



EQ1 | 2018

First Impressions

Table of Contents

2	About the EQ
3	Introduction
4	The Engagement Opportunity
6	The Business Impact
8	Lessons From Two Channels
9	Conclusion
12	Benchmarks

About the EQ

The *Monetate Ecommerce Quarterly* (EQ) has been published every quarter since Q1 2012. In each edition, we take a topic that concerns ecommerce practitioners, analyze a considerable amount of data, and offer our expert advice on how to improve key metrics like conversion rates, bounce rates, and add-to-cart rates. Insights from past editions have appeared in publications such as *The Washington Post*, *Forbes*, *Digiday*, and *AdWeek*.

Each edition of the EQ also includes your copy of the quarterly Monetate Benchmark Report. Within, you'll find averages for the ecommerce metrics that affect your business, broken down by device type, platform, and more.

Note: Unless otherwise indicated, all data represents global ecommerce performance.

Introduction

When it comes to improving landing page experiences, product detail pages aren't likely the first place marketers would plan to look. And while they shouldn't supplant homepages and other page types in terms of priority, they need more attention than they're getting.

After analyzing nearly 2 billion shopping sessions that occurred during the first quarter of 2018, we've found that product detail pages (PDPs) underperform in key areas when weighed against benchmark landing page data. What's more, they account for nearly a quarter of all ecommerce landing pages, meaning the negative impact of their lackluster performance—and the opportunity to improve—is significant.

When we look at the data to see how PDPs perform as landing pages, it's clear right off the bat that there's a problem. The first indicator is the low conversion rate associated with those sessions: Visitors who enter on a PDP are half as likely to make a purchase when compared to visitors who enter elsewhere. The problem, though, begins much further upstream: **When PDPs serve as landing pages they generally fail to trigger engagement, leading visitors to bounce at drastically higher rates and view significantly fewer pages.**

In short, brands are missing the opportunity to better engage the visitors they've fought so hard to win. For marketers exploring additional areas in which to build upon their optimization and personalization efforts, then, the product detail page—specifically as a landing page—deserves a second look.

The Engagement Opportunity

When it comes to core challenges facing the use of product detail pages as landing pages, it's best to start at the beginning: Low engagement is pervasive for shoppers entering on these pages.

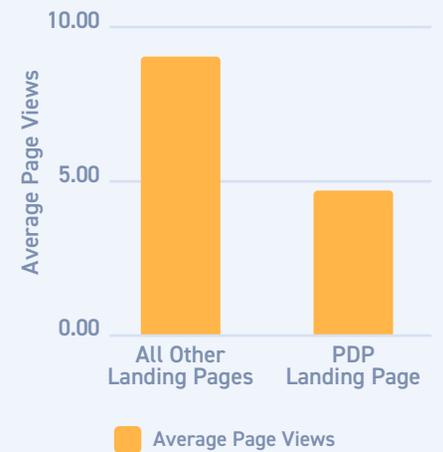
PDPs are, of course, designed to sit lower in the funnel, theoretically entering the customer journey once the shopper has narrowed their selection down to a few contenders. They're often a last stop before purchase, equipping the visitor with the information (product details, pricing, discounts, reviews, etc.) to answer a single specific question: "Is this the product I should buy?" But when a visitor skips ahead in that journey, and drops in on a page that usually relies on prior on-site priming, the PDP becomes problematic.

The evidence of the problem is as follows. In our analysis, we found that visitors who land on a PDP are 72% more likely to bounce than those who land on any other type of page. And the challenges don't end there: Even when visitors do continue to browse onsite, those who enter on PDPs view 42% fewer pages than those who land on other parts of the site. On average, visitors who land on PDPs view 8.8 pages per shopping session, while visitors who land elsewhere average 12.5 page views.

