

THURSDAY 13 MAY 11 AM - 12 PM

RE-TELLING OF





Webinar Presenters



Mark Mansour Client Partnerships & Sales **Cartology**



Gai Le Roy CEO IAB Australia



Dean Vocisano Country Manager **Shopfully**

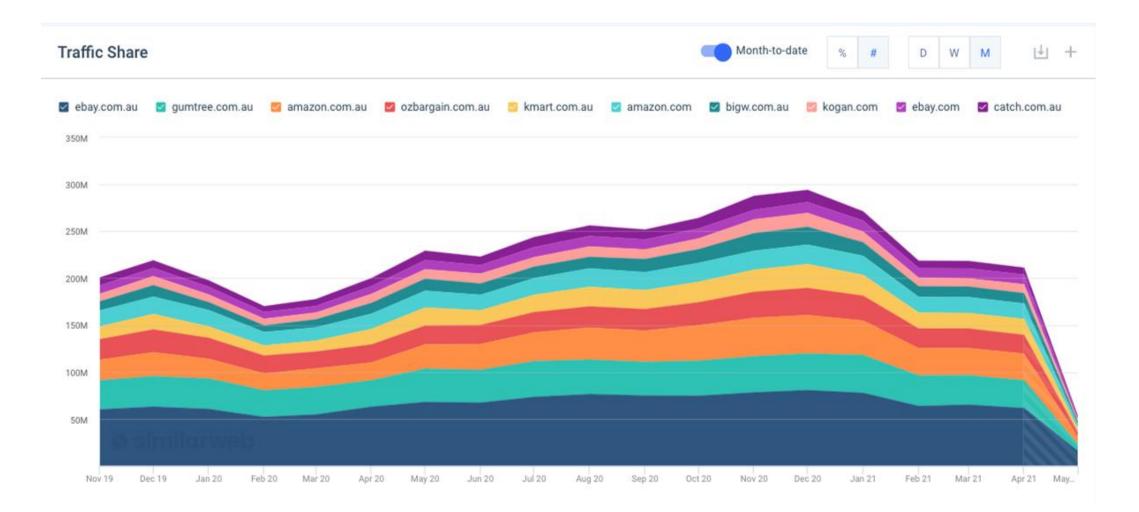


Lottie Laws Sales Director **Pinterest**

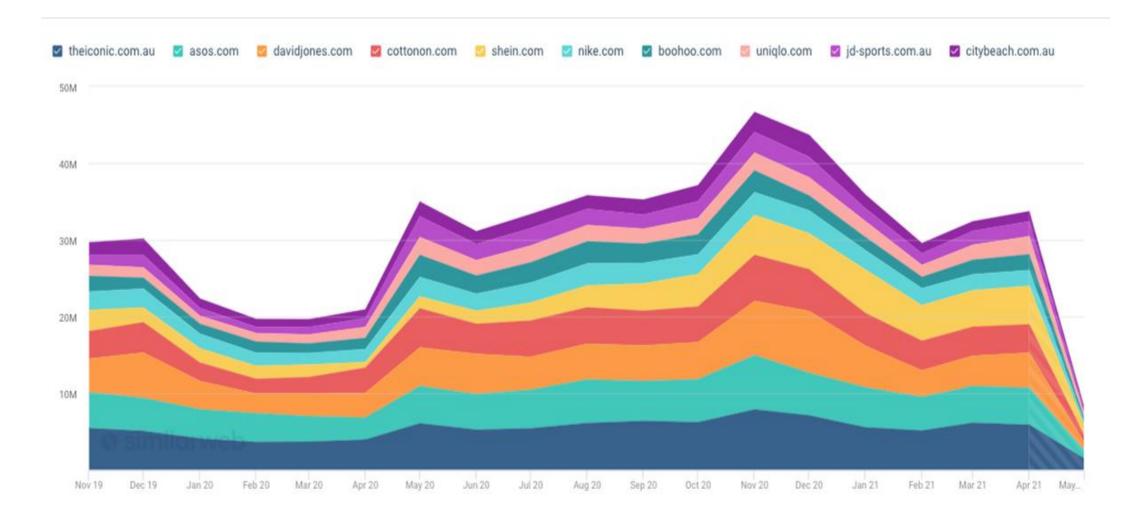


Roger Dunn General Manager **GroupM Commerce**

Commerce Site Traffic & Share Trends

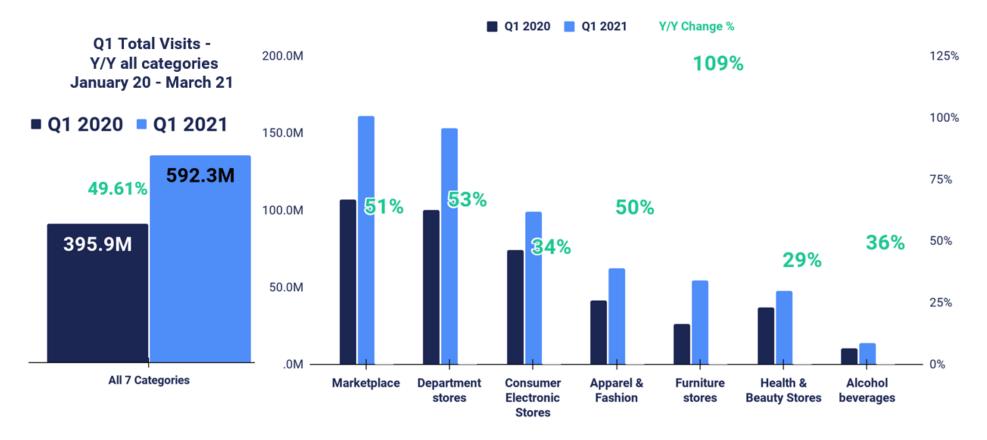


Fashion Site Traffic & Share Trends



Commerce Categories Traffic Increases

