

# IMRG Capgemini Quarterly Benchmarking Report

November 2020 to January 2021  
(Q4 2020/2021)



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## What is the Quarterly Benchmarking?

The Quarterly Benchmarking is an additional reporting tool that is open to all participants in the IMRG Capgemini Online Retail Sales Index. It tracks key performance indicators across 12 categories, leading to unique insights into the performance of the UK online retail sector.

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## Introduction

The *IMRG Capgemini Quarterly Benchmarking* tracks key performance indicators across twelve categories, leading to unique insights into the performance of the UK online retail sector. The categories are:

- Website performance
- Customer acquisition & retention
- Commercial
- Order fulfilment
- Geographical split
- Marketing performance
- Channel
- Customer funnel
- Site Navigation
- Mobile and App data
- Customer engagement
- Discounting

This document contains an overview of the findings from the *Quarterly Benchmarking*. Only participants in this initiative receive the full report with all the key performance indicators outlined in the '*About the IMRG Capgemini Quarterly Benchmarking*' section on page 16.

Around 50 retailers currently participate in the IMRG Capgemini Quarterly Benchmarking.

## Quarterly Benchmark 1 – Q4 2020/2021 – Platform Split

Q4 2020/2021 (Nov,Dec,Jan)	Total Online Retail Market Average	Smartphone Market Average	Tablet Market Average	Desktop/Laptop Market Average
Visitor bounce rate	37%	38%	33%	30%
Basket abandonment rate	48%	45%	52%	48%
Checkout abandonment rate	34%	43%	36%	36%
Active Customer retention rate	38%	N/A	N/A	N/A
% of new customers	47%	55%	45%	52%
Percentage of units returned	17%	N/A	N/A	N/A
Average selling price per item	£35.4	£24	£26.3	£28
Average order value	£72.0	£74	£78.3	£70
PPC ROI per pound spent	£3.6	N/A	N/A	N/A
Affiliate ROI per pound spent	£8.6	£30	£22	£22
Online marketing ROI per pound spent	£9.6	£68	£57	£61
% revenue derived from marketing method: paid	29%	28%	27%	21%
% revenue derived from marketing method: affiliate	9%	9%	15%	21%
% revenue derived from marketing method: email	11%	10%	14%	13%
% revenue derived from marketing method: Organic	26%	23%	25%	28%
% revenue derived from marketing method: direct	18%	19%	18%	13%
% revenue derived from marketing method: social	3%	4%	3%	1%
% revenue derived from marketing method: display	0%	0%	0%	0%
% revenue derived from marketing method: other	4%	6%	5%	3%
Percentage of Sales via mobile devices	56%	N/A	N/A	N/A
Percentage of Visits via mobile devices	67%	N/A	N/A	N/A
Percentage of Click and Collect sales	20%	14%	11%	20.1%

Figure 1: IMRG Quarterly benchmark for Q4 2020 – Nov,Dec,Jan 2020/2021

**NB.** For some metrics you will see the overall average for online retail is higher/lower than the platform split averages. This is due to the fact the sample size by platform is lower than total online retail at present.

## Quarterly Benchmark 2 – Q4 2020/2021 – Extra Quarterly Metrics

		Q4 2020 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	58%	60%	53%	48%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	16%	16%	20%	25%
	Percentage of 'Add to bag' sessions that convert to checkout	45%	44%	38%	40%
	Percentage of checkout sessions that convert to payment	48%	48%	52%	57%
Site Navigation	Length of user session (secs)	232			
	Home page bounce rate	14%			
	Home page exit rate	17%			
	Site search Percentage	13%			
	Search page exit rate	16%			
	Product page exit rate	33%			
	Home page start rate	24%			
	Product Page Start Rate	34%			
Customer engagement	Old customer reactivation rate	19%			
	New visitor conversion rate	15%			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	43%			

