



EQ4 | 2017

The Cross-Device Imperative

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About the EQ

The *Monetate Ecommerce Quarterly* (EQ) has been published every quarter since Q1 2012. In each edition, we take a topic that concerns ecommerce practitioners, analyze a considerable amount of data, and offer our expert advice on how to improve key metrics like conversion rates, bounce rates, and add-to-cart rates. Insights from past editions have appeared in publications such as *The Washington Post*, *Forbes*, *Digiday*, and *AdWeek*.

Each edition of the EQ also includes your copy of the quarterly Monetate Benchmark Report. Within, you'll find averages for the ecommerce metrics that affect your business, broken down by device type, platform, and more.

Note: Unless otherwise indicated, all data represents global ecommerce performance.

Introduction

The importance of omnichannel personalization has made a splash in the industry lately, but many businesses find themselves daunted by the prospect of expanding across all digital and physical channels.

It would be a mistake to let the fear of doing everything at once stop you from doing anything at all. There is compelling evidence that even the comparatively simple move to cross-channel personalization on select touchpoints could make a big difference in customers' experience of your brand. If you don't have the resources to build personalization into every digital and in-store interaction right now ([though you might](#)), there are ways to make an immediate impact with demonstrable ROI if you just find the right starting points. And there is a lot to lose in revenue and competitive advantage if you let intimidation turn into stagnation.

Here's why: More and more, consumers are beginning their online shopping on one device and moving on to another before completing a purchase. In fact, various industry measurements put the frequency of multi-device journeys at anywhere between 41%¹ and 65%² of all purchases made online.

For this EQ, we examined more than two billion ecommerce sessions that occurred during the fourth quarter of 2017 to see how retailers are handling this shift in consumer behavior. In short: They're struggling.

We began the study by referencing survey data collected by Monetate and WBR Insights for our [2nd Annual Personalization Development Study](#).

We learned that only 15% of respondents are observing sessions on two or more devices. When compared with the industry data above, that means that they are failing to detect at least 25%, but possibly as many as 50%, of the sessions that are part of a multi-device journey to purchase.

The consequence is that retailers are missing critical steps in the consumer journey, and have to "reset" their personalization tactics when the same consumer interacts with them on a different device. It's a big missed opportunity: In a sense, this gap in recognition means that retailers are only able to deliver truly personalized consumer experiences in a fraction of all ecommerce sessions. And the remaining multi-device sessions—the ones that are never recognized as fragments of longer customer journeys—may represent a significant amount of potential revenue slipping through the cracks.

¹ Criteo, Global Commerce Review EQ3 2017 <https://criteo-2421.docs.contently.com/v/global-commerce-review-q3-2017-united-states-en>

² GlobalWebIndex, The Multi-Device Purchase Journey <https://blog.globalwebindex.net/chart-of-the-day/multi-device-purchase-journey/>

How Often Are Retailers Recognizing Shoppers Across Devices?

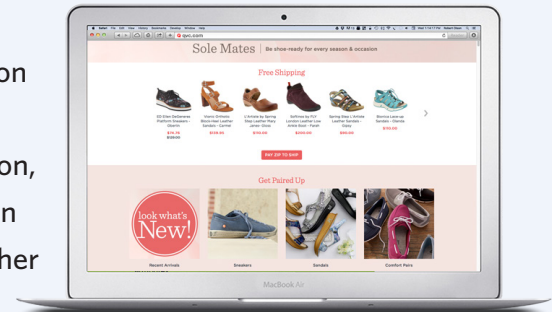


To better understand the impact of those unlinked customer journeys, Monetate analyzed billions of records of our own ecommerce data and discovered the following: In the instances in which retailers do recognize consumers across devices, the detected multi-device users outperform the average user in several key areas; including product view rate, add-to-cart rate, purchase rate, and average order value.

That suggests the tracked customers, who presumably receive all the benefits of a more cohesive, personalized experience, are able to deliver more value to the retailer as a direct result of being recognized throughout their journey. The next step for retailers is clear: Understanding how consumers are transitioning between devices and using that knowledge to improve experiences for the user is imperative to driving continued success in ecommerce experiences.

