



CHILE
INFORME SOBRE NAVEGACIÓN Y TASAS DE CONVERSIÓN EN
ECOMMERCE POR SECTORES 2017S2

NETRICA
by netquest

en colaboración con:

CAMARA DE COMERCIO DE SANTIAGO
CCS



WWW.NETRICA.COM

DEFINICIONES:

DESKTOP

Incluye todos los computadores como computadores de escritorio, portátiles, notebooks, netbooks, etc.

MOBILE

Dispositivos móviles (smartphones, tablets, phablets).

KPIS:

VISITS (#)

También llamadas sesiones. Número de veces que un usuario llega a un sitio web o app. Se cuentan todas las visitas realizadas por un mismo usuario, con independencia del número de veces que ya hayan visitado el sitio web o app.

Diferentes accesos cuentan como una visita si se realizan con menos de 30 minutos de separación. Cuando un acceso se realiza 30 minutos después del último acceso, cuenta como una nueva visita.

REACH (%)

% de usuarios únicos del total de usuarios de internet en el país de referencia que ha accedido a uno o varios sites de la categoría y subcategoría en el tiempo indicado.















CONVERSION RATE (%)

Pedidos por visitas.

METODOLOGÍA - ORIGEN DE LOS DATOS:

- Netrica.com, es un producto de Netquest que monitoriza el mercado de ecommerce.
- Los datos de Netrica se basan en la navegación observada de 4.800 panelistas meterizados en sus múltiples dispositivos (desktop, smartphone, tablet).
- Muestra representativa de la población internauta a nivel de sexo, edad, región, clase social y uso de dispositivo.

Periodo: 2017S2 - Promedios mensuales

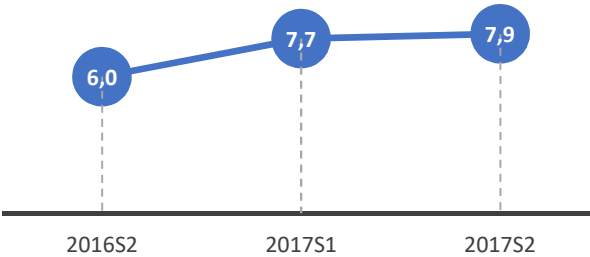
	 Visits (M) Reach (%)		 Visits (M) Conversion Rate (%) Orders (000)		
Shopping					
 Fashion	7,9	15,4	3,6	2,6	92,4
 Home & Decoration	9,4	23,8	5,2	1,0	56,8
 Multicategory	135,2	63,7	44,6	2,2	977,5
 Sports	3,0	8,0	1,7	2,2	38,9
 Supermarket	2,5	10,8	1,3	1,2	14,3
 Video Games	2,5	6,2	1,5	2,2	32,0
Travel					
 Airlines	8,9	17,5	5,6	3,1	175,2
 Online Travel Agency	4,7	13,5	2,1	1,9	38,2
 Transportation	4,0	10,3	1,6	13,4	207,7
Online Paid Services					
 Coupons	8,1	17,1	4,0	4,3	172,0
 Food Delivery	1,6	5,9	0,5	15,7	74,7
 Tickets	7,1	20,5	2,8	5,3	146,9



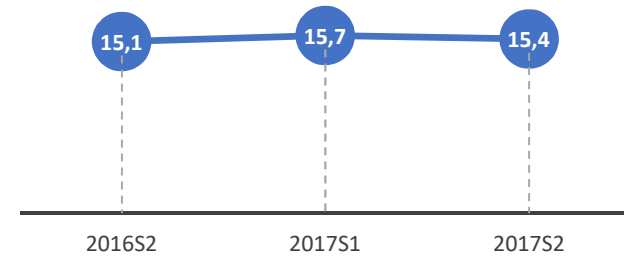
Fashion

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	6,0	7,7	7,9
Reach (%)	15,1	15,7	15,4

Visits (M)

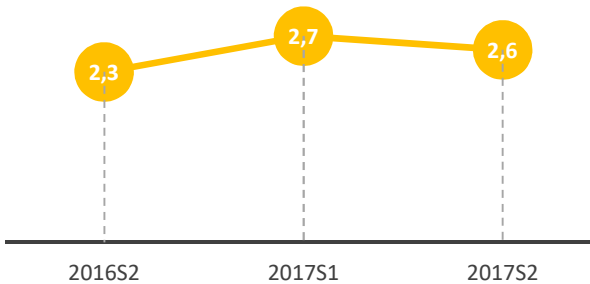


Reach (%)

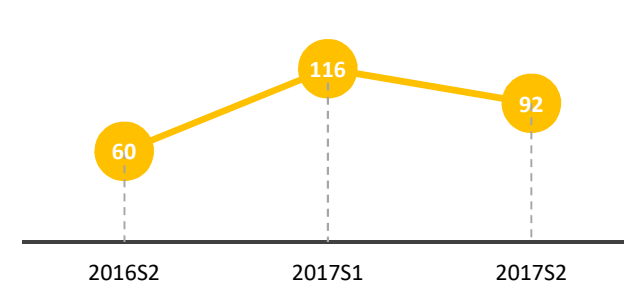


Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	2,6	4,1	3,6
Conversion Rate (%)	2,3	2,7	2,6
Orders (000)	60,4	115,6	92,4

