



FACES

HUMANIZE EVERY CLICK™

INTRODUCTION

Do online shoppers shop differently during the holidays? How does online shopping behavior vary across categories?

To answer these questions, the **NetElixir Retail Intelligence Lab** analyzed over 1.5 million unique online customer paths to purchase across 10 retail categories during the 2018 holiday season. We focused our efforts on the shopping behavior of high-value online shoppers since, in our retail data set across categories, they account for over 60% of total website purchases. The high-value customers' path-to-purchase data was aggregated, analyzed, and compared for two 30-day periods. This includes before (10/21 to 11/20/18) and during (11/21 to 12/20/18) the holiday season.

We grouped the aggregated data into four categories:

- 1. Purchase Latency:** (The time between the first landing and actual purchase.) We expected the purchase latency to be lower during the holiday season. Our hypothesis was that online shoppers are pushed to complete their purchases quickly through time-bound offers.
- 2. Cart Size:** (The Average Order Value (AOV), as well as the number of items in the shopping cart.) We expected both numbers to be higher during the holidays.
- 3. Day-Parts:** We wanted to know whether high-value shoppers were more likely to start, as well as complete their shopping during a certain day of the week and time of day.
- 4. Impact of Mobile:** What percentage of all first-time website landings, as well as online purchases, was driven by smartphones.

For each of the ten categories, we conducted a data overlay of the above insights onto the high-value customer demographic data, to build distinct customer personal for the pre-holiday and holiday campaign season.

FACES showcases these insights for the high-value online shopper for the following retail categories: women's apparel, home furnishings, home improvement, food and gourmet, grocery, sporting goods, B2B, art supplies, pet supplies, and promotional products.

How Can You Use This Book? You can compare your high-value customer shopping insights with that of your category to identify if there are any overlaps. You can use the data to create a more efficient and effective marketing campaign.

We will also publish the **Why Paper** online for each category, wherein we explain shopper behavior using academic research models. You can download the **Why Paper** focused on women's apparel on netelixir.com/whypaper and sign up to receive upcoming editions via email.

According to NRF, in 2018, 41.4 million people shopped only online from Thanksgiving to Cyber Monday in the United States. These online shoppers belong to a wide range of demographic segments and exhibit unique search-shop-buy behaviors. Marketers can improve the overall shopping experience if online shopping behavior is better understood.

We hope our **FACES** research inspires retailers to gain a deeper understanding of their customers' behavior. Marketers can make more responsible and impactful marketing programs by constantly aggregating live customer data streams, analyzing using customized data analysis models, and applying these learnings.