Multi-Device Use Case 1: Browsing from Mobile to Desktop

Emily uses her smartphone to explore a brand's shoe selection on their mobile site. Based on browsing data from that session, the brand is ready for her when she returns to the website on her laptop and she is presented with a banner highlighting new arrivals in the shoe category.



How Consumers Are Moving Between Devices

When we talk about multi-device journeys, it's probably unsurprising to learn that we're mostly talking about mobile and desktop: Combined, the two devices account for more than 75% of all initial and final "touches" in multi-device journeys.

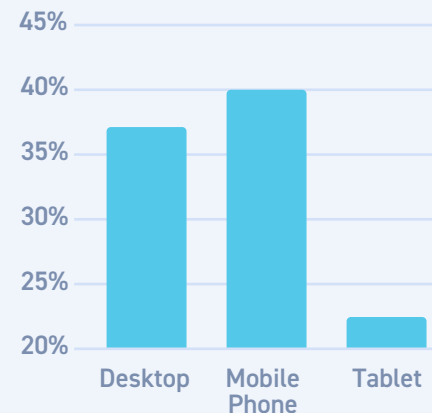
Retailers who need a place to start, then, would be wise to focus their efforts on reconciling their customers across those two devices.

While tablet still accounts for roughly a quarter of all multi-device traffic, its global traffic share continues to shrink (down from 13.6% in Q4 2016 to 11% in Q4 2017), and it equally trails both mobile and desktop when it comes to its role in multi-device journeys. The biggest gains, then, are to be found in reconciling mobile and desktop.

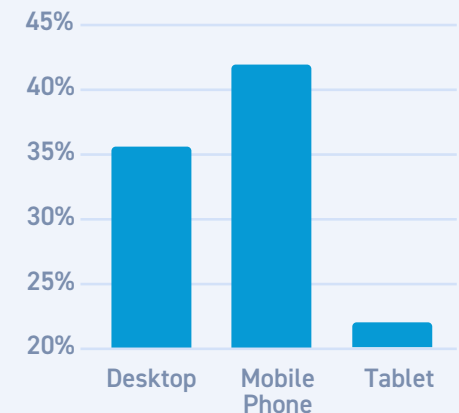
And that's particularly important, because the two devices play somewhat distinct roles in a consumer's multi-device shopping journey.

While mobile and desktop are fairly similar in terms of accounting for initial touches (mobile: 40%, desktop: 37%) and final touches (mobile: 42%, desktop: 36%), it's mobile that often keeps a multi-device purchase moving along. Consumers are using mobile as an intermediary touch (neither the first nor last) in 58% of all multi-device purchases.

**Traffic Share:
Initial Touch Device**



**Traffic Share:
Final Touch Device**

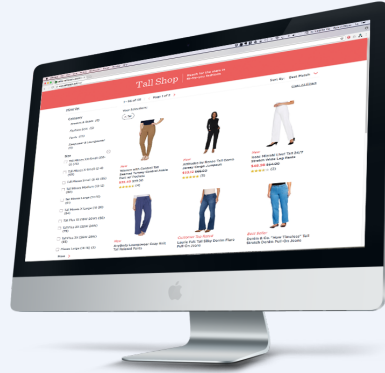


All told, mobile is used in more than 80% of all multi-device purchases.

Perhaps most surprising is this: Mobile and desktop are practically identical in terms of converting multi-device journeys to purchases.

Multi-Device Use Case 2: Mobile App to Desktop

Sally uses a store's app to fill out a size profile to save time whenever she logs back in to browse. When she visits the store on desktop, the site uses her profile to highlight products that are available in her size, which shows her that the brand cares about saving her time and delivering a cohesive experience.



When mobile and desktop are used as first touches in multi-device shopping journeys, they both end with purchases 54% of the time—and that's also true when the two devices are used as final touches. (Tablet actually outperforms mobile and desktop here, as both first and last touches end with purchases 59% of the time.)

