

2023 eCommerce Guide

eCommerce Benchmarks & Insights for Multichannel Home Care Brands

How MikMak Helps Home Care Brands Grow,
Commerce-First

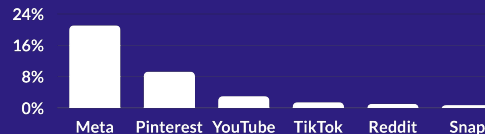
MikMak

\$

Average Order
Value

\$70.95

Purchase Intent Rates for Social Channels



Overview

According to [Statista](#), revenue in the Home Care market is projected to reach \$68.03bn in 2023 worldwide.

Online Home Care Shoppers are most likely to purchase from media displayed on Meta channels and checkout at Walmart

Springtime yields the highest Purchase Intent Rates from online Household Good Shoppers

Home Care is a product category made up of a vast array of product types. In this guide, we took a look at products such as cleaning supply, lawn care, small appliances, home electronics, and housewares (such as cooking supplies, and other functional household tools). Across all channels, Home Care brands have a category benchmark Purchase Intent Rate* of 5.8 percent.

Category Benchmark:

5.8% Purchase Intent Rate

*Purchase Intent Rate:

The percentage of shoppers who clicked through to at least one retailer.

Accelerate Sales & Market Share

Make your products discoverable

For any brand, it is important that across all media and brand websites, shoppers can find and buy your Home Care products faster, in-store and online.

Across all channels, Home Care brands have a category benchmark Purchase Intent Rate of 5.8 percent.

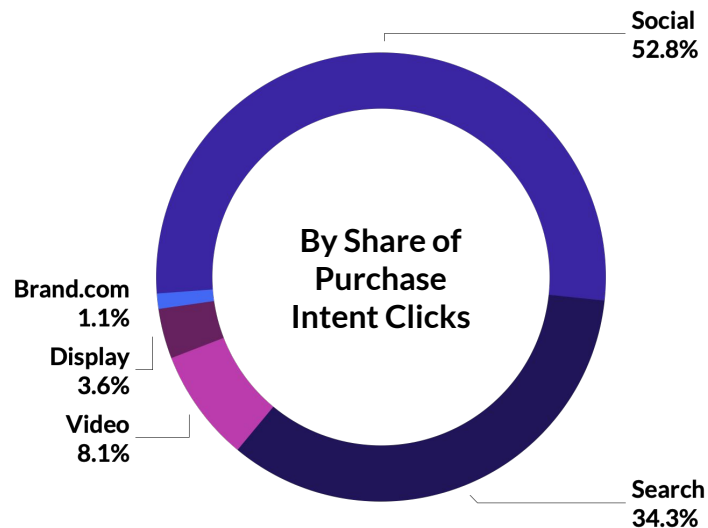
*Purchase Intent Clicks:

The number of times a shopper has clicked through to at least one retailer during a single session.



In terms of eCommerce shopping traffic for Home Care brands, social commerce leads the way with 52.8 percent of Purchase Intent Clicks*. Search drives the second most in-market traffic with 34.3 percent. Video ads follow with 8.1 percent, then display at 3.6 percent, and brand websites at 1.1 percent.

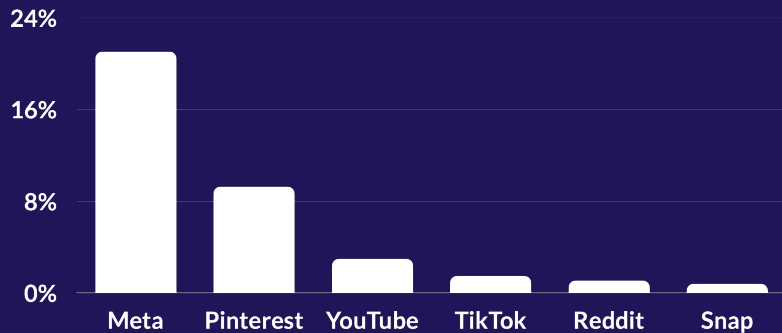
Meta Channels are top-performing for Home Care brands



Home Care Brands Benchmarks and Insights

When looking at social channels specifically, Meta (Facebook & Instagram) drives the highest Purchase Intent Rates for Home Care brands at 21.1 percent (3.6x the category benchmark). Pinterest follows with 9.3 percent. Trailing behind Pinterest is YouTube with 3.0 percent. TikTok, Reddit, and Snap drive Purchase Intent Rates of 1.5, 1.1, and 0.8 percent, respectively.

