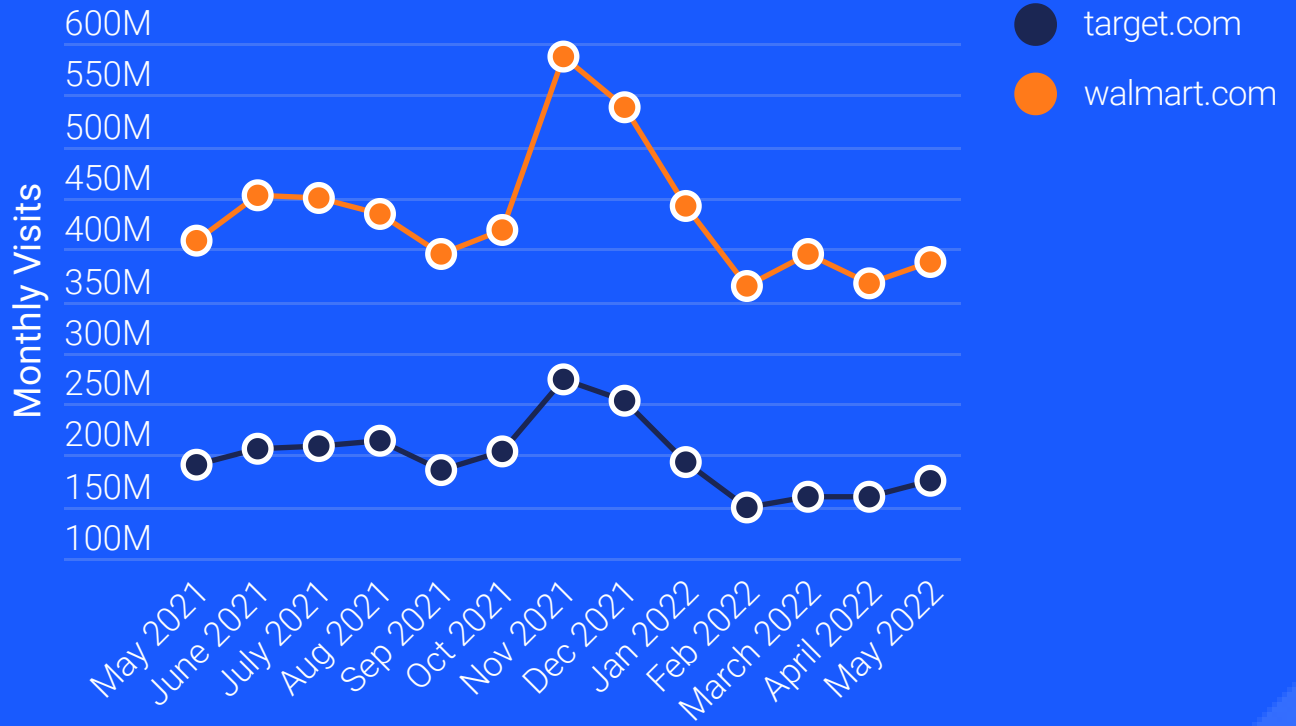


Selling on Target vs. Walmart: Everything You Need to Know

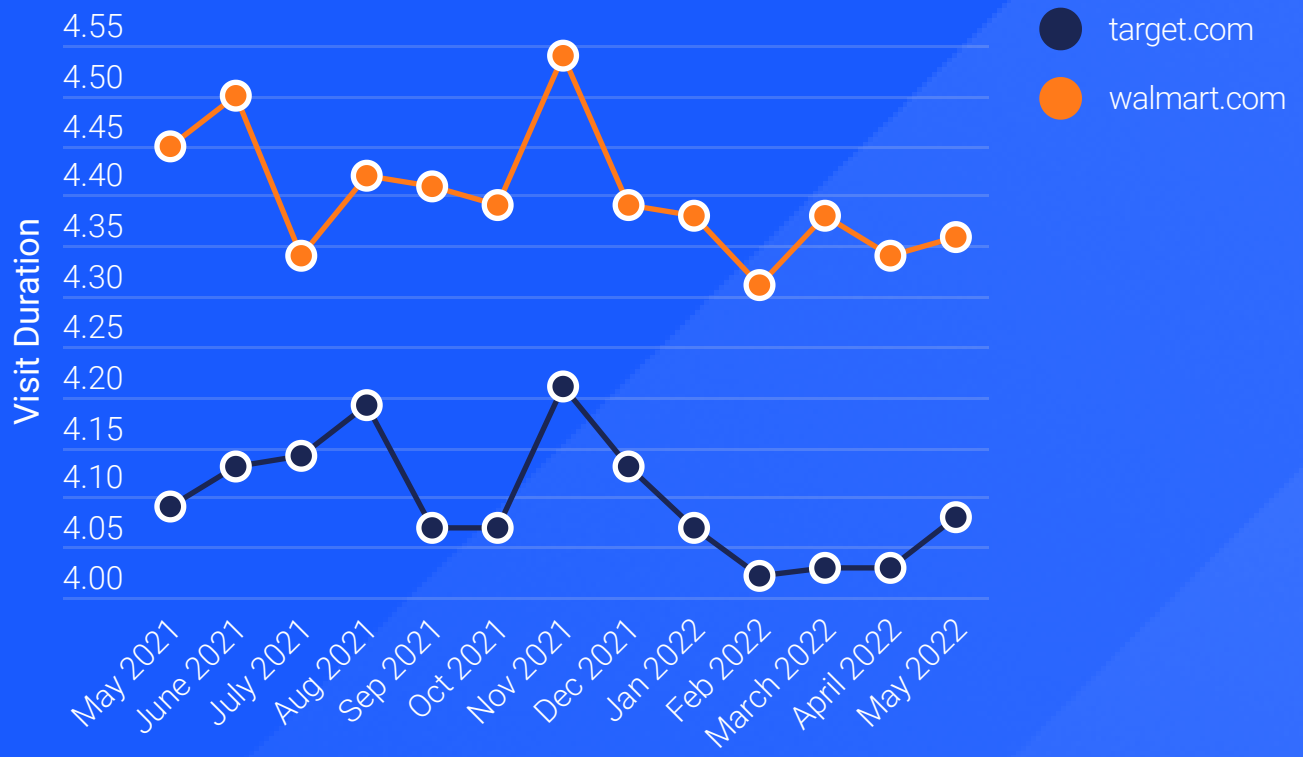
Monthly Visits

All Traffic, U.S., May 2021 - May 2022



Session Duration Over Time (min/sec)