Conversion Rate (%)



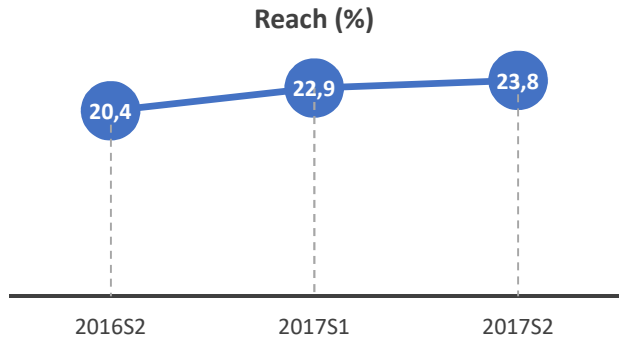
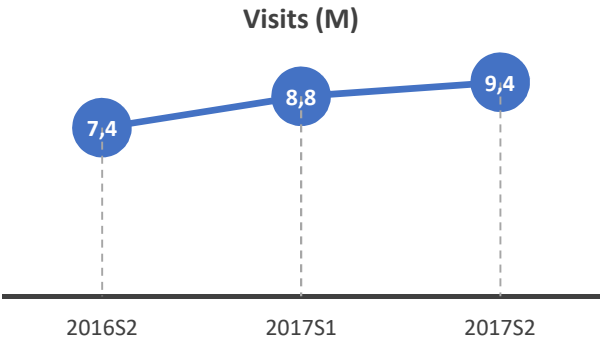
Orders (000)



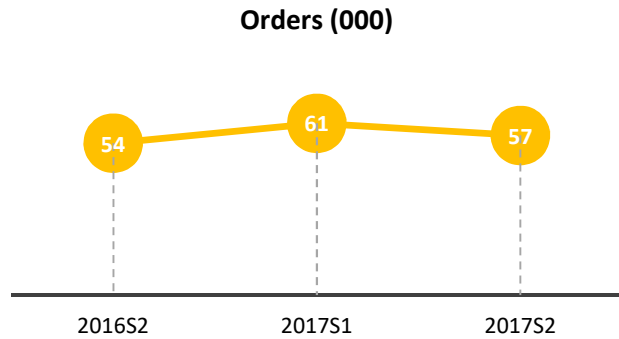
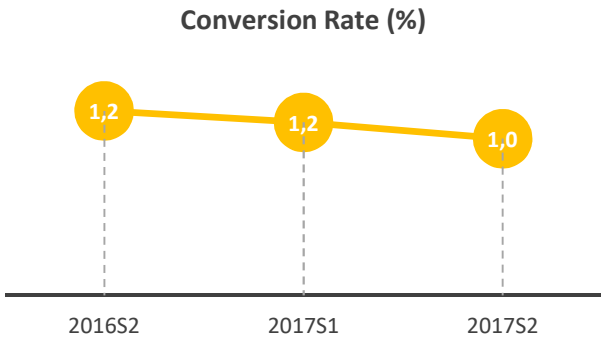


Home & Decoration

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	7,4	8,8	9,4
Reach (%)	20,4	22,9	23,8



Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	4,3	5,4	5,2
Conversion Rate (%)	1,2	1,2	1,0
Orders (000)	54,0	61,1	56,8

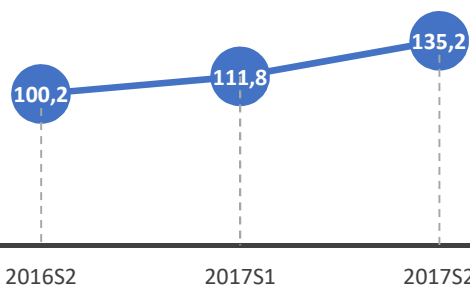




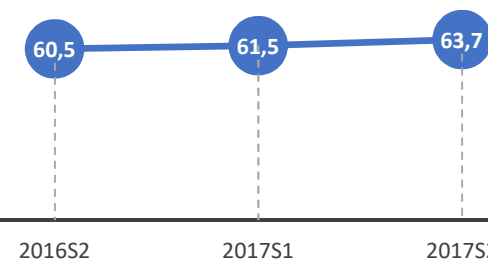
Multicategory

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	100,2	111,8	135,2
Reach (%)	60,5	61,5	63,7

Visits (M)

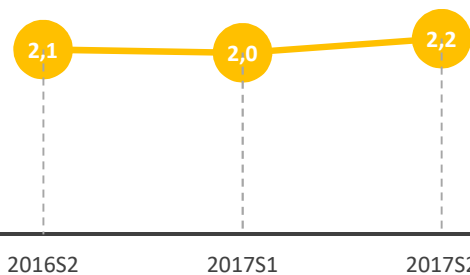


Reach (%)

