



SimilarWeb

The Data Driven Guide to Acquiring
E-commerce Traffic from Social Media **2014**

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The E-commerce Guide to Social Media

Social Media Marketing today is more than just an after-thought for online retailers. SimilarWeb data shows that on any given month about half a billion E-commerce visits are driven from social networks.




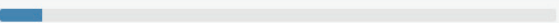

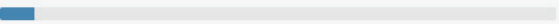


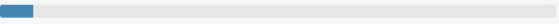

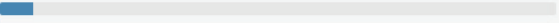

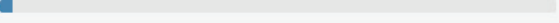

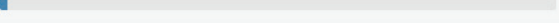

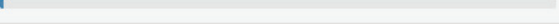

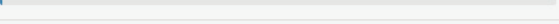

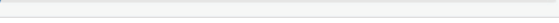
Facebook, Twitter, YouTube, Reddit, and Instagram all offer advertising and Pinterest is in the process of launching their promoted pins. Driving traffic organically/virally from social networks is a strategy that most major retailers are running in conjunction with paid campaigns. This report will reveal the state of Social Marketing in the retail industry and provide you with proven strategies based on successful companies within key social networks.

The State of Social Media on E-commerce in 2014

It's no big surprise that that on a global level Facebook is the dominant player, controlling almost 70% of the social referral traffic to E-commerce sites.

What is a surprise is #2 on the list, Pinterest. Pinterest is helping online shops find customers by giving them a hugely visible space to show off their products. Several international social networks also crack into the top 10 with 2 Russian networks, and one Chinese making the international top 10.

Top Social Networks by Share of Traffic to Shopping Sites

Domain ⁱ (of 138)	Traffic share ⁱ
1  facebook.com	66.84% 
2  pinterest.com	7.56% 
3  youtube.com	6.21% 
4  reddit.com 	6.12% 
5  twitter.com	5.96% 
6  vk.com	2.33% 
7  odnoklassniki.ru	1.36% 
8  weibo.com	0.67% 
9  stumbleupon.com	0.42% 
10  instagram.com	0.20% 




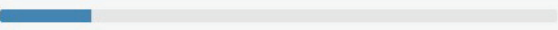

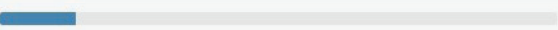

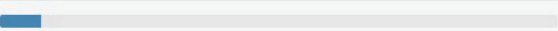


Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

U.S. Insights

In the United States, Pinterest and Reddit have become very important. The two networks combine to send over almost 20% of social referral traffic to E-commerce sites.

Overall social networks in the U.S. send 122% more relative traffic to the online retailers than the world wide average.

Top Social Networks by Share of Traffic to Shopping Sites (US)

Domain (of 113)	Traffic share
1  facebook.com	55.13% 
2  pinterest.com	16.38% 
3  reddit.com	13.52% 
4  twitter.com	7.31% 
5  youtube.com	3.67% 




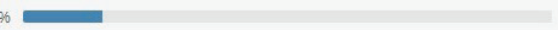

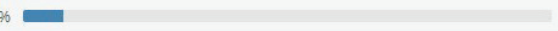

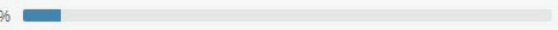

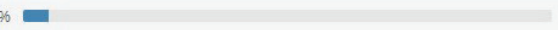

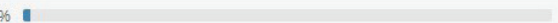
Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

U.K. Insights

In the United Kingdom, Reddit is less popular than in the U.S. and sends a smaller amount of traffic to E-commerce sites.

Another interesting note is that Weibo, the Chinese social network is one of the top 10 social networks sending traffic to retail sites in the U.K.

