

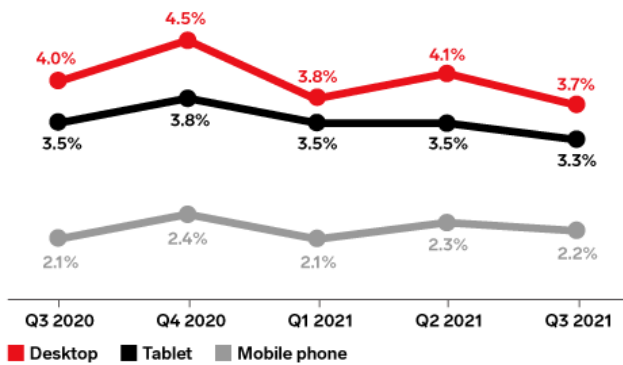
Which device drives the highest ecommerce conversion rates for US retailers?

Article

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For US retailers, ecommerce conversions are increasingly taking place on **mobile phones**. As of Q3 2021, their conversion rate has grown to **2.2%** over the past year, while **desktop computers**, the dominant device, saw their rate drop to **3.7%**. This suggests that retailers' social commerce efforts may be paying off, and that 2022 will bring more viral shoppable content.

US Retail Ecommerce Conversion Rates, by Device, Q3 2020-Q3 2021



Note: represents activity on Kibo Commerce's network, broader industry metrics may vary
Source: Kibo Commerce, "Ecommerce Quarterly Benchmarks Q3 2021," Dec 8, 2021

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