



EQ2 | 2017

# What Loyalty Looks Like

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## About the EQ

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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

For decades now, brands and retailers have used reward programs to incentivize customer loyalty.

They work, sure; but let's face it: a marketer's dream customer is loyal for reasons far deeper than access to exclusive offers. Reward programs are just one attempt to encourage loyal behavior, namely repeat purchases.

Talk about a tricky thing to get right.

Consumers say they find loyalty programs worth the time and effort, but [more than half of all loyalty memberships](#) in the United States go unused. It's a stat that highlights the reality facing retailers today: there's a significant difference between a customer who belongs to a loyalty program and a customer who is loyal to a brand or retailer.

Loyalty program members may abandon that membership program altogether and never shop with a retailer again, but the lifetime value of a loyal customer—someone who repeatedly makes purchases with the same retailer—grows purchase after purchase.

So, for this EQ, we ignored loyalty memberships and looked at truly loyal customers: those shoppers who make repeat purchases. We explored what they look like, how they behave, and how their journey to repeat-customer status starts.

We studied more than 140 million purchases over the last year, and we found quite a few answers to those questions, including:

- how many days, on average, customers take between purchases
- how key metrics like average order value and revenue per session change as loyalty increases, and
- how device use changes as purchases become more frequent

Inside, we discuss each of these answers, shedding light on how much is at stake for marketers and how much data there is for them to create personalized, relevant experiences that will help increase real customer loyalty. Read on.

## The *Loyal* Customer Journey

In past EQs, we've examined how different visitors to a retailer's website behave differently. But there are also significant behavioral differences between groups of customers, and those differences hinge, in part, on what stage their relationship with the brand has reached—not just their visitor profiles. In fact, their shopping habits may develop in measurable and informative ways.

That may come as no surprise to retailers, as they've worked for decades to turn more of their first-time customers into repeat customers. But what might be surprising is how customers' journeys change as their relationships with brands and retailers change.

Consider:

Retailers often work aggressively at winning back first-time website visitors and cart abandoners within a compressed time frame, because they know that engagement drops the longer they wait. And data in our last EQ backs that up: retailers should be focused on the first seven days after an initial visit to win new customers, according to our research.

Of the data we analyzed in this EQ, we found that, overall, it takes first-time customers an average of 3.5 shopping sessions—and 25 days—to complete their first transaction.

It takes first-time customers an average of **3.5** shopping sessions—and **25 days**—to complete their first transaction.

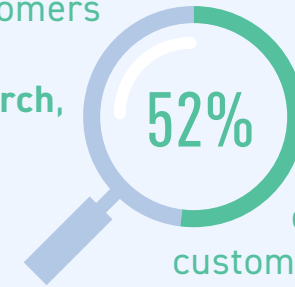
There is, though, a surprising amount of urgency among first-time customers. 52% of all first-time customers completed their purchase in a single shopping session. (It's worth noting that a "session," as we define it here at Monetate, does not equal a single visit or a single day. A session expires after 30 minutes of inactivity, but can persist for as long as 12 hours, if a visitor is active at least once every 30 minutes.)

The channel that drives first-time customers with the most urgency is search. Overall, first-time customers visiting from search require an average of just 22 days to complete their transactions.

Social and direct traffic trail search, but perform similarly to each other: first-time customers from both channels take roughly 4 sessions and 28 days to complete their transactions.

And first-time customers who come through email? They make up a relatively minor portion of first-time customers (.8%), and also take the longest to convert: they take an average of 4.2 sessions and 34 days to complete their transaction.

The channel that drives first-time customers with the most urgency is **search**, which sees



52% of first time customers convert in a single session.

## Loyalty Numbers

To measure engagement, we looked at how frequently customers began a new session within a set time period. And since we're talking about customers and their purchases here, we looked specifically at the number of sessions and the number of days it took for a customer to complete a purchase.

