COMMON

Misconceptions about Average Order Value (AoV)

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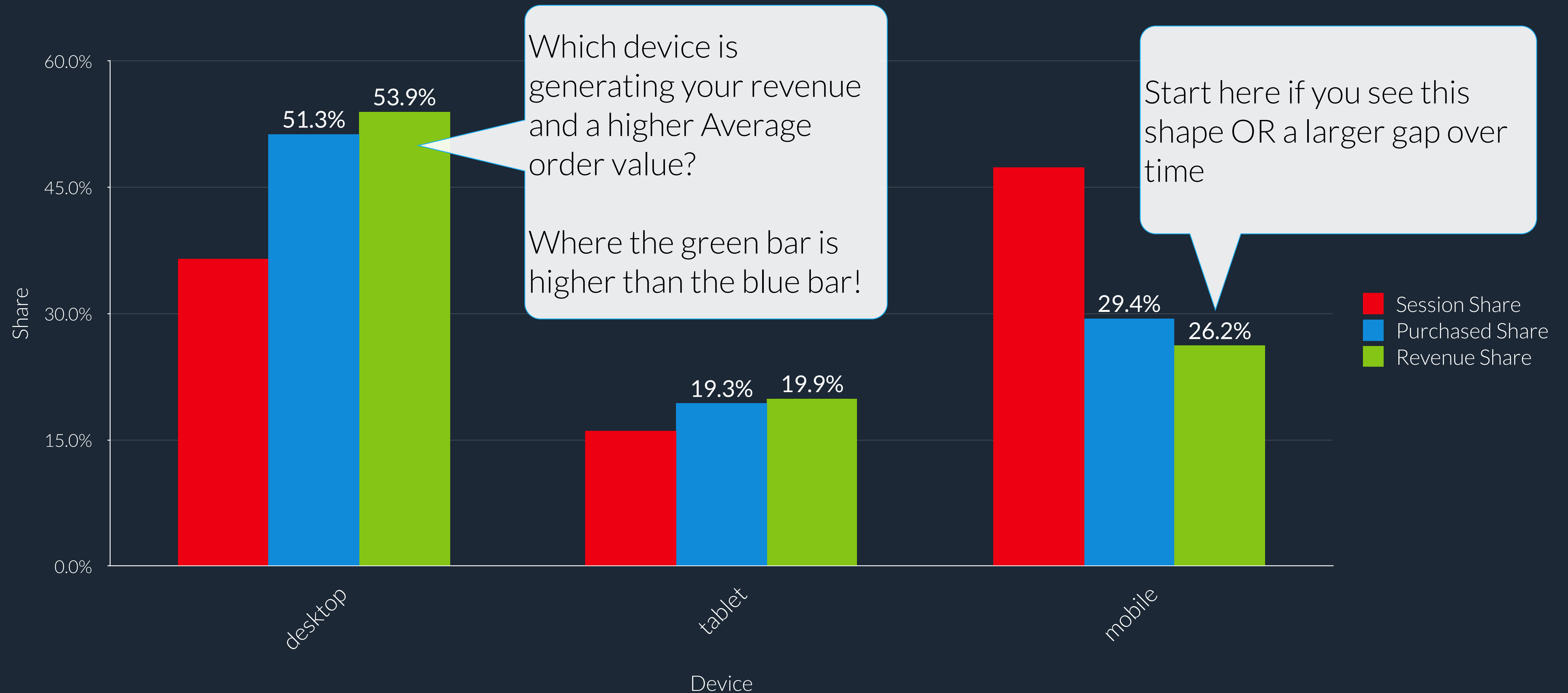
Device – Average Order Value & Items per Transaction

Device -Average Order Value

Device - Items per Transaction

£45.36

£44.72

£38.66

What can Average order value tell you? What your free shipping threshold be.

Avg. Order Value

Device

1.8

1.7

1.6

Determine which device can you use bundles on to increase basket value.

