



# Ecommerce Quarterly Benchmarks

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Q4 2020

# INTRODUCTION

Our quarterly ecommerce benchmark report includes average order value and conversion rates by device, source channel, and more. To produce this proprietary data, we analyzed billions of customer sessions across 250+ retailer brands.



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## BENCHMARKS

<b>Website Visits</b>	<b>3</b>
<b>Average Page Views</b>	<b>5</b>
<b>Bounce Rate</b>	<b>8</b>
<b>Conversion Rate</b>	<b>11</b>
<b>Average Order Value</b>	<b>14</b>



## WEBSITE VISITS

Website Visits By Device		Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Global</b>	<b>Desktop</b>	32.31%	38.22%	40.60%	37.13%	32.49%
<b>Global</b>	<b>Mobile Phone</b>	61.61%	56.44%	55.08%	58.75%	53.55%
<b>Global</b>	<b>Other</b>	0.93%	1.41%	0.93%	0.94%	4.98%
<b>Global</b>	<b>Tablet</b>	5.15%	3.93%	3.39%	3.17%	8.98%
<b>US</b>	<b>Desktop</b>	36.78%	44.62%	48.67%	42.30%	35.30%
<b>US</b>	<b>Mobile Phone</b>	57.69%	50.58%	47.67%	53.99%	46.80%
<b>US</b>	<b>Other</b>	0.65%	1.26%	0.79%	0.85%	6.79%
<b>US</b>	<b>Tablet</b>	4.88%	3.54%	2.87%	2.85%	11.10%
<b>GB</b>	<b>Desktop</b>	19.52%	21.16%	19.31%	18.85%	18.97%
<b>GB</b>	<b>Mobile Phone</b>	72.93%	72.36%	74.66%	75.56%	75.65%
<b>GB</b>	<b>Other</b>	0.08%	0.15%	0.21%	0.35%	0.46%
<b>GB</b>	<b>Tablet</b>	7.47%	6.33%	5.81%	5.24%	4.92%

### Website Visits By Operating System

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Android</b>	21.10%	19.69%	18.56%	20.14%	19.45%
<b>Chrome OS</b>	0.56%	0.54%	0.55%	0.53%	0.45%
<b>Linux</b>	3.21%	4.44%	2.47%	2.02%	1.75%
<b>Macintosh</b>	10.09%	13.53%	13.66%	12.63%	10.86%
<b>Windows</b>	18.28%	19.53%	23.73%	21.67%	19.26%
<b>Windows Phone</b>	0.02%	0.01%	0.01%	0.00%	0.00%
<b>iOS</b>	45.67%	40.71%	40.01%	41.95%	43.01%

## AVERAGE PAGE VIEWS

Average Page Views By Device		Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Global</b>	<b>Desktop</b>	7.71	6.32	6.13	6.46	6.64
<b>Global</b>	<b>Mobile Phone</b>	7.11	7.02	8.03	6.90	5.89
<b>Global</b>	<b>Other</b>	2.61	1.99	2.56	2.93	1.25
<b>Global</b>	<b>Tablet</b>	8.82	8.54	9.28	8.75	3.08
<b>US</b>	<b>Desktop</b>	6.92	5.29	4.64	5.40	5.48
<b>US</b>	<b>Mobile Phone</b>	6.03	5.91	6.10	5.29	4.61
<b>US</b>	<b>Other</b>	4.15	2.38	3.16	3.57	1.16
<b>US</b>	<b>Tablet</b>	8.21	7.63	7.73	7.29	2.10
<b>GB</b>	<b>Desktop</b>	11.68	11.98	15.29	15.16	14.17
<b>GB</b>	<b>Mobile Phone</b>	9.28	8.97	11.13	9.95	8.40
<b>GB</b>	<b>Other</b>	7.31	7.60	7.11	6.41	6.25
<b>GB</b>	<b>Tablet</b>	10.02	10.24	11.99	11.70	10.82

**Average Page Views By Operating System**

	<b>Q4 2019</b>	<b>Q1 2020</b>	<b>Q2 2020</b>	<b>Q3 2020</b>	<b>Q4 2020</b>
<b>Android</b>	7.53	7.44	8.82	7.47	5.85
<b>Chrome OS</b>	9.91	9.72	11.02	10.33	9.98
<b>Linux</b>	2.02	1.83	1.75	2.98	6.23
<b>Macintosh</b>	8.42	6.44	7.05	6.95	6.86
<b>Windows</b>	8.27	7.18	5.94	6.44	6.50
<b>Windows Phone</b>	5.44	5.07	5.56	5.12	3.83
<b>iOS</b>	7.11	6.96	7.76	6.74	5.34