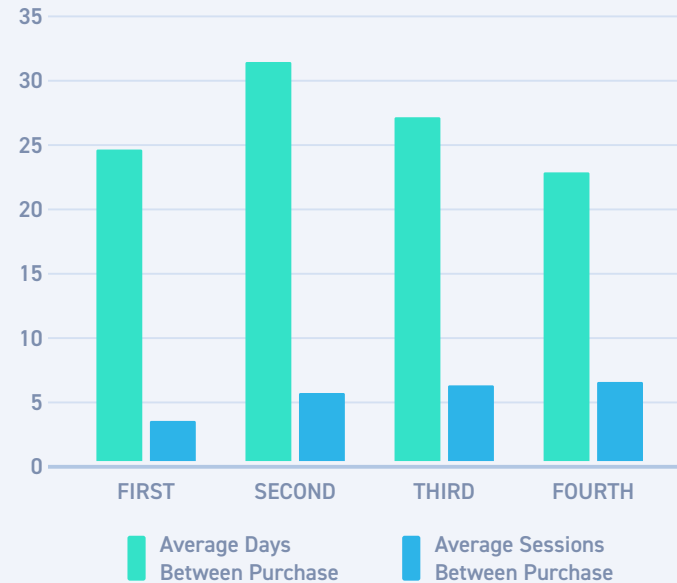
In thinking about this data, let's use first-time customers, who take an average of 25 days and 3.5 sessions to complete a purchase, as our baseline.

While those figures may seem like a long time, it's actually a shorter period of time when compared to customers who return to make second or third purchases.

Returning customers looking to make their second purchase need, on average, 32 days to convert—a whole additional week when compared to the average first-time purchases. And those customers returning to make their third purchase need, on average, 27 days to complete their transaction.



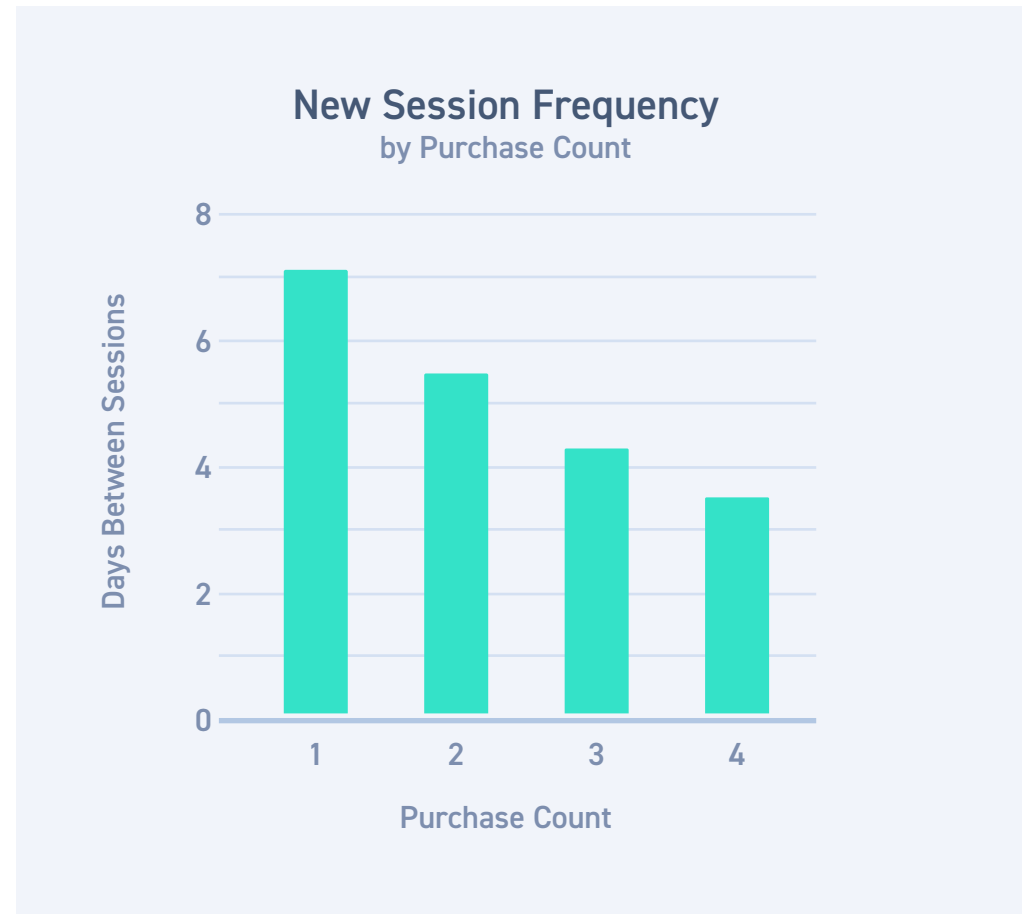
Returning customers looking to make their second purchase need **32 days** on average to convert—a whole additional week when compared to the average first-time purchases.



