

Quarterly Benchmark 1 – Q4 2018/19 – Platform Split

Q4 2018 (Nov, Dec, Jan)	<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	31.9%	36.5%	29.3%	24.9%
Basket abandonment rate	58.1%	61.3%	57.1%	54.1%
Checkout abandonment rate	37.9%	42.8%	33.5%	34.5%
Active customer retention rate	38.5%	47.7%	45.0%	47.8%
% of new customers	38.7%	45.6%	38.4%	47.3%
Cancellations due to fraud	2.0%	N/A	N/A	N/A
Percentage of units returned	26%	N/A	N/A	N/A
Average selling price per item	£33	£32	£43	£34
Average order value	£78	£69	£91	£81
PPC ROI per pound spent	£7.16	£2.72	N/A	N/A
Affiliate ROI per pound spent	£11.04	N/A	N/A	N/A
Online marketing ROI per pound spent	£10.45	N/A	N/A	N/A
% revenue derived from marketing method: paid	21.8%	23.7%	20.8%	19.1%
% revenue derived from marketing method: affiliate	7.3%	6.0%	5.6%	8.8%
% revenue derived from marketing method: email	11.7%	13.0%	13.2%	9.7%
% revenue derived from marketing method: organic	26.6%	23.3%	28.3%	32.0%
% revenue derived from marketing method: direct	22.5%	23.1%	21.7%	20.1%
% revenue derived from marketing method: social	1.1%	1.6%	0.7%	0.5%
% revenue derived from marketing method: display	0.8%	0.7%	0.6%	1.0%
% revenue derived from marketing method: other	8.4%	9.3%	9.6%	9.0%
Percentage of sales via mobile devices	60.3%	N/A	N/A	N/A
Percentage of visits via mobile devices	74.3%	N/A	N/A	N/A
Percentage of Click and Collect sales	28.8%	33.9%	32.2%	30.6%

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.

Quarterly Benchmark 2 – Q4 2018/19 – Extra Quarterly Metrics

		Q4 2018			
		Market Average	Smartphone Average	Tablet Average	Desktop Average
Customer Funnel	Percentage of total visitors that view a product page	56.0%	54.8%	57.7%	55.8%
	Percentage of sessions that convert from a product page view to 'add item to bag'	19.3%	17.8%	20.2%	23.0%
	Percentage of 'add to bag' sessions that convert to checkout	57.2%	55.0%	57.3%	61.8%
	Percentage of checkout sessions that convert to payment	58.6%	52.4%	59.5%	61.6%
Site Navigation	Length of user session (secs)	286			
	Home page bounce rate	11.4%			
	Home page exit rate	12.2%			
	Site search percentage	14.1%			
	Search page exit rate	15.0%			
	Product page exit rate	30.2%			
	Home page start rate	35.2%			
	Product page start rate	24.4%			
Mobile and App data	Mobile device platform — Android share of sales	28.3%			
	Mobile device platform — iOS share of sales	54.1%			
Customer engagement	Old customer reactivation rate	8.1%			
	New visitor conversion rate	7.4%			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	48.8%			

Clothing / Apparel Quarterly Benchmarking KPIs

CLOTHING MARKET ONLY	<u>Q4 2017</u>	<u>Q1 2018</u>	<u>Q2 2018</u>	<u>Q3 2018</u>	<u>Q4 2018</u>
Visitor bounce rate	26.0%	27.6%	33.0%	32.8%	33.3%
Active customer retention rate	31.4%	31.0%	29.7%	29.6%	23.0%
New customer %	59.4%	60.2%	54.7%	53.5%	42.6%
Average selling price per item	£31	£36	£50	£47	£29
Average order value	£62	£58	£80	£102	£65
PPC ROI per pound spent	£4.74	£4.11	£8.41	£6.55	£4.99
Affiliate ROI per pound spent	£10.29	£10.28	£22.60	£12.51	£7.90
Online marketing ROI per pound spent	£12.39	£9.54	£22.61	£9.46	£7.15
% revenue derived from marketing method: paid	31.4%	28.9%	27.3%	26.3%	22.2%
% revenue derived from marketing method: affiliate	10.0%	8.1%	11.8%	8.7%	10.7%
% revenue derived from marketing method: email	6.8%	7.4%	8.2%	16.1%	14.9%
% revenue derived from marketing method: natural	30.7%	28.5%	29.3%	30.4%	28.5%
% revenue derived from marketing method: direct	15.0%	19.6%	16.0%	13.0%	19.2%
% revenue derived from marketing method: social	2.0%	1.4%	1.6%	2.0%	1.4%
% revenue derived from marketing method: display	1.2%	1.0%	1.2%	1.7%	1.5%
% revenue derived from marketing method: other	3.0%	4.6%	4.5%	4.2%	6.0%
% of sales via mobile (including tablets)	48.2%	47.6%	50.9%	56.3%	55.4%
% of visits via mobile (including tablets)	58.5%	58.5%	76.6%	74.3%	70.6%