Q1 Total Visits - Y/Y Performance by Category January 20 - March 21



Commerce Categories Conversion Increases

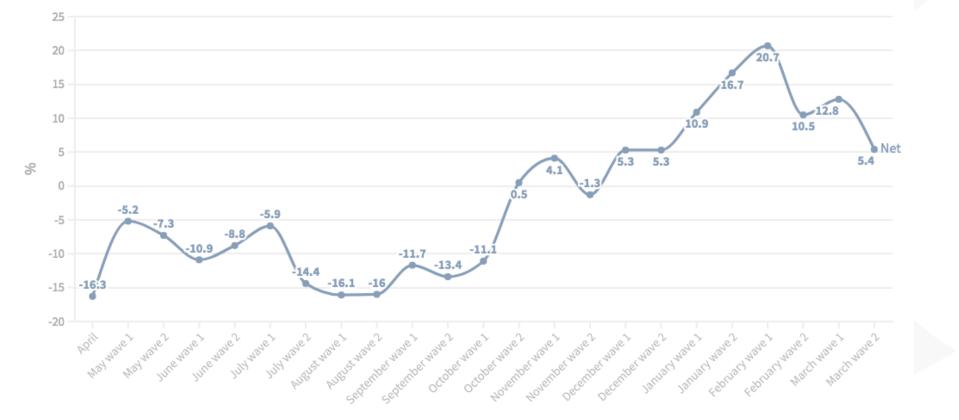
Q1 Conversion rate (Desktop) - Y/Y Performance by category January 20 - March 21

Y/Y Relative Change % 6.00% 60.00% 5.30% 50.29% 4.53% 4.27% 37.27% 4.00% 40.00% **29.82%** 28.91% 2.72% 2.63% **22.12%** 2.22% 14.78% 2.00% 20.00% 1.38% 0.00% 0.00% Department Alcohol Health & Marketplace Apparel & Consumer Furniture beverages Beauty Fashion stores Electronics store Stores Stores