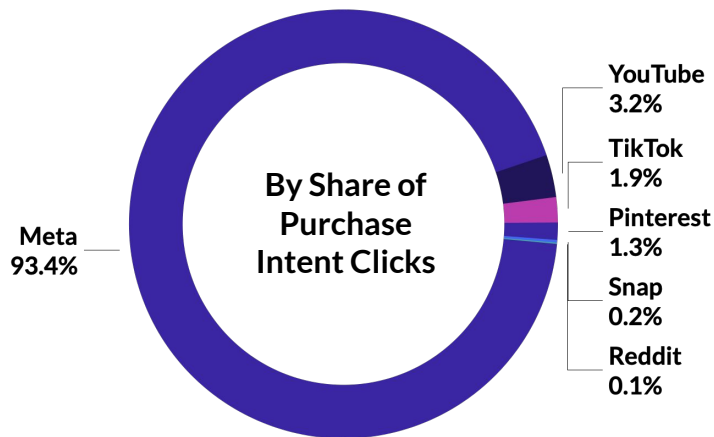
Purchase Intent Rates for Social Channels



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Meanwhile, in terms of in-market traffic, Meta channels continue to lead the way, driving 93.4 percent of Purchase Intent Clicks*. YouTube follows with 3.2 percent. TikTok and Pinterest trail behind with 1.9 and 1.3, respectively. While Snap drives 0.2 percent, and Reddit drives 0.1 percent. It is important to note that this can be due to the fact that brands are spending more of their budget on Meta media than any other social channel, rather than assuming Meta being dominant overall in terms of performance.

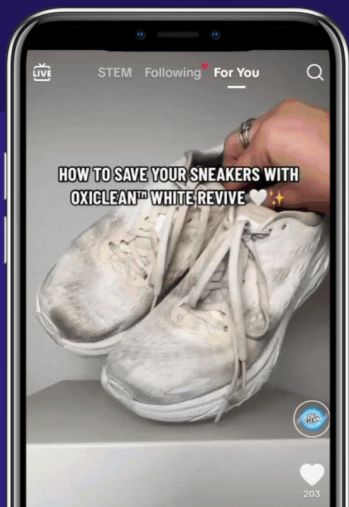
Meta leads in traffic for Home Care brands



How MikMak makes products discoverable

MikMak Commerce provides premium consumer shopping experiences that create a seamless path to checkout at any retailer, from anywhere across your entire media mix, including social media, retail media, programmatic, paid search, CTV, video, email, and brand.com.

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OxiClean drove category-leading purchase intent by leveraging MikMak on a YouTube Video for Action* activation during the key cold and flu season.

23%

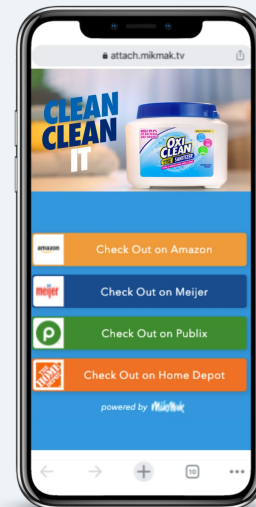
Higher Purchase Intent Rate vs. category benchmark on Youtube Video for Action

72%

Lower cost per conversion vs Q1-22 YouTube Select**

+2.2%

Lift in Awareness vs. Q1-22 YouTube benchmark



Read Full Case Study

Accelerate Sales & Market Share

Beat the competition

To effectively grow market share, you must know, compare, and optimize your performance against brands in your category by channel, retailer, and more. You must also understand how performance changes over time.

Purchase Intent for Home Care Brands are highest during springtime, on Sundays and Wednesdays

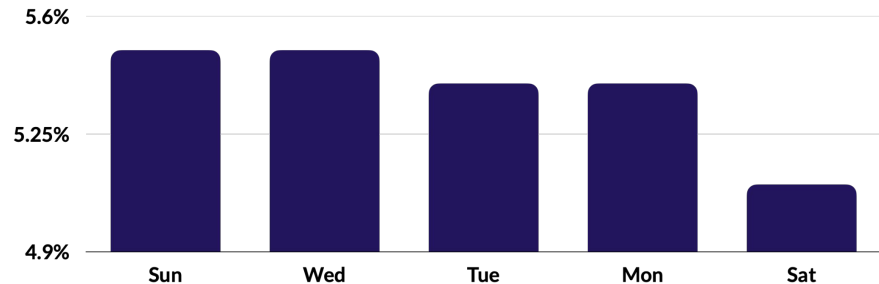
Right now, Home Care shoppers are most likely to purchase online in springtime, with the first week in April driving the highest Purchase Intent Rates in the past year. This could likely be attributed to spring cleaning traditions. These shoppers are also most likely to purchase on Sunday or Wednesday, with a Purchase Intent Rate of 5.5 percent.