Top Social Networks by Share of Traffic to Shopping Sites (UK)

Domain (of 90)	Traffic share
1  facebook.com	60.11% 
2  twitter.com	15.08% 
3  reddit.com	7.58% 
4  youtube.com	7.08% 
5  pinterest.com	4.89% 
6  weibo.com	1.48% 

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014



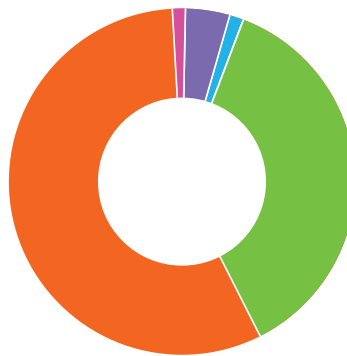


Pinterest

An E-commerce

Pinterest is commonly considered to be the social network that brings in the most online sales. A [study](#) by Javelin Strategy & Research found that Pinterest is 126% more successful at driving e-commerce sales than Facebook, since Pinterest users' average order value is \$123.50, while Facebook users' average order value is \$54.64. Not bad for a platform with a traffic share of less than 1% out of the top five major social ad networks.

Social Network Traffic Share (Global Jan-June 2014)



● twitter.com	11,995,000,000 (4.5%)
● pinterest.com	1,758,000,000 (0.66%)
● youtube.com	100,210,000,000 (37.60%)
● facebook.com	150,730,000,000 (56.55%)
● reddit.com	1,834,000,000 (0.69%)

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

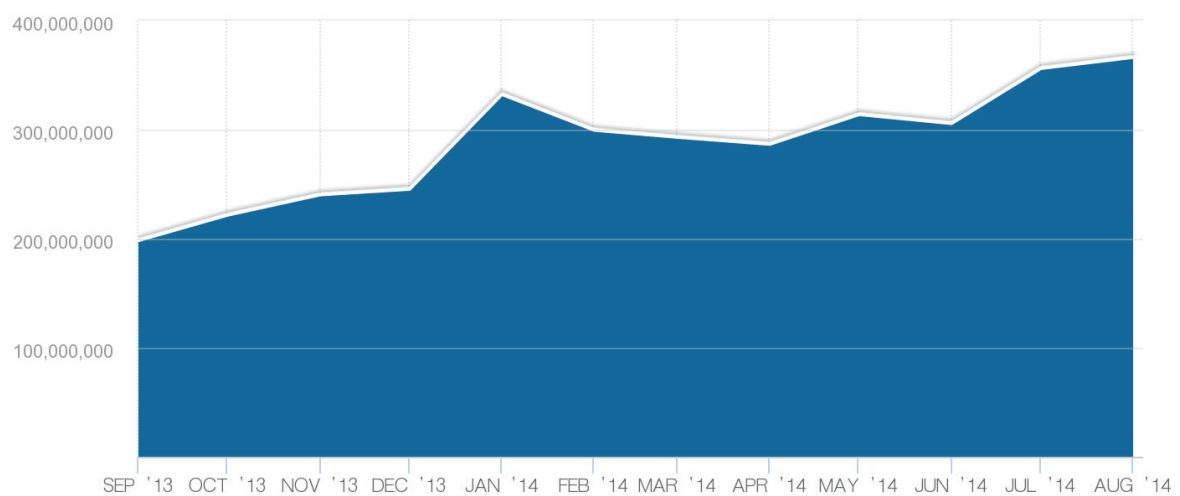


One of the biggest reasons for this is that Pinterest has a whole lot of sharing going on – is an average of 10 “repins” per image.

Pinterest is an addictive site. Users often “complain” that once they log in they can’t seem to get back out. SimilarWeb’s data supports this, showing that the average time spent on the site is a little over eight minutes, and the average number of pages per visit is six, which are amazingly high figures compared to other sites. The Pinterest bounce rate is also extremely low, at only 37%.

Traffic to Pinterest.com

Visits from Sep, 2013 to Aug, 2014



Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

In fact, SimilarWeb PRO shows that 13% of all outgoing traffic from Pinterest leads to shopping websites such as Etsy and Amazon. That’s 13 million referrals from desktop users in the last year!

