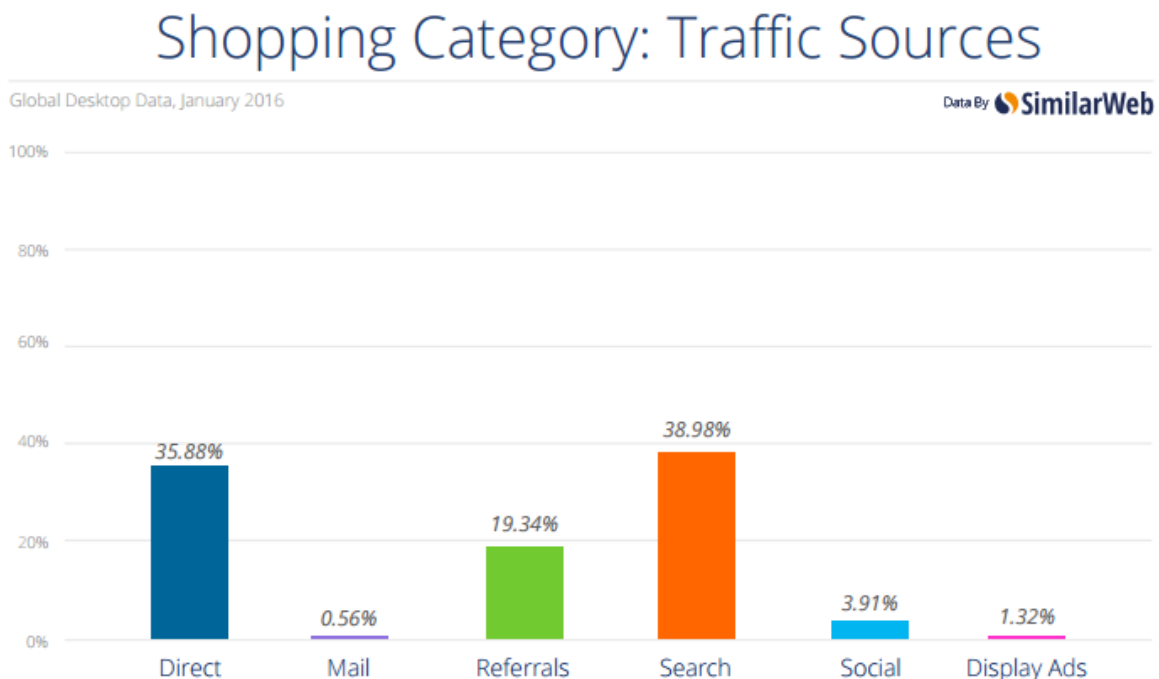


Report: search drives 10X more traffic to ecommerce sites than social media

May 23 2016: Search is the single largest traffic driver to online retail websites, according to the global leader in digital market intelligence SimilarWeb's [Global Search Marketing Report 2016](#).

The Global Search Marketing Report 2016 analyzed how consumers arrived to sites in online shopping categories across eight categories, including clothing, consumer electronics and sportswear.

It shows that search makes up 38.98% of visits to shopping sites globally, followed by direct visits (35.88%) referrals (19.34%) and social (3.91%) and display ads (1.32%)