Best wishes,

Udayan Bose
Founder & CEO, NetElixir

WOMEN'S APPAREL

WOMEN,
AGE 25-34

PRE-HOLIDAY

2.24

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

\$67

AOV

1.00

ITEMS PER ORDER

10:01_{AM}

TIME OF 1ST VISIT

10:45_{AM}

TIME OF PURCHASE

44%

1ST VISIT ON MOBILE

43%

MOBILE PURCHASES

HOLIDAY

2.43

\$85

1.10

1:46_{AM}

11:48_{AM}

48%

41%





WOMEN,
AGE 35-44



ART SUPPLIES

PRE-HOLIDAY

HOLIDAY

1.15

..... LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

0.41

\$19

..... AOV

\$18

1.81

..... ITEMS PER ORDER

1.76

10:24_{PM}

..... TIME OF 1ST VISIT

8:43_{PM}

5:04_{PM}

..... TIME OF PURCHASE

8:18_{PM}

33%

..... 1ST VISIT ON MOBILE

46%

58%

..... MOBILE PURCHASES

50%

B2B

WOMEN,
AGE 45-54

PRE-HOLIDAY

HOLIDAY

7.15

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

6.41

\$312

AOV

\$274

7.99

ITEMS PER ORDER

7.00

10:24^{PM}

TIME OF 1ST VISIT

8:43^{PM}

5:04^{PM}

TIME OF PURCHASE

3:10^{PM}

33%

1ST VISIT ON MOBILE

46%

28%

MOBILE PURCHASES

20%





**WOMEN,
AGE 45-54**

FOOD & GOURMET

PRE-HOLIDAY

HOLIDAY

2.07

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

2.00

\$74

AOV

\$77

1.53

ITEMS PER ORDER

1.36

6:20_{PM}

TIME OF 1ST VISIT

8:31_{PM}

8:37_{PM}

TIME OF PURCHASE

9:35_{PM}

21%

1ST VISIT ON MOBILE

22%

19%

MOBILE PURCHASES

19%

GROCERY

WOMEN,
AGE 35-44

PRE-HOLIDAY

3.96

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

\$24

AOV

1.90

ITEMS PER ORDER

6:10_{PM}

TIME OF 1ST VISIT

6:51_{PM}

TIME OF PURCHASE

59%

1ST VISIT ON MOBILE

62%

MOBILE PURCHASES

HOLIDAY

4.08

\$18

2.65

8:43_{PM}

8:18_{PM}

63%

65%



**WOMEN,
AGE 35-44**

HOME FURNISHINGS

PRE-HOLIDAY

HOLIDAY

4.86

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

4.07

\$243

AOV

\$259

1.39

ITEMS PER ORDER

1.36

6:41_{PM}

TIME OF 1ST VISIT

11:25_{PM}

6:58_{PM}

TIME OF PURCHASE

1:21_{AM}

57%

1ST VISIT ON MOBILE

63%

58%

MOBILE PURCHASES

62%

HOME IMPROVEMENT

MEN,
AGE 35-44

PRE-HOLIDAY

4.86

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

\$416

AOV

2.00

ITEMS PER ORDER

6:34^{PM}

TIME OF 1ST VISIT

5:11^{PM}

TIME OF PURCHASE

58%

1ST VISIT ON MOBILE

58%

MOBILE PURCHASES

HOLIDAY

4.00

\$284

2.24

11:47^{PM}

6:21^{PM}

62%

65%



**WOMEN,
AGE 55-64**

PET SUPPLIES

PRE-HOLIDAY

HOLIDAY

5.34

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

5.01

\$48

AOV

\$50

2.00

ITEMS PER ORDER

2.06

6:36_{PM}

TIME OF 1ST VISIT

1:44_{AM}

3:44_{PM}

TIME OF PURCHASE

4:44_{PM}

57%

1ST VISIT ON MOBILE

60%

51%

MOBILE PURCHASES

51%

PROMOTIONAL PRODUCTS

WOMEN,
AGE 25-34

PRE-HOLIDAY

0.67

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

\$23

AOV

98.00

ITEMS PER ORDER

7:52^{PM}

TIME OF 1ST VISIT

7:31^{PM}

TIME OF PURCHASE

48%

1ST VISIT ON MOBILE

46%

MOBILE PURCHASES

HOLIDAY

0.52

\$24

49.81

5:24^{PM}

7:19^{PM}

64%

59%



**MEN,
AGE 25-34**

SPORTS

PRE-HOLIDAY

HOLIDAY

5.20

LATENCY

FROM 1ST CLICK TO PURCHASE (IN DAYS)

5.05

\$50

AOV

\$52

1.46

ITEMS PER ORDER

1.42

2:20_{AM}

TIME OF 1ST VISIT

2:45_{AM}

1:58_{AM}

TIME OF PURCHASE

2:30_{AM}

56%

1ST VISIT ON MOBILE

54%

53%

MOBILE PURCHASES

52%



PAID SEARCH • PAID SOCIAL
SEO • AMAZON • ANALYTICS

{ RETAIL SEARCH MARKETING }

NetElixir is a specialized search marketing agency that helps global retailers thrive online. We've been in the digital marketing space since a tweet was simply the sound a bird made. Every single day, we combine this unique experience with our never ending passion for creating smarter search marketing solutions to help our clients engage with their customers. And most importantly, drive results that surpass their wildest expectations.