For retailers, then, the takeaway is clear: **Cross-device reconciliation needs to focus on two types of devices first: Mobile and desktop.**

The two devices, despite having wildly different reputations when viewing overall device-specific conversion rates, account for the lion's share of traffic in multi-device journeys and are nearly identical when it comes to their impact on multi-device ecommerce journeys. Building a strategy that puts these two at the forefront will deliver the greatest bang for the buck.

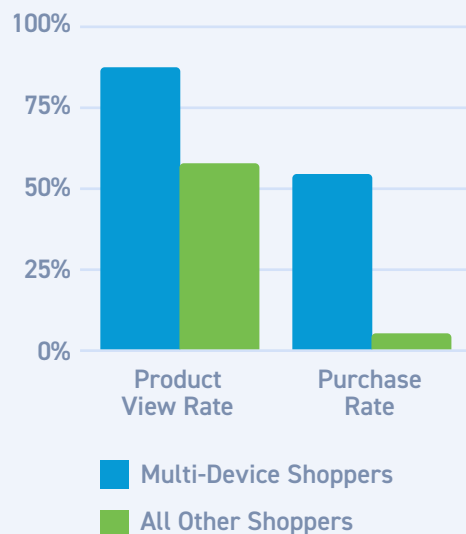
Why Cross-Device Recognition is Valuable

Customers are using more than one device to interact with brands, regardless of whether retailers are tracking them.

Comparing Average Order Value



Comparing Product View And Purchase Rates



But it's those retailers who are reconciling cross-device journeys that are discovering something interesting. And that's this: **Cross-device journeys are more valuable.** Across the board, shoppers who are tracked across multiple devices in an ecommerce journey outperform those shoppers who are not.

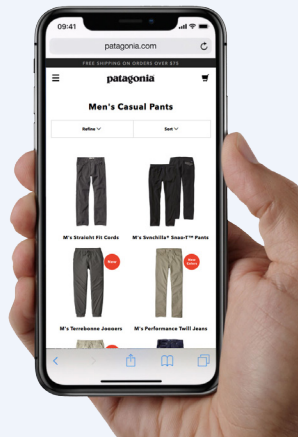
Here's a snapshot of some key metrics:

- Product view rate is 88% v. 58%.
- Purchase rate is 55% v. 6%.
- AOV is \$130 v. \$115.

And while those numbers alone are likely persuasive, there's arguably even more value for retailers in being able to better understand how a consumer is interacting with their brand across devices. The data from tracking cross-device journeys could tell a retailer a lot about how many touches—and how many days—a consumer will stay engaged. It may also contain vital insights into patterns in customers' onsite behavior. In other words, in addition to the value that these customers bring in dollars, they also represent a particularly rich source of data that retailers could be mining to better personalize experiences for everyone.

Multi-Device Use Case 3: Desktop to Mobile to In-Store

Brian uses his desktop computer to browse the selection of pants on a retailer's website. Based on tracked data from that session, the retailer sends a push notification to his mobile device while he's on his way to work, letting him know that the pants are currently in stock at a nearby retail location. He stops in later knowing that he can try it on in person without wasting time seeking an out-of-stock item.



Consider: Multi-device journeys tend to generate a higher quantity of browsing data than other users. 50% of all multi-device journeys last at least six sessions and 14 days. And, along those same lines, shoppers tracked across multiple devices, on average, look at 36 products during 12 sessions while shoppers who aren't, on average, only look at five products during two sessions. Retailers who can recognize customers across devices, then, have access to six times more browsing data for each consumer.

That amount of relevant, intent-heavy data is a retailer's dream. No doubt, using that data to provide more personalized, relevant shopping experiences throughout a customer's shopping journey can deliver better results for the retailer.

Multi-Device Use Case 4: Cart Carry-Over from Mobile to Desktop

Karlie adds several items to her cart while browsing on her mobile device. When she revisits the next day on desktop, the site recognizes her and reminds her that there are items waiting in her cart: she can easily review product details and move to purchase.



