



Coremetrics Benchmark™
Black Friday Report 2010

Summary

The U.S. online retail sector delivered double digit growth on Black Friday 2010 compared to the same period last year, according to analytics-based findings by IBM (NYSE: [IBM](#)). These findings expand on IBM's earlier forecast that in-store sales of consumer electronics and appliances in U.S. retail stores would get an early start this year, with consumers spending a larger-than-usual share in November.

Delivered as part of [Coremetrics, an IBM Company's](#) third annual Black Friday Benchmark Report, the analysis of the online retail sector reveals the following trends as of 12:00 am PST compared to Black Friday 2009 (year/year):

- **Consumer Spending Increases:** Online sales were up a healthy 15.9 percent, with consumers pushing the average order value (AOV) up from \$170.19 to \$190.80 for an increase of 12.1 percent.
- **Luxury Goods Make a Comeback:** Jewelry retailers reported a 17.6 percent increase in sales. These affluent shoppers appear very willing to open their wallets.
- **Surgical Shopping:** Consumers know what they want and where to get it. People are viewing 18.0 percent fewer products on sites than they did last year, suggesting that they are shopping with a specific item in mind and quickly moving on.
- **Social Shopping:** Consumers appear increasingly savvy about their favorite brands' social presence, and are turning to their networks on social sites for information about deals and inventory levels. While the percentage of visitors arriving from social network sites is fairly small relative to all online visitors—nearly 1 percent—it is gaining momentum, with Facebook dominating the space.
- **Mobile Shopping:** Consumers are also embracing mobile as a shopping tool. On Black Friday, 5.6 percent of people logged onto a retailer's site using a mobile device, a jump of 26.7 percent compared to the prior Friday.

Retail Categories

- **Department stores** have become the research engine of choice for consumers looking for Black Friday deals and product promotions. As a consequence, shoppers are spending 17.7 percent more time year over year on department store sites.
- **Health and Beauty** also reported a rise of 73.1 percent in the number of new consumers completing their first purchase on their sites and a 53.4 percent jump in the number of visits in which consumers completed an order.
- **In-Store Sales in the Consumer Electronics and Appliances Sector** are expected to increase 3.5 percent this year compared to last, with consumers spending a larger-than-usual share in November, according to an analytics-based forecast from IBM's Global Business Services division. U.S. consumers have been increasing their savings relative to disposable income, from 2 percent in 2007 to nearly 6 percent today, leading to strong pent-up demand this holiday season for consumer electronics and appliances, both of which are typically seen as necessities in the present-day economy.

U.S. Retail

Session Traffic Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Bounce (One Page) Rate	32.11%	30.86%	4.05%	33.51%	-4.18%
Multi Page Session Percent	67.89%	69.14%	-1.81%	66.49%	2.11%
Browsing Sessions Percent	48.79%	48.99%	-0.41%	48.11%	1.41%
Shopping Cart Session Percent	11.28%	10.95%	3.01%	10.27%	9.83%
Order Session Percent	4.61%	4.50%	2.44%	4.32%	6.71%

Visitor Experience Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Page Views Per Session	8.14	8.79	-7.39%	7.55	7.81%
Product Views Per Session	1.78	2.17	-17.97%	1.69	5.33%
Average Session Length	7:39	7:28	2.46%	7:15	5.52%

Transaction Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Items per Order	7.44	5.40	37.78%	6.47	14.99%
Average Order Value	\$190.80	\$170.19	12.11%	\$193.74	-1.52%
Shopping Cart Conversion Rate	35.21%	34.60%	1.76%	33.32%	5.67%
Shopping Cart Abandonment	64.79%	65.40%	-0.93%	66.68%	-2.83%
New Visitor Conversion Percent	3.80%	3.71%	2.43%	3.59%	5.85%

On site Search Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
On-Site Searches Per Session	17.59%	18.32%	-3.98%	18.21%	-3.40%

Social and Mobile Summary Metrics	Black Friday 2010	Friday Nov 19, 10	% Change (w/w)
Mobile: % of Sales	3.18%	2.23%	42.60%
Mobile: % of Site Traffic	5.56%	4.39%	26.65%
Social: % of Sales	0.55%	0.54%	1.85%
Social: % of Site Traffic	0.88%	0.87%	1.15%