Conversion Rate, By Landing Page Type

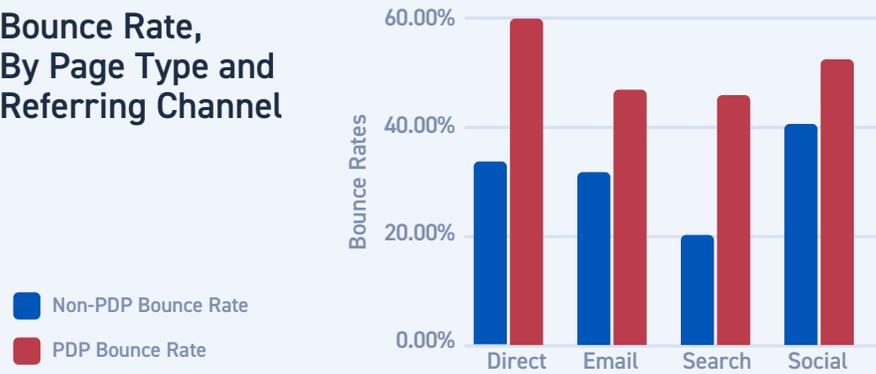


Average Page Views, By Landing Page Type



And, it makes a difference where the visitor is coming from. Though these trends in engagement remain fairly consistent across referring channels, two channels stand out: Search is particularly susceptible to these gaps in performance, while social is not.

Bounce Rate, By Page Type and Referring Channel



In particular, visitors who land on PDPs from search are more than twice as likely to bounce—the largest gap in performance at 45% v. 20%—than those search visitors who land elsewhere. They also view about 58% fewer pages.

Visitors from social have the highest overall bounce rates and lowest overall page views. This may be due in part to the prevalence of mobile users on this channel, since both of those patterns are associated with mobile browsing behavior. But despite the disappointing overall trend in engagement, visitors landing from social also exhibit a less pronounced performance gap between PDPs and other pages than their peers in other channels: Social visitors who land on PDPs bounce 52% of the time, a comparatively minor 29% increase over those social visitors who land elsewhere (40% bounce rate) and only view 20% fewer pages on average (4 pages v. 5 pages).

So, what do these gaps in performance mean for customer experience, and for the bottom line?

When a visitor arrives onsite, they perform a quick evaluation to see whether it is worth their time to explore further. If they don't have an immediate understanding of whether the brand is relevant to them or what it stands for, they won't linger. Higher level pages like homepages and product category pages often feature broad-level information that helps a viewer come to a quick understanding of whether the brand is a good fit for them—whereas product detail pages, as implied by the low engagement numbers we see here, seem to fall short of accomplishing that. When a customer lands on the PDP, the lack of affinity building presents a significant problem: If the customer isn't won over by the initial offering, you have less of an opportunity to show an appealing alternative if they won't stick around.

Taken as a whole, this data speaks volumes: the strong correlation between PDP as landing page and poor visitor engagement suggests that marketers have not yet invested their attention in optimizing experiences in this area. **And, with nearly a quarter of all shoppers arriving through a PDP, the potential positive business impact for improving immediate and mid-term engagement for these visitors is huge.**

The Business Impact

You might guess that the immediate and mid-term engagement issues facing PDP landing page experiences trickle down through the customer journey, and you'd be right.

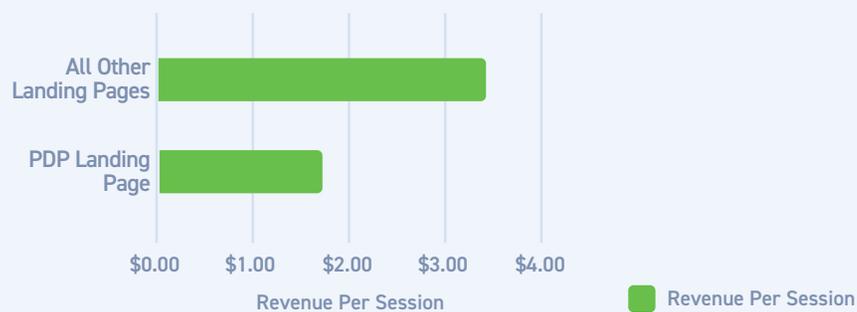
The significantly higher bounce rates and notably lower average page views create a problem that's further exacerbated in business-focused metrics like conversion rates and revenue per session. **In both cases, visitors who land on PDPs perform half as well as visitors who land elsewhere.**

Overall, visitors who land on PDPs convert at 1.5% while visitors who land elsewhere convert at 2.9%. From a revenue per session standpoint, visitors who land on PDPs are worth, on average, \$1.72, while visitors who land elsewhere are worth \$3.43.

Clearly, there are significant differences in performance.