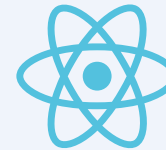
But the reason to track customers across devices doesn't stop there: **Doing so could also reveal crucial insights into customer behavior that might influence brands' decisions about how to personalize experiences or adjust marketing approaches.**

In the case of add-to-cart rate and cart abandonment, for example, data for shoppers who are tracked across multiple devices and data for users who aren't tracked across multiple devices is extremely different. Add-to-cart rate for multi-device users is a soaring 73%, compared to only 12% for other shoppers—but their cart abandonment rate is correspondingly high at 45% vs. 8%.

Thus, cart data, while normally a strong indicator of intent, may in this case signal that there is something else going on for this group of consumers. And retailers should heed that possibility.

One hypothesis is that multi-device users have already grown frustrated with a disjointed customer experience and are using the cart to stitch together a more cohesive shopping journey. The action of cart addition may be an attempt to “bookmark” products for later, rather than a direct indicator of intent to buy—a workaround that would be unnecessary if the retailer were to recognize the user upon their return and help them easily resume browsing. The correspondingly high cart abandonment rates may then be a result of that effort being thwarted: The visitor who returns on a different device has already been forgotten, and the cart abandoned for them against their wishes.

Retailers who aren’t tracking their customers across multiple devices are therefore doubly disadvantaged: They’re missing tons of data on who their most valuable customers are, how often those customers are interacting with their brand, and what those on-site experiences look like. Worse yet, they are failing to provide a cohesive personalized experience for a significant group of highly valuable shoppers—a missed opportunity that is likely already disappointing those customers and causing a negative impact on revenue.



ReactJS: What it means for cross-device users

Accommodating customers across devices is more important than ever, but many teams encounter problems integrating their marketing technology stack with web or mobile Single Page Applications (SPAs,) such as those built using ReactJS. React is known for providing a seamless user experience in individual sessions, but it can undermine your larger customer experience goals if it prevents you from personalizing in real time with all available consumer data.

Monetate has developed React Native capabilities, and now makes it possible to run campaigns on SPAs without developer intervention. Marketers can continue providing the smooth interactive experience that users have come to expect, leveraging advanced real-time personalization capabilities—so that customers can receive a finely tuned and consistent experience no matter which channel they use to engage with your brand.

Conclusion

Retailers are behind when it comes to personalizing experiences for consumers who use more than one device. As the industry trend moves consistently toward comprehensive omnichannel personalization, those businesses that fail to recognize users across devices will stand out for their inability to provide a smooth customer experience.

Luckily, the growing sophistication of ecommerce solutions means that the technology to make these changes is more accessible than ever before. There's never been a better time to start capitalizing on this data and taking advantage of the business improvements that it can precipitate.

The rationale is solid: Shoppers who are known to use more than one device in their ecommerce journey provide retailers with more relevant, actionable data, and bring in more revenue, than the average user and known single-device users. Serving those shoppers should be a priority.

These findings demonstrate that omnichannel doesn't need to be a monolithic concept: You can approach it as a series of cross-channel connections, all of which have benefits to offer. Most importantly, you should start by arming yourself with data. Becoming familiar with patterns of customer behavior and combining them with an understanding of who your customers are will not only help you design your strategy, but will also help you lay the foundation for justifying an investment.

The Monetate Benchmark Report included here contains all the data you need to start diving into the statistics for website and mobile visits. It's critical for businesses to begin understanding what multi-device journeys look like, how device usage influences consumer behavior, and how they can act on those two discoveries. Don't let the fear of doing everything at once stop you from taking the first step towards better experiences for all of your customers.



— M O N E T A T E —

INTELLIGENT PERSONALIZATION ENGINE

—

Monetate, the partner of choice for more brands in the IR500 than any other personalization solution, helps marketers increase loyalty among customers by identifying new and repeat customers, improving their shopping experiences, and personalizing across channels.