Though both time frames are longer than the windows associated with first-time customers, customers looking to make their second and third purchases are more active and engaged with on-site content during their browsing windows (as measured by new session frequency). In fact, returning customers remain far more engaged—up to 85% more, at their peak— than first-time customers, regardless of how many previous purchases they’ve made.

That level of engagement jumps significantly as customers become more loyal:

- Customers making their **first** purchase average a new session **every seven days**.
- Customers returning for their **second** purchase average a new session **every five-and-a-half days**.
- Customers returning for their **third** purchase average a new session **every four days**.
- Customers returning for their **fourth** purchase average a new session every **three-and-a-half days**.



And here's the thing: the frequency of engagement continues to increase along with a customer's level of loyalty. There are two other positive results that come with increased levels of loyalty, too:

- **Higher average order value.** Customers who have made between two and 10 purchases from a retailer have, on average, an AOV that's 4.5% higher than a first-time customer.
- **Increased data.** Customers who more frequently visit a retailer's site provide more insight into how their interests and needs are changing as their relationship deepens.

It's tempting to look at a returning customer's increased levels of engagement and overall higher AOV and say, "Everything with those customers is great." Look at the data a little more critically, though, and you'll realize retailers and brands have an opportunity to increase urgency with frequent customers.

It's actually taking customers with previous purchase histories more time to find their desired products and act on it than it is taking a first-time purchaser.

It's actually taking customers with previous purchase histories **more time** to find their desired products and act on it than it is taking a first-time purchaser.

Even more concerning for retailers?

Those customers who are between their first and second purchases, as well as between their second and third purchases, are at significant risk of never purchasing again.

Only 32% of first-time customers will make a second purchase. And while that retention number rises to 50% for the number of second-time purchases who return to make a third purchase, both those figures pale in comparison to those customers who have made at least three purchases.

From the third purchase on, retention rates jump above 60% and then, quickly, above 70%.

For marketers, then, there are three imperatives when it comes to increasing loyalty among returning customers. First, they need to quickly identify those customers whose engagement (i.e. session volume) has increased substantially after the first purchase. Second, they need to enhance experiences for repeat customers in ways that help those customers make their purchases more quickly. And third, they need to focus on encouraging customers down the path toward their third purchase—a critical threshold for brands if they want to retain customers longer.

From the third purchase on,  
retention rates jump above **60%**  
and then, quickly, above **70%**.