Figure 2: IMRG Quarterly benchmark for Q4 2020 – Nov,Dec,Jan 2020/2021

## Quarterly Benchmark 3 – Q4 2020 – Device Sales Share

		Market Average	
Device Share	Percentage of sales	Percentage of gross sales via mobile	42%
		Percentage of gross sales via Tablet	8%
		Percentage of gross sales via App (if applicable)	16%
		Percentage of gross sales via Desktop/laptop	34%
	Percentage of visits	Percentage of Visits via mobile	58%
		Percentage of Visits via Tablet	8%
		Percentage of Visits via App (if applicable)	10%
		Percentage of Visits via Desktop/laptop	24%

Figure 3: IMRG Quarterly benchmark showing Device sales Share

## Clothing / Apparel Quarterly Benchmarking KPIs

**Please note, several of the usual metrics are unavailable this quarter due to a lower than normal participation rate, owing to furloughed staff at some participating retailers**

CLOTHING MARKET ONLY	Quarter 4 2019	Quarter 1 2020	Quarter 2 2020	Quarter 3 2020	Quarter 4 2020
Visitor bounce rate	36%	35%	33%	30%	29%
Active customer retention rate	34%	N/A	42%	46%	N/A
New customer %	46%	N/A	33%	32%	68%
Average selling price per item	£21	£30	£32	£26	£26
Average order value	£60	£54	£84	£58	£50
PPC ROI per pound spent	£3	N/A	£11	N/A	£4
Affiliate ROI per pound spent	£14	N/A	£22	N/A	£12
Online marketing ROI per pound spent	£10	N/A	£23	N/A	£7
% revenue derived from marketing method: paid	26%	N/A	18%	26%	30%
% revenue derived from marketing method: affiliate	8%	N/A	8%	12%	15%
% revenue derived from marketing method: email	15%	N/A	15%	23%	15%
% revenue derived from marketing method: natural	30%	N/A	27%	20%	21%
% revenue derived from marketing method: direct	18%	N/A	24%	14%	13%
% revenue derived from marketing method: social	1%	N/A	3%	1%	2%
% revenue derived from marketing method: display	0%	N/A	0%	1%	1%
% revenue derived from marketing method: other	2%	N/A	9%	2%	2%
% of sales via mobile (including tablets)	56%	57%	57%	55%	69%
% of visits via mobile (including tablets)	72%	71%	71%	68%	78%

Figure 1: IMRG Quarterly benchmark for showing clothing retailers only

## Average percentage of revenue from Marketing Channels

The IMRG Capgemini Quarterly Benchmarking Report 1 covers the split of revenue received during the quarter that has been attributed to a variety of different marketing channels. It is based on a last click basis – i.e. what was the ‘last click’ the customer clicked on before they landed on a retailers website. There are 8 channels that are tracked: paid, affiliate, email, Natural, direct, social, display and other. The below graph shows the share that each channel has generated for the average retailer since 2017