Items per Transaction

Device

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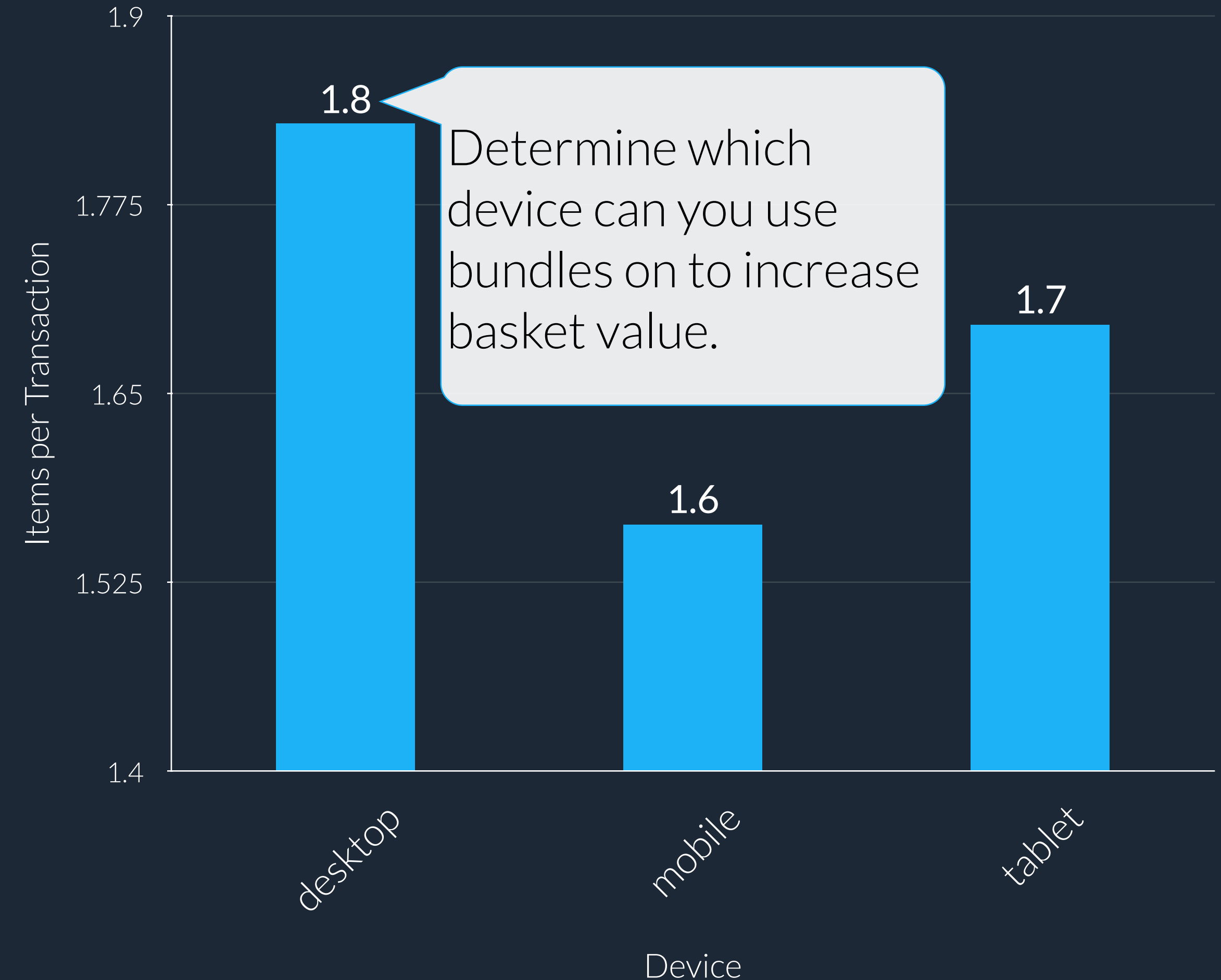
CALCULATING

