

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 – Q3 2019 – Platform Split

Q3 2019 (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	33.5%	37.1%	30.7%	25%
Basket abandonment rate	61.2%	62.6%	59.1%	54%
Checkout abandonment rate	36.5%	41.1%	33.2%	32%
Active Customer retention rate	44.1%	43.5%	47.9%	46%
% of new customers	36.4%	35.7%	34.4%	37%
Cancellations due to fraud	2.5%	N/A	N/A	N/A
Percentage of units returned	21%	16%	N/A	N/A
Average selling price per item	£26	£25	£26	£27
Average order value	£68	£62	£70	£75
PPC ROI per pound spent	£3.24	£2.32	£1.4	£1.77
Affiliate ROI per pound spent	£11.78	N/A	N/A	N/A
Online marketing ROI per pound spent	£11.36	N/A	N/A	N/A
% revenue derived from marketing method: paid	19.7%	21.7%	18.8%	17.7%
% revenue derived from marketing method: affiliate	8.1%	6.4%	5.8%	9.9%
% revenue derived from marketing method: email	10.6%	10.7%	12.2%	8.6%
% revenue derived from marketing method: Organic	28.6%	24.4%	27.9%	32.7%
% revenue derived from marketing method: direct	24.3%	27.0%	25.9%	22.5%
% revenue derived from marketing method: social	1.4%	1.9%	0.9%	0.4%
% revenue derived from marketing method: display	0.5%	0.4%	0.4%	0.6%
% revenue derived from marketing method: other	7.0%	7.6%	8.3%	7.3%
Percentage of Sales via mobile devices	66.5%	N/A	N/A	N/A
Percentage of Visits via mobile devices	77.8%	N/A	N/A	N/A
Percentage of Click and Collect sales	35.3%	34.9%	25.6%	35.8%

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.

Figure 1: IMRG Quarterly benchmark for Q3 2019 – Aug,Sep,Oct 2019

## Quarterly Benchmark 2 – Q3 2019 – Extra Quarterly Metrics

		Q 2019 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	56.4	53.6	54.7	52.7
	Percentage of sessions that convert from a product page view to 'Add item to bag'	18.6	16.4	18.4	21.4
	Percentage of 'Add to bag' sessions that convert to checkout	53.2	46.3	47.1	52.6
	Percentage of checkout sessions that convert to payment	60.1	57.1	62.1	64.6
Site Navigation	Length of user session (secs)	199			
	Home page bounce rate	12.5			
	Home page exit rate	16.1			
	Site search Percentage	19.5			
	Search page exit rate	14.9			
	Product page exit rate	27.2			
	Home page start rate	29.8			
	Product Page Start Rate	23.5			
Customer engagement	Old customer reactivation rate	10.1			
	New visitor conversion rate	7.5			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	46.8			

Figure 2: IMRG Quarterly benchmark for Q3 2019 – Aug, Sep, Oct

## Quarterly Benchmarking KPIs

<b>CLOTHING MARKET ONLY</b>	<b>Q3 2018</b>	<b>Q4 2018</b>	<b>Q1 2019</b>	<b>Q2 2019</b>	<b>Q3 2019</b>
Visitor bounce rate	32.8%	33.3%	33.9%	33.0%	34.2%
Active customer retention rate	29.6%	23.0%	56.1%	55.9%	31.8%
New customer %	53.5%	42.6%	47.2%	48.0%	47.1%
Average selling price per item	£47	£29	£21	£22	2£3
Average order value	£102	£65	£54	£65	£59
PPC ROI per pound spent	£6.55	£4.99	£3.32	£6.92	£3.11
Affiliate ROI per pound spent	£12.51	£7.90	£10.19	£11.93	£10.65
Online marketing ROI per pound spent	£9.46	£7.15	£4.96	£10.53	£7.32
% revenue derived from marketing method: paid	26.3%	22.2%	24.2%	25.0%	23.4%
% revenue derived from marketing method: affiliate	8.7%	10.7%	9.3%	8.5%	11.1%
% revenue derived from marketing method: email	16.1%	14.9%	15.7%	12.9%	12.5%
% revenue derived from marketing method: natural	30.4%	28.5%	32.1%	31.5%	33.1%
% revenue derived from marketing method: direct	13.0%	19.2%	13.9%	16.8%	16.0%
% revenue derived from marketing method: social	2.0%	1.4%	1.5%	1.4%	1.3%
% revenue derived from marketing method: display	1.7%	1.5%	1.1%	0.6%	0.5%
% revenue derived from marketing method: other	4.2%	6.0%	2.6%	3.6%	2.1%
% of sales via mobile (including tablets)	56.3%	55.4%	64.8%	56.8%	65.6%
% of visits via mobile (including tablets)	74.3%	70.6%	80.2%	71.3%	81.0%

Figure 3: IMRG Quarterly benchmark for showing clothing retailers only