## Device of Preference

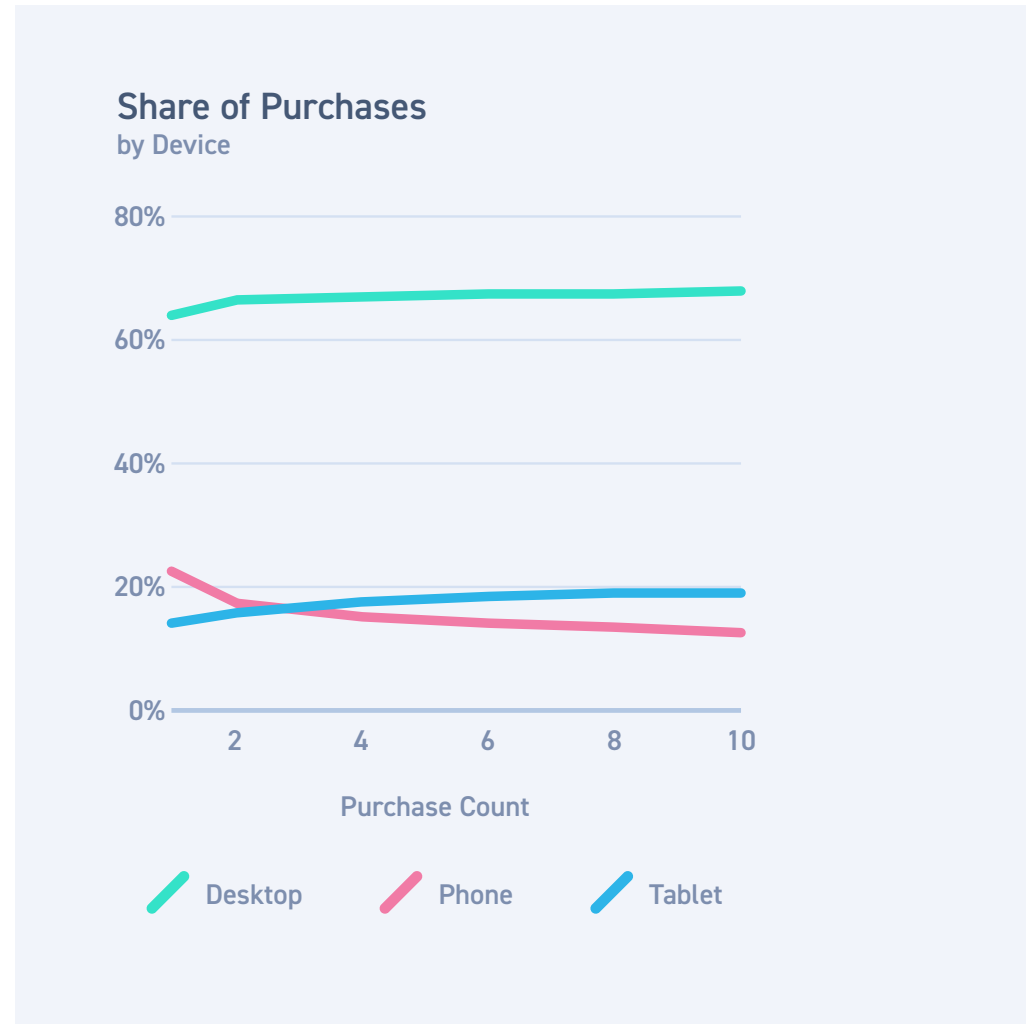
While marketers are still focused on improving smartphone conversion rates, the desktop is the loyal customer’s device of preference—at least when it comes to completing transactions.

While first-time customers complete transactions on their smartphones about 21% of the time, that number falls off as purchase frequency increases. The difference doesn’t just get rerouted to desktops, though: tablets, which are used to complete just 14% of first-time purchases, actually become more popular with customers than smartphones by the time they’re completing a third purchase.

By the time customers are finishing their third transactions, they’re doing so:

- On desktops roughly **67%** of the time
- On tablets roughly **17%** of the time
- On smartphones roughly **16%** of the time

Repeat customers, though, aren’t just completing the majority of their transactions on desktops. They’re also using them to browse and engage with retailers’ on-site content. More than 56% of all traffic from repeat customers comes via desktop, while mobile (21% of all traffic) and tablet (23%) split the remaining traffic share fairly evenly.



The numbers, while already stark in difference when viewed on their own, become astounding when you zoom out and consider the global ecommerce landscape. Only 42% of ecommerce traffic now comes from desktop, with the majority of traffic—46%—coming from mobile. (Only 12% of global ecommerce traffic comes from tablet.)

Mobile, no doubt, is eating the ecommerce world when it comes to traffic, but retailers have yet to figure out how to turn the device into a point of conversion.

While it might be tempting to look at the above figures related to repeat customers and say, “This is further proof that we need to solve the smartphone conversion problem,” we’d argue that’s an overly simplistic view.

When it comes to repeat customers, marketers need to be focused on catering to their preferences and improving their experiences—not changing behaviors. Desktop, then, needs to remain a focal point for retailers, especially as it relates to building loyalty among their customer bases.

