



After the third quarter, Icecat marks again a significant growth in registrations, and visitors to [Icecat.biz](https://www.icecat.biz), and Iceclog. But also on its social media channels [Facebook](https://www.facebook.com/icecat) and [LinkedIn](https://www.linkedin.com/company/icecat) there's more traffic.

Today, consumers make informed purchase decisions whereby product content is essential to optimize the conversion rate. Icecat offers retailers free help with more than eight million well-described high-quality product data-sheets in some 60 languages each. This is one of the reasons for the huge increase in traffic across Icecat websites.

Icecat

Icecat websites saw significant growth by 37% in visits and by 80% in unique visitors compared to the same period last year. This indicates that more people search for product content solutions to improve their online stores. More importantly, the bounce rate decreased by 64% confirming that visitors found what they were looking for.

Iceclog

Icecat's blog had a big increase in visitors. With a plus of 95% in visits and of 210% in unique visits to the blog compared to the same period the previous year. Also, due to the daily publishing of new content, we see that visitors keep returning. And, of course, our newly registering users also keep looking for manuals, tutorials, and statistics.

Open Icecat registrations

Despite an overall decrease in tickets we still managed to have an increase of 83% in Open Icecat registrations compared to the same period last year. After Icecat [announced](#) that it would provide free consultancy and support for every retailer in the world. To help them make the transition from physical to online stores. Many companies took this opportunity to get acquainted with the additional free services. For example, the free data-sheets, to increase their quality of product description, and a free Magento connector.

Social Media

There are positive numbers across our social media platforms for the third quarter of 2020 as well. On Facebook, the number of Icecat followers grew by 42% in the third quarter compared to the same period last year. An increase of 29% year-to-date.

On the LinkedIn platform, the Icecat followers expanded in the first quarter by 8% compared to the same period last year.



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