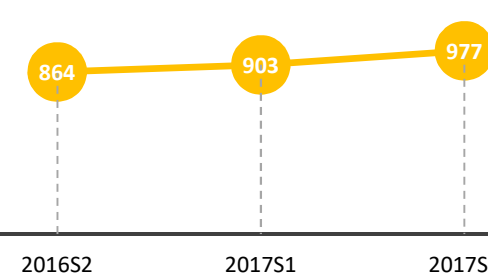


Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	42,7	44,6	44,6
Conversion Rate (%)	2,1	2,0	2,2
Orders (000)	864,5	902,8	977,5

Conversion Rate (%)



Orders (000)



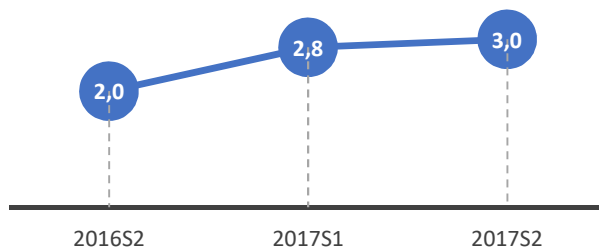


Sports

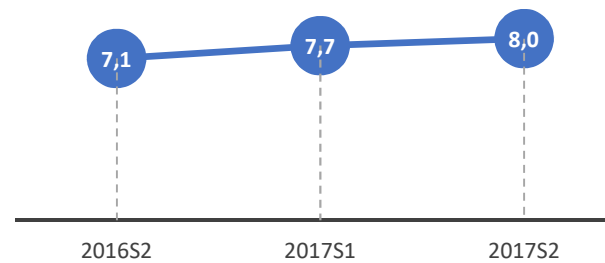
Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	2,0	2,8	3,0
Reach (%)	7,1	7,7	8,0



Visits (M)



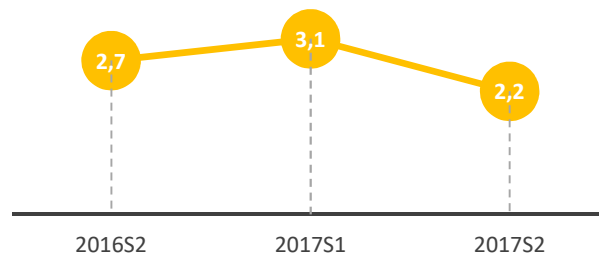
Reach (%)



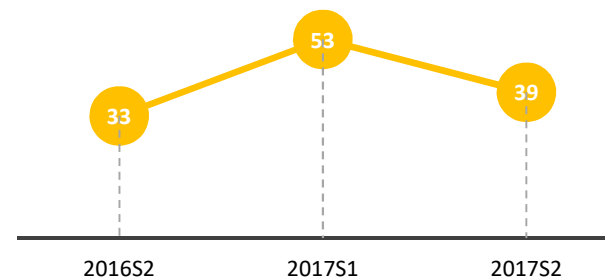
Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	1,2	1,8	1,7
Conversion Rate (%)	2,7	3,1	2,2
Orders (000)	32,6	53,0	38,9



Conversion Rate (%)



Orders (000)

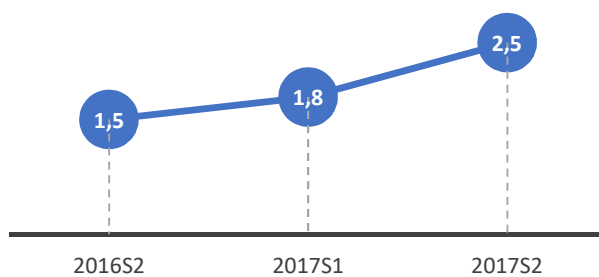




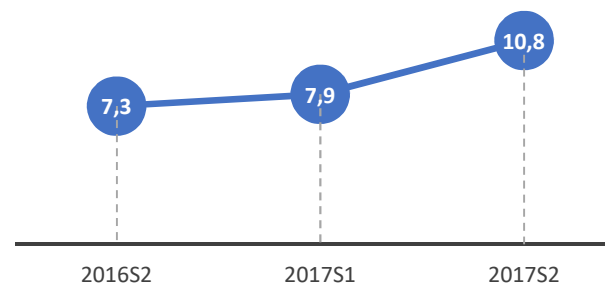
Supermarket

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	1,5	1,8	2,5
Reach (%)	7,3	7,9	10,8

Visits (M)

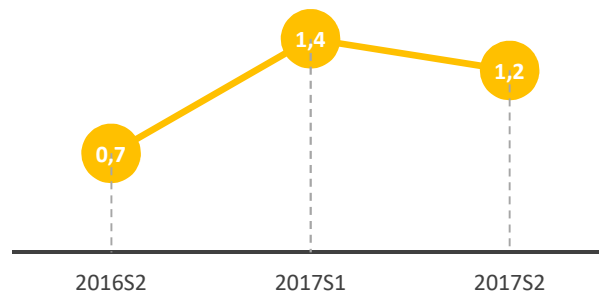


Reach (%)

