



The demand for product content continues to expand during the last six months of 2020. The demand for product data grows as e-commerce is the safest place for shopping, nowadays. Well-described product content is the key to winning the loyalty of existing customers and acquire new ones. Icecat [helps retailers for free](#) and fulfils the demand for complete product content.

Icecat product catalog up by 140%

[Icecat's product catalog](#) grew by 140% in visits and by 139% in unique visitors. More important we see a -48% decrease in bounce rate compared to the same period last year. This indicates that people increasingly find what they were searching for. Also, the number of page views is up by 32%. During 2020, Icecat's product datasheets are downloaded [10 billion times](#).

Iceclog visitors up by 96%

The demand for e-commerce solutions is getting higher. Visitors that register for Icecat's solutions are also searching for information like tutorials, manuals, and statistics on Iceclog. About how to deploy product content effectively. The number of visitors to the Icecat blog is up by 96% and unique visitors up by 170%, compared to the same period last year. [SEO improvements](#) contributed to this footprint expansion.

More followers on Social Media

Icecat's social media pages are showing some growth as well in the second half of 2020, although they are not our focus. In short, on Facebook an increase of 8% in followers, and 1% on [LinkedIn](#). The reason is that it's mainly individual colleagues that expand their networks, and corporate social media accounts are not our key focus.

WEBSITE	H2 VISITS Y-O-Y 2020
Icecat	140%
Iceclog	96%



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