That’s not to say retailers should ignore mobile. It’s obvious there needs to be a focus on improving mobile conversion rates. But it can’t be done at the expense of the desktop experience, especially when repeat customers are being considered.



Only **42%** of ecommerce traffic now comes from desktop, with the majority of traffic—**46%**—coming from mobile.

## Conclusion

In order for marketers to grow their loyal customer base, they need to quickly identify their repeat customers, and alter their shopping experience in meaningful ways.

Marketers who don't do so run the risk of failing to retain customers during the most crucial timeframe for developing loyalty. Already, more than half of all second-time purchasers fail to make a third purchase. Even more, second- and third-time purchasers take longer to convert than first-time purchasers.

Marketers, then, should be keying in on increasing retention among second-time customers and driving down conversion timeframes for all repeat customers.

And marketers have the data to make an impact.

Customers who return to brands and retailers to make a second, third, or even fourth purchase are generating upwards of 57% more browsing data for marketers to use to improve the shopping experience.

This new browsing data—often a signal of next-purchase intent—can be paired with past purchase history and other data sources to create tremendous engagement opportunities.

Further, marketers have device-preference and conversion rate data for their repeat customers that can be used to tailor cross-device experiences for repeat purchasers while helping optimize each device-specific site experience.

Recall that repeat purchasers are more likely to convert on desktop, and that becomes even more true as those customers make more purchases. That means, of course, that first-time and repeat customers use your mobile and tablet sites differently. Any changes to your mobile or tablet conversion funnels should be measured in light of how new and repeat customers use them.

Those marketers who get it right are seeing the rewards, too: returning customers are spending 4.5% more money every time they make another purchase.

Being able to recognize early who those customers are—and what their in-the-moment interests are—is a necessity when you're looking to grow your revenue and real customer loyalty.



— M O N E T A T E —

# INTELLIGENT PERSONALIZATION ENGINE

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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 on-site experiences, and personalizing offerings across channels.

The **Monetate Intelligent Personalization Engine** tackles personalization differently by combining real-time data analysis with testing, segmentation, targeting, and 1:1 machine learning 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, download our datasheet:

[DOWNLOAD DATASHEET](#)

## Benchmarks

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- 15 Website Visits
- 17 Conversion Rate
- 20 Add-to-Cart Rate
- 23 Average Page Views
- 26 Average Order Value
- 30 Source Data

## Website Visits:

Website Visits by Device	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	48.50%	45.51%	44.49%	43.65%	41.85%
Smartphone	36.80%	40.70%	41.73%	43.21%	45.94%
Other	0.38%	0.44%	0.35%	0.37%	0.36%
Tablet	14.32%	13.35%	13.43%	12.77%	11.86%

Website Visits by Device (US)	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	49.44%	45.95%	45.09%	44.26%	43.26%
Smartphone	38.21%	42.33%	43.52%	44.59%	46.27%
Other	0.41%	0.46%	0.40%	0.42%	0.43%
Tablet	11.94%	11.26%	10.99%	10.73%	10.04%

Website Visits by Device (GB)	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	38.58%	37.93%	37.38%	36.02%	31.47%
Smartphone	33.64%	35.47%	35.53%	38.50%	46.39%
Other	0.22%	0.29%	0.18%	0.18%	0.16%
Tablet	27.56%	26.31%	26.91%	25.30%	21.97%

Website Visits by Platform	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Android	16.86%	18.93%	18.93%	19.00%	19.05%
Chrome OS	0.52%	0.50%	0.56%	0.57%	0.53%
Linux	0.98%	1.04%	0.94%	1.05%	1.81%
Macintosh	10.24%	9.54%	10.07%	9.54%	9.53%
Windows	36.56%	34.33%	32.89%	32.47%	29.92%
Windows Phone	0.29%	0.27%	0.22%	0.19%	0.17%
iOS	34.55%	35.38%	36.39%	37.17%	38.99%

## Conversion Rate:

Conversion Rates	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Global	2.83%	2.51%	3.00%	2.54%	2.62%
US	2.75%	2.48%	2.97%	2.48%	2.57%
GB	4.10%	3.68%	4.15%	3.76%	3.77%

