

IMRG Capgemini Quarterly Benchmarking Report

Feb 2020 to Apr 2020
(Q1 2020/2021)



What is the Quarterly Benchmarking?

The Quarterly Benchmarking is an additional reporting tool that is open to all participants in the IMRG Capgemini Online Retail Sales Index. It tracks key performance indicators across 12 categories, leading to unique insights into the performance of the UK online retail sector.

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Introduction

The *IMRG Capgemini Quarterly Benchmarking* tracks key performance indicators across twelve categories, leading to unique insights into the performance of the UK online retail sector. The categories are:

- Website performance
- Customer acquisition & retention
- Commercial
- Order fulfilment
- Geographical split
- Marketing performance
- Channel
- Customer funnel
- Site Navigation
- Mobile and App data
- Customer engagement
- Discounting

This document contains an overview of the findings from the *Quarterly Benchmarking*. Only participants in this initiative receive the full report with all the key performance indicators outlined in the '*About the IMRG Capgemini Quarterly Benchmarking*' section on page 16.

Around 50 retailers currently participate in the IMRG Capgemini Quarterly Benchmarking.

Quarterly Benchmark 1 – Q1 2020/2021 – 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

Figure 1: IMRG Quarterly benchmark for Q1 2020 – Feb,Mar,Apr 2020

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 – Q1 2020/2021 – 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%			
	Product Page Start Rate	28.0%			
Customer engagement	Old customer reactivation rate	n/a			
	New visitor conversion rate	n/a			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	20.7%			

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

Clothing / Apparel 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 1 2019	Quarter 2 2019	Quarter 3 2019	Quarter 4 2019	Quarter 1 2020
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 1: IMRG Quarterly benchmark for showing clothing retailers only

About the IMRG Capgemini Quarterly Benchmarking

The *Quarterly Benchmarking* tracks over 40 key performance indicators across 7 categories, leading to unique insights into the performance of the UK online retail sector. The categories/KPIs are:

Website Performance:	visitor bounce rate basket abandonment rate checkout abandonment rate
Customer Acquisition	active customer retention rate
& Retention:	percentage of new customers
Commercial:	average selling price per item average order value
Channel:	percentage of sales via mobile percentage of visits via mobile percentage of click & collect sales
Marketing:	PPC ROI affiliate ROI online marketing ROI revenue split by marketing method – paid, affiliate, email, natural, direct, social, display & other visits split by marketing method - paid, affiliate, email, natural, direct, social, display & other orders split by marketing method – paid, affiliate, email, natural, direct, social, display & other
Order Fulfilment:	percentage of total orders cancelled due to fraud percentage of units returned no. of items / products per order
Geographical Split:	percentage of sales within the UK percentage of sales within the EU 27 (excluding the UK) percentage of sales rest of the world (excluding the UK and EU27)
Customer Funnel	Percentage of total visits that view a product page Percentage of sessions that convert from a product page view to Add item to bag Percentage of 'add to bag' sessions that convert to checkout Percentage of checkout sessions that convert to payment
Site Navigation	Length of user session Home page bounce rate

	Home page exit rate
	Site search Percentage
	Search page exit rate
	Product page exit rate
	Home page start rate
	Product Page Start Rate
Mobile and App data	Mobile device platform- Android share of sales
	Mobile device platform- IOS- share of sales
Customer engagement	Old Customer reactivation rate
	New visitor conversion rate
Discounting	Discount rate

Full year runs from February to January. The quarters run as follows:

Quarter 1	-	February to April
Quarter 2	-	May to July
Quarter 3	-	August to October
Quarter 4	-	November to January

What are the Benefits?

All retailers taking part in the Quarterly Benchmarking receive first-hand results and charts, providing insight into over 40 KPIs (dependent on the data they are able to provide), including visitor, basket and checkout abandonment rates, percentage of orders cancelled due to fraud, geographical split of sales (UK, EU, and Rest of World), marketing ROI (PPC, affiliate, online) and revenue, visits and orders split by marketing method.

The retailer reports also include whisker charts, detailing the maximum and minimum value of each benchmark in the quarterly period, together with the range of upper and lower quartiles and median values of the participant data. All participant data remains completely confidential and secure at all times.

Participation in the *IMRG Capgemini Quarterly Benchmarking* is available to reputable online retailers of all sizes. For further details, or to join the *Quarterly Benchmarking* please contact:

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