Average Order Value

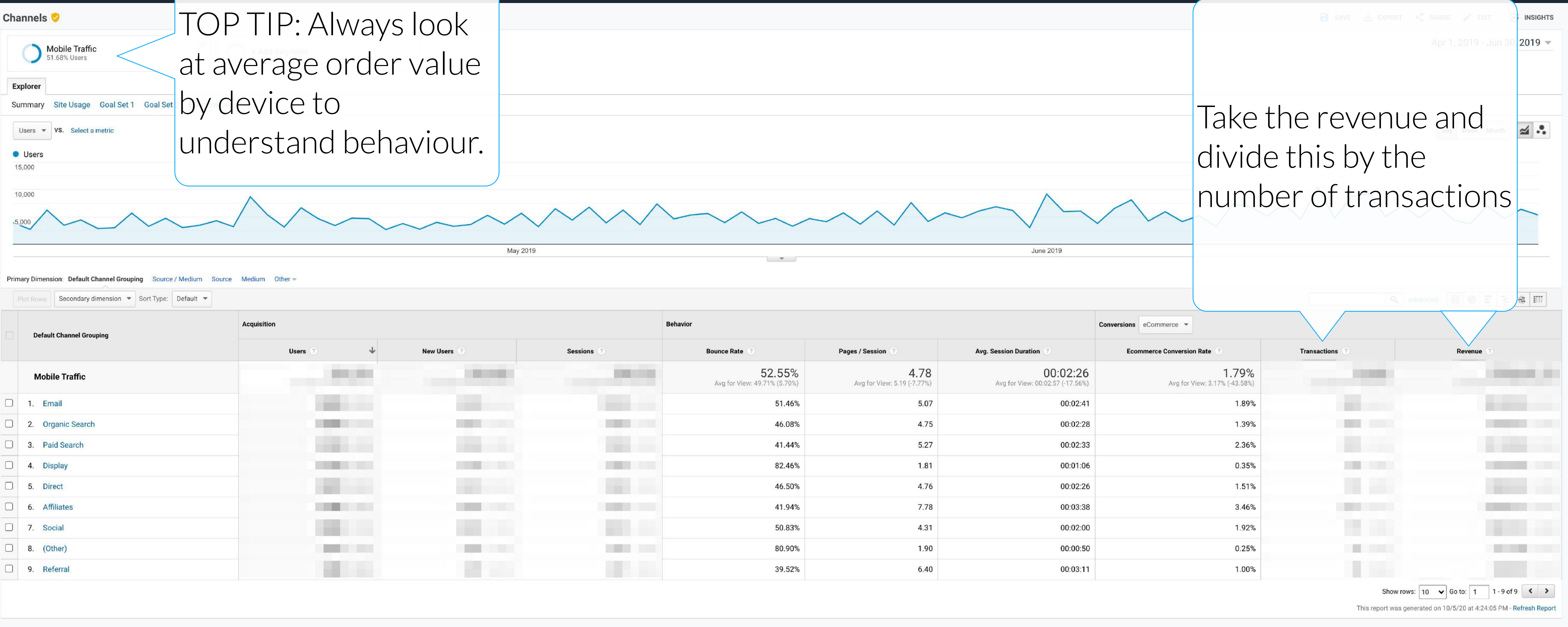$$= \frac{\text{Revenue}}{\text{Number of transactions}}$$

