

## Quarterly Benchmark 1 – Q2 2019 – Platform Split

Q2 2019 (May,Jun,Jul)	<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	32.6%	36.4%	29.4%	23.9%
Basket abandonment rate	61.9%	63.7%	59.9%	54.8%
Checkout abandonment rate	36.3%	41.1%	34.0%	32.9%
Active Customer retention rate	43.0%	27.0%	29.5%	37.2%
% of new customers	39.2%	35.5%	34.3%	42.6%
Cancellations due to fraud	2.0%	N/A	N/A	N/A
Percentage of units returned	19.5%	17.3%	N/A	N/A
Average selling price per item	£30	£29	£32	£32
Average order value	£81	£70	£84	£90
PPC ROI per pound spent	£5.33	£3.12	£3.00	£6.21
Affiliate ROI per pound spent	£13.35	N/A	N/A	N/A
Online marketing ROI per pound spent	£9.83	N/A	N/A	N/A
% revenue derived from marketing method: paid	21.3%	22.0%	20.1%	19.2%
% revenue derived from marketing method: affiliate	7.5%	6.0%	5.6%	9.2%
% revenue derived from marketing method: email	10.7%	11.4%	11.8%	9.1%
% revenue derived from marketing method: Organic	27.4%	24.1%	26.8%	31.7%
% revenue derived from marketing method: direct	23.1%	25.1%	25.5%	21.9%
% revenue derived from marketing method: social	1.6%	2.3%	1.0%	0.5%
% revenue derived from marketing method: display	0.7%	0.5%	0.5%	0.6%
% revenue derived from marketing method: other	7.9%	8.8%	8.8%	7.8%
Percentage of Sales via mobile devices	63.5%	N/A	N/A	N/A
Percentage of Visits via mobile devices	75.9%	N/A	N/A	N/A
Percentage of Click and Collect sales	24.6%	31.0%	22.6%	31.1%

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 Q2 2019 – May, June, July

## Quarterly Benchmark 2 – Q2 2019 – Extra Quarterly Metrics

		Q 2019 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	57.5%	56.8%	60.3%	57.0%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	19.5%	16.5%	19.3%	21.8%
	Percentage of 'Add to bag' sessions that convert to checkout	44.2%	42.7%	46.0%	49.4%
	Percentage of checkout sessions that convert to payment	61.5%	56.1%	65.1%	64.7%
Site Navigation	Length of user session (secs)	210			
	Home page bounce rate	16.0%			
	Home page exit rate	18.2%			
	Site search Percentage	20.4%			
	Search page exit rate	13.8%			
	Product page exit rate	14.7%			
	Home page start rate	30.0%			
	Product Page Start Rate	29.0%			
Customer engagement	Old customer reactivation rate	N/A			
	New visitor conversion rate	30.3%			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	51.4%			

Figure 2: IMRG Quarterly benchmark for Q2 2019 – May, Jun, Jul

## Quarterly Benchmarking KPIs

<b>CLOTHING MARKET ONLY</b>	<b>Q2 2018</b>	<b>Q3 2018</b>	<b>Q4 2018</b>	<b>Q1 2019</b>	<b>Q2 2019</b>
Visitor bounce rate	33.0%	32.8%	33.3%	33.9%	33.0%
Active customer retention rate	29.7%	29.6%	23.0%	56.1%	55.9%
New customer %	54.7%	53.5%	42.6%	47.2%	48.0%
Average selling price per item	£50	£47	£29	£21	£22
Average order value	£80	£102	£65	£54	£65
PPC ROI per pound spent	£8.41	£6.55	£4.99	£3.32	£6.92
Affiliate ROI per pound spent	£22.60	£12.51	£7.90	£10.19	£11.93
Online marketing ROI per pound spent	£22.61	£9.46	£7.15	£4.96	£10.53
% revenue derived from marketing method: paid	27.3%	26.3%	22.2%	24.2%	25.0%
% revenue derived from marketing method: affiliate	11.8%	8.7%	10.7%	9.3%	8.5%
% revenue derived from marketing method: email	8.2%	16.1%	14.9%	15.7%	12.9%
% revenue derived from marketing method: natural	29.3%	30.4%	28.5%	32.1%	31.5%
% revenue derived from marketing method: direct	16.0%	13.0%	19.2%	13.9%	16.8%
% revenue derived from marketing method: social	1.6%	2.0%	1.4%	1.5%	1.4%
% revenue derived from marketing method: display	1.2%	1.7%	1.5%	1.1%	0.6%
% revenue derived from marketing method: other	4.5%	4.2%	6.0%	2.6%	3.6%
% of sales via mobile (including tablets)	50.9%	56.3%	55.4%	64.8%	56.8%
% of visits via mobile (including tablets)	76.6%	74.3%	70.6%	80.2%	71.3%

Figure 3: IMRG Quarterly benchmark for Q2 2019 showing clothing retailers only – May, Jun, Jul