Top Shopping Sites by Referral Traffic from Pinterest

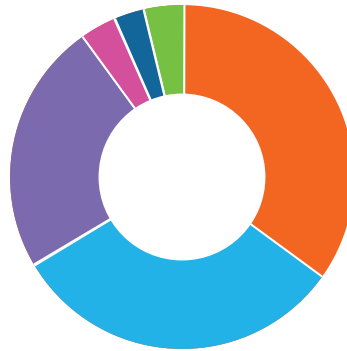
Rank	Domain (430)	Category	Global Rank	Traffic share
1	etsy.com	Shopping	314	5.45%
2	amazon.com	Shopping > General Merchandise	32	0.54%
3	ebay.com (3)	Shopping	23	0.29%
4	polyvore.com	Shopping	1,933	0.25%
5	stylemepretty.com	Shopping > Weddings	8,697	0.24%

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014



About 5.5% of the traffic is going to Etsy, far ahead of the 0.5% going to Amazon. After Facebook, Pinterest is the top referring social network for Etsy.

Social Networks by Traffic Sent to Etsy



● Facebook	35.17%
● Pinterest	31.13%
● Reddit	23.78%
● Youtube	3.29%
● Twitter	3.15%
● Others	3.49%

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

The sellers on Etsy clearly understand the power that Pinterest has, since the top source of pins is the Etsy website, according to SimilarWeb's data. These stats support marketers' claims that Pinterest is most popular with housewives, DIY enthusiasts and craft lovers.

The Most Popular Tags on Pins in Pinterest

	URL ⓘ (91)	Traffic share ⓘ
1	pinterest.com/all/humor	1.69%
2	pinterest.com/all/diy_crafts	1.38%
3	pinterest.com/all/womens_fashion	1.00%
4	pinterest.com/all/food_drink	0.87%
5	pinterest.com/all/hair_beauty	0.81%
6	▶ pinterest.com/all/home_decor (2)	0.78%
7	pinterest.com/all/geek	0.56%
8	pinterest.com/all/weddings	0.49%
9	pinterest.com/all/health_fitness	0.42%
10	pinterest.com/all/quotes	0.41%

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

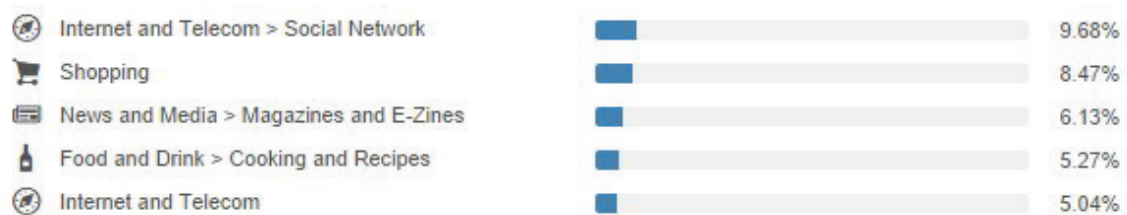
Top searches in Pinterest include DIY, wedding, nails, and hair. These types of pages are easily funneled into purchases, with images that entice users to acquire said products.

And Pinterest users are natural shoppers – SimilarWeb data indicates that after Social Networks, the category of sites people visit the most upon leaving Pinterest is Shopping, with a whopping 8%. This is a powerful e-commerce sales driver indeed.

Top Categories for Sites Visited after Pinterest

112,500,000 Outgoing Visits

CATEGORY DISTRIBUTION ⓘ



Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014



Facebook Size is Everything

Facebook is the social network with the largest share of traffic, so it follows logically that it would also drive the most e-commerce sales. Vision Critical has found that [nearly one-third](#) of all Facebook users have purchased products after sharing, commenting or liking it on the social network.

Data from SimilarWeb shows that over the past 12 months, Facebook has sent nearly 297,000 visitors to dozens of different shopping sites, with Amazon beating out the competition neatly, between the main site and the German (.de) version.

Top Shopping Sites by Traffic from Facebook

	Domain ⓘ (71)	Category ⓘ	Global Rank ⓘ	Traffic share
1	amazon.com	Shopping > General Merchandise	17	0.26%
2	etsy.com	Shopping	250	0.07%
3	amazon.de	Shopping > General Merchandise	122	0.07%
4	ebay.com	Shopping	19	0.07%
5	beautifulshoes.org	Shopping > Clothing	14,380	0.06%
6	flipkart.com	Shopping > General Merchandise	212	0.06%
7	allegro.pl	Shopping > General Merchandise	129	0.05%
8	netshoes.com.br	Shopping > Sports	803	0.05%
9	dragonbound.net	Shopping	4,509	0.04%
10	teespring.com	Shopping > Clothing	2,727	0.04%

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

The Shopping category sees most of its social traffic from Facebook, with 63% of the social traffic share. Some of the largest E-commerce sites online are enjoying a relatively high volume of referred traffic from Facebook. In the past six months, Etsy.com has received 65% of its social traffic from Facebook, while 66% of Amazon's social traffic has its source in Facebook. eBay sees 64% of its social traffic from the site.



