

Quarterly Benchmark 1 – Q3 2018/19 – Platform Split

Q3 2018 (Aug, Sep, Oct)	<u>Total Online Retail Market Average</u>	<u>Smartphone Market average</u>	<u>Tablet Market Average</u>	<u>Desktop/Laptop Market Average</u>
Visitor bounce rate	32.0%	36.4%	29.9%	25.6%
Basket abandonment rate	61.3%	65.3%	60.8%	56.5%
Checkout abandonment rate	35.5%	40.3%	31.9%	31.8%
Active customer retention rate	39.7%	47.0%	50.4%	47.5%
% of new customers	43.1%	42.6%	38.4%	42.7%
Cancellations due to fraud	2.1%	N/A	N/A	N/A
Percentage of units returned	19.4%	N/A	N/A	N/A
Average selling price per item	£49	£42	£43	£45
Average order value	£100	£80	£91	£97
PPC ROI per pound spent	£7.15	£3.80	N/A	N/A
Affiliate ROI per pound spent	£13.99	N/A	N/A	N/A
Online marketing ROI per pound spent	£11.97	N/A	N/A	N/A
% revenue derived from marketing method: paid	20.4%	20.7%	18.7%	18.0%
% revenue derived from marketing method: affiliate	7.9%	6.8%	6.2%	9.7%
% revenue derived from marketing method: email	10.2%	10.4%	10.8%	8.0%
% revenue derived from marketing method: organic	30.5%	27.0%	31.1%	33.5%
% revenue derived from marketing method: direct	20.6%	20.8%	20.0%	19.0%
% revenue derived from marketing method: social	1.1%	1.4%	0.4%	0.5%
% revenue derived from marketing method: display	0.9%	0.5%	0.5%	0.9%
% revenue derived from marketing method: other	7.3%	7.0%	7.9%	7.4%
Percentage of sales via mobile devices	60.2%	N/A	N/A	N/A
Percentage of visits via mobile devices	73.2%	N/A	N/A	N/A
Percentage of Click and Collect sales	27.4%	33.4%	27.4%	29.8%

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 – Q3 2018/19 – Extra Quarterly Metrics

		Q3 2018			
		Market Average	Smartphone Average	Tablet Average	Desktop Average
Customer Funnel	Percentage of total visitors that view a product page	55.1%	54.5%	56.9%	54.0%
	Percentage of sessions that convert from a product page view to 'add item to bag'	17.3%	15.7%	18.0%	20.2%
	Percentage of 'add to bag' sessions that convert to checkout	56.6%	53.8%	55.5%	61.2%
	Percentage of checkout sessions that convert to payment	57.3%	50.5%	60.0%	60.4%
Site Navigation	Length of user session (secs)	275			
	Home page bounce rate	12.4%			
	Home page exit rate	14.6%			
	Site search percentage	17.8%			
	Search page exit rate	16.4%			
	Product page exit rate	30.7%			
	Home page start rate	33.2%			
	Product page start rate	22.9%			
Mobile and App data	Mobile device platform — Android share of sales	30.2%			
	Mobile device platform — iOS share of sales	52.4%			
Customer engagement	Old customer reactivation rate	6.7%			
	New visitor conversion rate	10.1%			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	23.1%			

Clothing / Apparel Quarterly Benchmarking KPIs

CLOTHING MARKET ONLY	Q3 2017 Clothing Market Average	Q4 2017 Clothing Market Average	Q1 2018 Clothing Market Average	Q2 2018 Clothing Market Average	Q3 2018 Clothing Market Average
Visitor bounce rate	29.6%	26.0%	27.6%	33.0%	32.8%
Active customer retention rate	36.2%	31.4%	31.0%	29.7%	29.6%
New customer %	59.8%	59.4%	60.2%	54.7%	53.5%
Average selling price per item	£29	£31	£36	£50	£47
Average order value	£59	£62	£58	£80	£102
PPC ROI per pound spent	£4.90	£4.74	£4.11	£8.41	£6.55
Affiliate ROI per pound spent	£11.94	£10.29	£10.28	£22.60	£12.51
Online marketing ROI per pound spent	£13.39	£12.39	£9.54	£22.61	£9.46
% revenue derived from marketing method: paid	28.6%	31.4%	28.9%	27.3%	26.3%
% revenue derived from marketing method: affiliate	9.9%	10.0%	8.1%	11.8%	8.7%
% revenue derived from marketing method: email	7.8%	6.8%	7.4%	8.2%	16.1%
% revenue derived from marketing method: natural	27.9%	30.7%	28.5%	29.3%	30.4%
% revenue derived from marketing method: direct	20.2%	15.0%	19.6%	16.0%	13.0%
% revenue derived from marketing method: social	1.3%	2.0%	1.4%	1.6%	2.0%
% revenue derived from marketing method: display	1.6%	1.2%	1.0%	1.2%	1.7%
% revenue derived from marketing method: other	2.7%	3.0%	4.6%	4.5%	4.2%
% of sales via mobile (including tablets)	47.6%	48.2%	47.6%	50.9%	56.3%
% of visits via mobile (including tablets)	61.1%	58.5%	58.5%	76.6%	74.3%