The Monetate Intelligent Personalization Engine tackles personalization differently by combining real-time data analysis with testing, segmentation, targeting, product recommendations and 1:1 personalization in one easy-to use platform. This empowers marketers to reach each customer in new and meaningful ways and create engaging and immersive experiences that lift conversions and revenue.

To learn more about The Monetate Intelligent Personalization Engine, and how it combines the full suite of personalization capabilities to make real-time decisions across channels, download our datasheet.

[DOWNLOAD DATASHEET](#)

Benchmarks

The quarterly Monetate Benchmark Report contains the indispensable KPIs you need to gauge how your performance stacks up, and transform the ideas in this report from concept to action. Consult the metrics within to start building a plan to advance your business today.

- 14 Website Visits
- 16 Conversion Rate
- 19 Add-to-Cart Rate
- 22 Average Page Views
- 25 Average Order Value

Website Visits:

Website Visits by Device	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	42.98%	42.06%	40.37%	37.49%	37.68%
Smartphone	43.05%	44.78%	47.49%	51.07%	51.06%
Other	0.31%	0.32%	0.31%	0.31%	0.25%
Tablet	13.66%	12.85%	11.84%	11.12%	11.00%

Website Visits by Device (US)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	44.52%	43.99%	43.19%	39.99%	39.77%
Smartphone	44.97%	45.69%	47.06%	50.62%	51.17%
Other	0.39%	0.40%	0.40%	0.41%	0.32%
Tablet	10.13%	9.92%	9.35%	8.97%	8.74%

Website Visits by Device (GB)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	34.56%	31.99%	28.63%	27.24%	26.81%
Smartphone	39.15%	43.95%	50.32%	53.07%	54.55%
Other	0.15%	0.14%	0.13%	0.13%	0.11%
Tablet	26.14%	23.92%	20.92%	19.56%	18.53%

Website Visits by Platform	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Android	19.01%	19.01%	19.07%	19.28%	19.37%
Chrome OS	0.56%	0.57%	0.53%	0.48%	0.54%
Linux	0.84%	0.92%	1.35%	0.89%	0.89%
Macintosh	9.57%	9.23%	9.26%	8.68%	9.20%
Windows	31.91%	31.33%	29.20%	27.42%	27.14%
Windows Phone	0.25%	0.22%	0.19%	0.16%	0.13%
iOS	37.86%	38.71%	40.40%	43.09%	42.73%

Conversion Rate:

Conversion Rate	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Global	3.23%	2.88%	2.96%	2.89%	3.26%
US	3.01%	2.69%	2.72%	2.65%	3.08%
GB	4.38%	4.00%	4.29%	4.20%	4.24%

Conversion Rate by Device	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	4.62%	4.17%	4.24%	4.30%	4.68%
Smartphone	1.65%	1.54%	1.69%	1.68%	2.03%
Other	0.42%	0.35%	0.35%	0.34%	0.39%
Tablet	3.90%	3.38%	3.76%	3.75%	4.19%

Conversion Rate by Device (US)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	4.57%	4.13%	4.17%	4.25%	4.76%
Smartphone	1.35%	1.24%	1.30%	1.29%	1.62%
Other	0.25%	0.21%	0.20%	0.21%	0.24%
Tablet	3.67%	3.06%	3.31%	3.33%	4.01%

Conversion Rate by Device (GB)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	5.75%	5.34%	5.88%	5.82%	5.80%
Smartphone	3.11%	2.98%	3.20%	3.22%	3.34%
Other	1.75%	1.58%	1.58%	1.44%	1.54%
Tablet	4.48%	4.11%	4.73%	4.61%	4.68%

Conversion Rate by Platform	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Android	1.70%	1.59%	1.73%	1.77%	2.02%
Chrome OS	3.44%	2.91%	3.22%	3.47%	3.71%
Linux	1.19%	1.16%	1.04%	1.56%	1.29%
Macintosh	4.59%	4.06%	4.16%	4.28%	4.68%
Windows	4.80%	4.34%	4.46%	4.43%	4.81%
Windows Phone	1.50%	1.44%	1.51%	1.52%	1.62%
iOS	2.44%	2.13%	2.28%	2.18%	2.59%