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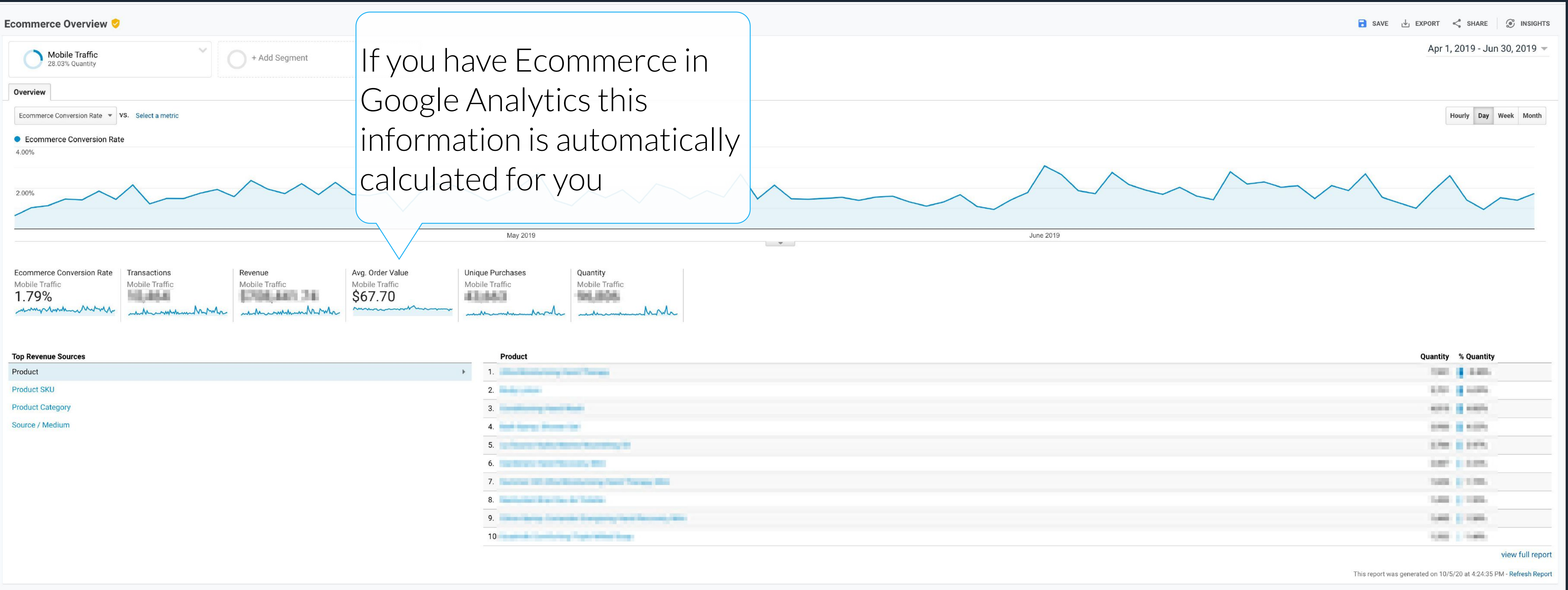# Calculating your Average Order Value (AoV) in Google Analytics

TOP TIP: Always look at average order value by device to understand behaviour.

Take the revenue and divide this by the number of transactions

Finding your overall Average Order Value (AoV) in Google Analytics

If you have Ecommerce in Google Analytics this information is automatically calculated for you

Average order value mistakes

Average order value (AoV) must be higher than your cost per acquisition (CPA)

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Top tips to to analysing your
Average Order Value (AoV)

