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# Canadian eCommerce Monthly Trends Report

**SPECIAL EDITION:**  
Black Friday & Cyber Monday

## Canadian eCommerce Monthly Trends

This is the fifteenth post in our [Canadian eCommerce Monthly Trends series](#). Following up from last month's data from October 2012, the data below was collected from November 1 – November 30, 2012. This data is compiled using 5-10 Canadian-Only online retail businesses with eCommerce platform and Google Analytics data. We're giving a range, as we want to keep the sites being used to aggregate this data somewhat confidential. *(All data is rounded to two decimal places)*.

The content of this report was gathered from eCommerce merchants of all sizes, from top Canadian retailers, to local small-medium size businesses.

## Sales and Customer Activity

Below is a quick summary of various metrics for our sites:

Activity	Statistic
Monthly Sales Growth Over Same Period Last Year	189.55%
Average Conversion Rate (%)	1.03%
Average Order Value (\$CAD)	\$145.49
Average Time on Site (minutes)	4:25
Average Bounce Rate	28.53%
Average Number of Transactions	1,383
Average Quantity	4,982

## Traffic Sources

The data below shows the traffic data from main traffic channels and the percentage of sales from each source.

Source	Traffic (%)	Sale (%)
Direct	16.78%	15.48%
Organic	48.65	51.14
Paid	<u>7.22</u>	<u>9.73</u>
Total Search	55.87%	60.87
Campaign	17.97%	17.90%
Referral	9.38%	5.75%
<b>Total</b>	<b>100%</b>	<b>100%</b>



## Organic Traffic Break Down

The data below shows the traffic break down between major search engine sites. Note, this is just an overview and omits other smaller search engines. As you can see below, Google continues to represent the largest source for organic traffic.

Site	Traffic (%)	Sales (%)
Google	54.17%	58.47%
Yahoo	1.51%	1.41%
Bing	2.24%	2.91%

## PPC Statistics

The data below helps to show the value that PPC gives:

Activity	Statistic
Avg. Order Value (\$CAD)	\$136.36
Avg. Conversion Rate	1.38%
Avg. Click Through Rate (CTR)	10.56%
Avg. Number of Transactions	233
New Visitors	58.37%

## Mobile Statistics

With smartphone ownership and adoption growing everyday, it comes as no surprise that mCommerce (Mobile Commerce) is the next big thing and will change how we buy online. The data below represents some of the mobile statistics across our sites:

Mobile Activity	Statistic
Avg. Conversion Rate	0.58%
Avg. Time on Mobile site (minutes)	3:53
Avg. Order Value (\$CAD)	\$157.51
Avg. Number of Transactions	208
% of New Visitors	52.59%

## mCommerce vs eCommerce

Activity	mCommerce	eCommerce
Conversion Rate	0.58%	1.03%
Order Value (\$CAD)	\$157.51	\$145.49
Number of Transactions	208	1,383
Time on Site (minutes)	3:53	4:25
New Visitors	52.59%	59.42%

It's interesting to note the differences and similarities between our mobile and eCommerce statistics. This month, we saw that our average conversion rate from our eCommerce data is still at least double that of our mobile. This is usually due to a lower confidence in consumers to purchase through their devices. Next, the average number of transactions for our eCommerce sites blows our mCommerce data out of the water, when comparing 1,383 to 208. With regards to similarities, in November we saw the average duration on a site ranged between 3.5-4.5 minutes, and the percentage of new visitors was comparable between 52-59%. However, it's interesting to note that the average order value was in fact *higher* for our mobile sites than eCommerce.

## Types of Mobile Devices

With a wide range of smartphones at our disposal, we were curious about which mobile devices were the most popular for consumers to make an online purchase. See below for the top mobile devices.

Top Mobile Devices	
Apple iPhone	RIM Blackberry Bold Touch 9900
Apple iPad	Samsung GT I9300 Galaxy SIII
Apple iPod Touch	Google Nexus S Samsung
Sony Erisson LT15i	RIM Blackberry 9780
Samsung GT-1900 Galaxy SII	Samsung GT-P7510 Galaxy Tab

Recently, there has been a large increase in the number of consumers using the Samsung GT I9300 Galaxy SIII after its launch. It has now been added to the Top Mobile Devices list as seen above.

## SPECIAL EDITION: Black Friday & Cyber Monday Data

The Black Friday and Cyber Monday weekend is an exciting and busy time for both retailers both on and offline. We saw some interesting changes this year from 2011, a bigger emphasis in mobile as well as tablets, and a large increase in overall volume of sales. In this section you'll get a sneak peak into some of the data some of our clients reported after the promotional weekend.

### Black Friday Summary

<b>Black Friday: Total 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
1.54%	1.35%	\$189.55	\$139.07

<b>Black Friday: Mobile 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
2.02%	0.62%	\$75.08	\$123.38

<b>Black Friday: Tablet 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
3.75%	0.82%	\$90.23	\$105.00

The average conversion rate for Black Friday last year was higher overall in all three categories above (total, mobile and tablet), but this significant decrease in 2012 was actually caused by a large increase in volume. This influx helped to almost double revenue on Black Friday this year. In all three situations we did see the number of transactions double this year, as well as the average order value increase for mobile and tablet.



