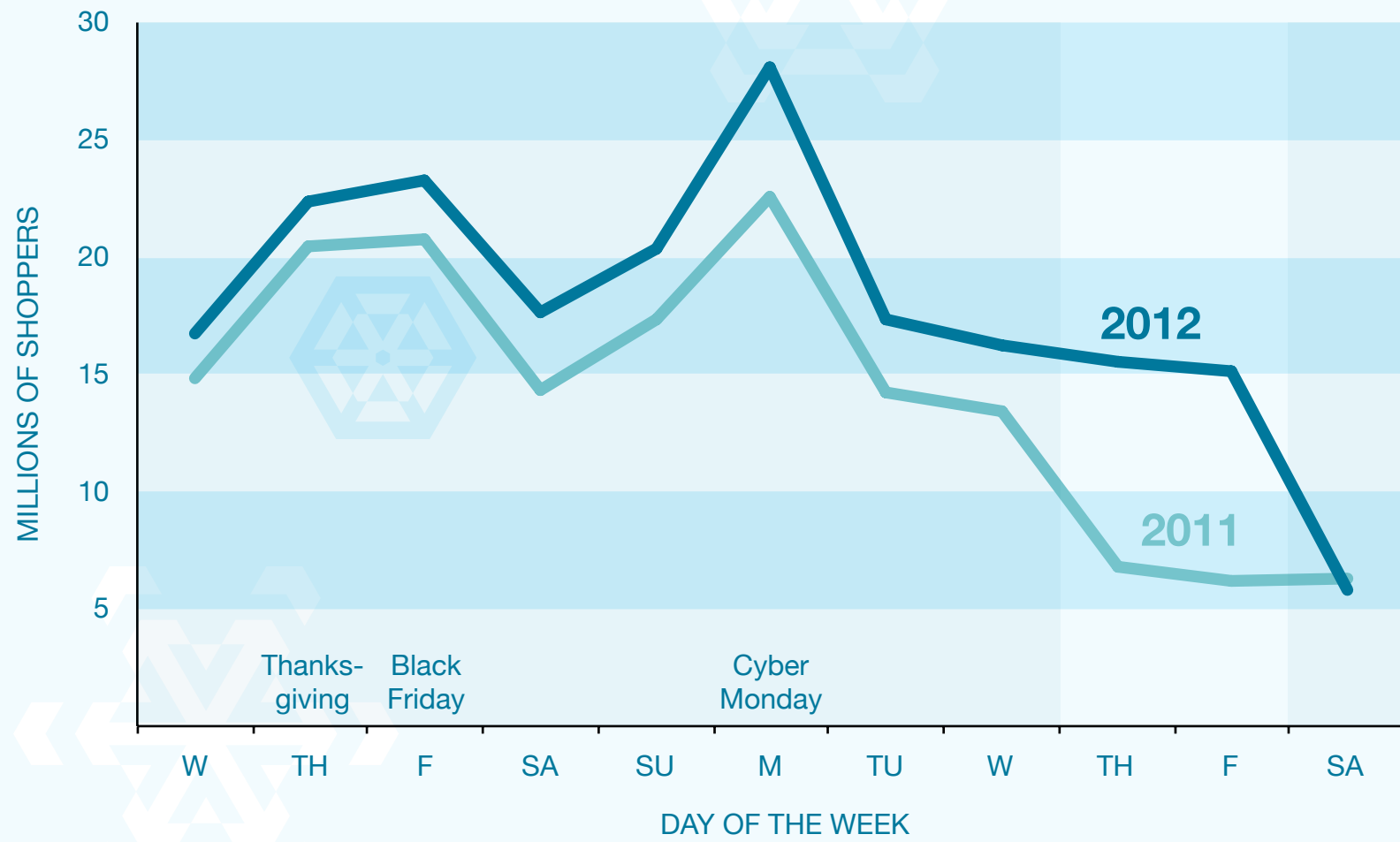


# 2012 Holiday Shopping Insights

## Cyber Week Continues to Make Inroads

Shopping activity was twice as heavy on the Thursday and Friday following Cyber Monday in 2012 compared to 2011.



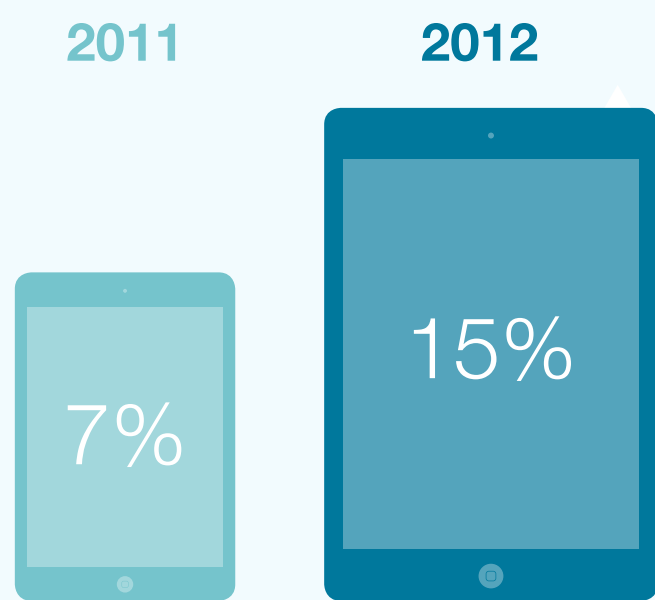
## Conversion

Online shoppers converted 14% better in 2012 than 2011.