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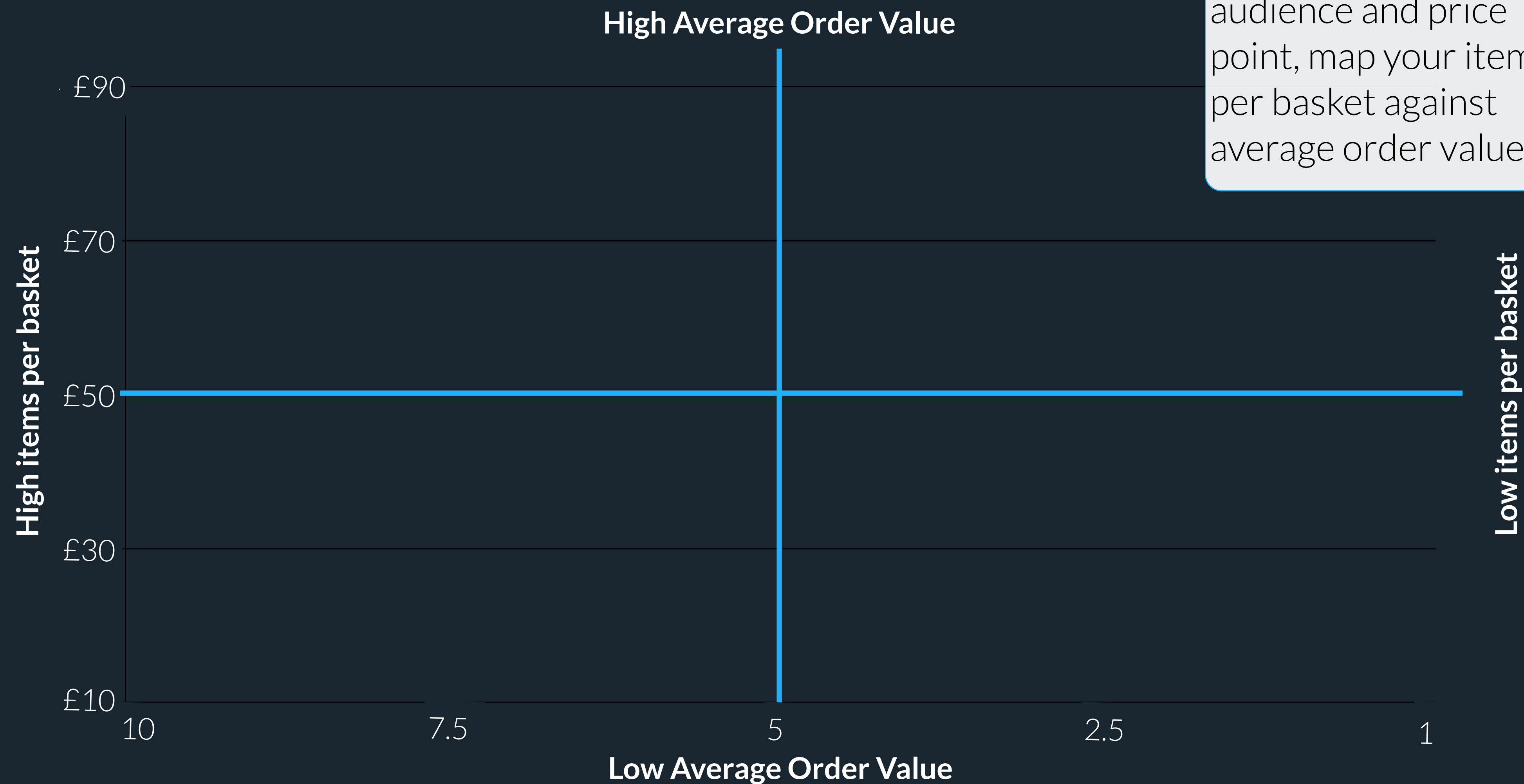
