



IBM Benchmark

Black Friday Report 2011



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Summary

U.S. shoppers took advantage of early sales this holiday driving a 39.3 percent increase in online Thanksgiving day spending while setting the stage for 24.3 percent online growth on Black Friday compared to the same period last year.

As part of IBM's Smarter Commerce initiative, IBM's online retail benchmark study revealed the following trends as of 12:00 am PST on Black Friday 2011:

- **Consumer Spending Increases:** Strong Thanksgiving shopping carried over into Black Friday with online sales increasing 24.3 percent annually.
- **The Mobile Bargain Hunter:** Black Friday witnessed the arrival of the mobile deal seeker who embraced their devices as a research tool for in-store and online bargains. Mobile traffic increased to 14.3 percent on Black Friday 2011 compared to 5.6 percent in 2010.
- **Mobile Sales:** Sales on mobile devices surged to 9.8 percent from 3.2 percent year over year.
- **The Apple Shopper:** Mobile shopping was led by Apple, with the iPhone and iPad ranking one and two for consumers shopping on mobile devices (5.4 percent and 4.8 percent respectively). Android came in third at 4.1 percent. Collectively iPhone and iPad accounted for 10.2 percent of all online retail traffic on Black Friday.
- **The iPad Factor:** Shoppers using the iPad led to more retail purchases more often per visit than other mobile devices with conversion rates reaching 4.6 percent compared to 2.8 percent for overall mobile devices.
- **Surgical Shopping Goes Mobile:** Mobile shoppers demonstrated a laser focus that surpassed that of other online shoppers with a 41.3 percent bounce rate on mobile devices versus online shopping rates of 33.1 percent.
- **The Social Influence:** Shoppers referred from Social Networks generated 0.53 percent of all online sales on Black Friday. Facebook led the pack, accounting for 75 percent of all traffic from social networks.
- **Social Media Chatter:** Boosted by a 110 percent increase in discussion volume compared to 2010, top discussion topics on social media sites immediately before Friday showed a focus on the part of consumers to share tips on how to avoid the rush. Topics included out-of-stock concerns, waiting times and parking, and a spike in positive sentiment around Cyber-Monday sales.

US Retail

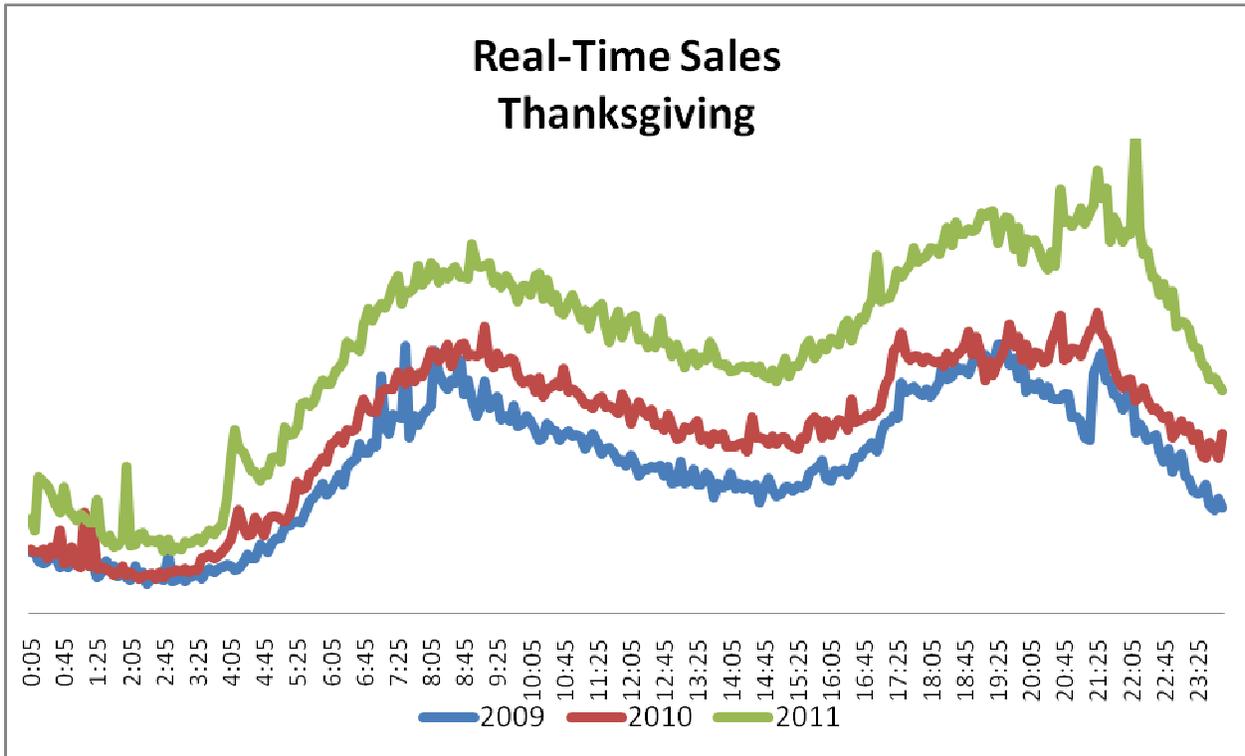
Black Friday 2011 vs. Black Friday 2010*

