

2023 eCommerce Guide

YouTube Benchmarks and Insights for Multichannel eCommerce Brands

How MikMak Helps Brands Grow on YouTube, Commerce-First

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Overview

68% of YouTube users watch YouTube to help make a purchase decision

Toys are by far the most popular YouTube product category, with a 55.3 percent Purchase Intent Rate* by category

YouTube shoppers are most likely to buy on the weekends, with the Purchase Intent Rate jumping above 9 percent on Saturdays and Sundays

*Purchase Intent Rate:

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

YouTube is a [social media and commerce](#) giant that draws in more than [122 million viewers](#) every day. It also opens up major selling opportunities for eCommerce brands, with [68 percent of users](#) saying they watch YouTube to make purchasing decisions.

Wondering how to capitalize on YouTube trends and funnel as many YouTube users to your eCommerce brand as possible? This guide draws on MikMak benchmark data and insights to lay out the latest YouTube shopping trends, along with tips to help eCommerce brands cash in.

Accelerate Sales & Market Share

Make your products discoverable

Not every brand will bring in and keep the same level of a shopper's attention on YouTube. To capture views and turn them into sales, brands need to lean into trends and adjust ads to fit the platform.

YouTube has a category benchmark of 7.2 percent Purchase Intent Rate. Purchase Intent Rate describes how many visitors add one or more items to their shopping cart on your site.



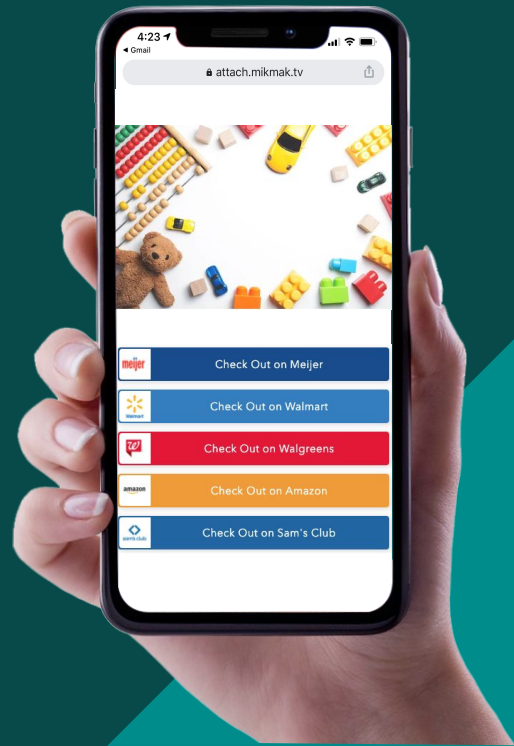
What ads perform best on YouTube?

Audiences head to YouTube for “edutainment.” They want to learn and be entertained at the same time. For eCommerce brands, it's a chance to grab consumers' attention and show off activities or solutions that feature your products.

Enhance viral videos with shoppable experiences

eCommerce brands can amplify their reach by tracking trending videos and jumping on opportunities. For instance, one leading toy brand used MikMak to piggyback on a brand partner's number one trending YouTube video. The toy brand then saw its:

- Purchase Intent Rate hit 67.7 percent
- Purchase Intent Rate soar 2.4x higher than the toy category benchmark for organic traffic



How MikMak makes your brand 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 Websites.

On YouTube and other social platforms, MikMak creates a seamless shopping experience while simultaneously collecting impactful insights so you can see how and where shoppers are purchasing your products.



Accelerate Sales & Market Share

Beat the competition

To stand out on YouTube, eCommerce marketers need to understand how their brand is performing against competitors, track changes in performance, and adjust rapidly. It's also important to craft entertaining and highly visual content that shows off a product's value as quickly as possible.

Time YouTube ads right for top results

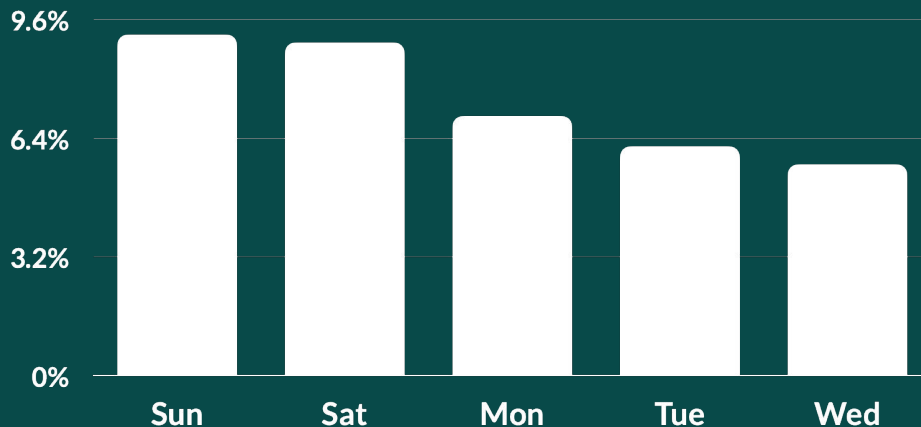
Timing ads right is essential if you want to hit consumers when they're online, open to messages, and ready to buy.