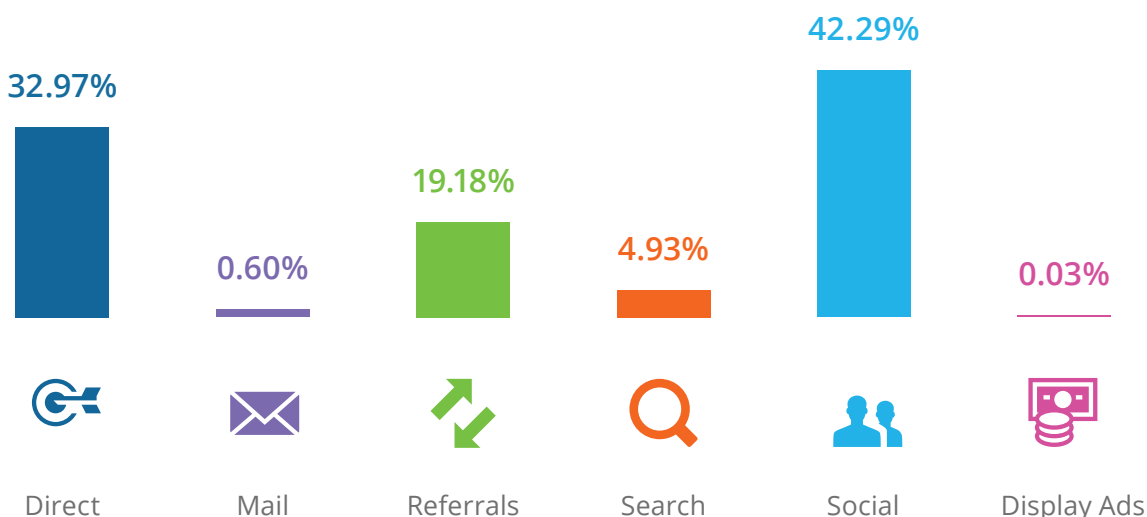
Facebook lends itself well to e-commerce marketing. Firstly, users generally browse Facebook during downtime, away from work and other stresses. This is the perfect time for them to consider purchasing products. Facebook's easy aggregation and beautiful displays of images allow for easy marketing, and contests can go viral to attract new audiences as engagement spreads via social ripples.

Videos are also powerful marketing tools, and a recent update to the social network's functionality has videos shared on Facebook starting to play automatically when the user scrolls past them in his or her feed.

However, it's important to note that not all Facebook referrals to shopping sites are based on official marketing efforts. In fact, a lot of shopping via Facebook takes place on individual news feeds. 84% of global respondents across 58 countries to a [Nielsen online survey](#) said that word-of-mouth recommendations from family and friends were the most influential factor in making purchases. Facebook is particularly suited to people asking their friends questions about products and collecting various answers so they can make informed decisions.

Some E-commerce sites are able to compete in the highly competitive online marketplace by relying solely on traffic from Facebook. One such expert is Teespring, a t-shirt seller, which drives over 40% of its traffic from Facebook on its massive 400,000+ fan base.

Teespring Traffic Sources. #1 is Facebook



Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014





Reddit

The Up-and-Comer

Although Reddit doesn't seem like the most natural platform for E-commerce, the content sharing boards here are highly successful for driving traffic to shopping sites. In the past 24 months, Reddit has sent 6.7 million outgoing visits to Shopping category sites. The top outgoing links are to Amazon, eBay and Etsy. It is the third largest social network for e-commerce referrals, coming in after Facebook and Pinterest at almost 8% of the traffic share.

Reddit's power as a driver of e-commerce has been growing aggressively, too, with Shopify recently claiming that the network drove 152% more orders in 2013 than 2012, making it the fastest growing social network for inspiring sales.