### Average Page Views By Region

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Global</b>	7.35	6.74	7.25	6.76	5.65
<b>US</b>	6.45	5.65	5.42	5.38	4.41
<b>GB</b>	9.80	9.68	11.97	11.01	9.60

# BOUNCE RATE

Bounce Rate By Category					
	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Direct</b>	45.32%	53.66%	57.96%	57.81%	69.43%
<b>Email</b>	31.51%	30.79%	28.65%	31.28%	29.69%
<b>Search</b>	26.61%	26.16%	25.68%	28.27%	28.86%
<b>Social</b>	44.88%	41.50%	37.97%	42.30%	42.52%
<b>Unknown</b>	43.79%	44.79%	44.31%	46.00%	44.75%



### Bounce Rate By Operating System

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Android</b>	37.19%	37.87%	36.98%	42.89%	51.21%
<b>Chrome OS</b>	26.60%	27.93%	27.51%	31.56%	30.66%
<b>Linux</b>	69.48%	70.16%	86.55%	81.46%	80.30%
<b>Macintosh</b>	44.63%	58.84%	57.31%	55.83%	56.84%
<b>Windows</b>	38.93%	46.87%	61.82%	58.83%	61.58%
<b>Windows Phone</b>	46.34%	47.63%	45.73%	45.90%	57.27%
<b>iOS</b>	38.77%	39.97%	38.71%	43.59%	54.16%

### Bounce Rate By Region

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Global</b>	40.25%	45.31%	47.78%	49.14%	57.85%
<b>US</b>	44.27%	51.08%	55.73%	54.66%	67.55%
<b>GB</b>	29.72%	30.90%	28.41%	31.22%	29.20%

# CONVERSION RATE

Conversion Rate By Device		Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Global</b>	<b>Desktop</b>	3.65%	2.55%	2.38%	2.59%	2.57%
<b>Global</b>	<b>Mobile Phone</b>	2.06%	1.84%	2.12%	1.86%	1.80%
<b>Global</b>	<b>Other</b>	0.18%	0.12%	0.14%	0.97%	0.30%
<b>Global</b>	<b>Tablet</b>	3.72%	3.16%	3.48%	3.41%	0.91%
<b>US</b>	<b>Desktop</b>	3.72%	2.43%	2.10%	2.51%	2.33%
<b>US</b>	<b>Mobile Phone</b>	1.85%	1.61%	2.01%	1.68%	1.57%
<b>US</b>	<b>Other</b>	0.34%	0.19%	0.21%	0.26%	0.02%
<b>US</b>	<b>Tablet</b>	3.80%	3.12%	3.32%	3.20%	0.59%
<b>GB</b>	<b>Desktop</b>	5.11%	4.14%	5.30%	5.74%	5.53%
<b>GB</b>	<b>Mobile Phone</b>	3.44%	3.15%	2.97%	2.90%	2.87%
<b>GB</b>	<b>Other</b>	1.09%	0.40%	0.34%	13.63%	22.00%
<b>GB</b>	<b>Tablet</b>	4.23%	3.64%	4.22%	4.41%	3.59%

### Conversion Rate By Operating System

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Android</b>	2.12%	1.86%	2.23%	1.94%	1.71%
<b>Chrome OS</b>	3.54%	2.92%	3.76%	3.49%	3.69%
<b>Linux</b>	0.15%	0.09%	0.13%	0.16%	0.16%
<b>Macintosh</b>	3.55%	2.26%	2.59%	2.65%	2.75%
<b>Windows</b>	4.36%	3.32%	2.46%	2.77%	2.66%
<b>Windows Phone</b>	0.85%	0.66%	0.64%	0.59%	0.36%
<b>iOS</b>	2.22%	1.96%	2.19%	1.94%	1.65%

### Conversion Rate By Region

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Global</b>	2.64%	2.14%	2.25%	2.17%	1.89%
<b>US</b>	2.62%	2.01%	2.08%	2.06%	1.62%
<b>GB</b>	3.83%	3.39%	3.49%	3.56%	3.50%

