

FOURTH QUARTER | 2013

SOCIAL MEDIA SHOPPING

Although social channels produce less than 1% of total shopping sessions, some trends remain and others have emerged. Of all social sites, Facebook produces more than 3x the number of sessions and 10x the number of orders than the next most prolific social site. Pinterest

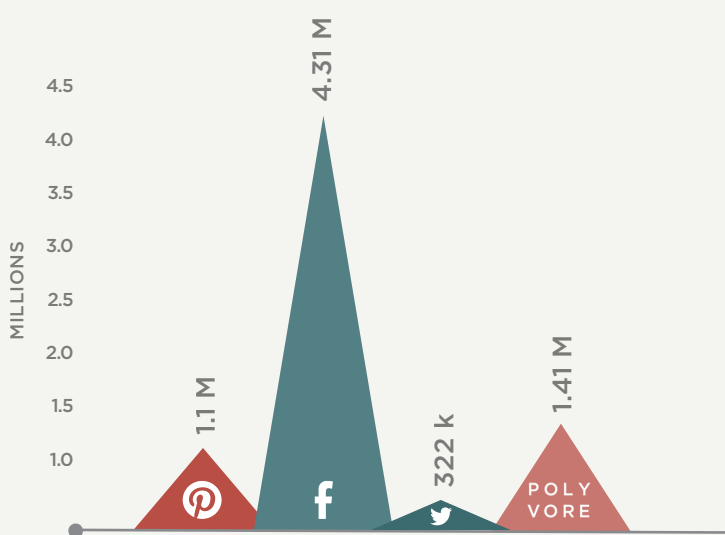
has been gaining ground on Facebook with 25% of social shopping sessions (up 14% from last year) and now generates more than double the AOV of Facebook. Twitter continues to dwell at the bottom of the social shopping pool, producing the smallest numbers across the board.



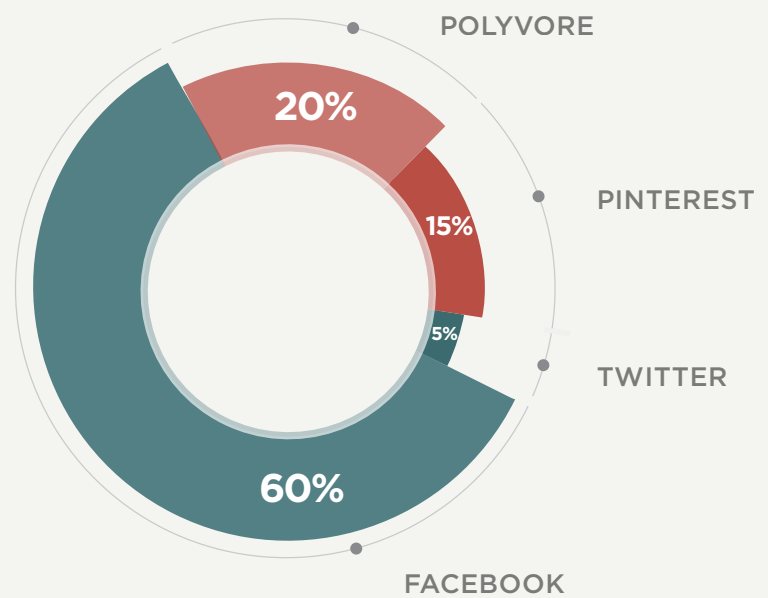
WHO'S DRIVING SHOPPING TRAFFIC FOR RETAIL SITES?

TOTAL SOCIAL SHOPPING SESSIONS

Facebook owns the lion's share of social shopping sessions, but Pinterest continues to grow, improving >10% year over year.



AVERAGE SHARE OF TRAFFIC



POLYVORE

Ecommerce disruptor Polyvore is a formidable social commerce channel that continues to grow, and is either on pace with the big social players or is head and shoulders above.

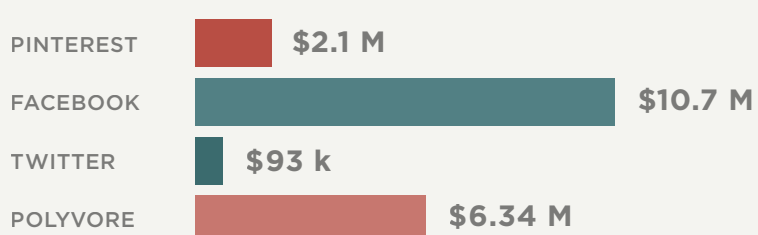
AVERAGE CONVERSION RATE

Facebook's conversion rate is comparable to that of non-social shopping session, which is 2.98%.



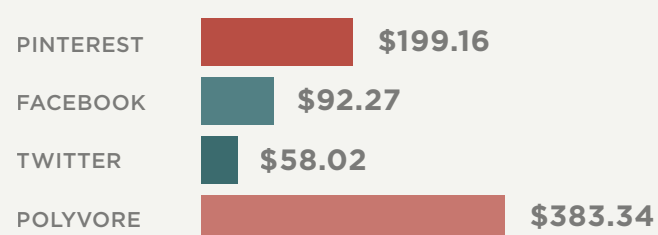
TOTAL SALES FROM SOCIAL SESSIONS

Facebook is the clear leader in this metric, but upstart Polyvore generates 3x the total sales of Pinterest.



AVERAGE ORDER VALUE PER SESSION

Polyvore drives a higher AOV than Facebook, Pinterest, and Twitter combined! Their AOV (\$383) is 2.6x higher than non-social shopping sessions (\$143).



METHODOLOGY

This RichRelevance Shopping Insights™ study is based on data gleaned from more than 689 million shopping sessions that took place between January 1 and September 31, 2013, on select US sites which have deployed RichRelevance's retail recommendation software. The study includes only browser-based shopping sessions and does not include shopping that may originate from mobile app versions of these platforms. Sessions are defined as Facebook, Pinterest, Twitter, or Polyvore respectively, if the referrer for that session originated from that site.