Sales	24.34%
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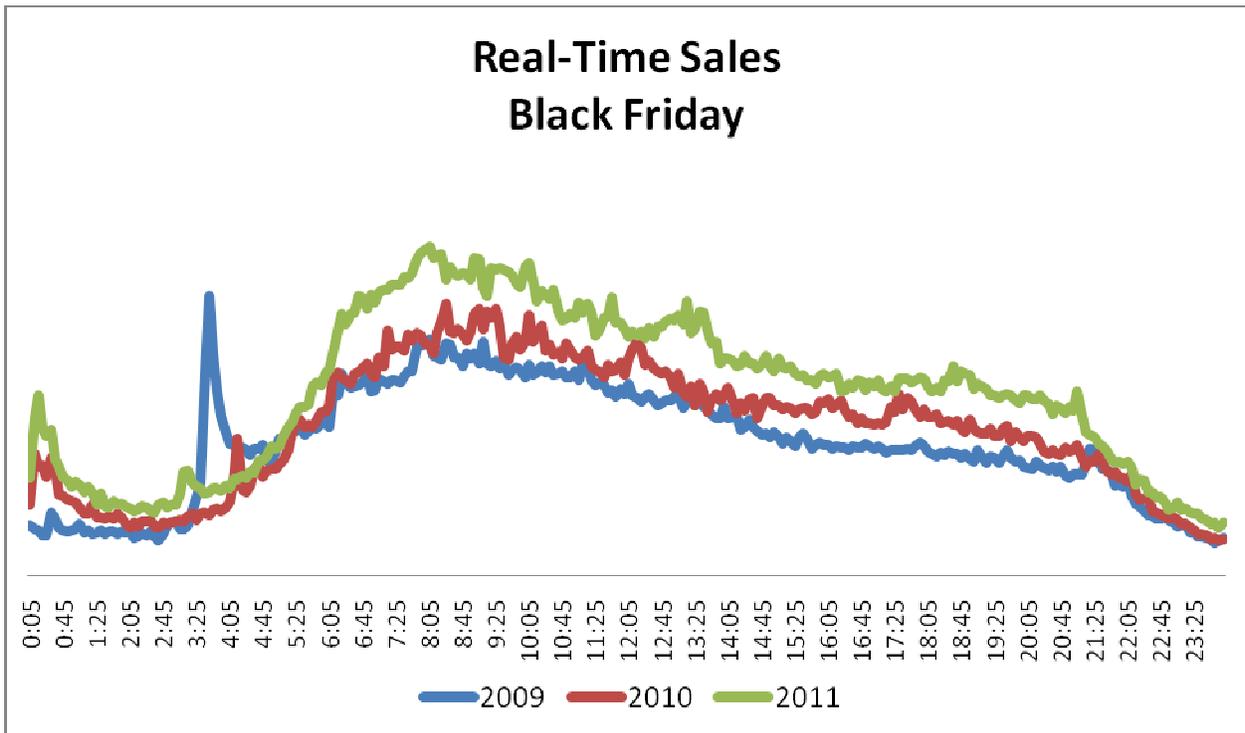
	Black Friday 2011	Black Friday 2010	% Change (y/y)*	Friday Nov-18-11	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	6.37	7.44	-13.52%	7.58	-15.75%
Average Order Value	\$190.10	\$190.80	-0.20%	\$188.82	0.78%
Conversion Summary Metrics					
Conversion Rate	4.57%	4.61%	-6.27%	4.14%	10.47%
New Visitor Conversion Rate	3.55%	3.80%	-13.13%	3.02%	17.51%
Shopping Cart Sessions	11.30%	11.28%	-2.82%	9.99%	13.35%
Shopping Cart Conversion Rate	34.47%	35.21%	-1.68%	33.20%	3.54%
Shopping Cart Abandonment Rate	65.53%	64.79%	0.91%	66.80%	-1.77%
Session Traffic Summary Metrics					
Average Session Length	7:26	7:39	-2.89%	7:13	3.23%
Bounce (One Page) Rate	33.10%	32.11%	0.56%	34.27%	-4.14%
Browsing Sessions	47.23%	48.79%	-2.89%	46.04%	2.83%
Page Views Per Session	7.59	8.14	-5.03%	7.17	6.31%
Product Views Per Session	1.79	1.78	1.91%	1.64	9.51%
Mobile Summary Metrics					
Mobile: % of Sales	9.84%	3.18%	209.61%	7.78%	26.49%
Mobile: % of Site Traffic	14.33%	5.56%	157.54%	11.18%	28.73%
Mobile: Bounce Rate	41.31%	42.47%	-2.33%	43.19%	-4.43%
Mobile: Conversion Rate	2.78%	1.97%	32.51%	2.38%	16.74%
Mobile: Session Length	4:03	3:57	2.26%	3:48	6.65%
Mobile Device: Android Traffic	4.05%	1.43%	185.34%	3.53%	15.09%
Mobile Device: iPhone Traffic	5.38%	2.52%	114.92%	4.33%	24.67%
Mobile Device: iPad Traffic	4.75%	1.33%	260.69%	3.18%	49.63%
Social Summary Metrics					
Social: % of Sales	0.53%	0.55%	-3.90%	0.59%	-10.18%
Social: % of Site Traffic	0.92%	0.88%	4.61%	1.04%	-10.98%
Social: Facebook Referral Traffic	0.69%	0.72%	-3.34%	0.81%	-13.92%
Social: Twitter Referral Traffic	0.02%	0.08%	-76.96%	0.03%	-36.70%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

