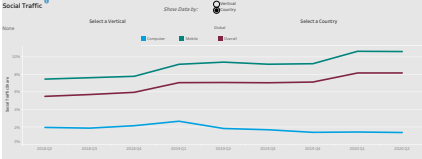
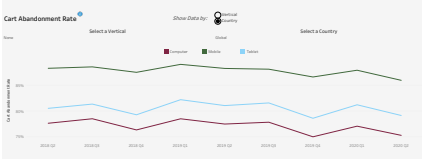
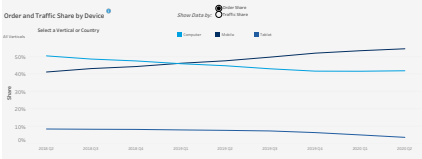
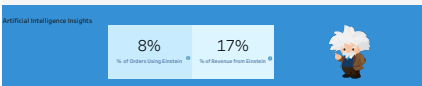
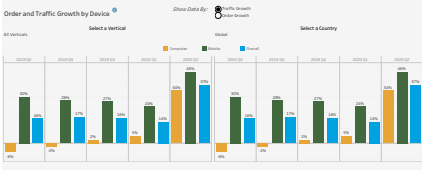
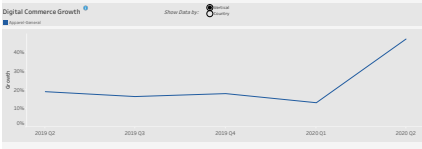


Salesforce Shopping Index

The most trusted source for insight into the digital shopping experience. A leading indicator of the global e-commerce market.



It's rational to think digital sales would normalize as physical storefronts around the world started to reopen in May. However, the consumer has found the convenience of e-commerce too irresistible, and the growth we observed at the end of April continued for the entire second quarter. Global digital revenue in Q2 grew by an unprecedented 72% compared to the previous year and a singular metric didn't drive this increase. Traffic (+37%), conversion (+35%), and spend (+34%) all experienced historic increases in Q2. For the latest trends uncovered in Q2, read our latest blog here: <https://www.salesforce.com/blog/2020/07/shopping-index-q2.htm>



Shopping Activity



Methodology

To qualify for inclusion in the analysis, a digital commerce site must have launched throughout the current period, in this case Q2 2019 through Q2 2020, and meet a monthly minimum visit threshold. Additional data by region factors are applied to ensure consistent metric calculations.

Data techniques are noted inline throughout the report to provide additional clarity on analysis.

The Shopping Index is published quarterly.

Any forecasts noted within the Shopping Index are forward-looking projections based on current and prior volume and growth should not be read as guarantees of future performance or results.

The Shopping Index is not indicative of the operational performance of the Salesforce Commerce Cloud or the reported financial metrics including GMV growth and comparable customer GMV growth.

