

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 2020 – Platform Split

Q3 2020 (Aug,Sept,Oct)	Total Online Retail Market Average	Smartphone Market Average	Tablet Market Average	Desktop/Laptop Market Average
Visitor bounce rate	32%	35%	32%	29%
Basket abandonment rate	54%	54%	52%	46%
Checkout abandonment rate	38%	39%	32%	30%
Active Customer retention rate	43%	N/A	N/A	N/A
% of new customers	43%	47%	44%	52%
Percentage of units returned	29%	N/A	N/A	N/A
Average selling price per item	£50	£27	£28	£29
Average order value	£119	£58	£63	£73
PPC ROI per pound spent	£3	N/A	N/A	N/A
Affiliate ROI per pound spent	£10	£31	£30	£ 31
Online marketing ROI per pound spent	£10	£72	£79	£83
% revenue derived from marketing method: paid	25%	23%	19%	21%
% revenue derived from marketing method: affiliate	10%	11%	77%	11%
% revenue derived from marketing method: email	13%	12%	36%	11%
% revenue derived from marketing method: Organic	28%	33%	31%	36%
% revenue derived from marketing method: direct	19%	15%	13%	18%
% revenue derived from marketing method: social	3%	5%	3%	2%
% revenue derived from marketing method: display	0%	0%	0%	0%
% revenue derived from marketing method: other	5%	1%	1%	6%
Percentage of Sales via mobile devices	60%	N/A	N/A	N/A
Percentage of Visits via mobile devices	73%	N/A	N/A	N/A
Percentage of Click and Collect sales	22%	14%	3%	6%

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 Q1 2020 – Feb,Mar,Apr 2020

Quarterly Benchmark 2 – Q3 2020 – Extra Quarterly Metrics

		Q3 2020 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	59%	58%	58%	56%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	18%	17%	17%	22%
	Percentage of 'Add to bag' sessions that convert to checkout	49%	48%	49%	55%
	Percentage of checkout sessions that convert to payment	60%	59%	65%	67%
Site Navigation	Length of user session (secs)	267			
	Home page bounce rate	12%			
	Home page exit rate	15%			
	Site search Percentage	15%			
	Search page exit rate	17%			
	Product page exit rate	33%			
	Home page start rate	29%			
Customer engagement	Product Page Start Rate	30%			
	Old customer reactivation rate	9%			
Discounting	New visitor conversion rate	8%			
	Discount rate (% of gross revenue generated from items on sale/discount)	40%			

Figure 2: IMRG Quarterly benchmark for Q1 2020 - Feb,Mar,Apr

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 3 2019	Quarter 4 2019	Quarter 1 2020	Quarter 2 2020	Quarter 3 2020
Visitor bounce rate	34.17%	35.63%	35.4%	33%	30%
Active customer retention rate	31.81%	34.40%	N/A	42%	46%
New customer %	47.06%	46.28%	N/A	33%	32%
Average selling price per item	£23	£21	£30	£31.57	25.71
Average order value	£59	£60	£54	£84.06	58.03
PPC ROI per pound spent	£3.11	£3.65	N/A	£10.92	N/A
Affiliate ROI per pound spent	£10.65	£13.36	N/A	£21.83	N/A
Online marketing ROI per pound spent	£7.32	£9.60	N/A	£22.60	N/A
% revenue derived from marketing method: paid	23.41%	25.54%	N/A	18%	26%
% revenue derived from marketing method: affiliate	11.11%	8.39%	N/A	8%	12%
% revenue derived from marketing method: email	12.47%	15.28%	N/A	15%	23%
% revenue derived from marketing method: natural	33.10%	29.71%	N/A	27%	20%
% revenue derived from marketing method: direct	16.03%	17.70%	N/A	24%	14%
% revenue derived from marketing method: social	1.26%	1.14%	N/A	3%	1%
% revenue derived from marketing method: display	0.49%	0.35%	N/A	0%	1%
% revenue derived from marketing method: other	2.14%	1.96%	N/A	9%	2%
% of sales via mobile (including tablets)	65.58%	55.73%	56.9%	57%	55%
% of visits via mobile (including tablets)	81.02%	72.71%	70.7%	71%	68%

Figure 3: IMRG Quarterly benchmark for showing clothing retailers only

Quarterly Benchmark 3 – Q3 2020 – Device Sales Share

			Market Average
Device Share	Percentage of sales	Percentage of gross sales via mobile	48%
		Percentage of gross sales via Tablet	10%
		Percentage of gross sales via App (if applicable)	15%
		Percentage of gross sales via Desktop/laptop	33%
	Percentage of visits	Percentage of Visits via mobile	63%
		Percentage of Visits via Tablet	10%
		Percentage of Visits via App (if applicable)	12%
		Percentage of Visits via Desktop/laptop	23%

Figure 3: IMRG Quarterly benchmark showing Device sales Share