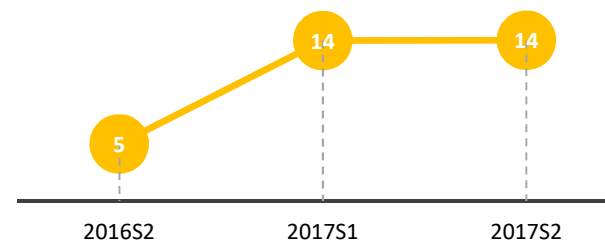


Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	0,8	1,0	1,3
Conversion Rate (%)	0,7	1,4	1,2
Orders (000)	5,1	14,3	14,3

Conversion Rate (%)



Orders (000)

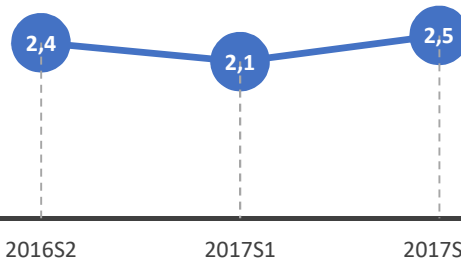




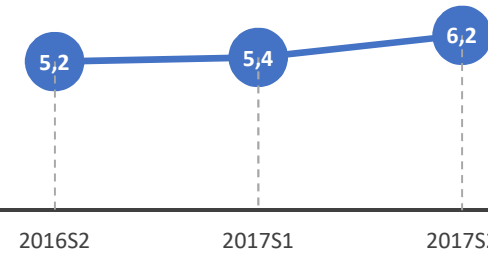
Video Games

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	2,4	2,1	2,5
Reach (%)	5,2	5,4	6,2

Visits (M)

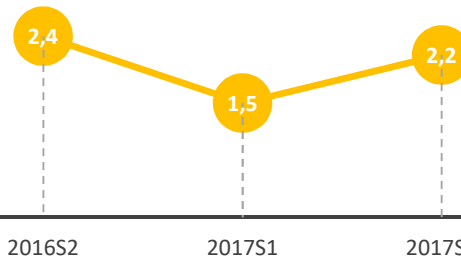


Reach (%)

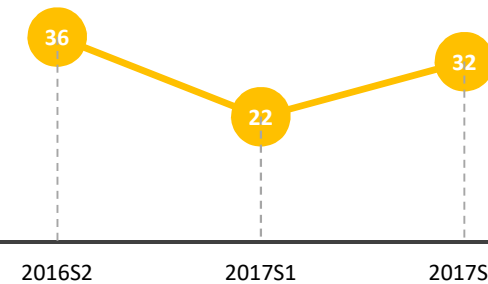


Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	1,53	1,46	1,51
Conversion Rate (%)	2,4	1,5	2,2
Orders (000)	36,5	22,3	32,0

Conversion Rate (%)



Orders (000)

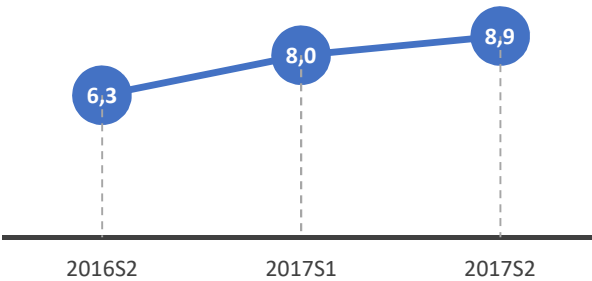




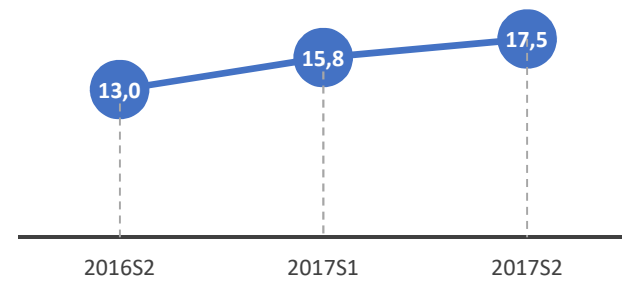
Airlines

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	6,3	8,0	8,9
Reach (%)	13,0	15,8	17,5

Visits (M)

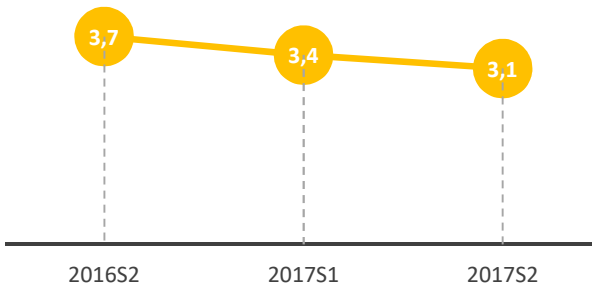


Reach (%)