One of the reasons for the E-commerce marketing success of Reddit is that it has so many hyper-specific sub-reddits, so it's easy to target and get the attention of a niche audience. Advertising options and the Ask Me Anything (AMA) feature make it easy for marketers to gain exposure to often limited but extremely interested audiences.

Over 3.5% of Amazon's total traffic over the past year has come from Reddit, from subreddits dedicated to topics such as "Frugal Male Fashion," "Game Deals" and "The Best of Amazon."

The Top Ten Subreddits Referring Users to Amazon

1	reddit.com/r/frugalmalefashion	0.72%
2	reddit.com/r/GameDeals	0.72%
3	reddit.com/r/cableporn/comments/1d360c/saw_the_cable_comb_on_amazon_with_pri...	0.65%
4	reddit.com/r/funny/comments/1rv9c1/kids_these_days	0.62%
5	▷ reddit.com/r/gaming (5)	0.56%
6	reddit.com/r/gamedeals	0.47%
7	reddit.com/r/TheBestOfAmazon	0.41%
8	reddit.com/r/buildapcsales	0.40%
9	reddit.com/r/amazondeals	0.34%
10	▷ reddit.com/r/all (4)	0.34%

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014



Moreover, nearly 32% of eBay's social media traffic originates with Reddit.

eBay's Social Traffic Share by Referral Network

SOCIAL NETWORKS



Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

SimilarWeb data shows Reddit as having a huge share of social referrals to sites in the Consumer Electronics category, even beating out the mighty Twitter. Reddit's strength in Consumer Electronics should make it a likely target for big ticket manufacturers and retailers trying to influence the influencer crowd.

The Five Social Networks that Send the Most Traffic to Consumer Electronics

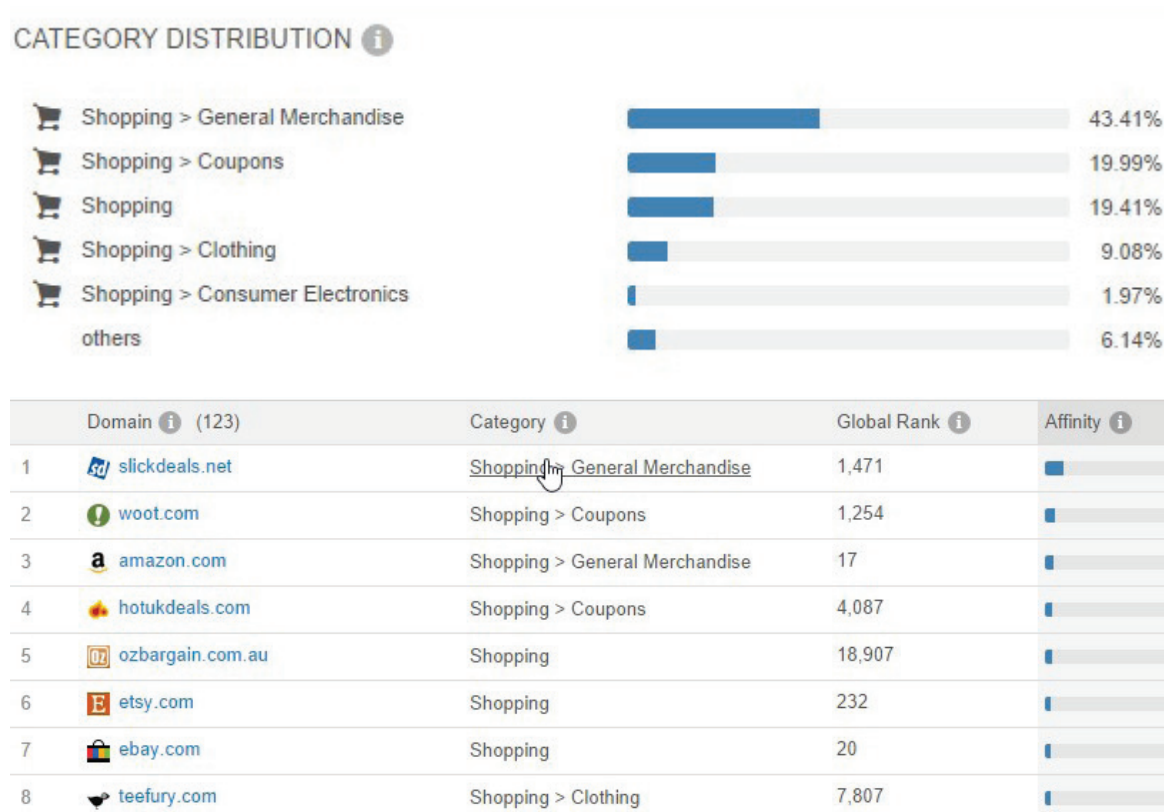
Rank	Domain (79)	Traffic share
1	facebook.com	39.06%
2	vk.com	20.38%
3	reddit.com	15.09%
4	twitter.com	11.20%
5	youtube.com	8.91%