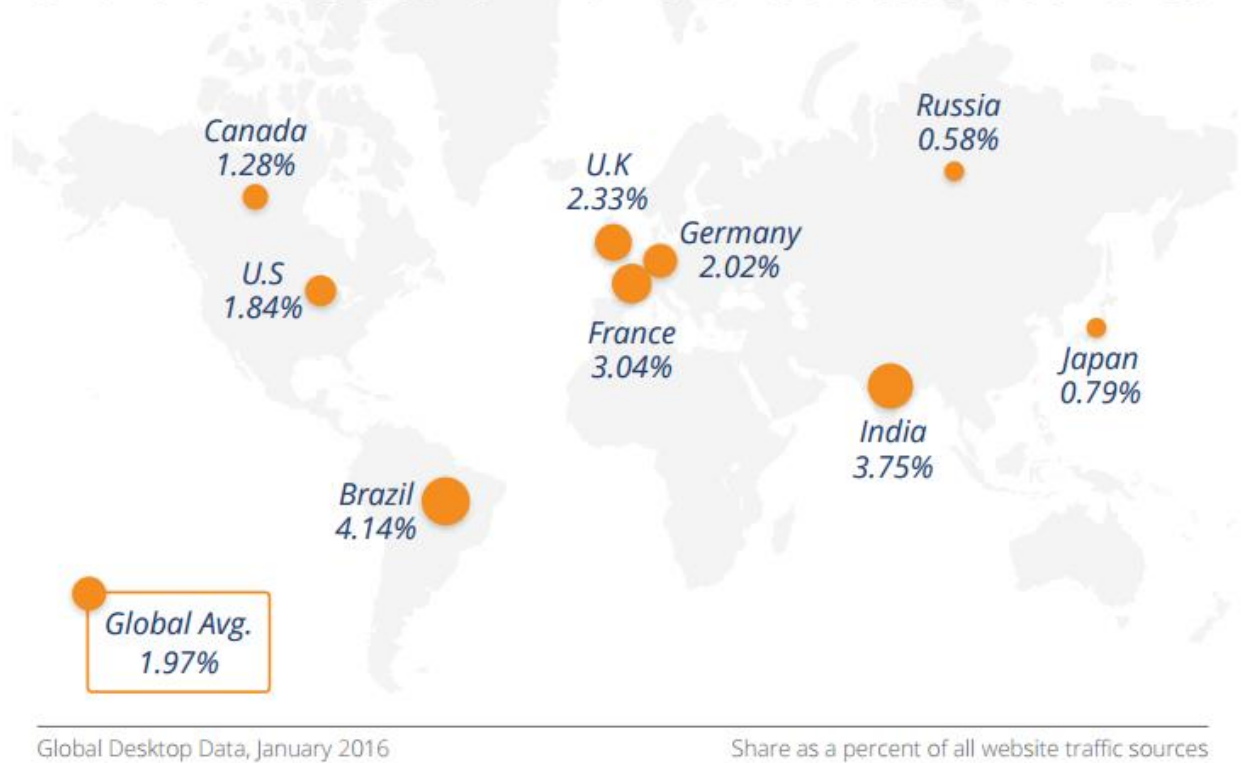


Of the search traffic, 94.95% is through organic search, with 5.05% from paid search across global online shopping.

The highest reliance of paid search emerged in Brazil where 4.14% of all online visits to shopping sites arrived via PPC, followed by India (3.75%) France (3.04%) UK (2.33) and the U.S (1.84%).

In contrast display advertising, plays a marginal part in the U.K and the U.S online shopping traffic, respectively generating 0.35% and 0.44% of traffic to commerce sites.

Share of Paid Search Traffic for Selected Countries



The sectors in which the fiercest PPC battles are fought are home and garden sites (where it accounts for 3.95% of all traffic to these sites), sports sites (3.81%) jewelry (3%) and consumer electronics (2.32%). The study also looked at the most expensive and impactful paid keywords in each category.

Joel Zand Digital Insights Manager at SimilarWeb said:

“In order to effectively target online shoppers at the moment they are looking to buy, it is essential for shopping websites to discover what paid and organic keywords send traffic to their competitors. These insights help PPC experts and SEM strategists decide which paid marketing channels need improvement, and enables them to deploy more effective targeting in their search campaigns.”

For further information please see the full report

<https://www.similarweb.com/blog/seo-ppc-and-display-ad-strategies>

Other recent online recent retail reports by SimilarWeb

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- Six retail apps killing it on engagement <https://www.similarweb.com/blog/6-retail-apps-killing-it>

About SimilarWeb

SimilarWeb is a global cross-device market intelligence company used by 100,000s of businesses worldwide, including Google, eBay, and United Airlines, to discover, decide and deploy their digital strategy. SimilarWeb has raised \$65 million to date, The company currently employs more than 250 people across 8 global offices. SimilarWeb was recognized in 2015 as one of Europe's top 100 fastest growing companies by Red Herring, was selected by Wired Magazine as one of the hottest 100 start-ups in Europe, and was named by Business Insider as one of the 50 enterprise startups to bet your career on in 2016.