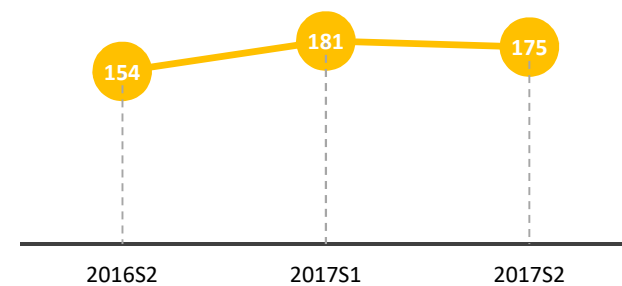


Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	4,0	5,3	5,6
Conversion Rate (%)	3,7	3,4	3,1
Orders (000)	153,5	180,6	175,2

Conversion Rate (%)



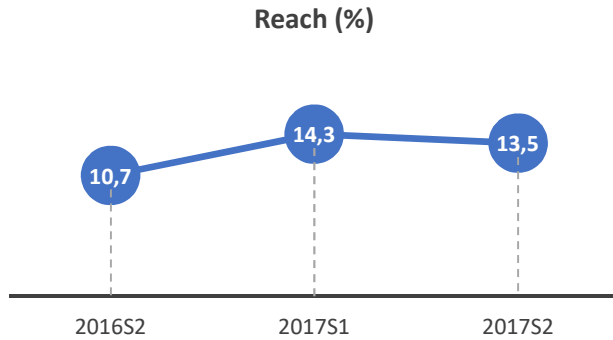
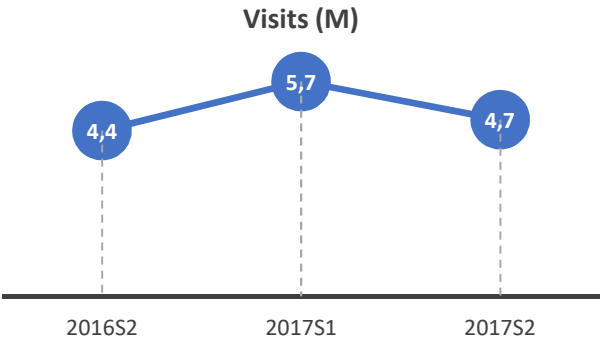
Orders (000)



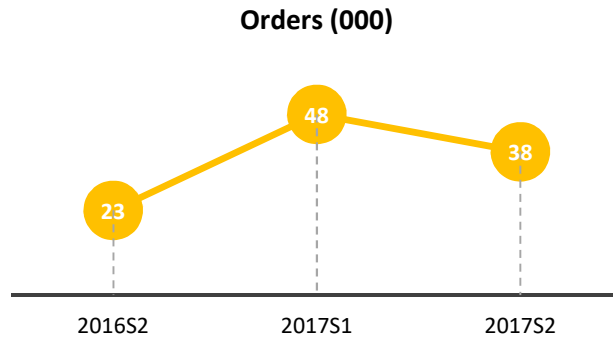
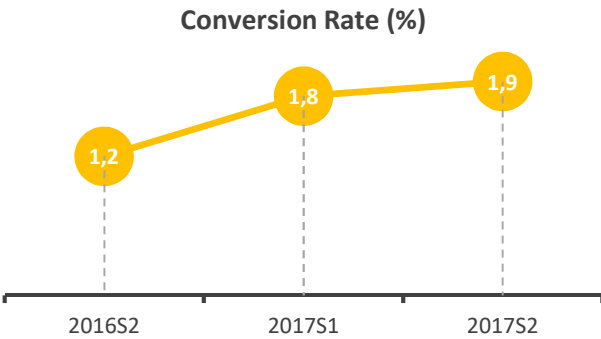


Online Travel Agency

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	4,4	5,7	4,7
Reach (%)	10,7	14,3	13,5



Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	1,9	2,6	2,1
Conversion Rate (%)	1,2	1,8	1,9
Orders (000)	22,6	48,2	38,2

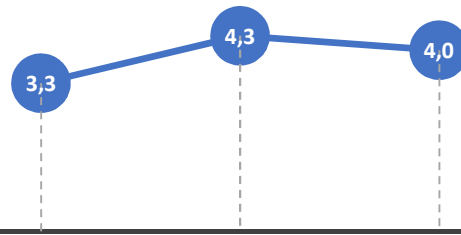




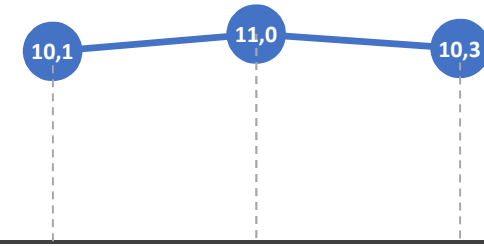
Transportation

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	3,3	4,3	4,0
Reach (%)	10,1	11,0	10,3

Visits (M)



Reach (%)