## Black Friday Social Impact

Black Friday: Social Traffic Sources		
Facebook	Pinterest	Twitter
67.81%	3.51%	17.96%

Over the past year we've seen a large increase in social traffic being driven to our sites from social networks; the most popular being Facebook, Pinterest and Twitter. This past Black Friday we saw 67.81% of social traffic come from Facebook, which correlates to a healthy conversion rate in the chart below for the number of social conversions. Twitter was in second place, with almost 18% of social traffic being driven to sites from tweets and then finally Pinterest with almost 4%. This is impressive considering Pinterest just came onto the social scene in mid 2010.

Black Friday: Facebook Conversions	
Average Conversion Rates	Average Order Value
2.73%	\$154.69

As mentioned above, Facebook was the most popular social network on Black Friday to drive social traffic to our client's sites. We saw a healthy average conversion rate of almost 3% and an average order value of \$154.69 on this day.

## Cyber Monday Summary

Overall, we saw an increase in average conversion rates this year from 2011. However there was a decrease in conversion rates for mobile and tablets, due to an increase in the number of consumers using their smartphones to shop this year. We also saw the average order volume fall a bit in every category except tablets for 2012.

<b>Cyber Monday: Total 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
1.88%	2.22%	\$175.29	\$159.92

<b>Cyber Monday: Mobile 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
1.42%	0.67%	\$212.71	\$122.57

<b>Cyber Monday: Tablet 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
3.14%	1.02%	\$130.16	\$192.82



## Cyber Monday Social Impact

Once again Facebook was the most popular social network for driving traffic to our client's sites with over 78% of the social traffic. We also saw Pinterest increase its share for the amount of traffic driven when compared to Black Friday. However, Twitter reported a lower percentage of traffic driven then on Black Friday (17.96% vs 13.46%).

<b>Cyber Monday: Social Traffic Sources</b>		
<b>Facebook</b>	<b>Pinterest</b>	<b>Twitter</b>
78.16%	5.34%	13.46%

It comes as no surprise that we saw an even higher social conversion rate on Cyber Monday for Facebook (2.73% vs 4.53%). Many of our clients ran marketing campaigns especially for Cyber Monday through various social networks. Facebook is usually the most successful social converter for our clients when compared to other major social networks.

<b>Cyber Monday: Facebook Conversions</b>	
<b>Average Conversion Rates</b>	<b>Average Order Value</b>
4.53%	\$91.30



### Promotional Weekend: Friday to Monday Summary

As Black Friday and Cyber Monday have grown in popularity over the past couple of years, we have started to see promotional campaigns that last the entire weekend, or campaigns that overlap each other. The following charts below report average conversion rates and order values from the Friday to Monday for both 2011 and 2012. In all three of our categories we saw our volume at least double from 2011 to 2012, which resulted in lower conversion rates as well as average order values. We did see however the average order value for Tablets double for 2012, going from \$111.77 to \$200.21

<b>Entire Weekend: Total 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
1.60%	1.57%	\$169.20	\$157.45

<b>Entire Weekend: Mobile 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
1.19%	0.55%	\$151.10	\$115.52

<b>Entire Weekend: Tablet 2011 vs 2012</b>			
<b>Average Conversion Rate</b>		<b>Average Order Value</b>	
<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>2012</b>
1.89%	1.38%	\$111.77	\$200.21



## Promotional Weekend Social Impact

Over the entire weekend, Facebook remains to be the biggest driver of social traffic to our client’s websites with over 70%. It will be interesting to see how these statistics change next year, and if Pinterest will make an even bigger impact in 2013.

<b>Promotional Weekend: Social Traffic Sources</b>		
<b>Facebook</b>	<b>Pinterest</b>	<b>Twitter</b>
72.55%	4.19%	13.09%

Throughout the course of the weekend we saw an average conversion rate of only 1.59% from Facebook, with an average order value of \$127.73. The majority of Facebook interaction between our clients and their customers generally occurred on Black Friday and Cyber Monday, however the Saturday and Sunday in-between had a much lower conversion, resulting in an overall lower average conversion rate for the entire promotional weekend period.

<b>Promotional Weekend: Facebook Conversions</b>	
<b>Average Conversion Rates</b>	<b>Average Order Value</b>
1.59%	\$127.73

## Conclusion

This year in November we saw tremendous success from our merchants and some shifts in consumer behaviour on their smartphones. We would like to give a big shout out to our development, design and integration teams for working so diligently before, during and after the intense shopping weekend. We look forward to seeing what’s in store next year and how our data will change. For even more Post-Black Friday and Cyber Monday Reflections check out the latest [blog post](#) from our VP of Strategy, Jamie Schreter.





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