## AVERAGE ORDER VALUE

Average Order Value By Category					
	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Direct</b>	\$109.92	\$103.87	\$100.87	\$101.72	\$110.28
<b>Email</b>	\$110.49	\$107.67	\$106.96	\$103.00	\$112.39
<b>Search</b>	\$99.61	\$92.84	\$93.65	\$96.01	\$100.25
<b>Social</b>	\$81.86	\$71.82	\$74.78	\$74.47	\$82.38
<b>Unknown</b>	\$112.86	\$106.82	\$110.64	\$107.92	\$115.27

### Average Order Value By Device

		Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Global</b>	<b>Desktop</b>	\$125.39	\$119.58	\$122.11	\$120.51	\$126.57
<b>Global</b>	<b>Mobile Phone</b>	\$92.01	\$85.53	\$84.31	\$84.69	\$93.31
<b>Global</b>	<b>Other</b>	\$46.99	\$44.15	\$67.66	\$120.73	\$107.82
<b>Global</b>	<b>Tablet</b>	\$98.83	\$86.44	\$89.11	\$87.18	\$95.54
<b>US</b>	<b>Desktop</b>	\$129.94	\$123.81	\$131.16	\$123.67	\$128.22
<b>US</b>	<b>Mobile Phone</b>	\$101.63	\$91.80	\$90.82	\$86.48	\$93.87
<b>US</b>	<b>Other</b>	\$40.36	\$39.71	\$63.72	\$58.60	\$84.49
<b>US</b>	<b>Tablet</b>	\$106.46	\$91.39	\$96.75	\$87.19	\$94.13
<b>GB</b>	<b>Desktop</b>	£84.70	£79.45	£83.47	£93.46	£94.83
<b>GB</b>	<b>Mobile Phone</b>	£66.60	£61.69	£63.76	£66.80	£75.13
<b>GB</b>	<b>Other</b>	£80.17	£85.57	£94.08	£131.86	£109.37
<b>GB</b>	<b>Tablet</b>	£75.75	£66.32	£72.48	£79.15	£86.52

### Average Order Value By Operating System

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Android</b>	\$81.75	\$75.50	\$74.99	\$75.99	\$84.35
<b>Chrome OS</b>	\$92.52	\$88.11	\$101.47	\$93.89	\$95.97
<b>Linux</b>	\$121.98	\$102.00	\$118.76	\$116.51	\$134.71
<b>Macintosh</b>	\$133.91	\$123.90	\$127.17	\$120.31	\$129.50
<b>Windows</b>	\$122.57	\$118.47	\$119.99	\$121.64	\$126.13
<b>Windows Phone</b>	\$68.59	\$64.44	\$70.77	\$71.75	\$78.14
<b>iOS</b>	\$97.89	\$90.28	\$89.42	\$89.24	\$97.77



**Average Order Value By Region**

	<b>Q4 2019</b>	<b>Q1 2020</b>	<b>Q2 2020</b>	<b>Q3 2020</b>	<b>Q4 2020</b>
<b>Global</b>	\$107.81	\$101.61	\$101.04	\$101.26	\$108.57
<b>US</b>	\$117.04	\$109.52	\$111.27	\$106.15	\$111.73
<b>GB</b>	£72.16	£66.67	£70.25	£76.75	£82.70

### Average Order Value By US State

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Armed Forces - America</b>	\$150.97	\$138.99	\$138.78		
<b>Armed Forces - Europe</b>	\$165.41	\$154.50	\$161.47	\$162.01	\$168.57
<b>Alaska</b>	\$147.98	\$135.32	\$128.29	\$136.24	\$143.26
<b>Alabama</b>	\$108.99	\$104.42	\$111.22	\$109.27	\$105.61
<b>Armed Forces - Pacific</b>	\$135.69	\$101.97			\$105.39
<b>Arkansas</b>	\$113.68	\$108.36	\$113.27	\$112.77	\$109.14
<b>Arizona</b>	\$107.85	\$103.87	\$112.34	\$105.56	\$102.09
<b>California</b>	\$126.05	\$118.30	\$115.49	\$114.84	\$119.01
<b>Colorado</b>	\$127.93	\$115.29	\$115.81	\$113.17	\$117.56
<b>Connecticut</b>	\$117.33	\$107.61	\$114.69	\$102.61	\$112.20
<b>District of Columbia</b>	\$135.42	\$123.82	\$116.61	\$112.84	\$119.79
<b>Delaware</b>	\$117.38	\$103.99	\$105.87	\$112.23	\$104.75
<b>Florida</b>	\$116.51	\$112.18	\$116.08	\$109.98	\$110.39
<b>Georgia</b>	\$113.37	\$108.54	\$112.28	\$106.19	\$109.88
<b>Hawaii</b>	\$119.64	\$112.22	\$105.81	\$106.93	\$110.59
<b>Iowa</b>	\$103.37	\$94.32	\$97.94	\$94.67	\$105.23
<b>Idaho</b>	\$120.92	\$112.01	\$115.66	\$112.52	\$115.37
<b>Illinois</b>	\$115.44	\$104.91	\$102.69	\$97.26	\$104.00
<b>Indiana</b>	\$102.47	\$95.99	\$101.07	\$95.14	\$96.87
<b>Kansas</b>	\$107.24	\$98.81	\$100.98	\$98.49	\$102.30
<b>Kentucky</b>	\$108.54	\$101.93	\$107.92	\$103.19	\$101.40
<b>Louisiana</b>	\$112.26	\$105.74	\$107.08	\$104.75	\$106.83
<b>Massachusetts</b>	\$117.77	\$108.00	\$112.68	\$103.33	\$113.75
<b>Maryland</b>	\$116.23	\$108.37	\$107.24	\$101.63	\$110.43
<b>Maine</b>	\$110.79	\$100.19	\$108.47	\$106.16	\$105.95
<b>Michigan</b>	\$109.25	\$99.68	\$103.66	\$99.93	\$107.33
<b>Minnesota</b>	\$115.86	\$104.78	\$106.39	\$104.63	\$115.36