Purchase Intent Rates for Home Care Products



Purchase Intent Rates for Home Care Products by Day of Week



How MikMak creates competitive advantage

With MikMak Benchmark Insights, you can see how your brand stacks up against other brands in your category. More specifically, you can understand your performance and media investment relative to the competition. This allows your brand to identify new conversion opportunities and compare your performance over time to quickly understand changes and progress toward your goals.



BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

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“Sometimes people say that being early is the same as being wrong, I actually don’t believe that. I believe that being early is the same as having a head start.”

- **Stu Landesberg**
Co-Founder & CEO, Thrive Market

Accelerate Sales & Market Share

Strengthen Retailer Partnerships

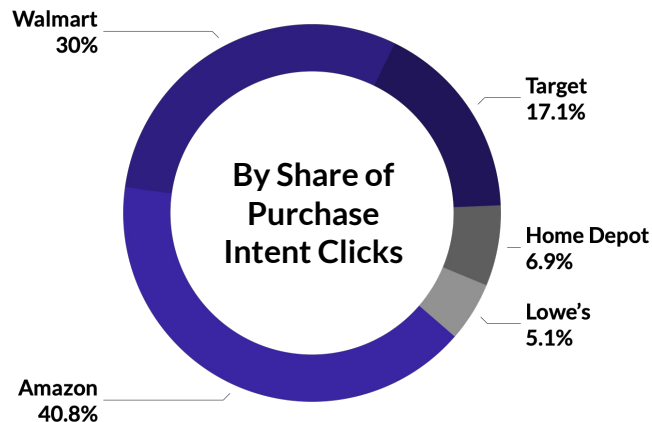
Using proprietary, retailer-specific consumer insights in joint planning discussions with retailers can help unlock shelf space and media value.



Amazon is the top retailer for Home Care shoppers

Right now, among the Top 5 Home Care retailers, Amazon is the driving the most in-market traffic, with 40.8 percent of Purchase Intent Clicks. Walmart and Target are second and third with 30 percent and 17.1 percent, respectively. Specialty retailers, Home Depot and Lowe's round out the Top 5 retailers at 6.9 and 5.1 percent. It is important for Home Care brands to be available at a mix of retailers, including specialty retailers, to reach consumers where they prefer to shop.

Top 5 Home Care Retailers



Home Care Shoppers have an Average Basket Size of 6.7 items

According to the MikMak Shopping Index, Home Care shoppers have an Average Basket Size of 6.7 items. The Average Order Value of those baskets is \$70.95. Within those baskets, Food Storage Containers are the top products. The MikMak Shopping Index also reveals that these shoppers are often also buying Grocery items, as well as other Home Care products alongside their purchases.



Average Basket Size

6.7 items



Average Order Value

\$70.95

Top 10 Products by Type (Based on Sales)

1. Food Storage Container
2. Lawn Fertilizer
3. Scented Oil Plug-in
4. Cookware
5. Pesticide
6. Glass Bakeware
7. Fabric Refresher
8. Rodent Killer
9. Weed Killer
10. Home Insecticide

How MikMak helps brands strengthen retailer partnerships

Do you know if your media investment resulted in a purchase? If so, what was in that cart? This is where MikMak Sales Insights' closed-loop attribution, or the ability to tie granular consumer touchpoints like platform and campaign all the way through to purchase, comes in. Drive business impact and accelerate your eCommerce growth by gaining visibility into your consumers' shopping journey, all the way through purchases at select retailers.



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“We’ve got to get to where the brands and the retailers are on the same side. We’re trying to find consumers, get them the right product for the right price and make profitable businesses on both sides and retail media gives us a way to do that that didn’t exist before.”

