

There are two IMRG Capgemini Quarterly Benchmarks. Each one contains a variety of market benchmarks for online retail websites. Quarterly Benchmark 1 has been running since 2010, Quarterly Benchmark 2 has been running since mid-2017.

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 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 3: IMRG Quarterly benchmark for showing clothing retailers only

Quarterly Benchmark 3 – Q4 2020/2021– 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