Conversion Rates by Device	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	3.89%	3.60%	4.24%	3.65%	3.83%
Tablet	1.27%	1.16%	1.51%	1.30%	1.34%
Other	0.34%	0.48%	0.35%	0.27%	0.25%
Smartphone	3.31%	3.00%	3.60%	3.05%	3.38%

Conversion Rates by Device (US)	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	3.94%	3.75%	4.41%	3.75%	3.91%
Smartphone	1.08%	0.97%	1.33%	1.11%	1.17%
Other	0.23%	0.37%	0.23%	0.18%	0.18%
Tablet	3.26%	3.02%	3.70%	3.04%	3.33%

Conversion Rates by Device (GB)	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	5.36%	4.62%	5.16%	4.70%	5.23%
Smartphone	2.85%	2.92%	3.36%	3.12%	2.74%
Other	1.44%	1.71%	1.49%	1.25%	1.13%
Tablet	3.87%	3.36%	3.81%	3.41%	3.89%

Conversion Rates by Platform	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Android	1.42%	1.20%	1.50%	1.33%	1.39%
Chrome OS	2.95%	2.84%	3.20%	2.55%	2.89%
Linux	0.69%	0.60%	1.04%	1.08%	0.86%
Macintosh	3.83%	3.55%	4.26%	3.46%	3.64%
Windows	4.08%	3.77%	4.38%	3.83%	4.11%
Windows Phone	1.18%	1.07%	1.31%	1.21%	1.18%
iOS	2.05%	1.82%	2.29%	1.88%	1.94%

## Add-to-Cart Rate:

Add to Cart Rates	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Global	9.49%	9.03%	9.87%	9.03%	9.13%
US	9.05%	8.40%	9.05%	8.15%	8.32%
GB	13.17%	14.29%	15.27%	15.09%	14.48%

Add to Cart Rates by Device	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	11.34%	10.97%	11.77%	10.65%	10.79%
Smartphone	6.72%	6.50%	7.50%	7.10%	7.24%
Other	4.33%	3.33%	2.52%	2.42%	2.31%
Tablet	10.48%	10.32%	11.16%	10.18%	10.79%

Add to Cart Rates by Device (US)	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	11.35%	10.80%	11.33%	10.17%	10.32%
Smartphone	5.63%	5.42%	6.30%	5.85%	6.08%
Other	4.02%	2.63%	1.54%	1.42%	1.44%
Tablet	10.59%	10.04%	10.81%	9.64%	10.29%

Add to Cart Rates by Device (GB)	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	14.36%	15.55%	16.89%	16.33%	16.75%
Smartphone	13.78%	14.99%	15.84%	16.09%	13.91%
Other	7.98%	9.21%	10.00%	11.24%	10.62%
Tablet	10.83%	11.58%	12.31%	11.85%	12.45%

Add to Cart Rates by Platform	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Android	6.44%	5.97%	6.95%	6.50%	6.61%
Chrome OS	11.23%	11.33%	11.71%	10.63%	11.29%
Linux	6.97%	6.17%	6.70%	6.63%	4.03%
Macintosh	13.17%	12.93%	13.40%	12.04%	12.12%
Windows	11.14%	10.67%	11.53%	10.44%	10.87%
Windows Phone	5.39%	4.95%	5.56%	5.33%	5.18%
iOS	8.43%	8.22%	9.15%	8.47%	8.64%

## Average Page Views:

Average Page Views	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Global	8.4	7.97	7.84	7.59	7.49
US	7.73	7.35	7.25	7.12	6.91
GB	11.41	10.31	9.85	9.41	9.8

Average Page Views by Device	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	9.38	9.05	8.93	8.52	8.57
Smartphone	6.67	6.41	6.38	6.34	6.17
Other	6.1	6.43	5.96	5.76	5.73
Tablet	9.58	9.08	8.85	8.72	8.82

Average Page Views by Device (US)	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	8.69	8.36	8.28	8.01	8.02
Smartphone	6.27	6.03	6	6.01	5.64
Other	5.9	6.01	5.62	5.59	5.54
Tablet	8.51	8.21	8.04	8.17	8.04