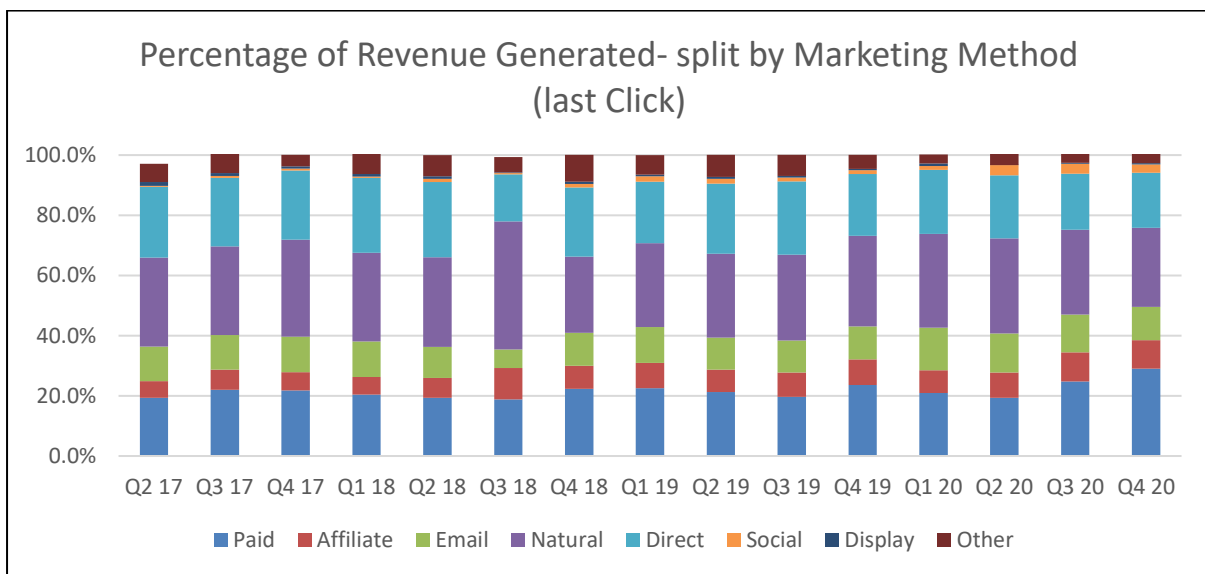


Figure 4: The share of revenue each marketing channel generates for the average retailer. Based on a last click methodology

Each of the channels record a varying share across the quarters, but when viewed from a longer time frame (such as the above graph) its notable that no individual channel is gaining or losing share consistently over time.



## Average Device Revenue Generated Split

The IMRG Capgemini Quarterly Benchmarking Report 3 covers revenue and Visits generated by device.

This is an average taken to show how each device is performing in the current market and give you an understanding of where consumers view and buy products from each device.

