

# IMRG Capgemini Quarterly Benchmarking Results

## Q3 2016/17 – Platform Split

	<u>Total Online Retail</u>	<u>Smartphone</u>	<u>Tablet</u>	<u>Desktop/ Laptop</u>
Visitor bounce rate	31.3%	36.5%	29.9%	24.6%
Basket abandonment rate	59.4%	60.6%	61.1%	60.3%
Checkout abandonment rate	31.1%	38.0%	28.5%	26.4%
Average selling price per item	£34	£36	£36	£36
Average order value	£89	£75	£84	£86
PPC ROI per pound spent	£7.05	£4.28	£4.21	£4.38
Affiliate ROI per pound spent	£16.46	£19.32	£20.08	£21.98
Online marketing ROI per pound spent	£19.64	£21.17	£22.10	£21.72
% revenue derived from marketing method: paid	19.5%	19.3%	19.0%	17.5%
% revenue derived from marketing method: affiliate	7.3%	5.7%	6.0%	8.1%
% revenue derived from marketing method: email	11.7%	11.7%	11.0%	8.9%
% revenue derived from marketing method: natural	28.8%	26.7%	28.9%	33.8%
% revenue derived from marketing method: direct	21.4%	24.2%	23.1%	20.6%
% revenue derived from marketing method: social	0.6%	0.6%	0.4%	0.5%
% revenue derived from marketing method: display	0.8%	0.7%	0.9%	1.3%
% revenue derived from marketing method: other	5.0%	5.7%	5.3%	5.0%

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.

## Clothing / Apparel Quarterly Benchmarking KPIs

	<u>Q3 2015</u>	<u>Q4 2015</u>	<u>Q1 2016</u>	<u>Q2 2016</u>	<u>Q3 2016</u>
Visitor bounce rate	30.2%	29.8%	31.6%	30.4%	32.1%
Active customer retention rate	22.0%	21.9%	23.2%	22.8%	22.0%
New customer %	54.6%	59.1%	54.8%	54.2%	51.5%
Average selling price per item	£40	£40	£40	£36	£42
Average order value	£76	£65	£75	£73	£82
PPC ROI per pound spent	£4.19	£4.99	£4.96	£5.49	£4.44
Affiliate ROI per pound spent	£19.85	£20.88	£19.91	£19.69	£18.06
Online marketing ROI per pound spent	£16.20	£14.75	£16.06	£14.68	£17.31
% revenue derived from marketing method: paid	21.3%	26.0%	22.2%	23.1%	19.9%
% revenue derived from marketing method: affiliate	11.8%	9.9%	11.0%	10.4%	11.3%
% revenue derived from marketing method: email	9.1%	6.8%	10.0%	8.3%	7.3%
% revenue derived from marketing method: natural	34.7%	29.2%	30.3%	30.6%	29.0%
% revenue derived from marketing method: direct	19.5%	23.5%	21.7%	21.3%	21.9%
% revenue derived from marketing method: social	0.4%	0.6%	0.6%	0.8%	0.9%
% revenue derived from marketing method: display	0.3%	0.3%	0.4%	0.9%	1.0%
% revenue derived from marketing method: other	2.8%	3.7%	3.2%	4.6%	2.5%
% of sales via mobile (including tablets)	49.6%	53.6%	51.7%	52.9%	52.7%
% of visits via mobile (including tablets)	65.4%	70.2%	68.4%	69.3%	66.8%