Average Page Views by Device (GB)	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	13.33	12.03	11.47	10.86	11.26
Smartphone	8.99	8.18	7.97	7.93	8.62
Other	8.55	8.67	8.4	7.8	8.26
Tablet	11.69	10.69	10.09	9.59	10.2

Average Page Views by Platform	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Android	7.74	7.24	7.03	6.9	6.76
Chrome OS	10.04	10	9.6	9.29	9.43
Linux	5.54	3.81	3.72	3.34	3.01
Macintosh	9.55	9.22	9.11	8.62	8.5
Windows	9.57	9.22	9.09	8.71	8.99
Windows Phone	6.7	7.15	6.77	6.42	6.4
iOS	7.36	6.97	6.95	6.87	6.69

## Average Order Value:

Average Order Value	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Global	\$134.13	\$120.08	\$125.75	\$120.37	\$123.04

Average Order Value by Device	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	\$149.24	\$132.20	\$136.02	\$132.16	\$135.22
Smartphone	\$96.16	\$92.49	\$103.79	\$97.16	\$100.75
Other	\$88.62	\$93.27	\$92.37	\$84.00	\$90.89
Tablet	\$111.27	\$102.44	\$113.96	\$105.09	\$108.18

Average Page Views by Platform	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Android	\$87.37	\$84.49	\$91.61	\$84.27	\$86.65
Chrome OS	\$101.48	\$96.03	\$157.10	\$93.52	\$94.94
Linux	\$153.31	\$141.54	\$117.32	\$95.99	\$103.60
Macintosh	\$167.39	\$142.67	\$151.60	\$144.50	\$149.60
Windows	\$145.16	\$129.87	\$131.46	\$129.99	\$132.40
Windows Phone	\$72.23	\$72.58	\$77.42	\$72.25	\$74.77
iOS	\$109.73	\$101.81	\$114.16	\$106.50	\$109.87

Average Order Value by State	Q2 2017
Armed Forces - America	\$137.52
Armed Forces - Europe	\$179.78
Alaska	\$147.73
Alabama	\$120.78
Armed Forces - Pacific	\$157.19
Arkansas	\$119.18
Arizona	\$118.69
California	\$135.28
Colorado	\$126.02
Connecticut	\$117.18
District of Columbia	\$142.51
Delaware	\$111.72
Florida	\$120.59
Georgia	\$115.68
Hawaii	\$135.19
Iowa	\$112.36
Idaho	\$128.08
Illinois	\$118.75
Indiana	\$107.55
Kansas	\$111.89
Kentucky	\$113.11
Louisiana	\$123.50
Massachusetts	\$117.97
Maryland	\$115.34
Maine	\$106.17
Michigan	\$111.39
Minnesota	\$117.39
Missouri	\$114.40

Average Order Value by State	Q2 2017
Mississippi	\$118.23
Montana	\$119.84
North Carolina	\$116.55
North Dakota	\$122.74
Nebraska	\$116.72
New Hampshire	\$110.54
New Jersey	\$115.96
New Mexico	\$118.91
Nevada	\$130.83
New York	\$126.29
Ohio	\$110.75
Oklahoma	\$118.18
Oregon	\$124.70
Pennsylvania	\$102.72
Rhode Island	\$108.91
South Carolina	\$115.60
South Dakota	\$110.06
Tennessee	\$112.54
Texas	\$131.97
Utah	\$134.24
Virginia	\$118.28
Vermont	\$109.41
Washington	\$129.62
Wisconsin	\$112.67
West Virginia	\$110.56
Wyoming	\$123.19

Average Order Value by Category	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Direct	\$131.94	\$118.61	\$123.91	\$117.77	\$119.75
Email	\$110.88	\$110.56	\$106.86	\$103.66	\$111.58
Search	\$129.57	\$111.17	\$117.98	\$111.14	\$114.92
Social	\$104.27	\$95.28	\$99.88	\$95.54	\$98.94
Unknown	\$146.08	\$133.16	\$139.93	\$137.19	\$141.74