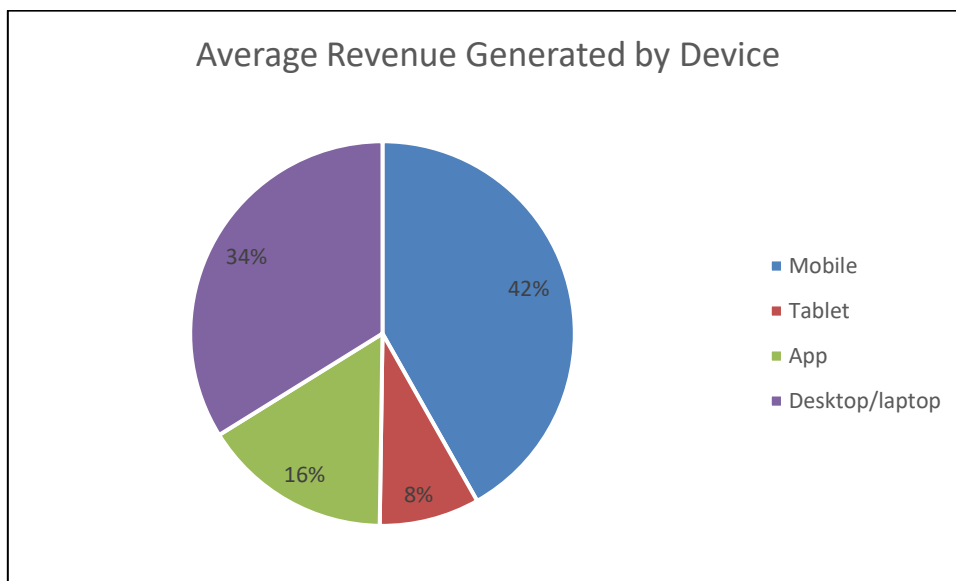


Figure 4: share of revenue generated by device

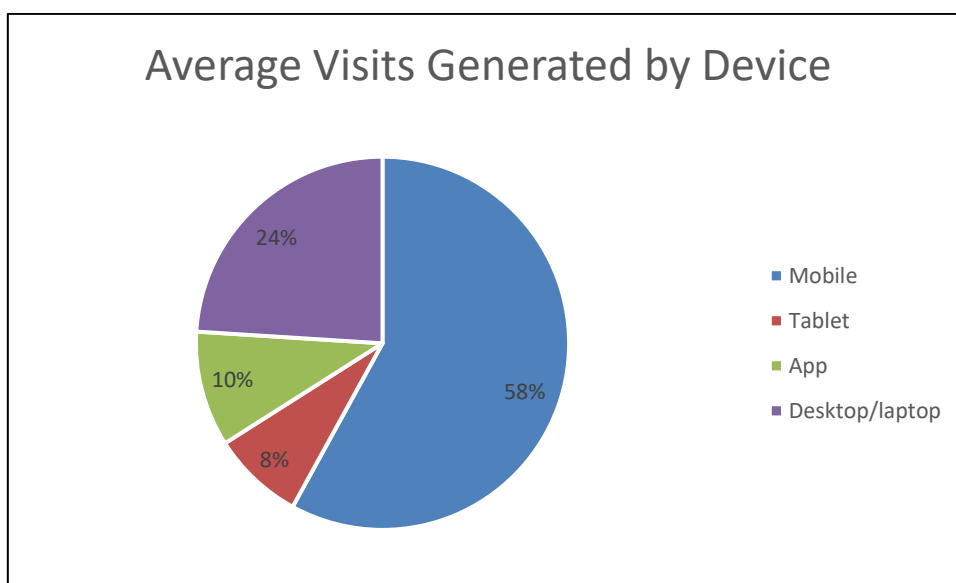


Figure 5: share of Visits generated by device

## About the IMRG Capgemini Quarterly Benchmarking

The *Quarterly Benchmarking* tracks over 40 key performance indicators across 7 categories, leading to unique insights into the performance of the UK online retail sector. The categories/KPIs are:

<b>Website Performance:</b>	visitor bounce rate basket abandonment rate checkout abandonment rate
<b>Customer Acquisition</b>	active customer retention rate
<b>&amp; Retention:</b>	percentage of new customers
<b>Commercial:</b>	average selling price per item average order value
<b>Channel:</b>	percentage of sales via mobile percentage of visits via mobile percentage of click & collect sales
<b>Marketing:</b>	PPC ROI affiliate ROI online marketing ROI revenue split by marketing method – paid, affiliate, email, natural, direct, social, display & other visits split by marketing method - paid, affiliate, email, natural, direct, social, display & other orders split by marketing method – paid, affiliate, email, natural, direct, social, display & other
<b>Order Fulfilment:</b>	percentage of total orders cancelled due to fraud percentage of units returned no. of items / products per order
<b>Geographical Split:</b>	percentage of sales within the UK percentage of sales within the EU 27 (excluding the UK) percentage of sales rest of the world (excluding the UK and EU27)
<b>Customer Funnel</b>	Percentage of total visits that view a product page Percentage of sessions that convert from a product page view to Add item to bag Percentage of 'add to bag' sessions that convert to checkout Percentage of checkout sessions that convert to payment
<b>Site Navigation</b>	Length of user session Home page bounce rate Home page exit rate

	Site search Percentage
	Search page exit rate
	Product page exit rate
	Home page start rate
	Product Page Start Rate
<b>Mobile and App data</b>	Mobile device platform- Android share of sales
	Mobile device platform- IOS- share of sales
<b>Customer engagement</b>	Old Customer reactivation rate
	New visitor conversion rate
<b>Discounting</b>	Discount rate

Full year runs from February to January. The quarters run as follows:

Quarter 1	-	February to April
Quarter 2	-	May to July
Quarter 3	-	August to October
Quarter 4	-	November to January

## What are the Benefits?

All retailers taking part in the Quarterly Benchmarking receive first-hand results and charts, providing insight into over 40 KPIs (dependent on the data they are able to provide), including visitor, basket and checkout abandonment rates, percentage of orders cancelled due to fraud, geographical split of sales (UK, EU, and Rest of World), marketing ROI (PPC, affiliate, online) and revenue, visits and orders split by marketing method.

The retailer reports also include whisker charts, detailing the maximum and minimum value of each benchmark in the quarterly period, together with the range of upper and lower quartiles and median values of the participant data. All participant data remains completely confidential and secure at all times.

Participation in the *IMRG Capgemini Quarterly Benchmarking* is available to reputable online retailers of all sizes. For further details, or to join the *Quarterly Benchmarking* please contact:

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