Weekends are hot shopping days on YouTube

Traffic surges to YouTube on the weekend, with Saturday and Sunday each at least two full Purchase Intent Rate percentage points above the next best-performing day. Sunday's PI Rate is 9.2 percent, while Saturday's is 9 percent. Monday is the busiest weekday, clocking in at a 7 percent PI Rate. Tuesday is next, at 6.2 percent, and Wednesday closes the top five with 5.7 percent.

Top Days of the Week by Purchase Intent Rate



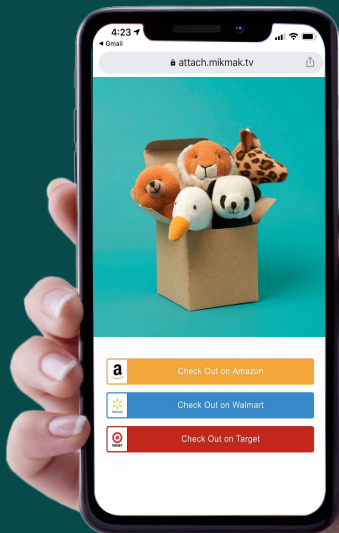
Learn from high performing eCommerce brands

Here are some examples of high performing brands on YouTube:



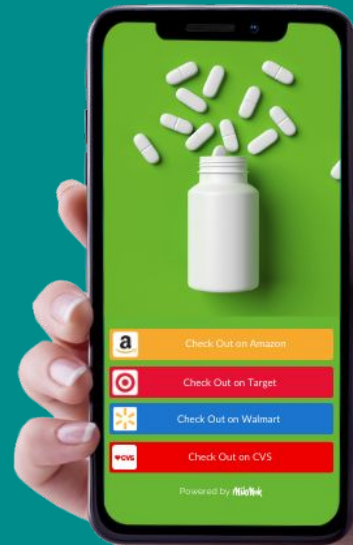
A leading toy brand

When launching a new product line, a top toy brand crafted eye catching ads that targeted YouTube shoppers. The campaign sparked an 86 percent Purchase Intent Rate from YouTube, all in a matter of weeks.



A top healthcare name

When a leading healthcare brand launched shoppable experiences across its media channels, YouTube sales took off. The brand saw Purchase Intent Rates soar 600 percent higher on YouTube than on other channels, and purchase intent increased 106 percent after expanding to the platform.



How MikMak creates competitive advantage

MikMak Benchmark Insights reveal how your brand compares to other brands in your category. They shine a light on your brand's performance and how your media investment stacks up against competitors. With these insights in hand, it's easy to spot new conversion opportunities, adjust to changing trends, and hit your brand's goals.



BRAVE COMMERCE

WITH RACHEL TIPOGRAPH & SARAH HOFSTETTER

 LISTEN HERE

“We are shifting to a world where there is more of a partnership between retailers and brands than ever before.”

- **Michal Geller**

President of eCommerce & Digital, Newell Brands

Accelerate Sales & Market Share

Strengthen Retailer Partnerships

Strategic retailer partnerships can boost a brand's sales. When picking out the right retail partner for your brand, it's important to follow trends and team up with retailers that your audience connects with.

*Purchase Intent Clicks:

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

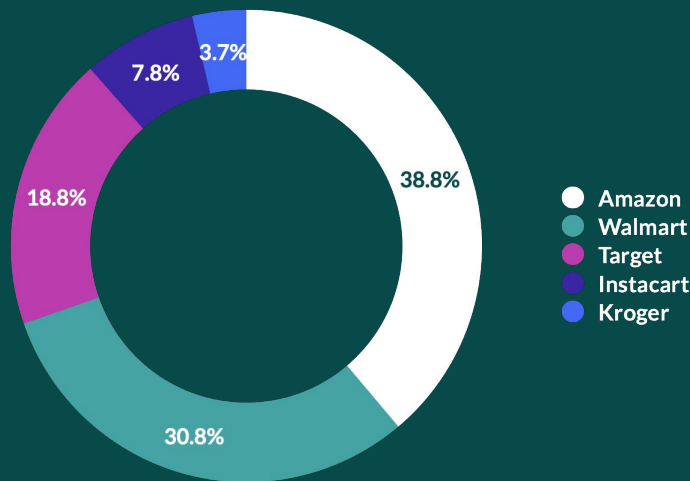


Amazon and Walmart lead retailers on YouTube

When looking at Purchase Intent Clicks* among the top five retailers on YouTube, Amazon leads the way with 38.8 percent. Walmart stands in second place with 30.8 percent. In the third slot, with 18.8 percent, Target is the only other retailer hitting double digits.

