

**MULTICHANNEL  
MERCHANT**

February  
**2015**

# **BENCHMARK**

## **HOLIDAY ECOMMERCE 2014**

# Benchmark Results Show Mobile Matters More Than Ever

BY TIM PARRY

If there is one major lesson merchants learned during the 2014 holiday season, it's that mobile mattered more than ever.

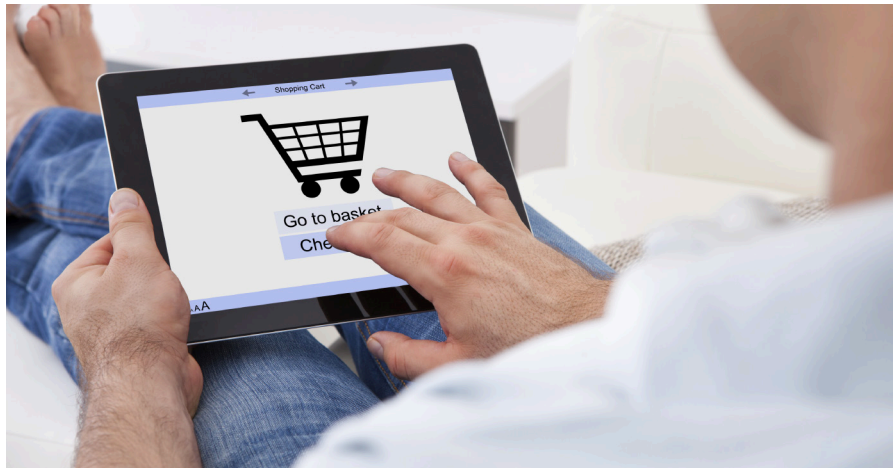
Whether it was on the sofa after Thanksgiving dinner or in a store on Christmas Eve, consumers used their smartphones and tablets to do everything from research gift ideas to find items in a store to make a purchase.

Mobile commerce went from being a necessary evil to an overnight game-changer. And the merchants that got on board with mobile commerce reaped the benefits of the iOS and Android-armed shoppers.

Rue La La shoppers pushed back from the Thanksgiving table and turned to their devices. The members-only flash-sales site reported record-breaking sales via mobile devices on Thanksgiving, with 68% of sales coming from mobile.

Of course, as a flash-sales site, Rue La La traditionally caters to a mobile audience, which is alerted via email at 11 a.m. daily of that day's big sale items.

But Rue La La upped the ante: It



kicked off Cyber Weekend shopping on Thanksgiving night with the launch of the Holiday Dash Boutique, and encouraged its members to lie on the sofa with their tablets and smartphones after Thanksgiving dinner.

Target saw similar mobile holiday results: Mobile traffic made up 60% of Target.com traffic in November and December, and Cyber Weekend purchases via mobile phones were two times higher than in 2013.

Cartwheel, Target's digital coupon app, added 2 million new users over the holiday period. What's more, store maps in Target's iPhone app were accessed more than 400,000 times.

Pier 1 Imports reported that smartphone traffic surpassed desktop traffic for the first time in pier1.com history on Thursday and Sunday of Cyber Weekend. And conversion on mobile devices was up 85% overall for the five-day event, with demand from those devices up 150% year over year.

Multichannel Merchant's Holiday Ecommerce Benchmark 2014 survey respondents also saw a tremendous rise in mobile sales traffic. Nearly 15% of respondents said their ecommerce traffic via mobile devices rose between 25% and 29%, while almost 20% said ecommerce sales via a mobile device grew 15% to 19%.

The results of the Multichannel Merchant's Holiday Ecommerce Benchmark 2014 can be found on the following pages. In addition to mobile sales and traffic figures, you will learn how many omnichannel merchants offered in-store pickup, what sort of volume that drove, what tools merchants used to grow ecommerce sales, and more.

Responses for Multichannel Merchant's Holiday Ecommerce Benchmark 2014 were collected from January 20 through February 3, 2015 via Survey Monkey. The 62 retail respondents' completed survey answers are based on metrics and methods employed from November 1 through December 31, 2014.