US Retail



Online sales for Thanksgiving hit record numbers in 2011 with sales growing 39.3% over Thanksgiving 2010.



Online sales for Black Friday 2011 accelerated starting at 6:00AM PST and maintained a strong lead over Black Friday 2010 throughout the day.

Apparel

Black Friday 2011 vs. Black Friday 2010*

Sales	47.15%
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	Black Friday 2011	Black Friday 2010	% Change (y/y)*	Friday Nov-18-11	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	2.50	2.51	1.44%	2.51	-0.65%
Average Order Value	\$139.95	\$132.60	7.41%	\$144.68	-3.26%
Conversion Summary Metrics					
Conversion Rate	3.24%	3.58%	-8.53%	2.31%	40.32%
New Visitor Conversion Rate	2.37%	2.77%	-34.80%	1.78%	33.26%
Shopping Cart Sessions	9.58%	10.15%	-2.99%	7.01%	36.54%
Shopping Cart Conversion Rate	32.28%	34.34%	-5.78%	30.30%	6.53%
Shopping Cart Abandonment Rate	67.72%	65.66%	3.01%	69.70%	-2.83%
Session Traffic Summary Metrics					
Average Session Length	6:39	6:58	-3.81%	6:17	7.55%
Bounce (One Page) Rate	26.04%	26.63%	-1.11%	28.94%	-11.97%
Browsing Sessions	48.78%	49.57%	-1.60%	47.93%	1.65%
Page Views Per Session	9.15	9.47	-4.81%	8.37	9.86%
Product Views Per Session	2.11	2.20	-4.13%	1.93	9.32%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