All Traffic, U.S., May 2021 - May 2022



eCommerce Industry Benchmarks

All Traffic, U.S., May 2022

5.0B
total monthly visits

5.0% decrease
compared to May 2021

6.0% increase
compared to April 2022

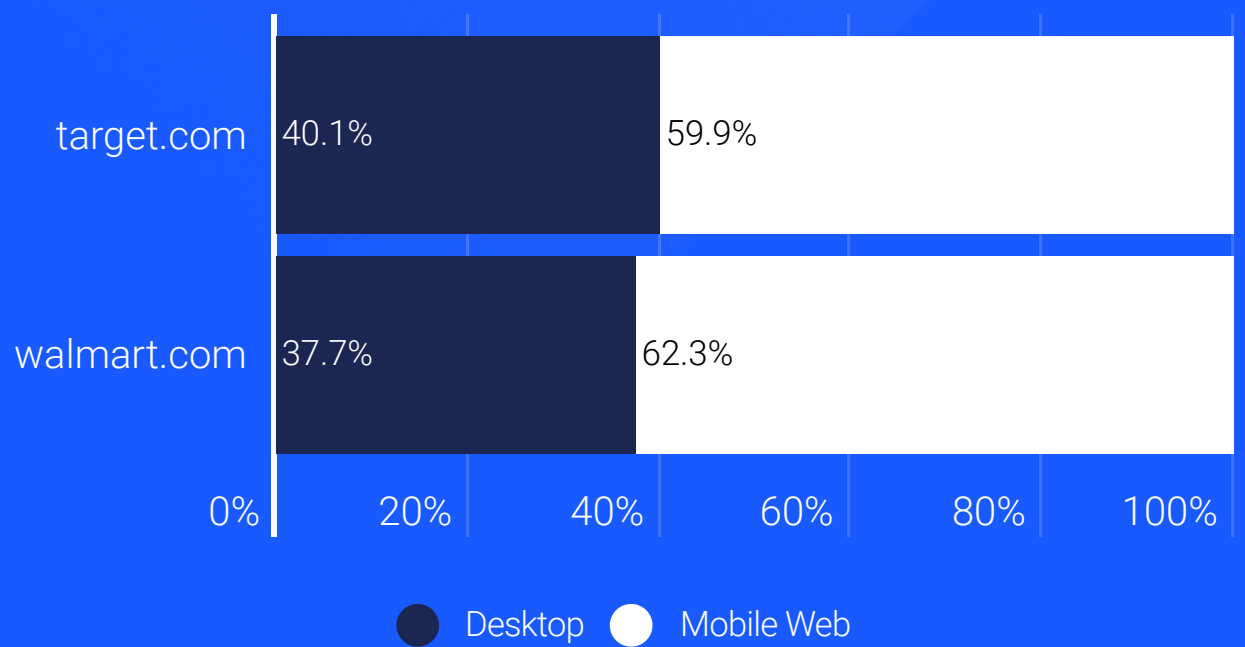
7.4
pages per visit

6m16sec
visit duration

38.1%