**Approximately what is your company's annual sales volume?**

Answer Options	Response Percent
Less than \$500,000	16.1%
\$500,000 \$999,999	3.2%
\$1.0 million to \$4.9 million	11.3%
\$5.0 million to \$9.9 million	9.7%
\$10.0 million to \$24.9 million	11.3%
\$25.0 million to \$49.9 million	17.7%
\$50.0 million to \$100 million	3.2%
\$100 million+	27.4%
Automotive	2%
Consumer Electronics	1%
Telecommunications	1%
Other	28%

**Approximately what is your company's annual sales volume?**

Answer Options	Response Percent
Ecommerce Pureplay	11.3%
Ecommerce & Retail Store	35.5%
Ecommerce & Catalog	24.2%
Ecommerce, Retail Store & Catalog	21.0%
Ecommerce & Direct Sales	8.1%

**Did your ecommerce sales increase, decrease or stay the same this holiday season? (November 1 - December 31)**

Answer Options	Response Percent
Increase	61.3%
Decrease	14.5%
Stayed the same	24.2%

### How much did your ecommerce sales increase?

Answer Options	Response Percent
0-4%	13.2%
5-9%	2.6%
10-14%	18.4%
15-19%	10.5%
20-24%	18.4%
25-29%	10.5%
30-34%	10.5%
35-39%	7.9%
40-44%	7.9%

### How much did your ecommerce sales decrease?

Answer Options	Response Percent
0-4%	11.1%
5-9%	33.3%
10-14%	22.2%
15-19%	11.1%
20-24%	0.0%
25-29%	0.0%
30-34%	0.0%
35-39%	11.1%
40-44%	0.0%
45-49%	0.0%
50-54%	0.0%
55-59%	0.0%
60-64%	0.0%
65-69%	0.0%
70-74%	0.0%
75-79%	0.0%
80-84%	0.0%
85-89%	0.0%
90-94%	0.0%
95-99%	11.1%
100%	0.0%

What percent of your ecommerce SALES came from a mobile device?

Answer Options	Response Percent
0-4%	17.7%
5-9%	16.1%
10-14%	9.7%
15-19%	19.4%
20-24%	9.7%
25-29%	4.8%
30-34%	11.3%
35-39%	3.2%
40-44%	1.6%
45-49%	3.2%
50-54%	0.0%
55-59%	0.0%
60-64%	1.6%
65-69%	1.6%



**What percent of your ecommerce TRAFFIC came from a mobile device?**

Answer Options	Response Percent
0-4%	8.2%
5-9%	9.8%
10-14%	9.8%
15-19%	9.8%
20-24%	13.1%
25-29%	14.8%
30-34%	6.6%
35-39%	3.3%
40-44%	8.2%
45-49%	4.9%
50-54%	4.9%
55-59%	3.3%
60-64%	0.0%
65-69%	1.6%
70-74%	0.0%
75-79%	1.6%
80-84%	0.0%
85-89%	0.0%
90-94%	0.0%
95-99%	0.0%
100%	0.0%



**Did you offer in-store pick-up this holiday season?**

Answer Options	Response Percent
Yes	31.1%
No	29.5%
We do not have stores	39.3%

**What percent of ecommerce orders were slated for in-store pickup during the holiday season?**

Answer Options	Response Percent
0-4%	68.4%
5-9%	5.3%
10-14%	10.5%
15-19%	5.3%
20-24%	0.0%
25-29%	0.0%
30-34%	0.0%
35-39%	0.0%
40-44%	10.5%
45-49%	0.0%
50-54%	0.0%
55-59%	0.0%
60-64%	0.0%
65-69%	0.0%
70-74%	0.0%
75-79%	0.0%
80-84%	0.0%
85-89%	0.0%
90-94%	0.0%
95-99%	0.0%
100%	0.0%



**Other than email, what tools did you use to drive ecommerce sales?**

Answer Options	Response Percent
SEO	77.0%
Facebook	73.8%
Twitter	65.6%
SEM	59.0%
Affiliate marketing	54.1%
Print catalogs	54.1%
Digital retargeting ads	50.8%
Shopping cart recovery emails	49.2%
Direct mail	44.3%
Amazon	36.1%
Digital catalogs	32.8%
eBay	29.5%
Instagram	29.5%
Free standing inserts	14.8%
DRTV/television ads	8.2%
SMS/text messaging	4.9%
Vine	1.6%