Dips in confidence roughly align with minor COVID setbacks



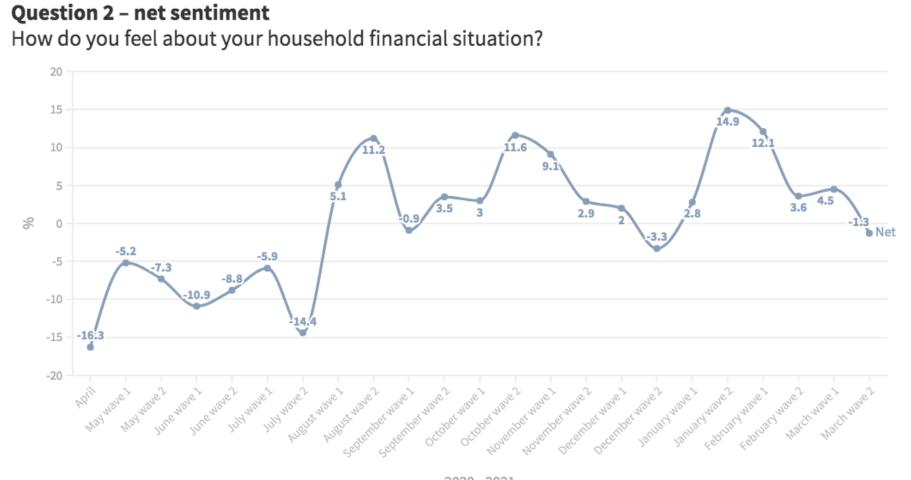
Question 1 – net sentiment How do you feel about the Australian economy?



2020 - 2021

Dips in confidence roughly align with minor COVID setbacks

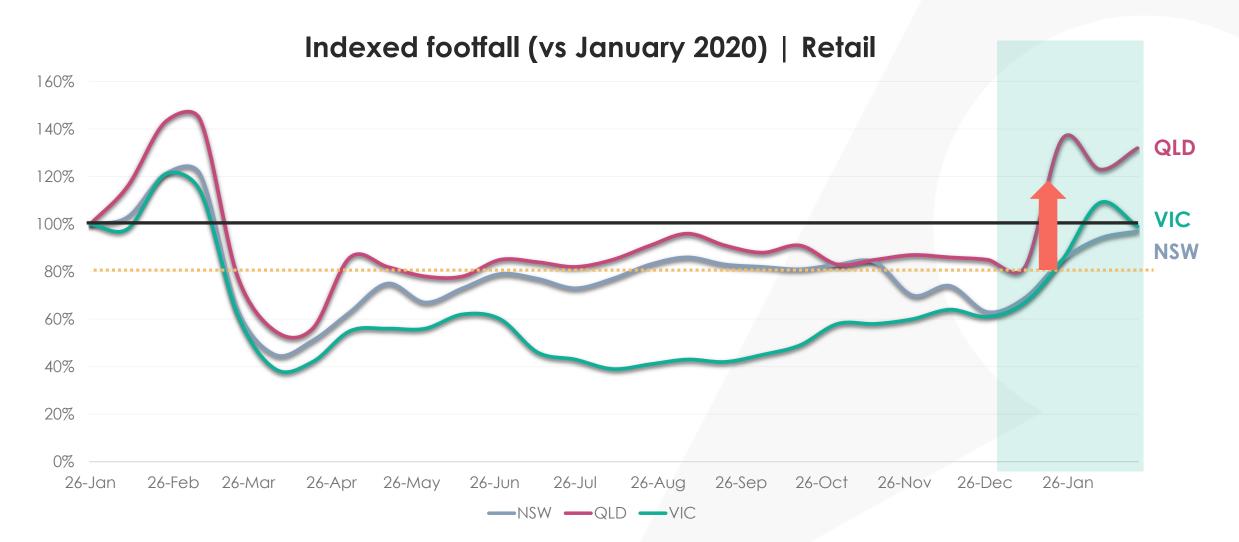




2020 - 2021

Fashionably late: It took a vaccine rollout and months of near elimination to convince cautious laggards to return





Source: Blis Trends and Insight Report March 2021



Other IAB Commerce Resources