US AOV	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	\$150.05	\$132.20	\$132.46	\$128.95	\$131.62
Smartphone	\$102.21	\$100.38	\$109.14	\$98.57	\$99.75
Other	\$92.23	\$102.12	\$97.50	\$86.69	\$88.10
Tablet	\$102.94	\$98.37	\$109.15	\$97.30	\$99.35

GB AOV	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Traditional	\$140.73	\$122.71	\$142.69	\$129.02	\$134.15
Smartphone	\$75.78	\$70.19	\$84.16	\$80.06	\$88.85
Other	\$75.51	\$71.51	\$77.98	\$72.01	\$85.11
Tablet	\$124.01	\$106.95	\$120.51	\$113.56	\$118.57

## Source Data for this EQ

In this EQ, we're giving you some bonus tables: the source data we used in our analysis.

### Customer Behavior by Purchase Count

Purchase Count	Device	AVG Days Between Purchases	AVG Session Count	Share of Purchases
1	Traditional	20.51643812	3.074749216	64.18%
1	Smartphone	31.98516526	4.402757745	21.42%
1	Tablet	32.86825013	4.050054994	14.40%
2	Traditional	27.66130536	4.910780432	66.46%
2	Smartphone	38.25716315	7.951908095	17.65%
2	Tablet	40.36300761	6.820802738	15.89%
3	Traditional	24.3765412	5.428775414	66.77%
3	Smartphone	32.75581536	9.020515171	16.26%
3	Tablet	33.74795716	7.61450438	16.97%
4	Traditional	20.6466297	5.552942021	66.98%
4	Smartphone	27.5439832	9.292673167	15.39%
4	Tablet	27.91954933	7.884471657	17.63%
5	Traditional	17.71376851	5.540887403	67.22%
5	Smartphone	23.57192127	9.349572164	14.73%
5	Tablet	23.80198283	7.99256962	18.05%

Purchase Count	Device	AVG Days Between Purchases	AVG Session Count	Share of Purchases
6	Traditional	15.33753398	5.481313529	67.42%
6	Smartphone	20.55036593	9.263349686	14.20%
6	Tablet	20.5347049	7.997938638	18.37%
7	Traditional	13.55061617	5.398895183	67.58%
7	Smartphone	18.12730853	9.145927936	13.77%
7	Tablet	18.1072264	7.968554041	18.65%
8	Traditional	12.13154569	5.312935643	67.70%
8	Smartphone	16.22254505	9.013443965	13.41%
8	Tablet	16.19074578	7.956390767	18.89%
9	Traditional	10.92326839	5.227124903	67.81%
9	Smartphone	14.72587138	8.86414332	13.07%
9	Tablet	14.64376704	7.907775422	19.12%
10	Traditional	10.03594062	5.156457572	67.87%
10	Smartphone	13.45489679	8.727119676	12.79%
10	Tablet	13.36129893	7.827307962	19.34%

### Device Preference by Purchase Count

Purchase Count	Device	AVG Days Between Purchases	AVG Session Count	Share of Purchases
1	Traditional	20.51643812	3.074749216	64.18%
1	Smartphone	31.98516526	4.402757745	21.42%
1	Tablet	32.86825013	4.050054994	14.40%
2	Traditional	27.66130536	4.910780432	66.46%
2	Smartphone	38.25716315	7.951908095	17.65%
2	Tablet	40.36300761	6.820802738	15.89%
3	Traditional	24.3765412	5.428775414	66.77%
3	Smartphone	32.75581536	9.020515171	16.26%
3	Tablet	33.74795716	7.61450438	16.97%
4	Traditional	20.6466297	5.552942021	66.98%
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## Single-Session Purchases By Source

Initial Source	Purchase Source	First Purchase?	Single Session Purchase Rate
direct	direct	Yes	60%
direct	direct	No	35%
search	search	Yes	74%
search	search	No	50%
unknown	unknown	Yes	79%
unknown	unknown	No	58%
internal	internal	Yes	75%
internal	internal	No	49%
social	social	Yes	66%
social	social	No	47%
email	email	Yes	68%
email	email	No	44%



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