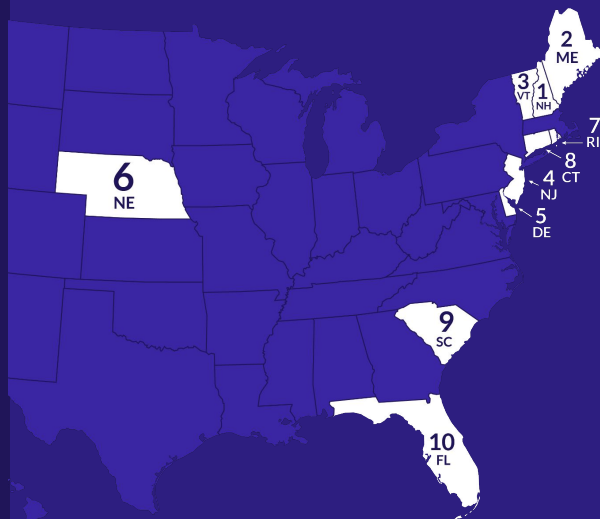
- **Michal Geller**

President of eCommerce & Digital, Newell Brands

Drive Profitability & Reduce Costs

Improve marketing effectiveness

Do you know where is best to invest your next marketing dollar? First, it's important to understand the channels, campaigns, creative, and audiences that actually convert.



New Hampshire drives the highest Purchase Intent Rates for Home Care brands

1. NH - 17.1
2. ME - 15.8
3. VT - 14.9
4. NJ - 14.7
5. DE - 14.5
6. NE - 14.5
7. RI - 14.2
8. CT - 14.0
9. SC - 13.9
10. FL - 13.3

Top Hours of Day (by Purchase Intent Rate)



1. 3pm ET
2. 2pm ET
3. 1pm ET
4. 7pm ET
5. 5pm ET

How MikMak improves marketing effectiveness

MikMak provides the world's leading Home Care brands with exclusive first-party consumer insights. With MikMak Insights, you can look into your performance from every angle, and dig deeper than other providers



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“I love the idea that there is no playbook for the digital e-com space. And even as you start to get common practices or rules of thumb, it just seems to evolve and mature and change. And that just really energizes me.”

- **Sara Aubitz**

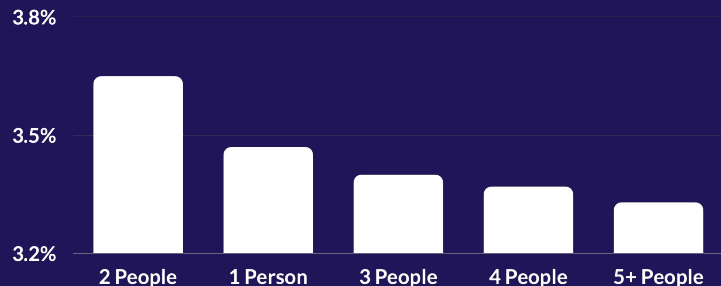
Director of Consumer Insights and Analytics,
The Clorox Company

Drive Profitability & Reduce Costs

Collect first-party data

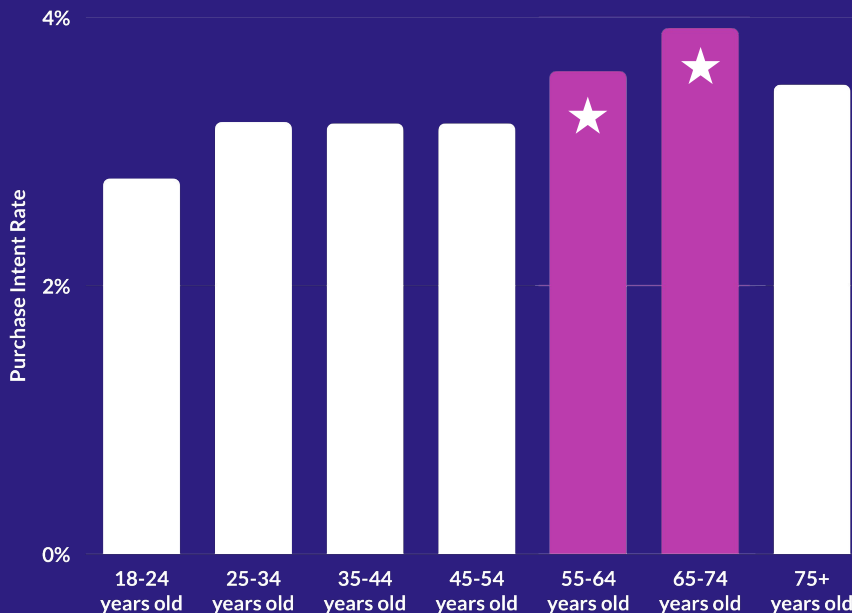
To truly improve performance and lower costs, you must also have a consolidated view of your consumer data and audiences.