Department Stores

Black Friday 2011 vs. Black Friday 2010*

Sales	58.98%
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	Black Friday 2011	Black Friday 2010	% Change (y/y)*	Friday Nov-18-11	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	3.42	3.27	4.59%	2.96	15.40%
Average Order Value	\$122.19	\$135.63	-9.91%	\$119.46	2.28%
Conversion Summary Metrics					
Conversion Rate	3.44%	3.15%	9.44%	1.54%	123.13%
New Visitor Conversion Rate	2.64%	2.48%	6.71%	1.11%	138.14%
Shopping Cart Sessions	13.47%	13.70%	-1.71%	8.03%	67.72%
Shopping Cart Conversion Rate	23.73%	21.80%	9.44%	19.63%	20.88%
Shopping Cart Abandonment Rate	76.27%	78.20%	-2.46%	80.37%	-5.09%
Session Traffic Summary Metrics					
Average Session Length	8:23	8:32	-1.70%	7:52	6.59%
Bounce (One Page) Rate	23.54%	23.88%	-1.44%	26.48%	-11.11%
Browsing Sessions	50.81%	47.38%	7.25%	43.83%	15.93%
Page Views Per Session	11.08	11.61	-4.60%	10.56	4.92%
Product Views Per Session	2.07	1.92	8.11%	1.50	37.99%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

Health and Beauty

Black Friday 2011 vs. Black Friday 2010*

Sales	34.16%
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	Black Friday 2011	Black Friday 2010	% Change (y/y)*	Friday Nov-18-11	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	5.17	4.43	17.34%	5.30	-2.42%
Average Order Value	\$121.30	\$71.36	62.86%	\$81.01	49.73%
Conversion Summary Metrics					
Conversion Rate	4.82%	7.47%	-28.65%	2.96%	62.66%
New Visitor Conversion Rate	3.74%	6.87%	-28.40%	2.16%	73.08%
Shopping Cart Sessions	12.23%	16.47%	-22.82%	8.20%	49.14%
Shopping Cart Conversion Rate	32.64%	41.14%	-27.31%	31.28%	4.34%
Shopping Cart Abandonment Rate	67.36%	58.86%	22.26%	68.72%	-1.97%
Session Traffic Summary Metrics					
Average Session Length	7:23	8:13	-10.48%	6:56	6.45%
Bounce (One Page) Rate	33.62%	33.64%	3.84%	34.70%	-3.11%
Browsing Sessions	39.65%	44.75%	-11.31%	39.99%	-0.85%
Page Views Per Session	6.85	7.98	-10.82%	6.32	8.45%
Product Views Per Session	1.28	1.66	-15.55%	1.20	6.69%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

Home Goods

Black Friday 2011 vs. Black Friday 2010*

Sales	48.82%
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	Black Friday 2011	Black Friday 2010	% Change (y/y)*	Friday Nov-18-11	% Change (d/d)*
Transaction Summary Metrics					
Items per Order	3.37	3.61	-6.67%	3.61	-6.76%
Average Order Value	\$243.08	\$237.98	2.14%	\$209.75	15.89%
Conversion Summary Metrics					
Conversion Rate	3.46%	3.23%	7.20%	2.97%	16.53%
New Visitor Conversion Rate	2.76%	2.57%	7.41%	2.57%	7.29%
Shopping Cart Sessions	9.82%	9.28%	5.80%	8.71%	12.72%
Shopping Cart Conversion Rate	31.72%	32.45%	-2.25%	29.87%	6.20%
Shopping Cart Abandonment Rate	68.28%	67.55%	1.08%	70.13%	-2.64%
Session Traffic Summary Metrics					
Average Session Length	7:46	7:27	4.12%	7:52	-1.35%
Bounce (One Page) Rate	29.45%	25.48%	15.59%	29.52%	-0.23%
Browsing Sessions	46.25%	45.57%	1.49%	46.07%	0.39%
Page Views Per Session	7.99	8.49	-5.85%	7.97	0.23%
Product Views Per Session	2.17	2.12	1.98%	2.13	1.71%

*NOTE: The percent change for year-over-year and day-over-day calculations are based on matched retailer lists for each time period.