2016S2

2017S1

2017S2

2016S2

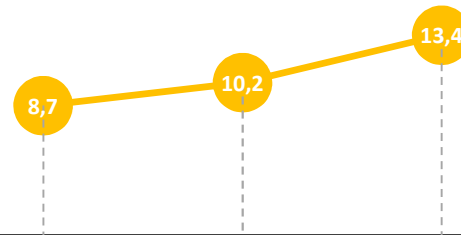
2017S1

2017S2

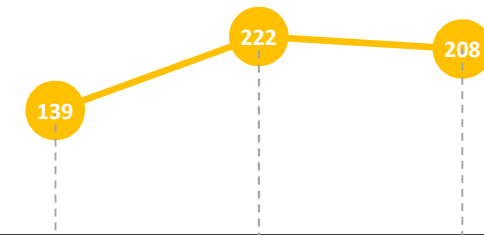


Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	1,6	2,3	1,6
Conversion Rate (%)	8,7	10,2	13,4
Orders (000)	139,5	221,8	207,7

Conversion Rate (%)



Orders (000)



2016S2

2017S1

2017S2

2016S2

2017S1

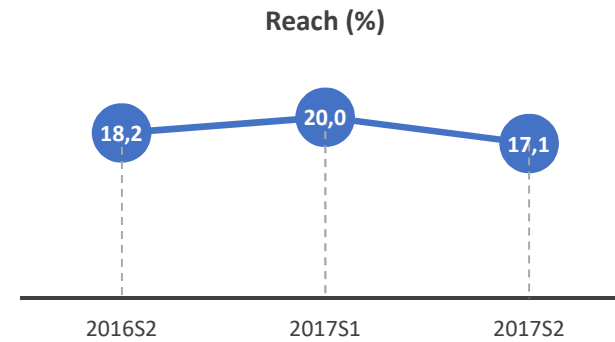
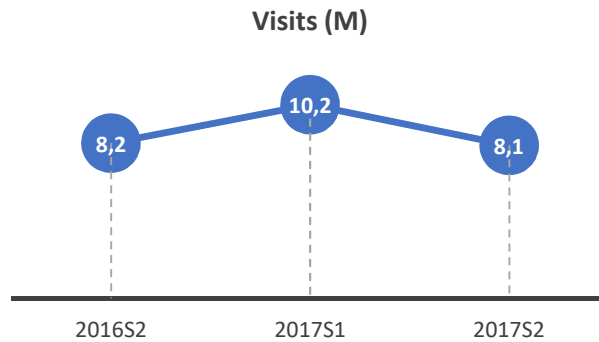
2017S2



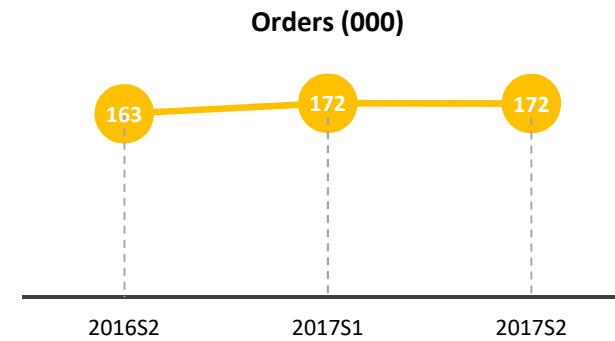
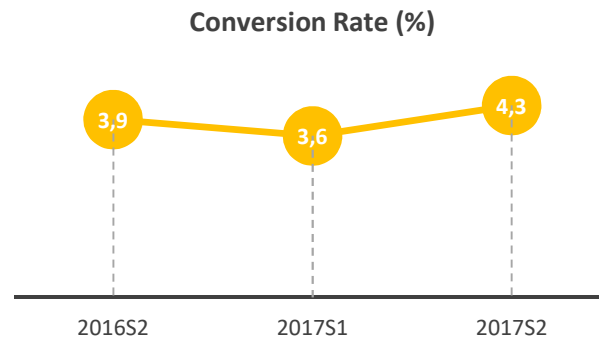


Coupons

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	8,2	10,2	8,1
Reach (%)	18,2	20,0	17,1



Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	4,1	4,8	4,0
Conversion Rate (%)	3,9	3,6	4,3
Orders (000)	163,0	172,3	172,0

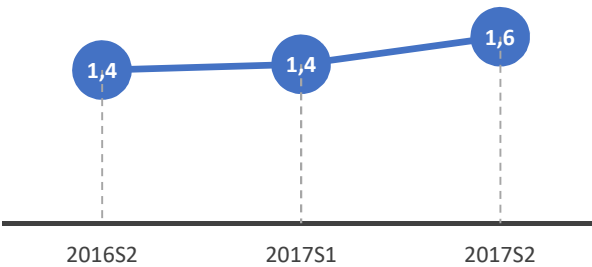




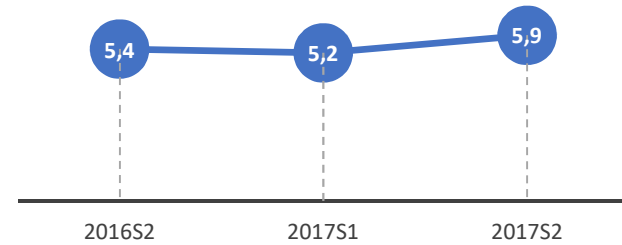
Food Delivery

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	1,35	1,40	1,65
Reach (%)	5,4	5,2	5,9

Visits (M)