### Average Order Value By US State cont.

	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
<b>Missouri</b>	\$106.64	\$98.01	\$101.63	\$96.53	\$98.52
<b>Mississippi</b>	\$109.17	\$100.98	\$108.67	\$107.96	\$105.82
<b>Montana</b>	\$125.93	\$113.91	\$116.62	\$115.78	\$118.33
<b>North Carolina</b>	\$110.54	\$102.51	\$110.55	\$104.63	\$104.42
<b>North Dakota</b>	\$114.23	\$103.10	\$105.98	\$102.69	\$119.59
<b>Nebraska</b>	\$108.06	\$103.38	\$106.28	\$107.10	\$108.17
<b>New Hampshire</b>	\$113.56	\$104.25	\$109.68	\$104.59	\$111.69
<b>New Jersey</b>	\$123.84	\$111.09	\$114.35	\$105.56	\$118.18
<b>New Mexico</b>	\$115.54	\$107.52	\$105.42	\$104.67	\$101.97
<b>Nevada</b>	\$117.45	\$109.09	\$107.72	\$106.72	\$108.27
<b>New York</b>	\$135.26	\$119.92	\$116.71	\$112.82	\$127.34
<b>Ohio</b>	\$105.50	\$97.16	\$100.93	\$95.23	\$99.17
<b>Oklahoma</b>	\$109.89	\$104.21	\$140.82	\$104.77	\$103.55
<b>Oregon</b>	\$121.11	\$111.63	\$114.49	\$113.14	\$116.86
<b>Pennsylvania</b>	\$102.76	\$96.38	\$102.71	\$93.98	\$100.26
<b>Rhode Island</b>	\$101.90	\$95.37	\$103.78	\$92.15	\$99.47
<b>South Carolina</b>	\$108.09	\$103.99	\$113.23	\$106.44	\$105.05
<b>South Dakota</b>	\$112.08	\$101.22	\$107.26	\$105.69	\$117.18
<b>Tennessee</b>	\$108.94	\$101.74	\$108.79	\$103.78	\$104.57
<b>Texas</b>	\$116.19	\$109.84	\$109.12	\$105.32	\$104.86
<b>Utah</b>	\$120.32	\$113.34	\$114.54	\$111.69	\$115.89
<b>Virginia</b>	\$122.65	\$119.85	\$117.29	\$105.88	\$109.03
<b>Vermont</b>	\$123.32	\$110.72	\$111.90	\$107.65	\$116.56
<b>Washington</b>	\$122.50	\$113.86	\$114.61	\$113.34	\$119.67
<b>Wisconsin</b>	\$111.79	\$104.48	\$106.70	\$103.18	\$107.06
<b>West Virginia</b>	\$104.66	\$97.63	\$96.16	\$97.37	\$97.74
<b>Wyoming</b>	\$127.38	\$112.52	\$116.58	\$117.74	\$121.40

# POWERFUL PERSONALIZATION

Kibo Personalization, the leading and most experienced personalization solution on the market, fueled by Monetate and Certona, empowers marketers to delight customers by enabling everything from quick one-off content changes to complex personalization across the full customer journey.

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