However, if we look at those same performance measures without including visitors who bounced, there is an encouraging insight: The performance gap is considerably narrower when we compare only engaged visitors by landing page. For example, those who engage after landing on PDPs convert at 3.1%, compared to 4.2% for those who engage after entering elsewhere. (That's only a 25% difference in conversion rate, down from a 50% difference when including bounced shoppers—a significant improvement.) And when both groups of engaged shoppers do convert, there's practically no difference in their worth. Revenue per converting session is \$116.43 for PDP-landing customers, versus \$118.58 for customers entering on other areas of the site. In other words, their AOVs are nearly identical.

Revenue Per Session, By Landing Page

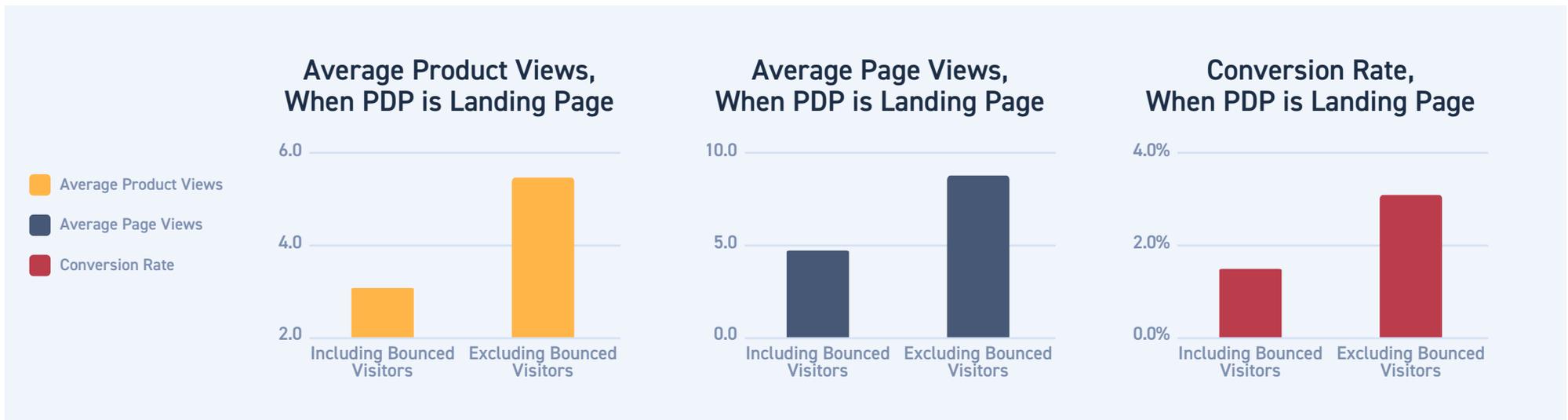


This suggests that the behavior of customers who engage after landing on a PDP is on par with their peers—the problem is that those visitors are so much in the minority. For marketers, then, the situation essentially boils down to this: **The performance gap can be closed, but only if they take extra steps to create immediate engagement with visitors who land on PDPs.**

Luckily, they have a building block for success.

While PDPs may not be driving as much overall engagement, visitors who land there are viewing more product pages, on average, than visitors who land elsewhere. PDP-landing visitors view, on average, 3 products (and 5.5 when excluding bounces) and visitors who land elsewhere view, on average, 1.8 products (and 2.2 when excluding bounces).

This data indicates two things: First, visitors—specifically those who land on product detail pages—are open to exploring alternative products. Second, marketers need to place an emphasis on understanding what’s driving that visitor exploration, and work to improve immediate engagement with visitors who land on PDPs.



Lessons From Two Channels

There are other building blocks for success, too.

When visitors who land on PDPs do convert, they're purchasing the product they land on 60% of the time. That's a good start. In fact, social and email stand out when it comes to converting on landing page products.

Visitors who convert from social are more likely to buy the product on which they land than those from any other channel. 73% of social visitors' conversions are for the landing product, a 20% increase over the average. This stronger performance may be owed in part to the visual nature of social media: The brand content that appears in social feeds allows for a significant amount of off-site merchandising, and previews the brand's identity and offerings before visitors land on the site. In many cases, the content may function as a mini-PDP, drawing customers who are more informed about the product than the average visitor prior to click-through.