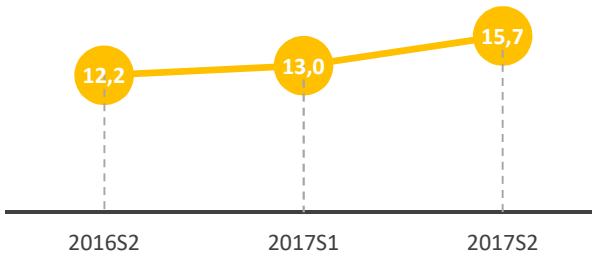


Reach (%)

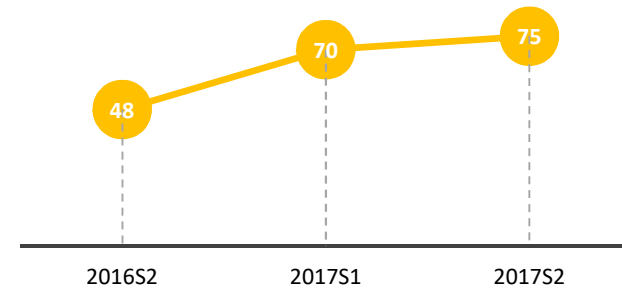


Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	0,4	0,5	0,5
Conversion Rate (%)	12,2	13,0	15,7
Orders (000)	48,5	69,9	74,7

Conversion Rate (%)



Orders (000)

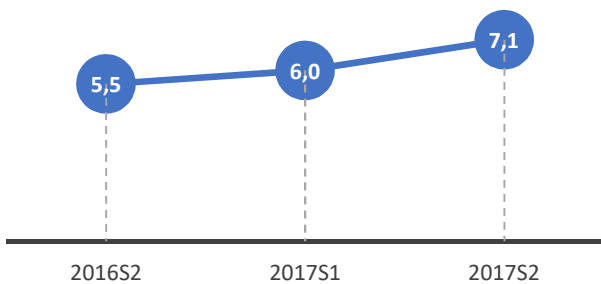




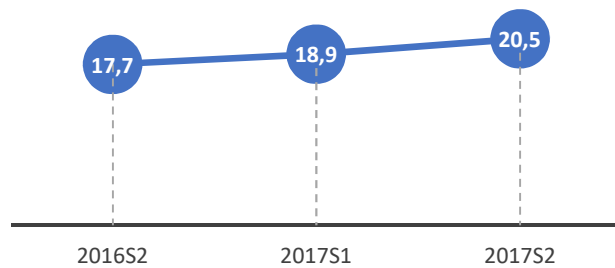
Tickets

Avg. Monthly - DESKTOP & MOBILE	2016S2	2017S1	2017S2
Visits (M)	5,5	6,0	7,1
Reach (%)	17,7	18,9	20,5

Visits (M)

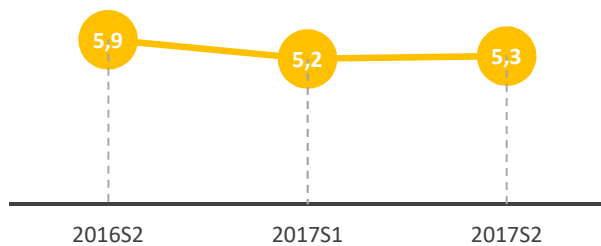


Reach (%)

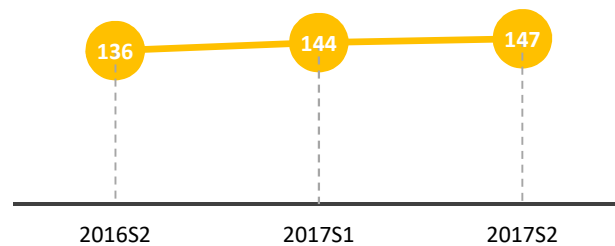


Avg. Monthly - DESKTOP	2016S2	2017S1	2017S2
Visits (M)	2,2	2,8	2,8
Conversion Rate (%)	5,9	5,2	5,3
Orders (000)	136,3	143,5	146,9

Conversion Rate (%)



Orders (000)



CODIFICACIÓN:

Codificación a dos niveles:

Por brand/marca

Por channel/dominio

Número de brand/marca actuales codificadas en Chile: 857

Número de channel/dominio actuales codificados en Chile: 1.013

CLASIFICACIÓN:

Clasificación de cada channel/dominio por sector y subsector de actividad.

