

# Q3 2016

## U.S. E-COMMERCE STATISTICS, Q3: 2016 vs 2015



Online revenue was up 9.2% in the third quarter of 2016 compared to the previous year, the largest year-over-year percentage this year. While online orders increased 8.9%, Average Order Value (AOV) was up only 0.2%, indicating that most of the growth is driven by increasing numbers of transactions. AOV has decreased each quarter this year.

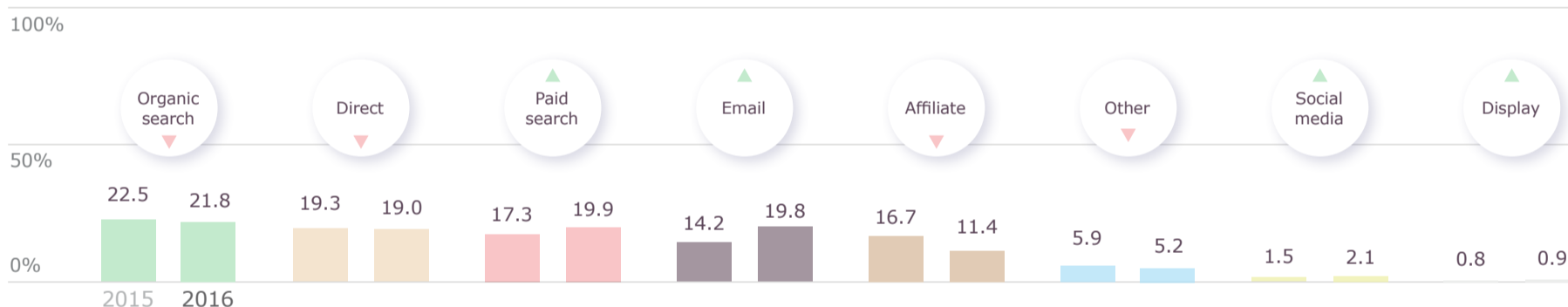
Mobile shopping continues to grow with over 30% of orders being placed on mobile phones (21.7%) and tablets (9.1%). While orders on tablets are declining, more people are making purchases on mobile devices.

Google's Android operating system continues to gain share with 24.3% of mobile purchases made on devices running on Android. 75.5% of mobile orders were made on devices running Apple's iOS.

Search, though declining, was still the primary marketing channel driving online sales; organic search brought in 21.8% of orders while paid search made up 19.9%. Email is hot on the heels of paid search — 19.8% of purchases were driven by email, a huge increase from the 14.2% made during the same timeframe in 2015. Both direct and affiliate orders were down year-over-year. Check in for monthly e-commerce stats and analysis at [custora.com/pulse](http://custora.com/pulse).

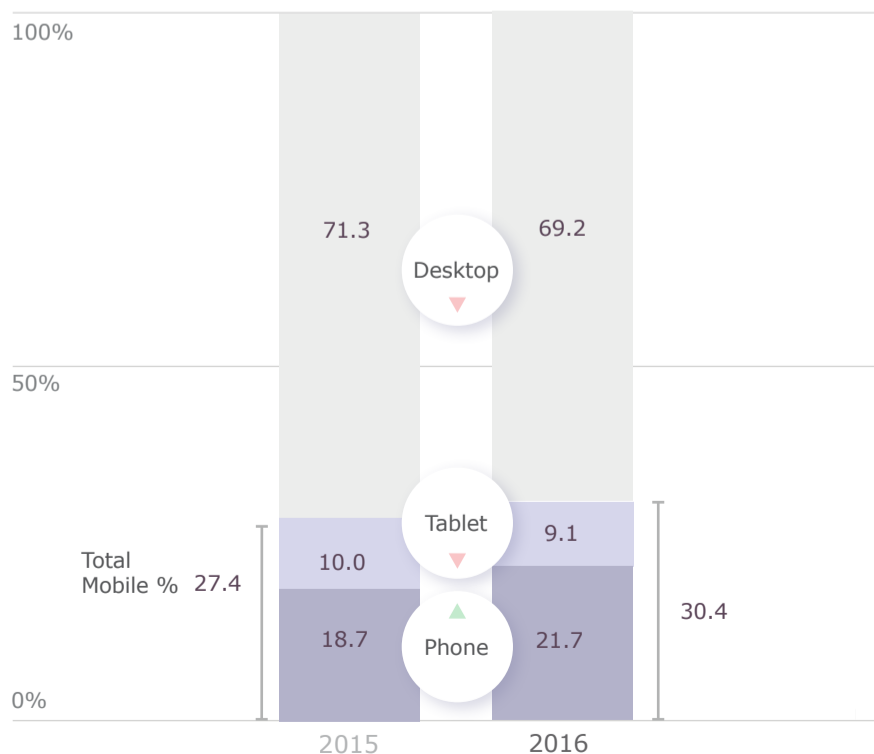
### ORDERS BY MARKETING CHANNEL

SHARE (%) OF E-COMMERCE ORDERS BY MARKETING CHANNEL, Q3



### ORDERS BY DEVICE

SHARE (%) OF E-COMMERCE ORDERS BY DEVICE, Q3



### MOBILE ORDERS BY PLATFORM

SHARE (%) OF E-COMMERCE ORDERS MADE BY MOBILE PLATFORM

