per Session**
   The average number of pages viewed by visitors per session
6. **Product Views Per Session**
   The average number of products viewed by visitors per session

Mobile Summary Metrics

1. **Mobile: Percentage of Sales**
   Out of all online sales, the percentage that was from a mobile device
2. **Mobile: Percentage of Site Traffic**
   Out of all sessions, the percentage that was from a mobile device
3. **Mobile: Bounce Rate**
   The percentage of sessions from mobile devices in which visitors only viewed one page before leaving the site
4. **Mobile: Conversion Rate**
   The percentage of sessions from mobile devices in which visitors completed an order
5. **Mobile: Average Session Length**
   The average length of time for a visitor session from a mobile device
6. **Mobile Device: Android Sessions**
   Out of all sessions, the percentage that was from an Android mobile device

7. **Mobile Device: iPhone Sessions**
   Out of all sessions, the percentage that was from an iPhone mobile device
8. **Mobile Device: iPad Sessions**
   Out of all sessions, the percentage that was from an iPad mobile device

Social Summary Metrics

1. **Social: Percentage of Sales**
   Out of all online sales, the percentage that was from a social site referral
2. **Social: Percentage of Site Traffic**
   Out of all sessions, the percentage that was from a social site referral
3. **Social: Facebook Referral Sessions**
   Out of all sessions, the percentage that was from a Facebook referral
4. **Social: Facebook Referral Sessions**
   Out of all sessions, the percentage that was from a Twitter referral

About IBM Coremetrics Benchmark

The IBM Coremetrics Benchmark is the only analytics-based, peer-level benchmarking solution that measures online marketing results, including real-time sales data. All of the data is aggregated and anonymous.

Coremetrics Benchmark uses IBM's cloud-based digital analytics platform to rapidly collect and analyze intelligence on how consumers are responding to the products and services being offered to them, enabling clients to make accurate decisions on marketing expenditures. As a result, marketing teams can gain deeper insight about their consumers and present personalized recommendations, promotions and other sales incentives across the wide variety of channels—including social networks and mobile devices—where consumers interact with their brands.

About IBM Enterprise Marketing Management solutions

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing organizations. Integrating and streamlining all aspects of online and offline marketing, IBM's EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes.

The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels. IBM EMM provides robust web and customer analytics, event detection, campaign management, real-time interaction management and recommendations, lead management, digital marketing optimization, email marketing, targeted advertising, search engine marketing, and marketing resource management capabilities. Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results.

IBM's time-tested and comprehensive offerings are giving companies such as E*TRADE, ING, Intercontinental Hotels Group, Orvis, PETCO, United Airlines, Vivo and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today — a more consistent and relevant brand experience across all channels.

For more information

To learn more about IBM Coremetrics, please contact your IBM marketing representative or IBM Business Partner or visit the following website: **ibm.com**/software/marketing-solutions

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