Sectores del informe:

Shopping

Travel

Online Paid Services

DIRECTORIO - BRAND/MARCA:

PRINCIPALES MARCAS INCLUIDAS EN CADA SECTOR Y SUBSECTOR

Brand/Marca	Sector	Subsector
Agrupemonos	Online Paid Services	Coupons
Cuponatic	Online Paid Services	Coupons
Groupon	Online Paid Services	Coupons
Lets Bonus	Online Paid Services	Coupons
Urbania	Online Paid Services	Coupons
Domino's Pizza	Online Paid Services	Food Delivery
Papa Johns	Online Paid Services	Food Delivery
PedidosYa	Online Paid Services	Food Delivery
Pizza Hut	Online Paid Services	Food Delivery
PizzaPizza	Online Paid Services	Food Delivery
Telepizza	Online Paid Services	Food Delivery
UberEats	Online Paid Services	Food Delivery
CineHoyts	Online Paid Services	Tickets
Cinemark	Online Paid Services	Tickets
Cineplanet	Online Paid Services	Tickets
Punto Ticket	Online Paid Services	Tickets
Stubhub	Online Paid Services	Tickets
Ticketek	Online Paid Services	Tickets
Ticketpro	Online Paid Services	Tickets
Welcu	Online Paid Services	Tickets
Ashny	Shopping	Fashion
Cartera Secret	Shopping	Fashion
Cat	Shopping	Fashion
Dafiti	Shopping	Fashion
Fashions Park	Shopping	Fashion
Ferouch	Shopping	Fashion
Gap	Shopping	Fashion

Brand/Marca	Sector	Subsector
H&M	Shopping	Fashion
lochile	Shopping	Fashion
Kipling	Shopping	Fashion
Kliper	Shopping	Fashion
Lenceria	Shopping	Fashion
Leonisa	Shopping	Fashion
Lounge	Shopping	Fashion
Palmers	Shopping	Fashion
Saxoline	Shopping	Fashion
Tienda Flores	Shopping	Fashion
Timberland	Shopping	Fashion
Trial	Shopping	Fashion
Umbrale	Shopping	Fashion
Via Uno Chile	Shopping	Fashion
Zapatos	Shopping	Fashion
CIC	Shopping	Home & Decoration
Easy	Shopping	Home & Decoration
Rosen	Shopping	Home & Decoration
Sodimac	Shopping	Home & Decoration
Toolmania	Shopping	Home & Decoration
A3d	Shopping	Multicategory
Abcdin	Shopping	Multicategory
Aliexpress	Shopping	Multicategory
Amazon	Shopping	Multicategory
Banggood	Shopping	Multicategory
Corona	Shopping	Multicategory
DealeXtreme	Shopping	Multicategory

DIRECTORIO - BRAND/MARCA:

PRINCIPALES MARCAS INCLUIDAS EN CADA SECTOR Y SUBSECTOR

Brand/Marca	Sector	Subsector	Brand/Marca	Sector	Subsector
Dh Gate	Shopping	Multicategory	Rutadeporte	Shopping	Sports
Ebay	Shopping	Multicategory	Skechers	Shopping	Sports
Falabella	Shopping	Multicategory	Sparta	Shopping	Sports
Gearbest	Shopping	Multicategory	The North Face	Shopping	Sports
Hites	Shopping	Multicategory	UnderArmour	Shopping	Sports
La Polar	Shopping	Multicategory	Cornershop	Shopping	Supermarket
Lider	Shopping	Multicategory	Dolce Gusto	Shopping	Supermarket
Light In The Box	Shopping	Multicategory	ElSuper	Shopping	Supermarket
Linio	Shopping	Multicategory	Jumbo	Shopping	Supermarket
MasBaratos	Shopping	Multicategory	Nespresso	Shopping	Supermarket
Mercado Libre	Shopping	Multicategory	Telermercados	Shopping	Supermarket
Paris	Shopping	Multicategory	Tottus	Shopping	Supermarket
Rebajas	Shopping	Multicategory	G2A	Shopping	Video Games
Ripley	Shopping	Multicategory	Microplay	Shopping	Video Games
Tomtop	Shopping	Multicategory	Playstation	Shopping	Video Games
Walmart	Shopping	Multicategory	Sniper	Shopping	Video Games
Wish	Shopping	Multicategory	Steam Powered	Shopping	Video Games
Adidas	Shopping	Sports	Zmart	Shopping	Video Games
Andesgear	Shopping	Sports	Aerolineas	Travel	Airlines
Belsport	Shopping	Sports	Iberia	Travel	Airlines
Bold	Shopping	Sports	JetSmart	Travel	Airlines
Columbia	Shopping	Sports	Latam	Travel	Airlines
Lippi Outdoor	Shopping	Sports	LAW	Travel	Airlines
Marmot	Shopping	Sports	Sky Airline	Travel	Airlines
Merrell	Shopping	Sports	Atrapalo	Travel	Online Travel Agency
New Balance	Shopping	Sports	Cocha	Travel	Online Travel Agency
Nike	Shopping	Sports	Despegar	Travel	Online Travel Agency

DIRECTORIO - BRAND/MARCA:

PRINCIPALES MARCAS INCLUIDAS EN CADA SECTOR Y SUBSECTOR

Brand/Marca	Sector	Subsector
Viajes Falabella	Travel	Online Travel Agency
Voy Hoy	Travel	Online Travel Agency
Busbud	Travel	Transportation
Buses Cruz Del Sur	Travel	Transportation
Easy Taxi	Travel	Transportation
Recorrido Chile	Travel	Transportation
Rentalcars	Travel	Transportation
Turbus	Travel	Transportation
Venta Pasajes	Travel	Transportation
Viaja en Bus	Travel	Transportation