Instacart and Kroger finish off the top five with 7.8 percent and 3.7 percent, respectively.

Top Five Retailers by Share of Purchase Intent Clicks

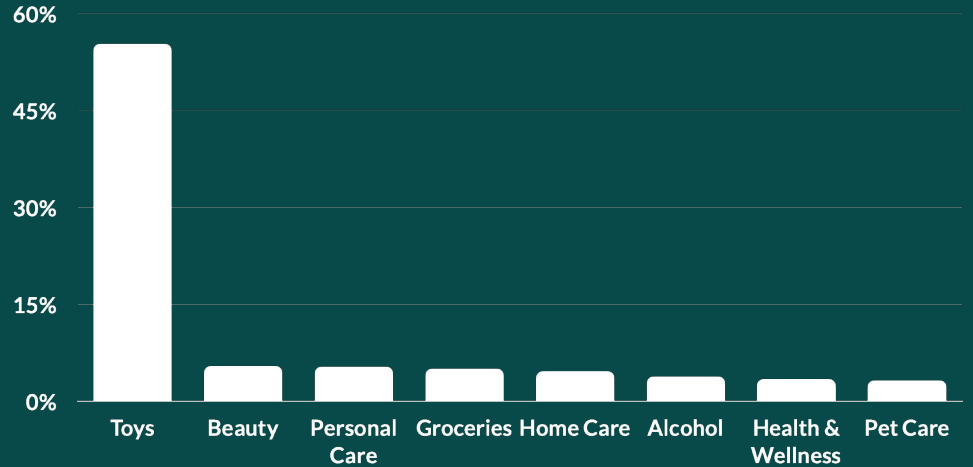


Toys are red-hot on YouTube

[Toys](#) are dominating all other products on YouTube with a 55.3 percent Purchase Intent Rate. The second most popular category is [Beauty](#), with 5.5 percent. Personal Care slides into the third spot with 5.4 percent, and Groceries are next at 5.1 percent.

Home Care sits in the fifth slot with 4.7 percent Purchase Intent Rate. [Alcohol](#), Health & Wellness, and Pets round out the top eight categories, with 3.9 percent, 3.5 percent, and 3.3 percent, respectively.

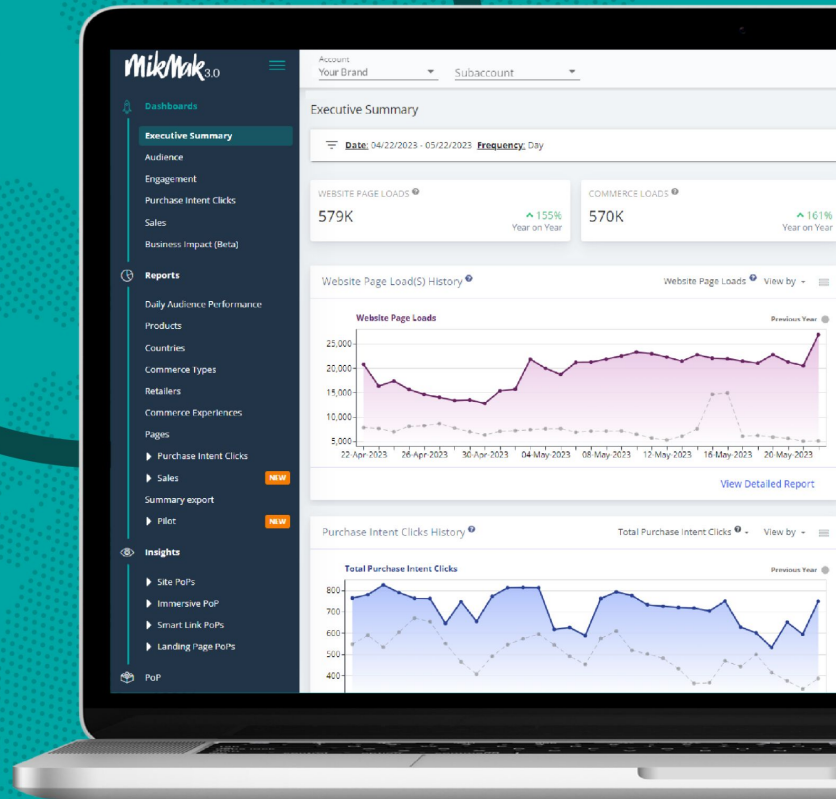
Purchase Intent Rate by Category



How MikMak helps brands strengthen retailer partnerships

Want to see how your media investments are paying off in purchases? Curious about what's in your shoppers' carts when they check out? MikMak's closed loop attribution gives you those important details and more. They zoom in on granular information, so you can see the touchpoints, platforms, campaigns, and behaviors that are driving purchases.