bounce rate

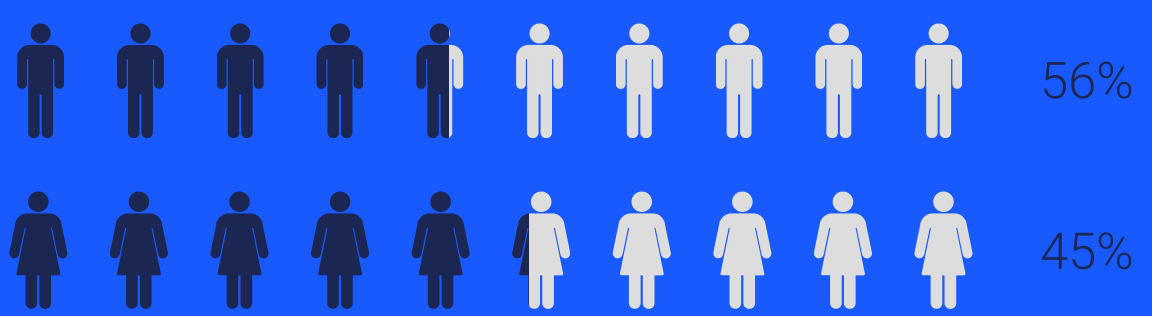
Device Split

U.S., May 2022



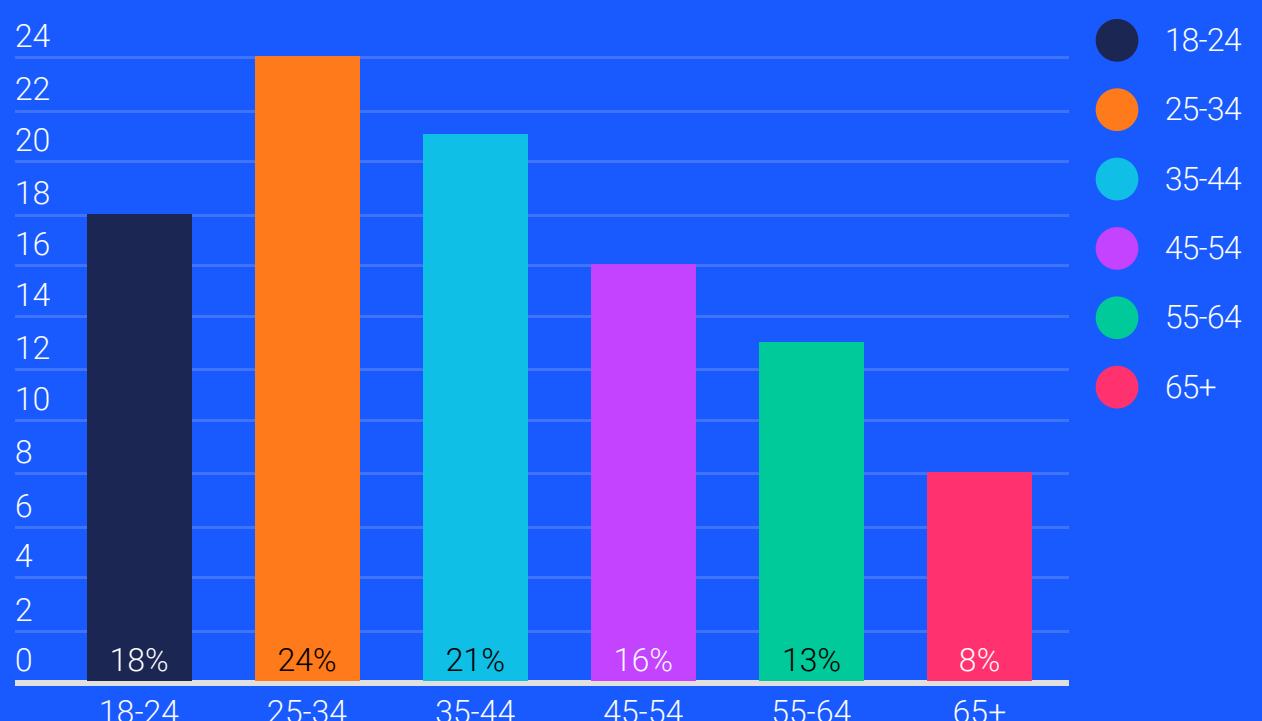
Industry Average Gender Distribution

U.S., May 2022



Industry Average Age Distribution

U.S., May 2022



25-34 year olds

Main age group with 24% of traffic share