

DRIVING TRAFFIC TO THE STORE

How online retailers generate traffic. Share of site visits resulting from different channels

- HOW TO READ THIS CHART:**
- 43% of visits to Amazon were direct to site (typed URL, bookmark, e-mail link)
 - 37% of visits to Amazon were advertising referrals driven through non-search third-party partners (including banner ads, sponsorships, affiliate deals)
 - 2.5% of visits to Amazon were driven through comparison-shopping sites
 - 17% of visits to Amazon were driven by clicks through natural (organic) or sponsored search links

TYPE OF RETAILERS	SELECTED RETAILERS	DIRECT TO SITE	ADVERTISING REFERRALS (NON-SEARCH)	COMPARISON SHOPPING TOOLS	SEARCH ENGINES
TOTAL ONLINE RETAIL		61.4%	28.1%	1.0%	9.5%
CONSUMER ELECTRONICS/COMPUTERS		61.5%	29.1%	1.4%	8.0%
	APPLE STORE	49.1%	36.4%	0.6%	13.9%
	BEST BUY	64.2%	22.1%	0.9%	12.9%
	DELL	68.7%	25.5%	1.0%	4.9%
DEPARTMENT STORES		54.3%	30.3%	2.4%	13.0%
	MACY'S	57.8%	26.1%	1.9%	14.2%
HEALTH AND BEAUTY		66.9%	26.7%	0.9%	5.6%
	DRUGSTORE.COM	95.9%	3.6%	0.2%	0.3%
MASS MERCHANDISERS		57.7%	29.1%	1.4%	11.8%
	AMAZON	43.1%	37.3%	2.5%	17.1%
	COSTCO	61.4%	26.9%	0.1%	11.6%
	EBAY	65.0%	25.2%	0.9%	9.0%
	TARGET	65.8%	21.6%	0.3%	12.4%
	WALMART	57.2%	30.9%	0.6%	11.4%
OFFICE SUPPLY		73.6%	19.3%	1.7%	5.3%
	OFFICE DEPOT	67.7%	18.5%	3.2%	10.5%
	STAPLES	67.4%	20.8%	3.0%	8.8%
SPECIALTY APPAREL		59.7%	29.8%	1.4%	9.1%
	L.L. BEAN	58.2%	28.5%	2.5%	10.8%
	LANDS' END	56.6%	33.4%	1.9%	8.0%
	ZAPPOS.COM	42.0%	34.0%	4.6%	19.4%
SPECIALTY HOME		65.3%	22.3%	1.4%	11.0%
	WILLIAMS-SONOMA	54.3%	31.7%	1.9%	12.1%
TICKETS		46.3%	44.2%	0.0%	9.5%
	TICKETMASTER	44.6%	48.8%	0.1%	6.5%
OTHER					
	1-800-FLOWERS.COM	44.3%	42.3%	0.7%	12.8%
	OVERSTOCK.COM	48.1%	34.3%	1.8%	15.9%
	TIFFANY & CO.	57.6%	21.2%	0.2%	21.1%

Excerpted from Nielsen Online Referral Effectiveness Analysis, second quarter 2009. Numbers rounded. More info: www.nielsen-online.com. Source: Nielsen Co.'s Online division