MikMak sales insights showcase your consumer's full shopping journey so you can speed up your eCommerce brand's growth.



Drive Profitability & Reduce Costs

Improve marketing effectiveness

Maximizing marketing ROI

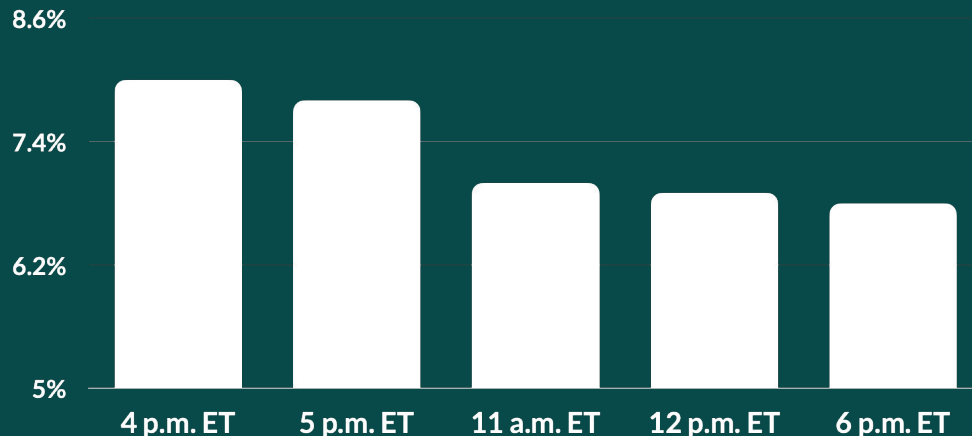
It's not enough to just feature your brand on YouTube. To maximize ROI, eCommerce brands need to understand which audiences will buy and when to hit them with key messages.



Selling peaks in the early evening

In the early evening, Purchase Intent Rate on YouTube hits its high at 4 p.m. ET (8 percent Purchase Intent Rate). The next highest occurs around 5 p.m. ET, grabbing a 7.8 percent rate. Next is 11 a.m. ET, with a 7 percent Purchase Intent Rate. The next hottest times are 12 p.m. ET and 6 p.m. ET, with respective rates of 6.9 percent and 6.8 percent.

Top Hours of the Day by Purchase Intent Rate



Drive Profitability & Reduce Costs

Save time and money

Looking for the key to saving time and money when [marketing for brands on YouTube](#)? Start by tracking real time reporting and monitoring consumer, retailer, and YouTube insights. Then use best practices to create ads and hit YouTubers with the right message, at the right time, to grab more market share.



How to build eye catching ads on YouTube

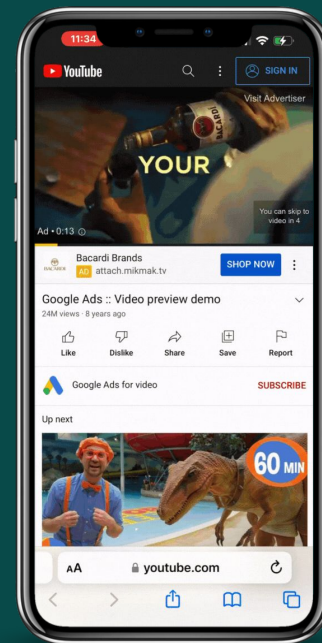
YouTube is a highly visual platform where shoppers seek learning and entertainment. That means eCommerce ads need to grab their attention and keep them locked onto the product. Here are a few best practices for YouTube marketing:

Use sharp Images, quick cuts, and bright visuals

Show off a product's benefits right away

Introduce new activities, recipes, and uses for products

Drive engagement with long-form content, such as tutorials or product reviews



How MikMak saves time and money

MikMak features an intuitive global platform that generates automatic reporting and enables leaders across the organization to make smarter decisions more quickly. MikMak's platform also integrates easily with product information management (PIM) platforms, such as Salsify and Syndigo, along with popular data visualization platforms and data lakes such as Salesforce or Google Data Studio.



Your eCommerce Marketing Checklist

- **Get the basics down.** Is your brand utilizing YouTube to its fullest potential? Are Amazon, Walmart, Target, Instacart and Kroger all available in your checkout 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? Are you engaging with and utilizing viral videos and influencer marketing as part of your strategy?
- **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 Social Channel Benchmark Reports 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 9/28/22 - 9/28/23.

Let's chat!

Want to get even more insights?

Looking for a different social channel?

Contact marketing@mikmak.com!