Add-to-Cart Rate:

Add-to-Cart Rate	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Global	10.78%	9.98%	10.36%	10.15%	10.91%
US	9.46%	8.56%	8.73%	8.75%	9.67%
GB	15.86%	15.87%	16.41%	15.79%	15.20%

Add-to-Cart Rate by Device	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	12.29%	11.49%	11.74%	11.95%	12.57%
Smartphone	8.99%	8.33%	8.90%	8.48%	9.36%
Other	3.01%	2.89%	2.90%	2.86%	3.18%
Tablet	11.89%	10.96%	11.73%	12.00%	12.56%

Add-to-Cart Rate by Device (US)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	11.22%	10.63%	10.85%	11.19%	12.00%
Smartphone	7.55%	6.41%	6.56%	6.58%	7.58%
Other	1.77%	1.50%	1.50%	1.70%	2.09%
Tablet	10.50%	9.60%	10.24%	10.48%	11.50%

Add-to-Cart Rate by Device (GB)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	17.98%	17.48%	18.38%	18.25%	17.88%
Smartphone	15.28%	16.01%	16.09%	14.93%	14.15%
Other	10.89%	12.32%	12.57%	10.65%	9.88%
Tablet	13.95%	13.47%	14.48%	14.76%	14.44%

Add-to-Cart Rate by Platform	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Android	8.23%	7.54%	7.99%	8.02%	8.47%
Chrome OS	12.60%	11.85%	12.63%	13.33%	13.35%
Linux	8.75%	6.62%	4.84%	6.68%	6.43%
Macintosh	13.73%	12.92%	13.25%	13.52%	14.20%
Windows	12.10%	11.27%	11.66%	11.67%	12.21%
Windows Phone	6.83%	6.59%	6.68%	6.56%	6.67%
iOS	10.43%	9.59%	10.16%	9.59%	10.60%

Average Page Views:

Average Page Views	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Global	7.75	7.70	7.62	7.63	8.00
US	7.05	6.78	6.54	6.74	7.14
GB	7.75	7.70	7.62	7.63	8.00

Average Page Views by Device	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	8.94	8.65	8.59	8.90	9.12
Smartphone	6.16	6.33	6.33	6.30	6.81
Other	5.91	5.76	5.79	5.87	5.59
Tablet	9.07	9.41	9.54	9.47	9.77

Average Page Views by Device (US)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	8.17	7.84	7.80	8.35	8.72
Smartphone	5.74	5.50	5.14	5.22	5.67
Other	5.52	5.45	5.44	5.55	5.21
Tablet	8.00	8.02	7.87	8.22	8.63

Average Page Views by Device (GB)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	11.71	12.17	12.45	11.98	11.75
Smartphone	7.71	9.36	10.08	10.05	9.89
Other	8.41	8.62	9.20	8.96	9.20
Tablet	10.42	11.49	12.01	11.27	11.36

Average Page Views by Platform	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Android	6.90	7.03	7.04	7.22	7.51
Chrome OS	9.66	9.30	9.32	10.02	10.27
Linux	4.11	3.52	3.40	4.75	4.94
Macintosh	8.89	8.57	8.34	8.73	9.01
Windows	9.16	8.87	8.96	9.14	9.28
Windows Phone	6.59	6.92	6.87	6.98	7.07
iOS	6.84	7.00	6.93	6.71	7.25

Average Order Value:

Average Order Value	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Global	\$129.70	\$131.87	\$127.36	\$126.13	\$130.52

Average Order Value by Device	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	\$143.28	\$147.79	\$143.55	\$143.18	\$147.03
Smartphone	\$103.51	\$105.07	\$101.51	\$102.04	\$108.83
Other	\$93.17	\$93.34	\$95.81	\$96.15	\$94.59
Tablet	\$113.18	\$109.21	\$110.78	\$108.68	\$114.81

