

**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 – Q1 2020 – Platform Split

Q1 2020 (Feb,Mar,Apr)	Total Online Retail Market Average	Smartphone Market Average	Tablet Market Average	Desktop/Laptop Market Average
Visitor bounce rate	33.1%	38.2%	31.4%	27.5%
Basket abandonment rate	58.0%	60.2%	56.1%	47.7%
Checkout abandonment rate	34.6%	40.7%	32.7%	30.8%
Active Customer retention rate	49.9%	N/A	N/A	N/A
% of new customers	50.8%	53.9%	45.6%	55.3%
Cancellations due to fraud	4.5%	N/A	N/A	N/A
Percentage of units returned	14.0%	10%	N/A	N/A
Average selling price per item	£28	£28	£29	£30
Average order value	£62	£56	61	£66
PPC ROI per pound spent	N/A	N/A	N/A	N/A
Affiliate ROI per pound spent	N/A	N/A	N/A	N/A
Online marketing ROI per pound spent	N/A	N/A	N/A	N/A
% revenue derived from marketing method: paid	20.9%	21.5%	20.5%	21.9%
% revenue derived from marketing method: affiliate	7.5%	7.3%	5.1%	8.7%
% revenue derived from marketing method: email	14.2%	13.2%	15.3%	16.6%
% revenue derived from marketing method: Organic	31.2%	28.5%	33.4%	39.8%
% revenue derived from marketing method: direct	21.3%	20.6%	21.0%	23.3%
% revenue derived from marketing method: social	1.3%	2.6%	1.6%	0.4%
% revenue derived from marketing method: display	0.8%	0.4%	0.2%	0.4%
% revenue derived from marketing method: other	3.0%	1.8%	0.9%	1.7%
Percentage of Sales via mobile devices	N/A	N/A	N/A	N/A
Percentage of Visits via mobile devices	N/A	N/A	N/A	N/A
Percentage of Click and Collect sales	N/A	N/A	N/A	N/A

**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 – Q1 2020 – Extra Quarterly Metrics

		Q1 2020 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	56.5%	56.1%	56.3%	55.9%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	16.4%	15.9%	14.8%	19.2%
	Percentage of 'Add to bag' sessions that convert to checkout	52.1%	48.5%	49.6%	52.3%
	Percentage of checkout sessions that convert to payment	57.7%	53.5%	61.5%	64.5%
Site Navigation	Length of user session (secs)	116			
	Home page bounce rate	13.0%			
	Home page exit rate	18.9%			
	Site search Percentage	20.2%			
	Search page exit rate	20.7%			
	Product page exit rate	31.4%			
	Home page start rate	36.7%			
Customer engagement	Product Page Start Rate	28.0%			
	Old customer reactivation rate	n/a			
Discounting	New visitor conversion rate	n/a			
	Discount rate (% of gross revenue generated from items on sale/discount)	20.7%			

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

<b>CLOTHING MARKET ONLY</b>	<b>Quarter 1 2019</b>	<b>Quarter 2 2019</b>	<b>Quarter 3 2019</b>	<b>Quarter 4 2019</b>	<b>Quarter 1 2020</b>
Visitor bounce rate	27.63%	33.03%	34.17%	35.63%	35.4%
Active customer retention rate	30.90%	36.82%	31.81%	34.40%	N/A
New customer %	60.23%	48.03%	47.06%	46.28%	N/A
Average selling price per item	£36	£22	£23	£21	£30
Average order value	£58	£65	£59	£60	£54
PPC ROI per pound spent	£4.11	£6.92	£3.11	£3.65	N/A
Affiliate ROI per pound spent	£10.28	£11.93	£10.65	£13.36	N/A
Online marketing ROI per pound spent	£9.54	£10.53	£7.32	£9.60	N/A
% revenue derived from marketing method: paid	28.93%	24.99%	23.41%	25.54%	N/A
% revenue derived from marketing method: affiliate	8.10%	8.54%	11.11%	8.39%	N/A
% revenue derived from marketing method: email	7.41%	12.87%	12.47%	15.28%	N/A
% revenue derived from marketing method: natural	28.49%	31.46%	33.10%	29.71%	N/A
% revenue derived from marketing method: direct	19.65%	16.84%	16.03%	17.70%	N/A
% revenue derived from marketing method: social	1.40%	1.41%	1.26%	1.14%	N/A
% revenue derived from marketing method: display	1.56%	0.57%	0.49%	0.35%	N/A
% revenue derived from marketing method: other	4.57%	3.62%	2.14%	1.96%	N/A
% of sales via mobile (including tablets)	47.56%	56.79%	65.58%	55.73%	56.9%
% of visits via mobile (including tablets)	58.51%	71.33%	81.02%	72.71%	70.7%

Figure 3: IMRG Quarterly benchmark for showing clothing retailers only