

➤ **CPC Strategy**

2013 BLACK FRIDAY & CYBER MONDAY GOOGLE SHOPPING REPORT





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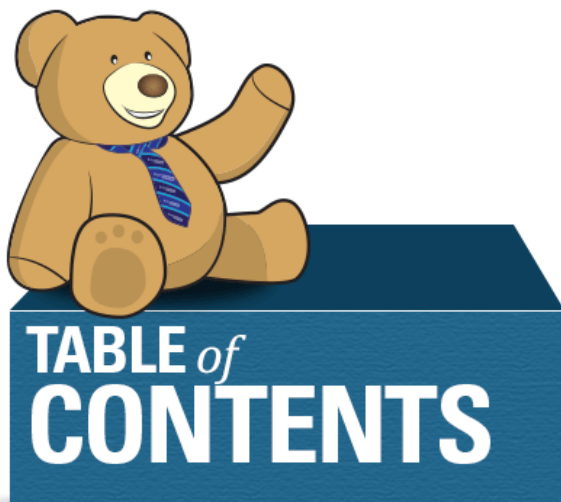
GOOGLE SHOPPING PERFORMANCE

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Only in America can there be a holiday centered on giving thanks and gratitude for the things we have and then have that same holiday also be the start to the grandest annual display of mass consumerism.

This year, the Thanksgiving weekend (including Cyber Monday, **11/28 – 12/2**) shopping rush actually started on Thanksgiving day, and the **result was the largest online shopping weekend in history DESPITE seeing a reported drop in overall spend (B&M + online)**. What this means is that online shopping is becoming the norm as less shoppers are leaving their homes for big sales.

We aggregated data from our own clients and their Google Shopping performance in the following study.





THE REPORT

In this report, we selected a representative sample* of our clients and analyzed both their stores' overall performance and their Google Shopping performance over Thanksgiving weekend (11/28 - 12/2).

Our analysis fortified the notion that Google Shopping is a significant traffic and revenue contributor during peak shopping periods and it's still growing rapidly. Additionally, we also uncovered some surprising mobile consumer trends.

Periods Analyzed:

- 2013 Thanksgiving Weekend (11/28 – 12/2)
- 2012 Thanksgiving Weekend (11/22 – 11/26)





CLIENT RESULTS

OVERALL STORE PERFORMANCE

We averaged our clients' overall raw traffic and revenue numbers below to identify their retail demographic. You can use this information as a gauge for Google Shopping performance.



OVERALL WEEKEND TRAFFIC AVG.

OVERALL WEEKEND REVENUE AVG.

158,758

\$961,225

This table below represents our client samples' YOY performance over Thanksgiving weekend.

* YOY= year over year



YOY % INCREASE IN TRAFFIC

YOY % INCREASE IN REVENUE

-1.07%

+26.93%

TRAFFIC % INCREASE FROM WEEK BEFORE

REVENUE % INCREASE FROM WEEK BEFORE

+30.83%

+70.49%

Week Before:
11/21-11/25/13

LIFE IS CHAOTIC, YOUR ONLINE BUSINESS SHOULDN'T BE.

Get more on **Google, Amazon, AdWords**, and other **leading shopping channels** without logging into a platform, dealing with technical elements of your data feed, or poring over performance data.

Talk To An Expert





GOOGLE SHOPPING PERFORMANCE

Of our sampled clients, we analyzed the YOY performance for those who we've managed for more than 1 year and also calculated the proportion of Google Shopping Traffic and Revenue to their overall Traffic and Revenue for the weekend.



YOY GOOGLE SHOPPING TRAFFIC % INCREASE

YOY GOOGLE SHOPPING REVENUE % INCREASE

+143.50%

+238.22%

GOOGLE SHOPPING % OF OVERALL TRAFFIC

GOOGLE SHOPPING % OF OVERALL REVENUE


20.19%


18.75%

Key Takeaway

Our sample gives us a rough estimate of the overall impact of Google Shopping on a store's performance numbers during Thanksgiving weekend.

On average, a Google PLA campaign alone was responsible for:

 **20.19%** of overall store traffic

 **18.75%** of overall store revenue

YOY TRAFFIC INCREASED BY +143.50%

YOY REVENUE INCREASED BY +238.22%



BIG TREND FOR 2013: MOBILE PERFORMANCE

Heading into 2013, we knew mobile traffic and optimization was going to be a game changer for ecommerce stores, and this is evident in the data averages shown below:



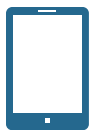
MOBILE % OF OVERALL TRAFFIC

29.33%



MOBILE % OF OVERALL REVENUE

17.08%



**MOBILE
STORE CONVERSION RATE**

1.93%



**OVERALL
STORE CONVERSION RATE**

2.54%

From our client sample, we see that on average, mobile (tablet + phone) makes up **29.33% of their overall traffic**.