Meanwhile, visitors who land on a product from email—another highly visual referring channel—convert at 2.1%. That's a bit better than visitors who land on other pages from email (2%), and the highest of any referring channel. It's also noticeably better than the average PDP landing page conversion rate of .9%

Conversion Rate, By Page Type and Referring Channel



Interestingly, it's not often that marketers are sending visitors directly to a product page from email. In fact, they're only directing their email subscribers to PDPs 9% of the time.

That last data point is particularly noteworthy.

In most cases, PDPs are not the most advantageous entrance point for engaging a visitor. But if brands have a particular goal in mind, such as marketing a specific product to a specific audience, sending visitors to the corresponding PDP can be an effective way to accomplish that. Marketers should recognize that that is an underutilized opportunity, and adjust their tactics. This application of PDPs for specific merchandising goals is a perfect case for how strategic use of personalization and targeting can help marketers put the right product in front of the right audience on the right channels.

Conclusion

While PDPs are designed to sit near the very end of the customer journey, they need to pull double-duty when serving as a landing page.

The data in this analysis shows that enabling immediate engagement offers marketers the opportunity to close the performance gap between PDP landing pages and the remainder of their site.

To do that, marketers need to look in multiple places:

With search underperforming as a referring channel, brands may want to consider adjusting their SEO to prioritize higher-level pages. Or, to capitalize on the strength of social and email for merchandising specific products, marketers might find significant ROI from investing in better targeting and personalization on those channels. There are many approaches across all touchpoints that are likely to lead to improvement, whether applied individually or in conjunction with one another.

But perhaps the most important consideration, and the area in which there is the most to be gained, is to adjust the page itself: By re-engineering the design of the page to account for customer context like referring channel, brands can cut straight to the heart of the unique problems facing PDP landing pages and decrease bounce while increasing conversions. Existing personalization technology is well equipped to deliver this type

of solution through methodologies like testing, targeting, and machine learning-enabled personalization that respond to customer behavior and context. Marketers should also consider the role of another solution: product recommendations.

PDPs and Personalization: Office Depot

Product detail pages are a perfect example of how a one-size-fits-all approach to marketing falls short. PDPs play a crucial role in helping the customer access the right information to inform a purchase, but different shoppers may have wildly different needs in that area. Office Depot recognized this problem and began using The Monetate Intelligent Personalization Engine™ to adjust PDP content based on where the customer was in the buying process—to the tune of \$6.9M generated in new revenue. Read more about how Office Depot is using 1-to-1 personalization to get more out of their PDPs and better serve their customers in the [full case study](#).

Recommendations are ideal for precisely the types of problems outlined here, as they are specifically designed to help product discovery and aid in cross-selling and upselling. And marketers can build further on these capabilities using personalization methods; for example, by testing various page placements for recommendations to optimize engagement depending on referring channel. Ideally, the recommendations themselves should also be responsive to other elements of customer context, such as location and device type, and even adjust to reflect whether the visitor is a known customer or a first-time visitor. If marketers can leverage an advanced product recommendations solution in concert with their other personalization efforts, it will go a long way towards captivating new visitors even when the featured product misses the mark.

While website and landing page layouts are often engineered with a pre-designed buying journey in mind, the reality is that no two customer journeys are exactly alike. Increasingly, consumer behavior is omnichannel, a-linear, and idiosyncratic—but brands must find ways of keeping up so that they can still provide customers with the help they need, no matter how many parts of the journey they may have ‘skipped.’ **And, given that nearly a quarter of all ecommerce sessions start on a product detail page, there are huge potential revenue gains that should incentivize marketers to correct this blind spot.** The tools are available: there’s no longer any excuse for brands to lag behind when it comes to providing their customers with the information they need, no matter the path of their journey.

PDPs and Personalization: Frontgate

Optimizing subtle points of page design, such as placement of content elements, can have a tangible and immediate business impact. Luxury home goods retailer Frontgate has seen significant gains from using Monetate’s machine learning personalization to fine tune experiences on their PDPs. With the wealth of information that these pages offer, they run the risk of becoming overwhelming when product details, pricing, discounts, reviews, and other content are not ordered in a manner that is most relevant to the individual. Using The Monetate Intelligent Personalization Engine™, the client reorganized their PDPs by effectively determining when it was advantageous to emphasize customer reviews or related product recommendations. As a result, the brand achieved +5.2% lift in revenue per session in just one month’s time. Frontgate also utilized Monetate’s Majority Fit algorithm to determine the most effective placement of product recommendations on their product category pages in order to drive more traffic to their PDPs. What followed was a near-instant 10% increase in click-through rate and a significant lift in conversions.