Apparel

Session Traffic Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Bounce (One Page) Rate	26.63%	26.15%	1.84%	28.05%	-5.06%
Multi Page Session Percent	73.37%	73.85%	-0.65%	71.95%	1.97%
Browsing Sessions Percent	49.57%	48.25%	2.74%	48.90%	1.37%
Shopping Cart Session Percent	10.15%	8.97%	13.15%	8.08%	25.62%
Order Session Percent	3.58%	3.01%	18.94%	2.73%	31.14%

Visitor Experience Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Page Views Per Session	9.47	9.85	-3.86%	9.06	4.53%
Product Views Per Session	2.20	2.22	-0.90%	2.12	3.77%
Average Session Length	6:58	6:48	2.45%	6:47	2.70%

Transaction Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Items per Order	2.51	2.57	-2.33%	2.44	2.87%
Average Order Value	\$132.60	\$136.14	-2.60%	\$132.61	-0.01%
Shopping Cart Conversion Rate	34.34%	31.82%	7.92%	30.90%	11.13%
Shopping Cart Abandonment	65.66%	68.18%	-3.70%	69.10%	-4.98%
New Visitor Conversion Percent	2.77%	2.38%	16.39%	2.40%	15.42%

On site Search Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
On-Site Searches Per Session	12.43%	10.01%	24.18%	11.36%	9.42%

Department Stores

Session Traffic Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Bounce (One Page) Rate	23.88%	23.91%	-0.13%	28.03%	-14.81%
Multi Page Session Percent	76.12%	76.09%	0.04%	71.97%	5.77%
Browsing Sessions Percent	47.38%	48.69%	-2.69%	45.83%	3.38%
Shopping Cart Session Percent	13.70%	11.10%	23.42%	9.00%	52.22%
Order Session Percent	3.15%	2.56%	23.05%	1.71%	84.21%

Visitor Experience Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Page Views Per Session	11.61	12.26	-5.30%	9.87	17.63%
Product Views Per Session	1.92	1.95	-1.54%	1.71	12.28%
Average Session Length	8:32	7:15	17.70%	6:44	26.73%

Transaction Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Items per Order	3.27	3.22	1.55%	3.20	2.19%
Average Order Value	\$135.63	\$129.26	4.93%	\$125.66	7.93%
Shopping Cart Conversion Rate	21.80%	21.79%	0.05%	19.22%	13.42%
Shopping Cart Abandonment	78.20%	78.21%	-0.01%	80.78%	-3.19%
New Visitor Conversion Percent	2.48%	2.44%	1.64%	1.21%	104.96%

On site Search Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
On-Site Searches Per Session	25.48%	21.79%	16.93%	23.05%	10.54%

Health and Beauty

Session Traffic Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Bounce (One Page) Rate	33.64%	36.77%	-8.51%	37.32%	-9.86%
Multi Page Session Percent	66.36%	63.23%	4.95%	62.68%	5.87%
Browsing Sessions Percent	44.75%	42.38%	5.59%	40.14%	11.48%
Shopping Cart Session Percent	16.47%	11.88%	38.64%	10.32%	59.59%
Order Session Percent	7.47%	4.87%	53.39%	4.71%	58.60%

Visitor Experience Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Page Views Per Session	7.98	7.09	12.55%	6.82	17.01%
Product Views Per Session	1.66	1.36	22.06%	1.34	23.88%
Average Session Length	8:13	9:13	-10.85%	7:35	8.35%

Transaction Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Items per Order	4.43	3.46	28.03%	4.31	2.78%
Average Order Value	\$71.36	\$63.34	12.66%	\$73.88	-3.41%
Shopping Cart Conversion Rate	41.14%	36.54%	12.59%	31.21%	31.82%
Shopping Cart Abandonment	58.86%	63.46%	-7.25%	68.79%	-14.44%
New Visitor Conversion Percent	6.87%	3.97%	73.05%	3.12%	120.19%

On site Search Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
On-Site Searches Per Session	13.92%	13.81%	0.80%	12.78%	8.92%

Jewelry

Session Traffic Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Bounce (One Page) Rate	23.77%	27.87%	-14.71%	24.68%	-3.69%
Multi Page Session Percent	76.23%	72.13%	5.68%	75.32%	1.21%
Browsing Sessions Percent	47.61%	45.63%	4.34%	49.25%	-3.33%
Shopping Cart Session Percent	3.26%	4.37%	-25.40%	2.71%	20.30%
Order Session Percent	0.96%	1.22%	-21.31%	0.69%	39.13%

Visitor Experience Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Page Views Per Session	8.81	8.80	0.11%	9.01	-2.22%
Product Views Per Session	1.50	1.27	18.11%	1.58	-5.06%
Average Session Length	5:31	6:41	-17.46%	5:42	-3.22%

