

## **IBM Digital Analytics Benchmark: UK online sales up 29.65 percent before Valentine's Day**

Analysis of UK online retail traffic and sales in the period leading up to Valentine's Day finds that online sales grew by 29.65 percent year-on-year for this week.

The analysis is based on the week leading up to Valentine's Day (Feb 3 - 9).

The results show a strong growth in the use of mobile devices for shopping and browsing retail websites, with sales via mobile devices going up 55.19 percent year-on-year and mobile traffic going up by 70.49 percent.

Average order value of transactions went down slightly: £112 was spent on average on each cart this year, compared to £113.57 last year.

Mobile traffic and sales continued to increase: sales completed via mobile devices rose by 55.19 percent (from 13.88 percent last year, to 21.54 percent this year). Traffic from mobile devices rose by 70.49 percent (from 15.76 percent last year to 26.87 percent this year). iPad sessions rose the most at 140.92 percent, followed by Android sessions, rising by 92.07 percent and iPhone sessions only rising by 14.66 percent.

The results confirm the trend found over the Christmas season when online sales were 16.4 percent higher in December 2012 than the previous year and mobile traffic was close to a quarter (24.2 percent) of all traffic in December, hitting a record high of 33.6 percent on Christmas Day.

This update is based on findings from the IBM Digital Analytics Benchmark, the industry's only cloud-based Web analytics platform that tracks e-commerce transactions, analysing raw data from 150 UK online retailers.