Average Order Value by Platform	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Android	\$93.46	\$93.63	\$91.95	\$93.43	\$97.49
Chrome OS	\$150.59	\$107.20	\$104.52	\$103.54	\$108.75
Linux	\$118.28	\$100.80	\$110.34	\$121.68	\$139.19
Macintosh	\$154.97	\$158.30	\$154.83	\$150.68	\$157.44
Windows	\$140.13	\$145.98	\$141.33	\$141.91	\$144.31
Windows Phone	\$79.31	\$75.42	\$77.48	\$76.87	\$84.37
iOS	\$112.85	\$111.65	\$109.62	\$108.31	\$115.47

Average Order Value by State	Q4 2017
Armed Forces - America	\$238.91
Armed Forces - Europe	\$209.42
Alaska	\$153.62
Alabama	\$123.35
Armed Forces - Pacific	\$212.72
Arkansas	\$130.24
Arizona	\$136.49
California	\$150.07
Colorado	\$139.01
Connecticut	\$131.64
District of Columbia	\$153.12
Delaware	\$126.51
Florida	\$139.19
Georgia	\$130.26
Hawaii	\$148.39
Iowa	\$117.56
Idaho	\$128.49
Illinois	\$139.54
Indiana	\$119.23
Kansas	\$122.10
Kentucky	\$121.98
Louisiana	\$134.20
Massachusetts	\$135.77
Maryland	\$124.67
Maine	\$114.00
Michigan	\$124.22
Minnesota	\$143.37
Missouri	\$124.51

Average Order Value by State	Q4 2017
Mississippi	\$124.51
Montana	\$125.12
North Carolina	\$122.98
North Dakota	\$127.82
Nebraska	\$126.07
New Hampshire	\$124.60
New Jersey	\$138.56
New Mexico	\$126.04
Nevada	\$144.17
New York	\$149.20
Ohio	\$119.60
Oklahoma	\$130.33
Oregon	\$135.81
Pennsylvania	\$113.25
Rhode Island	\$115.99
South Carolina	\$120.22
South Dakota	\$136.22
Tennessee	\$124.89
Texas	\$141.03
Utah	\$138.81
Virginia	\$127.86
Vermont	\$119.56
Washington	\$149.79
Wisconsin	\$122.59
West Virginia	\$109.06
Wyoming	\$137.54

Average Order Value by Category	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Direct	\$128.00	\$128.86	\$125.08	\$124.27	\$130.03
Email	\$100.80	\$99.62	\$108.41	\$109.41	\$106.68
Search	\$120.53	\$120.16	\$117.93	\$117.74	\$121.30
Social	\$104.33	\$112.43	\$106.63	\$101.36	\$102.88
Unknown	\$144.11	\$149.87	\$142.85	\$139.65	\$143.24

US AOV	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	\$143.56	\$151.81	\$145.18	\$143.32	\$147.55
Smartphone	\$112.30	\$116.66	\$109.19	\$107.07	\$115.59
Other	\$99.91	\$101.96	\$98.07	\$95.36	\$92.27
Tablet	\$109.07	\$103.45	\$102.27	\$98.57	\$106.34

GB AOV	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Traditional	\$129.98	\$123.20	\$124.75	\$124.88	\$129.77
Smartphone	\$81.73	\$80.38	\$85.72	\$86.92	\$91.24
Other	\$79.58	\$79.83	\$86.55	\$85.15	\$89.68
Tablet	\$113.49	\$109.63	\$114.24	\$112.69	\$118.72



We Work With The World's Best Brands

Here's a partial list of our clients.



US Sales & Service
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Monetate is the leader in personalization software for consumer-facing brands. Our approach starts with the understanding that each individual is unique. We enable brands to create individualized experiences that surprise and delight customers, improving engagement and business performance.

The Monetate platform is open and independent, working seamlessly across your marketing stack. Monetate is real-time, too, combining marketer-driven instincts with machine learning to deliver 1-to-1 personalization at scale. Founded in 2008, Monetate influences billions of dollars in annual revenue for Apple Vacations, Patagonia, QVC, The North Face, and hundreds of other market leaders.