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014



SimilarWeb data demonstrates that the Reddit crowd is receptive to content relating to retail. Top sites for overlapping audience interests in the Shopping category are Slickdeals, Woot and Amazon, while a breakdown of the social network's Shopping category topics and subcategories reveals a strong preference for discounts and deals.

Analysis of Shopping Traffic from Reddit - Top Categories and Sites



Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

According to SimilarWeb PRO's data, some of the niche E-commerce sites that are most effective specifically on Reddit in the past six months include teefury.com (130,000 referrals via over 200 different sub-reddits) theawesomer.com (220,000 referrals, over 20% of the site's social visits) and whiskeymilitia.com (9,000 referrals, 50% more visits than Twitter sent them).



Twitter

Limited but Potential Exists

Twitter was not created with E-commerce in mind, and to date, the network has yet to realize its product marketing potential in the same manner as Facebook, Pinterest, or Reddit. But it does come in fourth place, with a respectable 6% of the social referral traffic to Shopping category sites.

Social Networks by Size of Referral Traffic to Shopping Sites

Domain (of 138)	Traffic share
1 facebook.com	66.84%
2 pinterest.com	7.56%
3 youtube.com	6.21%
4 reddit.com	6.12%
5 twitter.com	5.96%
6 vk.com	2.33%
7 odnoklassniki.ru	1.36%
8 weibo.com	0.67%
9 stumbleupon.com	0.42%
10 instagram.com	0.20%

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

Although Twitter's "conversational" format doesn't lend itself well to overt retail marketing messages, the network is an excellent platform for building brand awareness. If the content shared here is interesting, even users who know nothing about a specific business are likely to follow an account. Links to engaging blog posts on E-commerce sites can easily draw in new prospects. Hashtags, which until recently were the exclusive property of Twitter, are especially useful for attracting new audiences. Some users frequent saved searches for certain hashtags, while others will take notice if a relevant trending hashtag catches their eye.

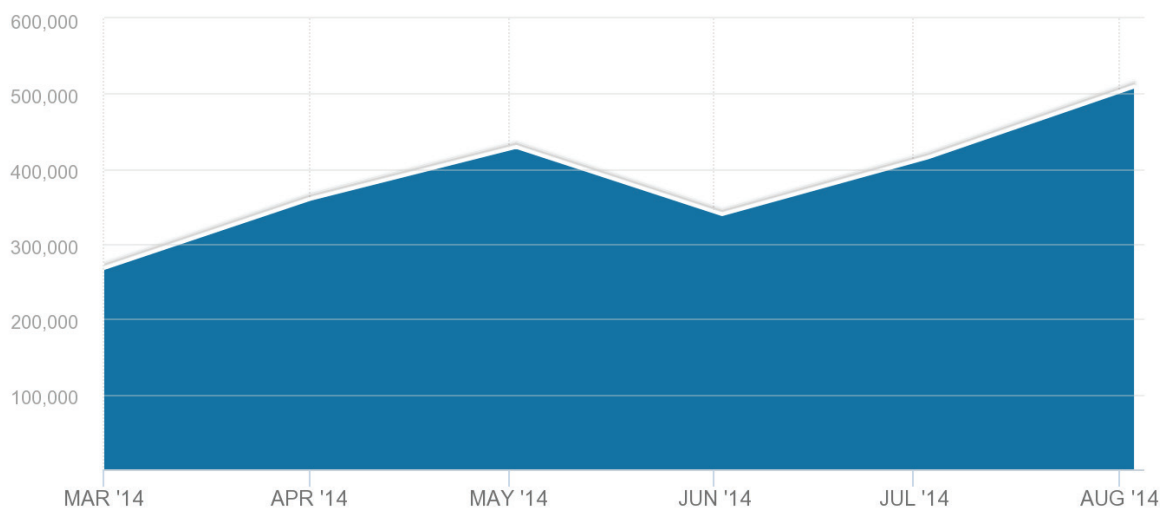
The brevity of Twitter is perfect for quick marketing soundbites. Messages such as "Limited offer of 20% off all store products" or "Buy one get one free until November 1" are great fits for Twitter. And Twitter is currently testing a [Buy Now button](#), which would allow users to purchase products directly, without leaving the Twitter environment.