— M O N E T A T E —

INTELLIGENT PERSONALIZATION ENGINE

—

Monetate, the partner of choice for more brands in the IR500 than any other personalization solution, helps marketers increase loyalty among customers by identifying new and repeat customers, improving their shopping experiences, and personalizing across channels.

The Monetate Intelligent Personalization Engine tackles personalization differently by combining real-time data analysis with testing, segmentation, targeting, product recommendations and 1-to-1 personalization in one easy-to use platform. This empowers marketers to reach each customer in new and meaningful ways and create engaging and immersive experiences that lift conversions and revenue.

To learn more about The Monetate Intelligent Personalization Engine, and how it combines the full suite of personalization capabilities to make real-time decisions across channels, download our datasheet.

[DOWNLOAD DATASHEET](#)

Benchmarks

The quarterly Monetate Benchmark Report contains the indispensable KPIs you need to gauge how your performance stacks up, and transform the ideas in this report from concept to action. Consult the metrics within to start building a plan to advance your business today.

- 13 Website Visits
- 15 Conversion Rate
- 18 Add-to-Cart Rate
- 21 Average Page Views
- 24 Average Order Value

Website Visits

Website Visits by Device	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	42.63%	41.65%	37.96%	38.27%	39.32%
Smartphone	45.28%	46.91%	51.28%	51.33%	50.49%
Other	0.41%	0.40%	0.40%	0.31%	0.34%
Tablet	11.68%	11.04%	10.36%	10.09%	9.84%

Website Visits by Device (US)	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	44.45%	43.86%	39.94%	39.68%	40.86%
Smartphone	44.48%	45.70%	50.08%	50.82%	49.73%
Other	0.48%	0.48%	0.49%	0.36%	0.40%
Tablet	10.59%	9.95%	9.48%	9.14%	9.01%

Website Visits by Device (GB)	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	29.40%	28.27%	27.19%	26.99%	27.44%
Smartphone	51.63%	53.78%	55.77%	57.39%	57.35%
Other	0.19%	0.17%	0.17%	0.14%	0.13%
Tablet	18.78%	17.78%	16.87%	15.48%	15.09%

Website Visits by Platform	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Android	19.25%	19.05%	19.05%	19.31%	19.08%
Chrome OS	0.58%	0.55%	0.51%	0.58%	0.62%
Linux	1.05%	1.63%	1.03%	1.00%	1.61%
Macintosh	9.16%	9.50%	9.02%	9.76%	9.79%
Windows	31.84%	29.94%	27.37%	27.04%	27.43%
Windows Phone	0.20%	0.17%	0.14%	0.11%	0.09%
iOS	37.92%	39.16%	42.88%	42.21%	41.38%

Conversion Rate

Conversion Rates	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Global	2.61%	2.78%	2.70%	3.02%	2.59%
US	2.57%	2.72%	2.64%	2.97%	2.49%
GB	3.72%	4.01%	4.06%	4.07%	3.78%

Conversion Rates by Device	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	3.87%	4.08%	4.21%	4.49%	3.77%
Smartphone	1.31%	1.47%	1.42%	1.75%	1.53%
Other	0.28%	0.27%	0.27%	0.31%	0.19%
Tablet	3.17%	3.53%	3.57%	4.00%	3.40%

Conversion Rates by Device (US)	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	3.91%	4.11%	4.26%	4.61%	3.78%
Smartphone	1.13%	1.24%	1.21%	1.51%	1.29%
Other	0.18%	0.18%	0.19%	0.22%	0.13%
Tablet	3.10%	3.44%	3.47%	4.05%	3.30%

Conversion Rates by Device (GB)	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	5.49%	5.88%	5.97%	5.71%	5.28%
Smartphone	2.66%	2.93%	3.04%	3.20%	2.97%
Other	1.31%	1.33%	1.19%	1.30%	1.27%
Tablet	3.87%	4.33%	4.36%	4.47%	4.16%