Purchase Intent Rates are highest in two-person households



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Baby Boomers are most likely to shop for Home Care Products online



★ Baby Boomers

How MikMak provides first-party data

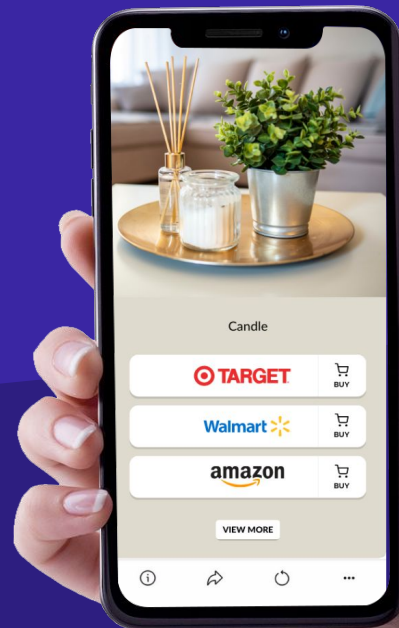
Use first-party data collected by MikMak Commerce to build and segment qualified shopper audiences within your ads managers/DSP to improve media targeting based on product interest, retailer preferences, and channel behavior. You can also retarget or build lookalike audiences to be leveraged across your entire media plan.



A Household Essentials brand increased purchase intent and reduced media cost by leveraging MikMak Audiences

6.4%

Increase in Purchase Intent Rate using
MikMak Audiences



Drive Profitability & Reduce Costs

Save time and money

With consistent, real-time reporting and easy access to consumer, retailer, and platform insights, brands' internal teams and agencies can save a ton of time and money. Couple these insights with best practices, and your team will be sure to gain market share and drive profitability time and time again.



The VELCRO® Brand launched a back-to-school campaign leveraging updated creative and optimized toward Add-to-Cart with conversion campaign objectives to increase purchase intent and sales.

2.2x

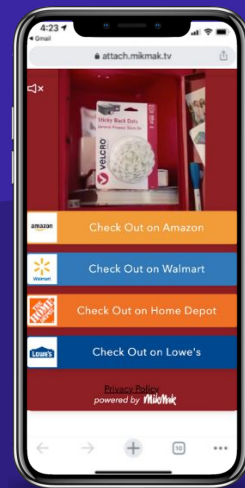
Increase in Purchase Intent Rate compared to the previous month

5.61x

Increase in Total Attributable Sales after launching the BTS campaign with updated campaign objective

3.3x

Higher Purchase Intent Rate on Facebook than category benchmark.



[Read Full Case Study](#)

How MikMak saves time and money

MikMak offers one easy-to-use global platform that automatically enables consistent reporting and fast decision-making across the entire organization. With the MikMak Platform, brands can also leverage direct integrations with third-party Product Information Management (PIM) platforms including Salsify and Syndigo; as well as Data Visualization Platforms and Data Lakes like Salesforce and Google Data Studio.



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"The fact that so much of your success in eCommerce is about getting those fundamentals right, those fundamentals around your content, your ratings and reviews, your navigation, your pricing, all of those things that determine whether or not you get that sale everyday"

- **Alison Lewis**
Chief Growth Officer, Kimberly-Clark

Your eCommerce Marketing Checklist

- **Get the basics down.** Are Instagram, Facebook, and YouTube part of your marketing mix? Are Amazon, Walmart, Target, Home Depot, and Lowe's in your check-out options?
- **Develop more nuanced insights for consumer relevance.** Is your brand's website utilizing multi-retailer checkout? Which channels are part of their shopping journey? Add the channels and retailers that resonate with your consumers to the mix. Can you expand to new formats like QR codes and CTV?
- **Be agile** and quick with your data, and use insights to adjust your creative and advertising methods effectively
- **Explore growth opportunities.** Check your performance against category (and subcategory!) benchmarks to see how you stack up against the competition. A/B test creative and messaging to see if purchase intent increases.
- We're here to help. MikMak helps multichannel brands gain deeper consumer insights to grow and protect market share. Contact us at marketing@mikmak.com!

All data and insights from this Category Benchmark and Insights are sourced from the MikMak Shopping Index.

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and more than 4,000 retailer integrations to understand consumer online shopping behavior.

All data in this report is from 9/10/22 - 9/10/23.

Let's chat!

Want to get even more insights?

Looking for a different category?

Contact marketing@mikmak.com!