SimilarWeb's data shows that just like the other leading social referrers to E-commerce, Twitter users are mostly interested in shopping on Amazon, with eBay and Etsy trailing behind. Amazon also tops the outgoing links chart for Shopping category websites, followed by Poptip (the industry tracking tool's site has seen a 59% surge in Twitter referrals over the past month) and Qwertee (in the past six months, 21% of the clothing site's referrals from social networks have originated from Twitter, for a total of 431,000 visits).

Qwertee Social Growth Traffic Fueled by Twitter

Social Visits from Sep, 2013 to Aug, 2014



Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014

Wondering what Twitter users are buying online? SimilarWeb PRO's outgoing links topics cloud for Twitter shows that books, video games, music and kindle books are all popular. Since these are all products sold on Amazon, this data is not surprising.

Topics Cloud from SimilarWeb PRO about Twitter's Audience Interests



Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014





YouTube Videos = Sales

Video can be an extremely effective marketing tool, but due to production costs, it is often underutilized by e-commerce marketers. Outgoing referrals from YouTube to Shopping category sites drove almost 90 million visitors over the last 12 months. Big brands like Nike and savvy E-commerce sites like Etsy are all using YouTube to find customers.

Analysis of Shopping Traffic from Youtube

CATEGORY DISTRIBUTION i



Domain i (212)	Category i	Global Rank i	Traffic share i	Change i
1 amazon.com	Shopping > General Merchandise	17	0.16%	-5.66%
2 alibaba.com	Shopping	53	0.05%	9.64%
3 rozetka.com.ua	Shopping > General Merchandise	1,143	0.04%	-22.86%
4 ebay.com	Shopping	20	0.03%	30.56%
5 amazon.de	Shopping > General Merchandise	107	0.03%	-54.58%
6 berniaga.com	Shopping > Classifieds	1,419	0.03%	-71.93%
7 amazon.co.uk	Shopping > General Merchandise	97	0.02%	-44.83%
8 popularmmos.com	Shopping	34,143	0.02%	-29.99%
9 etsy.com	Shopping	232	0.02%	59.11%
10 nike.com	Shopping > Sports	521	0.02%	-32.19%

Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014



YouTube is the fifth-ranked social network when it comes to visits sent to Shopping category websites, trailing behind Twitter with 6% of the traffic share. Another advantage that YouTube has over other types of content marketing is that videos are given prominence in search results on Google. A well-named video (using keywords that commonly appear in YouTube searches) will show up high in results, even if the searcher hasn't specified that he or she is looking for a video. And with competition among marketers being low, it can be relatively easy to become the go-to channel for a specific niche topic on YouTube.

When it comes to the Shopping category, the YouTube audience overlaps most with Amazon, followed by eBay, Allegro and Walmart. Walmart's affinity with YouTube is no accident – the brand maintains an extremely active channel on the site, with over 1000 videos on subjects including grilling tips, salutes to veterans and money saving tips. The channel has over 28,000 subscribers, and Walmart receives 23% of its social referrals from YouTube videos.

Also noteworthy as a YouTube e-commerce marketing powerhouse, Forever 21 promotes its fashions here mostly with videos of its new collections, but also with "behind the scenes" clips about general fashion trends and accessories. YouTube trails only Facebook on the list of social referrals for Forever 21, with approximately 13% of the traffic share.