BUT what we also see is that this traffic doesn't correlate with a similar proportion of overall revenue. **That mobile 29.33% of overall traffic equates to an average of only 17% of overall revenue.**



We also find that for the majority of our sampled clients, mobile conversion rate was lower than overall store rate. **This implies that mobile traffic isn't converting as well as desktop traffic, meaning if you pay for mobile traffic (like for mobile PLAs), you're potentially wasting ad spend on less qualified traffic.**



YOU CAN OPTIMIZE YOUR BIDS FOR MOBILE PLAS

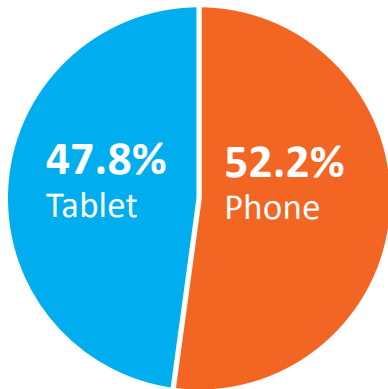
Fortunately, you can optimize your bids for mobile PLAs (see the last section)



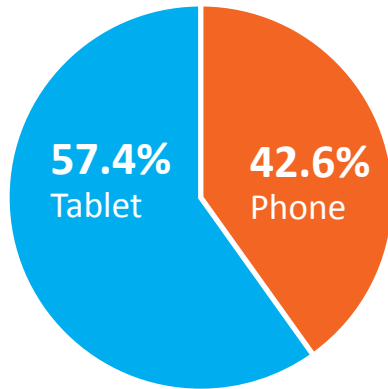
Mobile: Tablet vs. Phone

Diving deeper into the mobile data, we wanted to see how Phones and Tablets performed against each other. Out of our sampled clients, here's how we found mobile device to play a factor:

	PHONE 	TABLET 
Average Traffic %	15.55% of Overall Traffic	12.98% of Overall Traffic
Average Revenue %	7.54% of Overall Revenue	9.59% of Overall Revenue
Average Conversion Rate	2.78%	2.16%
Average AOV	\$127.38	\$206



% OF MOBILE TRAFFIC OVERALL





% OF MOBILE REVENUE OVERALL

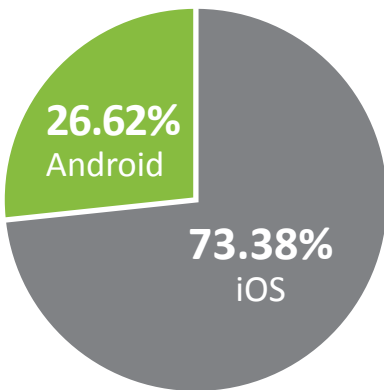


WE SEE THAT ALTHOUGH PHONE TRAFFIC CONVERTS BETTER THAN TABLET TRAFFIC (2.78% vs. 2.16%), TABLET USERS SPENT SIGNIFICANTLY MORE PER ORDER (AVG. \$127 vs. \$206)

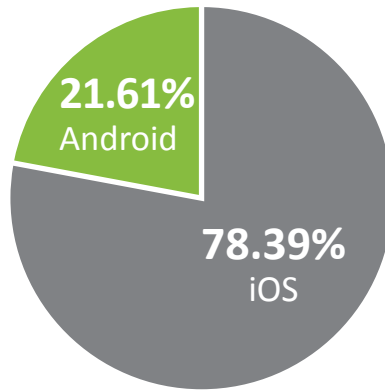
Mobile OS

Breaking up mobile traffic and sales number even further, we found a significant correlation with sales potential and the operating system, or OS, used.

	iOS (APPLE) 	ANDROID 
Average Traffic %	20.48% of Overall Traffic	7.78% of Overall Traffic
Average Revenue %	13.14% of Overall Revenue	3.62% of Overall Revenue
Average Conversion Rate	1.76%	1.8%
Average AOV	\$205	\$262



% OF MOBILE TRAFFIC OVERALL



% OF MOBILE REVENUE OVERALL

Apple’s iOS clearly dominates mobile shopping traffic for our sample set. Unfortunately, Google hasn’t rolled out OS-level bid optimizations yet, but you can make changes to your display advertising campaigns (see last section).



THE KEY FINDINGS

The following stats are based on our sample of clients and pertain to performance over Thanksgiving weekend (11/28 - 12/2):



On average, Google Shopping accounts for **20.19% of a store's Overall Traffic**



On average, Google Shopping accounts for **18.75% of a store's Overall Revenue**



Google Shopping Traffic is up **143.50% YOY** over Thanksgiving weekend.



Google Shopping Revenue is up **238.22% YOY** over Thanksgiving weekend.



On average, Mobile accounts for **29.33% of Overall Traffic** but only for **17.08% of Overall Revenue**



Phone Traffic converts better than Tablet (2.78% vs. 2.16%), but Tablet users look to buy more per order (\$127 AOV for Phone vs. \$206 AOV for Tablet)



iOS accounts for **73.38% of Overall Mobile Traffic** and **78.39% of Overall Revenue** over Android

**OBSERVATION:
GOOGLE SHOPPING IS A
FAST GROWING HUB FOR
QUALIFIED SHOPPING
QUERIES DURING PEAK
SHOPPING PERIODS**

*Survey Methodology:

CPC strategy's Black Friday 2013 Black Friday & Cyber Monday Google Shopping Report was fielded to a representative sample of 10% of CPC Strategy's client base (215 Clients). This survey is part of CPC Strategy's periodic look at retail search performance and collected data between Thanksgiving Weekend 2012 (November 22nd to November 26th) and Thanksgiving Weekend 2013 (November 28th, 2013 to December 2nd, 2013). We conduct primary research to better understand trends within the retail space as it relates to eCommerce and search marketing efforts.



Thank You For Reading

If you have any lingering thoughts, questions, or comments, feel free to reach out to the pioneers of retail search at

(619) 677-2453

or email us at

contact@cpcstrategy.com

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