Conversion Rates by Platform	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Android	1.37%	1.52%	1.54%	1.78%	1.57%
Chrome OS	2.64%	3.01%	3.22%	3.45%	2.73%
Linux	1.13%	1.05%	1.71%	1.39%	1.30%
Macintosh	3.60%	3.76%	3.86%	4.20%	3.26%
Windows	4.08%	4.39%	4.47%	4.73%	4.12%
Windows Phone	1.21%	1.27%	1.32%	1.47%	1.34%
iOS	1.86%	2.03%	1.89%	2.28%	1.96%

Add-to-Cart Rate

Add-to-Cart Rate	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Global	9.65%	10.08%	9.59%	10.47%	9.89%
US	8.19%	8.46%	8.52%	9.41%	8.61%
GB	18.81%	19.37%	16.78%	16.17%	16.83%

Add-to-Cart-Rate by Device	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	11.25%	11.56%	11.84%	12.48%	11.18%
Smartphone	7.86%	8.45%	7.58%	8.66%	8.60%
Other	2.45%	2.37%	2.35%	2.80%	3.49%
Tablet	10.99%	11.71%	11.60%	12.31%	11.53%

Add-to-Cart Rate by Device (US)	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	10.38%	10.63%	11.16%	11.83%	10.30%
Smartphone	5.73%	6.05%	6.10%	7.21%	6.94%
Other	1.25%	1.24%	1.50%	1.98%	2.04%
Tablet	9.62%	10.35%	10.54%	11.43%	10.41%

Add-to-Cart Rate by Device (GB)	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	21.03%	21.21%	19.66%	19.31%	19.24%
Smartphone	18.58%	19.39%	15.81%	14.82%	16.01%
Other	13.85%	14.62%	11.41%	10.79%	15.14%
Tablet	16.04%	16.45%	15.38%	15.76%	15.60%

Add-to-Cart Rate by Platform	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Android	6.81%	7.14%	6.82%	7.44%	7.09%
Chrome OS	11.57%	12.42%	12.91%	13.04%	12.07%
Linux	7.16%	4.98%	7.21%	7.10%	5.12%
Macintosh	12.89%	13.05%	13.12%	13.73%	12.20%
Windows	10.97%	11.53%	11.67%	12.22%	11.15%
Windows Phone	5.81%	5.88%	5.23%	5.43%	5.01%
iOS	9.37%	10.02%	8.90%	10.10%	10.01%

Average Page Views

Average Page Views	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Global	7.61	7.55	7.61	8.01	8.02
US	7.05	6.90	7.09	7.41	7.39
GB	9.85	10.33	10.28	10.41	10.37

Average Page Views by Device	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	8.73	8.79	9.35	9.50	9.16
Smartphone	6.22	6.12	6.02	6.62	6.85
Other	5.78	5.82	5.94	5.65	6.31
Tablet	9.02	9.01	9.21	9.48	9.54

Average Page Views by Device (US)	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	8.09	8.17	8.86	9.10	8.64
Smartphone	5.76	5.43	5.44	5.86	6.12
Other	5.54	5.55	5.69	5.39	6.33
Tablet	8.21	8.12	8.44	8.80	8.83

Average Page Views by Device (GB)	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	12.52	12.46	12.19	11.83	11.67
Smartphone	7.96	8.99	9.21	9.59	9.59
Other	8.41	9.27	9.07	9.61	9.71
Tablet	10.88	11.00	10.74	10.98	10.95

Average Page Views by Platform	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Android	6.67	6.59	6.73	7.11	7.23
Chrome OS	9.55	9.62	10.23	10.56	10.48
Linux	3.48	3.48	5.09	5.37	4.38
Macintosh	8.96	8.67	9.10	9.20	8.90
Windows	8.89	9.19	9.65	9.75	9.50
Windows Phone	6.46	6.34	6.33	6.48	6.39
iOS	6.85	6.71	6.47	7.08	7.32

Average Order Value

Average Order Value	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Global	\$111.16	\$110.02	\$107.93	\$107.59	\$110.32

Average Order Value by Device	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	\$123.60	\$124.12	\$123.02	\$120.93	\$127.06
Smartphone	\$88.60	\$84.93	\$83.98	\$87.55	\$84.55
Other	\$82.16	\$82.39	\$81.67	\$77.82	\$75.85
Tablet	\$91.98	\$92.65	\$89.35	\$94.79	\$94.91