Target receives 16% of its social traffic from YouTube, nearly the same share the retailers enjoys from Pinterest and Twitter combined. The company's 288 videos consist of viral-friendly TV spots – as well as ads targeted specifically to audiences loyal to sports, beauty, music, style and other niche interests. Clearly, when companies invest heavily in YouTube marketing, their efforts will result in significant traffic.

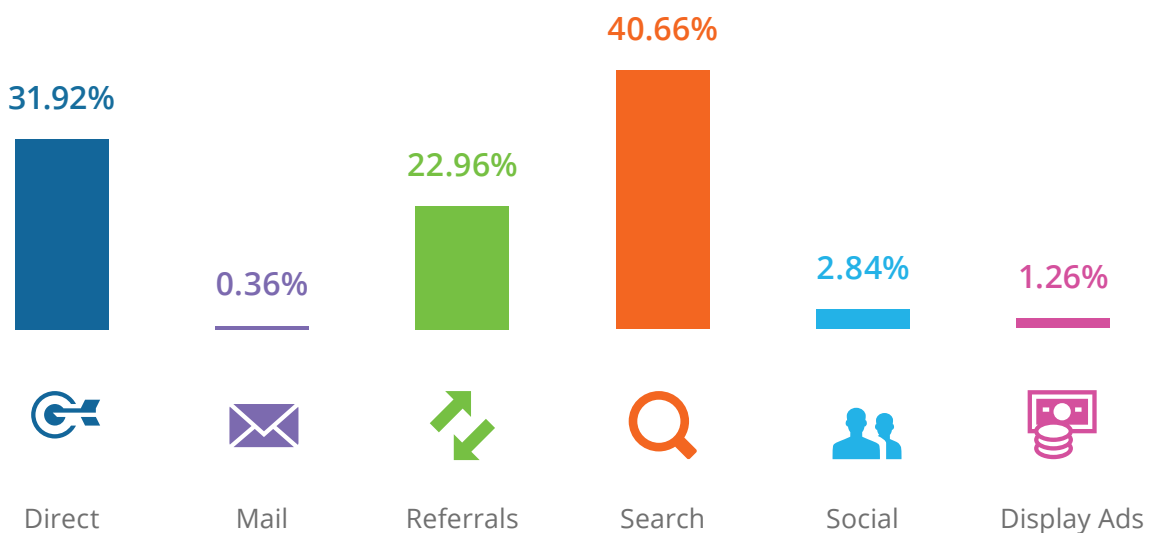


Conclusion

For the majority of online retailers, Social is not the most important channel. Industry wide data shows that only about 3% of all traffic to E-commerce sites originates from social networks. Search continues to be the primary tool for online retailers to connect customers with products. Yet some savvy retailers like Teespring and Etsy are changing the rules of the game and making social their most important traffic channel.

Social can be used to promote word-of-mouth recommendations and can tap into viral sensations which can greatly increase exposure. So even though 3% may seem small, during the month of August 2014 that 3% equated to over 1 billion website visits. New E-commerce sites would be wise to leverage this low competition channel and existing sites would be wise to follow the lead of social masters like Etsy and Forever 21.

Traffic Sources for Shopping Industry



Source: The Data Driven Guide to Acquiring E-commerce Traffic from Social Media 2014 | © SimilarWeb 2014



Get the Insights that You Need

This report provided high level insights into some of the largest social networks online. To see the full rankings for over 200 different categories and the website traffic statistics for any website you can visit [SimilarWeb.com](https://www.similarweb.com) for free. Professional marketers can subscribe to [SimilarWeb PRO](#) to get in-depth marketing insights and see the online strategies and tactics for any website, mobile website, industry, or mobile App.

Data Methodology

Data in this report is based off of Global website visits measure by SimilarWeb in 2013 and 2014. SimilarWeb data is pulled from more than a hundred different data sources, which helps us assess and compare the quality of our data and eliminate biases. We have panel data for tens of millions of users across the world on desktop and mobile, making our panel the biggest in the industry.

Additional citations in this report from 3rd party sources are linked accordingly. We claim no copyright on this data and use it only for illustrative purposes.