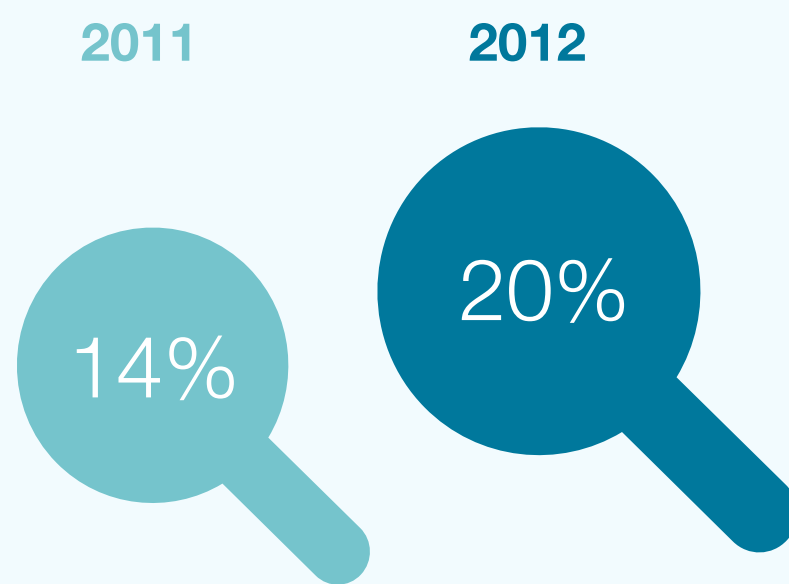
## Share of Mobile Shopping

Shopping on tablets and mobile phones more than doubled this year. Mobile activity peaked on Thanksgiving, reaching 19% of all traffic.



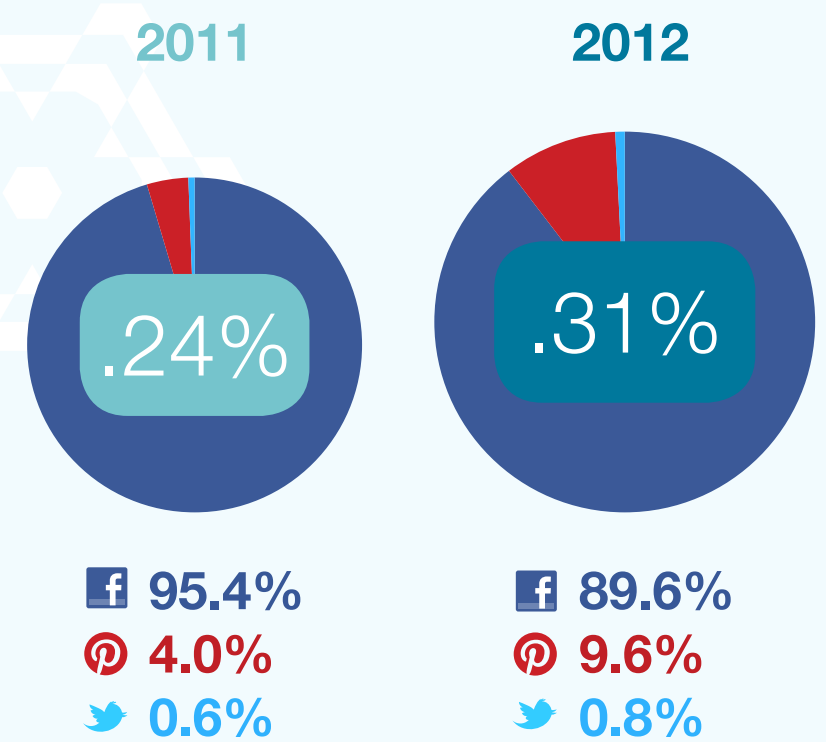
## Share of Search-Referred Shopping

Consumers turned to search engines in record numbers this holiday. On average, one in every five shopping sessions began with a search engine, compared with 14% in 2011 (a 43% increase).



## Share of Social Shopping

Traffic from social sources, though still very small, is up 30% this holiday. Notably, traffic from Pinterest doubled from last year to this, accounting for nearly 10% of all traffic from social sources.



## Regional Trends

**WEST COAST**  
 Highest AOV (most expensive orders) on almost every day  
 Lowest in search usage

**ROCKY MOUNTAINS**  
 Shortest sessions (typically <5 pages per session)

**PLAINS**  
 Lowest AOV (least expensive orders)  
 Least mobile usage  
 Greatest increase in search usage year over year (among top three in absolute sense)

**GREAT LAKES**  
 Most online shoppers (per capita users)  
 Longest sessions (most page views per session)

**NEW ENGLAND**  
 Among top three regions for search usage

**MIDEAST**  
 Highest conversion on Black Friday (5%) and Cyber Monday (5.8%)  
 Second highest mobile usage

**SOUTHWEST**  
 Greatest mobile usage  
 More online shoppers on the day after Cyber Monday than on Cyber Monday itself

**SOUTHEAST**  
 Highest absolute search usage

## Methodology

This RichRelevance 2012 Holiday Shopping Insights™ study is based on an analysis of 490 million shopping sessions which took place in 2012 and 2011 during a ten-day period beginning on Thanksgiving. Comparable days and equivalent sites are used for both 2012 and 2011. The online retail sites are all US-based and include mass merchants as well as small and specialty retailers.