For more information about US Retail Holiday 2011, visit us at:

<http://www.coremetrics.com/solutions/benchmark-report-black-friday-cyber-monday-2011.php>

Transactions Summary Metrics

- 1. Items Per Order**
The average number of items purchased per order
- 2. Average Order Value**
The average value of each order

Conversion Summary Metrics

- 1. Conversion Rate**
The percentage of sessions in which visitors completed an order
- 2. New Visitor Conversion Rate**
Out of all new visitor sessions, the percentage that completed an order
- 3. Shopping Cart Session Percentage**
The percentage of sessions in which visitors placed at least one item in their shopping carts
- 4. Shopping Cart Conversion Rate**
Out of all visitors who placed items in their shopping carts, the percentage that placed an actual order
- 5. Shopping Cart Abandonment Rate**
Out of all visitors who placed items in their shopping carts, the percentage that did not place an actual order

Session Traffic Summary Metrics

- 1. Average Session Length**
The average length of time for a visitor session
- 2. Bounce (One Page) Rate**
The percentage of sessions in which visitors only viewed one page before leaving the site
- 3. Multi-Page Session Percentage**
The percentage of sessions in which visitors viewed more than one page
- 4. Browsing Session Percentage**
The percentage of sessions in which visitors viewed at least one product page
- 5. Page Views Per Session**
The average number of pages viewed by visitors per session
- 6. Product Views Per Session**
The average number of products viewed by visitors per session

Mobile Summary Metrics

- 1. Mobile: Percentage of Sales**
Out of all online sales, the percentage that was from a mobile device
- 2. Mobile: Percentage of Site Traffic**
Out of all sessions, the percentage that was from a mobile device
- 3. Mobile: Bounce Rate**
The percentage of sessions from mobile devices in which visitors only viewed one page before leaving the site
- 4. Mobile: Conversion Rate**
The percentage of sessions from mobile devices in which visitors completed an order
- 5. Mobile: Average Session Length**
The average length of time for a visitor session from a mobile device
- 6. Mobile Device: Android Sessions**
Out of all sessions, the percentage that was from an Android mobile device

7. Mobile Device: iPhone Sessions

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

8. Mobile Device: iPad Sessions

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

Social Summary Metrics

1. Social: Percentage of Sales

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

2. Social: Percentage of Site Traffic

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

3. Social: Facebook Referral Sessions

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

4. Social: Facebook Referral Sessions

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

About IBM Coremetrics Benchmark

The IBM Coremetrics Benchmark is the only analytics-based, peer-level benchmarking solution that measures online marketing results, including real-time sales data. All of the data is aggregated and anonymous.

Coremetrics Benchmark uses IBM's cloud-based digital analytics platform to rapidly collect and analyze intelligence on how consumers are responding to the products and services being offered to them, enabling clients to make accurate decisions on marketing expenditures. As a result, marketing teams can gain deeper insight about their consumers and present personalized recommendations, promotions and other sales incentives across the wide variety of channels—including social networks and mobile devices—where consumers interact with their brands.

About IBM Enterprise Marketing Management solutions

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing organizations. Integrating and streamlining all aspects of online and offline marketing, IBM's EMM Suite empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes.

The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogs across digital, social, and traditional marketing channels. IBM EMM provides robust web and customer analytics, event detection, campaign management, real-time interaction management and recommendations, lead management, digital marketing optimization, email marketing, targeted advertising, search engine marketing, and marketing resource management capabilities. Over 2,500 organizations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results.

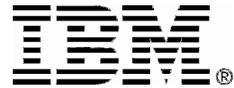
IBM's time-tested and comprehensive offerings are giving companies such as E*TRADE, ING, Intercontinental Hotels Group, Orvis, PETCO, United Airlines, Vivo and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today — a more consistent and relevant brand experience across all channels.

For more information

To learn more about IBM Coremetrics, please contact your IBM marketing representative or IBM Business Partner or visit the following website: ibm.com/software/marketing-solutions



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Software Group
Route 100
Somers, NY 10589 USA

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