Transaction Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Items per Order	1.54	1.54	0.00%	1.63	-5.52%
Average Order Value	\$240.91	\$271.74	-11.35%	\$328.30	-26.62%
Shopping Cart Conversion Rate	27.04%	22.01%	22.85%	24.44%	10.64%
Shopping Cart Abandonment	72.96%	77.99%	-6.45%	75.56%	-3.44%
New Visitor Conversion Percent	0.67%	0.86%	-22.09%	0.45%	48.89%

On site Search Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
On-Site Searches Per Session	8.10%	12.35%	-34.41%	8.51%	-4.82%

Sport Apparel and Gear

Session Traffic Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Bounce (One Page) Rate	28.39%	30.83%	-7.91%	31.74%	-10.55%
Multi Page Session Percent	71.61%	69.17%	3.53%	68.26%	4.91%
Browsing Sessions Percent	55.96%	58.02%	-3.55%	54.65%	2.40%
Shopping Cart Session Percent	9.66%	10.30%	-6.21%	6.41%	50.70%
Order Session Percent	2.66%	3.27%	-18.65%	1.50%	77.33%

Visitor Experience Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Page Views Per Session	11.09	9.57	15.88%	9.88	12.25%
Product Views Per Session	1.83	2.37	-22.78%	1.67	9.58%
Average Session Length	6:59	7:21	-4.99%	6:12	12.63%

Transaction Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
Items per Order	3.09	3.06	0.98%	3.31	-6.65%
Average Order Value	\$132.59	\$116.92	13.40%	\$122.34	8.38%
Shopping Cart Conversion Rate	27.65%	29.38%	-5.89%	24.30%	13.79%
Shopping Cart Abandonment	72.35%	70.62%	2.45%	75.70%	-4.43%
New Visitor Conversion Percent	2.11%	2.47%	-14.57%	1.18%	78.81%

On site Search Summary Metrics	Black Friday 2010	Black Friday 2009	% Change (y/y)	Friday Nov 19, 10	% Change (w/w)
On-Site Searches Per Session	24.84%	24.62%	0.89%	22.23%	11.74%

For more information about U.S. Retail Holiday 2010, visit us at:

<http://www.coremetrics.com/solutions/benchmark-report-black-friday-cyber-monday-2010.php>



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About Coremetrics Benchmark

Coremetrics Benchmark enables online retailers to measure their online marketing results--including e-commerce data--against that of their peers. Benchmark is the only peer-level benchmarking solution that delivers aggregated and anonymous competitive data for industry-specific key performance indicators (KPIs), showing how a site performs competitively and historically compared to its respective industry overall, as well as to peers and direct competitors.

Session Traffic Summary Metrics

1. Bounce (One Page) Rate

The percentage of sessions in which visitors only viewed one page before leaving the site

2. Multi-Page Session Percent

The percentage of sessions in which visitors viewed more than one page

3. Browser Sessions Percent

The percentage of sessions in which visitors viewed at least one product page

4. Shopping Cart Session Percent

The percentage of sessions in which visitors placed at least one item in their shopping carts

5. Order Session Percent

The percentage of sessions in which visitors completed an order

Visitor Experience Summary Metrics

6. Page Views per Session

The average number of pages viewed by visitors per session

7. Product Views per Session

The average number of products viewed by visitors per session

8. Average Session Length

The average length of time for a visitor session

Transactions Summary Metrics

9. Items per Order

The average number of items purchased per order

10. Average Order Value

The average value of each order

11. Shopping Cart Conversion Rate

Out of all visitors who placed items in their shopping carts, the percentage that placed an actual order

12. Shopping Cart Abandonment Rate

Out of all visitors who placed items in their shopping carts, the percentage that did not place an actual order

13. New Visitor Conversion Percent

Out of all new visitor sessions, the percentage that completed an order

On-Site Search Summary Metrics

14. On-Site Searches/Session

Out of all sessions, the percentage in which visitors used on-site search capabilities

Social and Mobile Summary Metrics

15. Mobile: % of Sales

Out of all sessions that resulted in a sale, the percentage that was from a mobile device

16. Mobile: % of Site Traffic

Out of all sessions, the percentage that was from a mobile device

17. Social: % of Sales

Out of all sessions that resulted in a sale, the percentage that was from a social site referral

18. Social: % of Site Traffic

Out of all sessions, the percentage that was from a social site referral