Average Order Value by Platform	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Android	\$78.73	\$76.39	\$76.77	\$79.72	\$76.58
Chrome OS	\$84.71	\$84.67	\$83.54	\$86.03	\$87.99
Linux	\$93.61	\$102.52	\$115.97	\$131.74	\$124.10
Macintosh	\$125.98	\$127.01	\$121.30	\$123.79	\$128.81
Windows	\$123.96	\$124.35	\$124.36	\$120.45	\$127.19
Windows Phone	\$66.06	\$68.17	\$65.65	\$74.94	\$73.62
iOS	\$94.29	\$92.06	\$89.22	\$93.57	\$91.99

Average Order Value by State	Q1 2018
Armed Forces - America	\$235.18
Armed Forces - Europe	\$161.03
Alaska	\$143.61
Alabama	\$109.89
Armed Forces - Pacific	\$167.14
Arkansas	\$116.97
Arizona	\$110.08
California	\$124.88
Colorado	\$122.41
Connecticut	\$100.03
District of Columbia	\$136.27
Delaware	\$111.17
Florida	\$115.25
Georgia	\$129.73
Hawaii	\$129.29
Iowa	\$103.35
Idaho	\$121.88
Illinois	\$112.15
Indiana	\$99.48
Kansas	\$105.59
Kentucky	\$108.97
Louisiana	\$115.02
Massachusetts	\$104.17
Maryland	\$106.99
Maine	\$99.30
Michigan	\$106.65
Minnesota	\$115.31
Missouri	\$108.08

Average Order Value by State	Q1 2018
Mississippi	\$111.48
Montana	\$117.07
North Carolina	\$107.06
North Dakota	\$113.03
Nebraska	\$109.95
New Hampshire	\$102.22
New Jersey	\$102.26
New Mexico	\$112.32
Nevada	\$124.71
New York	\$111.16
Ohio	\$102.67
Oklahoma	\$113.70
Oregon	\$123.57
Pennsylvania	\$92.96
Rhode Island	\$93.05
South Carolina	\$105.56
South Dakota	\$105.98
Tennessee	\$106.16
Texas	\$122.81
Utah	\$130.34
Virginia	\$110.34
Vermont	\$106.74
Washington	\$121.39
Wisconsin	\$108.83
West Virginia	\$103.76
Wyoming	\$123.17

Average Order Value by Category	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Direct	\$112.12	\$111.25	\$109.77	\$108.81	\$112.48
Email	\$104.35	\$107.61	\$101.65	\$107.04	\$101.59
Search	\$99.90	\$98.30	\$95.97	\$97.41	\$97.81
Social	\$91.19	\$92.28	\$86.06	\$83.61	\$78.17
Unknown	\$122.69	\$121.09	\$118.60	\$117.34	\$121.93

US AOV	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	\$125.75	\$126.30	\$124.55	\$121.68	\$126.53
Smartphone	\$93.74	\$91.33	\$89.80	\$92.94	\$89.87
Other	\$91.94	\$90.63	\$84.23	\$78.50	\$76.76
Tablet	\$90.76	\$91.73	\$87.83	\$94.14	\$92.35

GB AOV	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018
Traditional	\$88.89	\$92.96	\$91.70	\$91.66	\$100.90
Smartphone	\$61.46	\$65.22	\$65.27	\$67.28	\$63.98
Other	\$58.61	\$62.07	\$68.68	\$71.65	\$73.89
Tablet	\$82.54	\$85.67	\$83.90	\$87.06	\$86.66



We Work With The World's Best Brands

Here's a partial list of our clients.



US Sales & Service
Call 877-MONETATE (US)

EMEA Sales & Service
+44 203 7500 376

Monetate is the leader in personalization software for consumer-facing brands. Our approach starts with the understanding that each individual is unique. We enable brands to create individualized experiences that surprise and delight customers, improving engagement and business performance.

The Monetate platform is open and independent, working seamlessly across your marketing stack. Monetate is real-time, too, combining marketer-driven instincts with machine learning to deliver 1-to-1 personalization at scale. Founded in 2008, Monetate influences billions of dollars in annual revenue for Apple Vacations, Patagonia, QVC, The North Face, and hundreds of other market leaders.