

eCommerce stats unwrapped

A holiday gift from Profitero



Sales uplift of moving from Page 2 to Page 1 organically

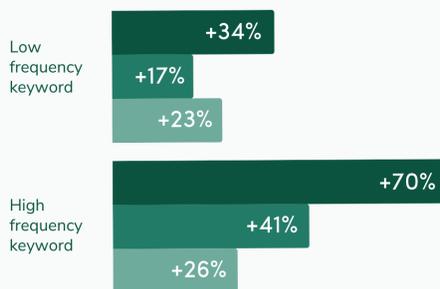
Moving to Page 1 can increase sales by 70%. But if you want to double your sales, top 5 is where you need to be.



Source: Profitero

Sales uplift of getting to a top 10 organic spot

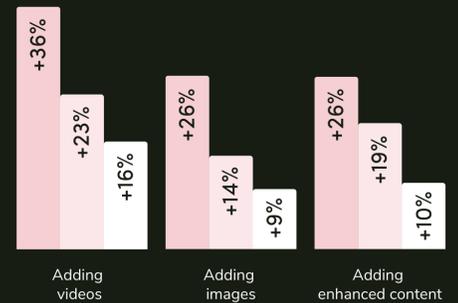
Sales Traffic Conversion



Source: Profitero

Sales uplift of improving product content

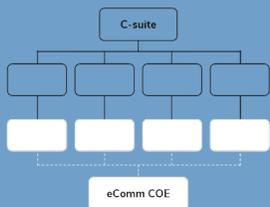
Sales Traffic Conversion



Source: Profitero

eCommerce roles are becoming more democratized

Nearly one out of five leaders (19%) say eCommerce responsibilities are now democratized across their businesses, a 20% jump from last year.



Source: Profitero

Roles & budget tied to eCommerce are increasing

Dedicated Digital Media & Marketing roles

Budgeting for Data & Analytics services



Source: Profitero

Retailer / brand collaboration is making promising headway

77%

of eCommerce leaders are including eCommerce in joint business reviews

14%

are developing eCommerce-specific goals, budgets & requirements with retailers



Source: Profitero

Best performing branded search terms by YOY % increase on Amazon

U.S.	U.K.
+438% Crocs	+126% Pokemon
+280% Squishmallow	+104% iPhone
+164% iPhone charger	+84% Ring doorbell
+111% Nike	+63% PS5
+104% Pokemon cards	+39% Lego Star Wars

Source: Profitero

U.S. retailers with the lowest online prices for typical holiday categories

CATEGORY	LOWEST	2ND LOWEST	DIFFERENCE
Pet Supplies	amazon + chewy	petco	2%
Beauty	amazon	Walmart*	3%
Toys & Games	amazon	Walmart*	3%
Appliances	amazon	Walmart*	5%
Fashion	amazon	NORDSTROM	5%
Tools & Home Improvement	amazon	Home Depot	5%
Electronics	amazon	Best Buy + Walmart*	9%
Video Games	amazon	BEST BUY	13%

Source: Profitero

U.K. retailers with the lowest online prices for typical Christmas gifting categories

CATEGORY	LOWEST	2ND LOWEST	DIFFERENCE
Toys & Games	amazon	SMYTHS	5%
Electronics	amazon	JOHN LEWIS PARTNERS	6%
Video Games	amazon	currys	6%
Beauty	amazon	ASOS	12%

Source: Profitero