

# IMRG Capgemini Quarterly Benchmarking Results

## Q4 2017/18 – Platform Split

Q4 2017/18 (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	29.2%	32.5%	27.7%	23.2%
Basket abandonment rate	65.3%	59.9%	64.2%	65.1%
Checkout abandonment rate	35.0%	42.3%	31.2%	28.5%
Cancellations due to fraud	3.70	N/A	N/A	N/A
Percentage of units returned	18.0%	N/A	N/A	N/A
Average selling price per item	£30	£32	£33	£33
Average order value	£91	£67	£81	£83
PPC ROI per pound spent	£5.18	N/A	N/A	N/A
Affiliate ROI per pound spent	£17.12	N/A	N/A	N/A
Online marketing ROI per pound spent	£15.24	N/A	N/A	N/A
% revenue derived from marketing method: paid	21.8%	22.9%	21.0%	22.5%
% revenue derived from marketing method: affiliate	6.1%	5.2%	5.2%	7.8%
% revenue derived from marketing method: email	11.9%	13.1%	13.1%	10.2%
% revenue derived from marketing method: organic	32.2%	23.3%	28.6%	34.7%
% revenue derived from marketing method: direct	23.0%	25.1%	23.2%	20.5%
% revenue derived from marketing method: social	0.60%	0.7%	0.2%	0.3%
% revenue derived from marketing method: display	0.7%	1.00%	0.5%	0.7%
% revenue derived from marketing method: other	3.8%	4.4%	3.8%	0.3%
Percentage of sales via mobile devices	53.8%	N/A	N/A	N/A
Percentage of visits via mobile devices	68.5%	N/A	N/A	N/A
Percentage of click and collect sales	30.5%	35.2%	30.0%	29.5%

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.

## Q4 2017/18 – Additional Metrics

		Q4 2017 Market Average
Customer Funnel	Percentage of total visits that view a product page	49.6%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	17.0%
	Percentage of 'Add to bag' sessions that convert to checkout	55.0%
	Percentage of checkout sessions that convert to payment	55.3%
Site Navigation	Length of user session (secs)	334
	Home page bounce rate	11.3%
	Home page exit rate	17.2%
	Site search percentage	22.9%
	Search page exit rate	16.1%
	Product page exit rate	33.8%
	Home page start rate	38.3%
Mobile and App data	Mobile device platform — Android share of sales	31.1%
	Mobile device platform — iOS share of sales	46.8%
Customer engagement	Old customer reactivation rate	4.6%
	New visitor conversion rate	12.8%
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	19.9%

## Clothing / Apparel Quarterly Benchmarking KPIs

<b>CLOTHING MARKET ONLY</b>	<b>Q4 2016</b>	<b>Q1 2017</b>	<b>Q2 2017</b>	<b>Q3 2017</b>	<b>Q4 2017</b>
Visitor bounce rate	30.8%	29.2%	29.4%	29.6%	26.0%
Active customer retention rate	21.3%	20.1%	41.0%	36.2%	31.4%
New customer %	50.5%	54.5%	59.3%	59.8%	59.4%
Average selling price per item	£40	£44	£28	£29	31
Average order value	£77	£70	£60	£59	£62
PPC ROI per pound spent	£4.19	£4.99	£5.48	£4.90	£4.74
Affiliate ROI per pound spent	£20.29	£19.79	£11.61	£11.94	£10.29
Online marketing ROI per pound spent	£16.04	£16.21	£13.93	£13.39	£12.39
% revenue derived from marketing method: paid	18.7%	21.0%	29.6%	28.6%	31.4%
% revenue derived from marketing method: affiliate	12.5%	10.8%	8.9%	9.9%	10.0%
% revenue derived from marketing method: email	7.7%	8.2%	8.7%	7.8%	6.8%
% revenue derived from marketing method: natural	30.3%	28.0%	26.4%	27.9%	30.7%
% revenue derived from marketing method: direct	19.1%	20.5%	21.3%	20.2%	15.0%
% revenue derived from marketing method: social	1.0%	1.1%	1.1%	1.3%	2.0%
% revenue derived from marketing method: display	1.1%	0.9%	1.7%	1.6%	1.2%
% revenue derived from marketing method: other	2.9%	2.7%	2.1%	2.7%	3.0%
% of sales via mobile (including tablets)	56.8%	54.2%	45.8%	47.6%	48.2%
% of visits via mobile (including tablets)	71.4%	67.0%	60.5%	61.1%	58.5%