Mega spenders due to lots of items
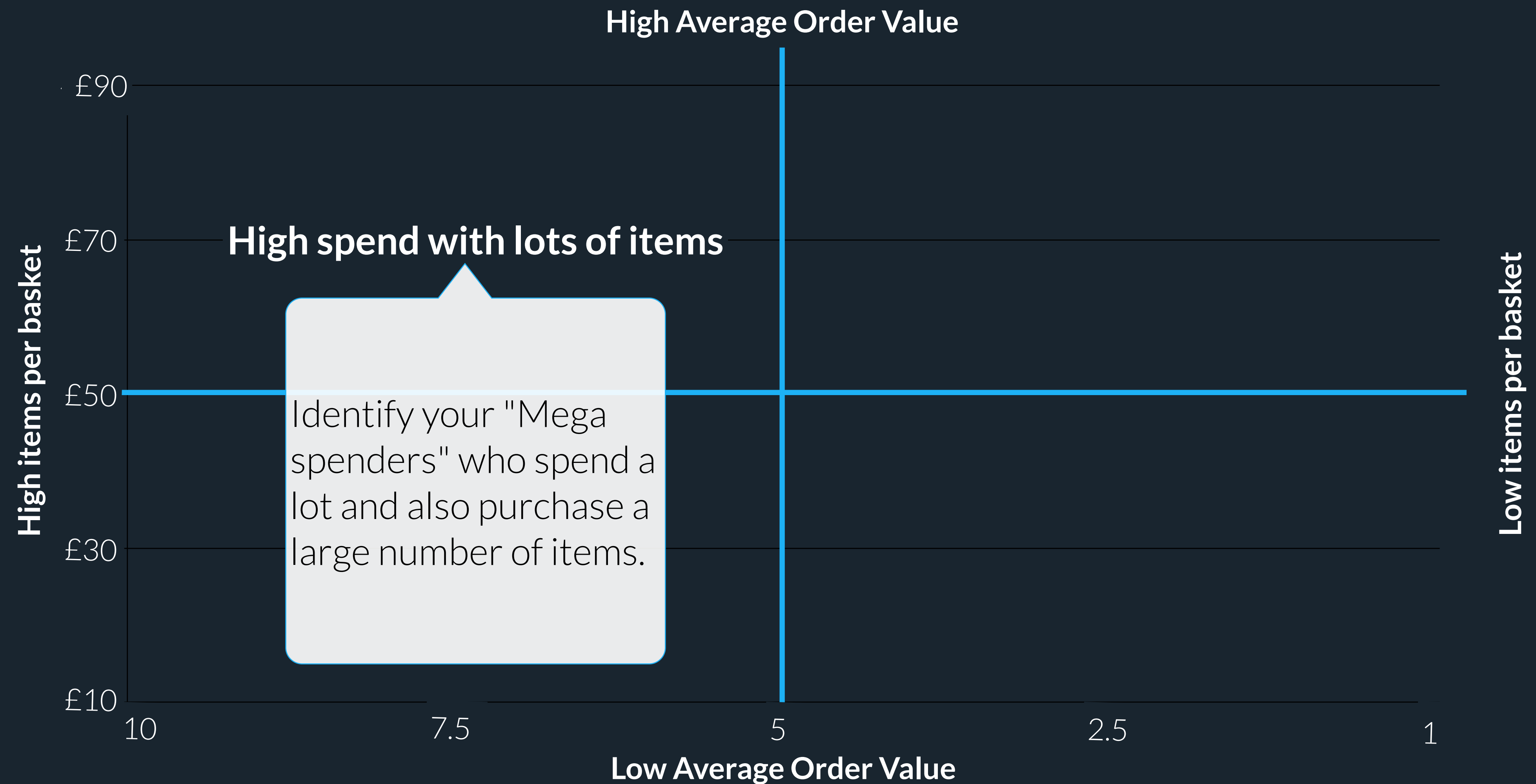
High Average Order Value

High spend with lots of items

Identify your "Mega spenders" who spend a lot and also purchase a large number of items.

High items per basket

Low items per basket

£90

£70

£50

£30

£10

10   7.5   5   2.5   1

Low Average Order Value

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Discount people looking for a deal

High Average Order Value

Reveal your "Discount people" looking for a deal, who purchase low priced and few items.

Low spend and number of items

High items per basket

Low items per basket

£90

£70

£50

£30

£10

10   7.5   5   2.5   1

Low Average Order Value

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Too much DATA?

Just want to know where to focus next?
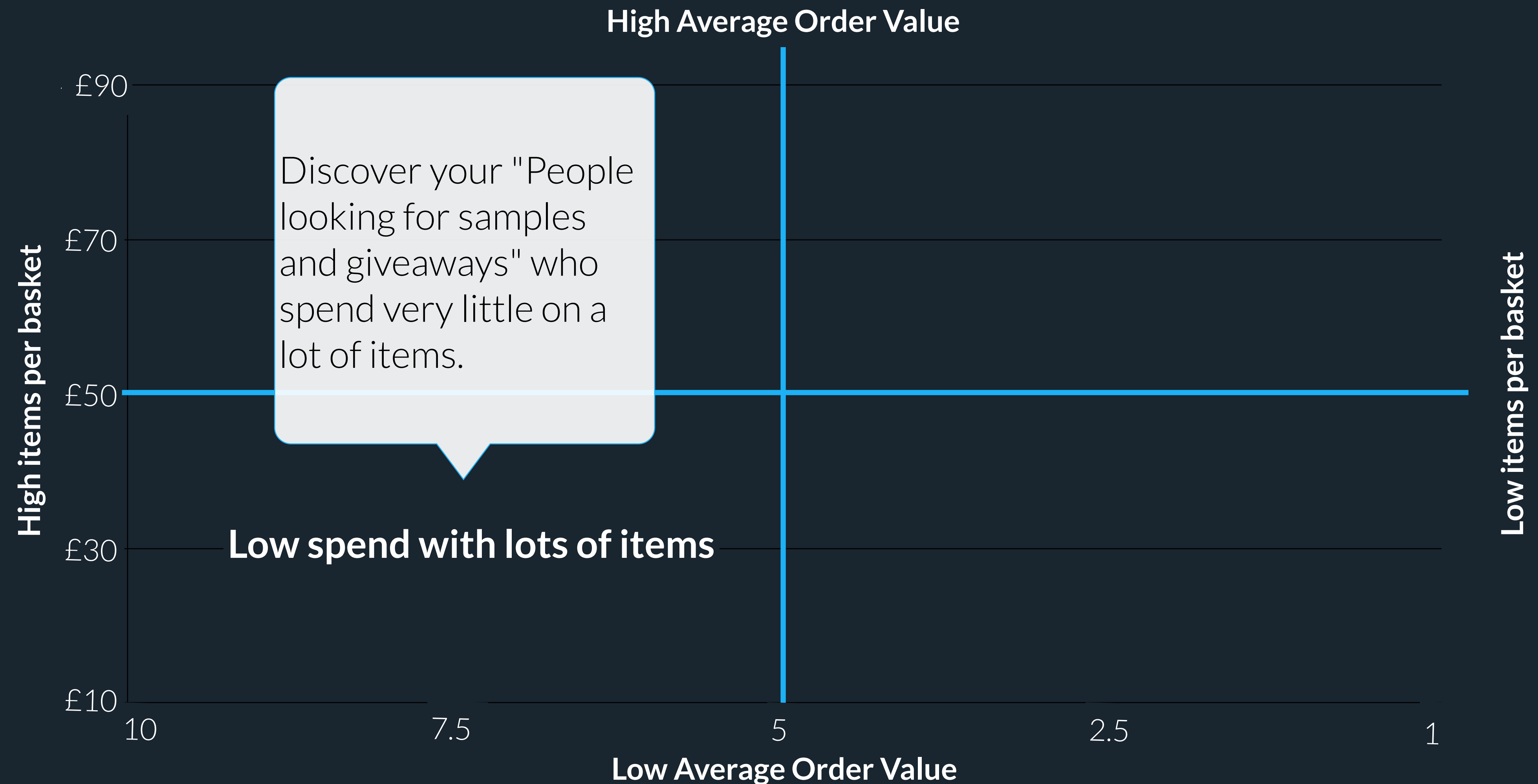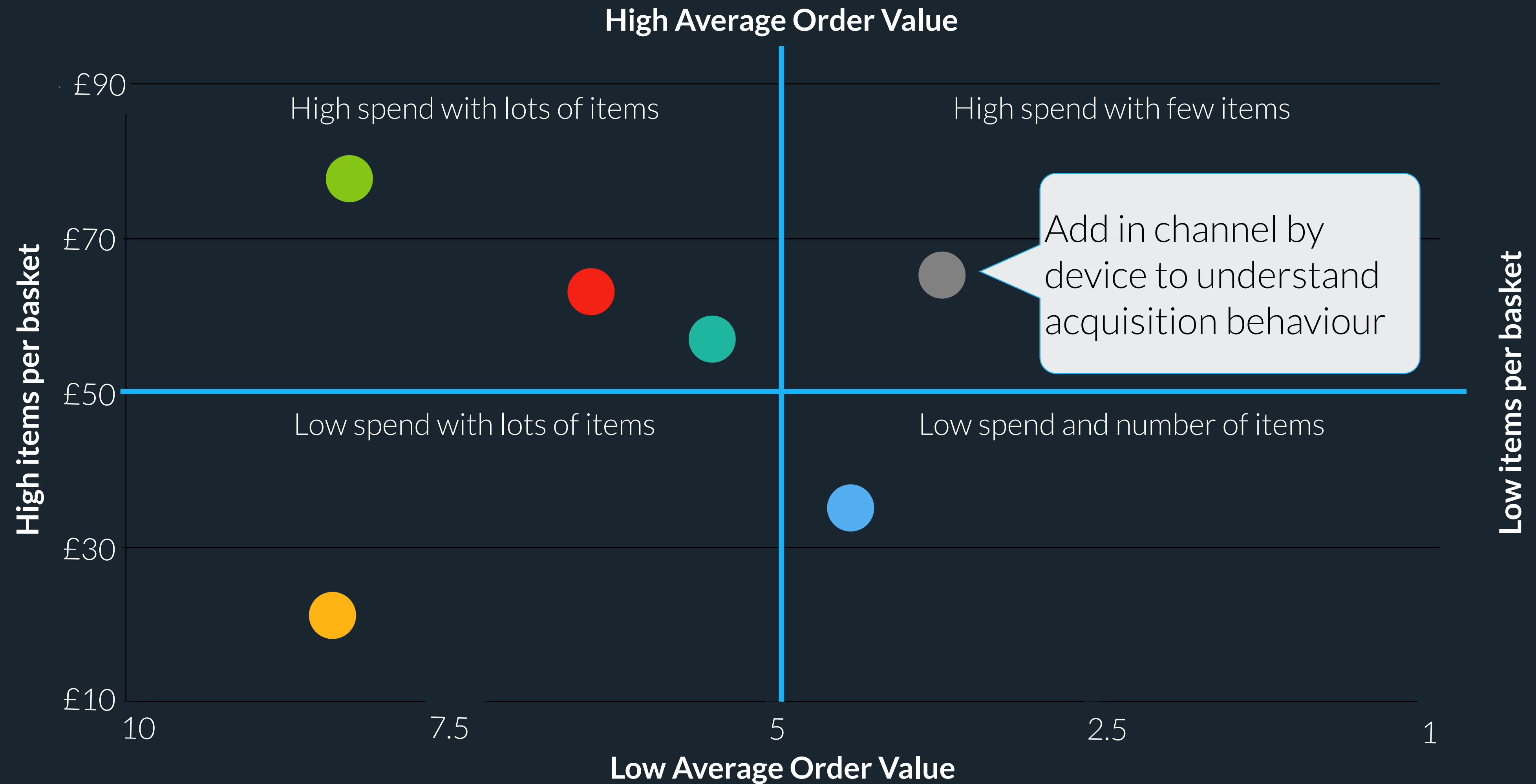
Get in touch
To see how we can help you translate your data into marketing friendly actions

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