

Q2 2017/18 – Platform Split

	<u>Total Online Retail</u>	<u>Smartphone</u>	<u>Tablet</u>	<u>Desktop/Laptop</u>
Visitor bounce rate	30.60%	34.50%	29.10%	23.90%
Basket abandonment rate	60.60%	59.80%	59.40%	57.50%
Checkout abandonment rate	29.80%	36.50%	28.00%	26.80%
Cancellations due to fraud	3.70%	N/A	N/A	N/A
Percentage of units returned	23.00%	N/A	N/A	N/A
Average selling price per item	£29	£30	£33	£32
Average order value	£84	£69	£82	£83
PPC ROI per pound spent	£5.17	N/A	N/A	N/A
Affiliate ROI per pound spent	£10.96	N/A	N/A	N/A
Online marketing ROI per pound spent	£19.33	N/A	N/A	N/A
% revenue derived from marketing method: paid	19.30%	21.30%	19.00%	19.50%
% revenue derived from marketing method: affiliate	5.60%	4.40%	4.60%	7.00%
% revenue derived from marketing method: email	11.40%	14.10%	13.10%	10.20%
% revenue derived from marketing method: natural	29.60%	23.10%	27.40%	32.00%
% revenue derived from marketing method: direct	23.50%	25.70%	25.50%	23.40%
% revenue derived from marketing method: social	0.40%	0.40%	0.10%	0.30%
% revenue derived from marketing method: display	1.20%	1.10%	1.00%	1.40%
% revenue derived from marketing method: other	6.10%	7.20%	6.90%	5.60%
Percentage of Sales via mobile devices	53.60%	N/A	N/A	N/A
Percentage of Visits via mobile devices	67.70%	N/A	N/A	N/A
Percentage of Click and Collect sales	40.70%	38.10%	32.80%	36.80%

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.



e-Retail Benchmarking

Q2 2017/18 – Extra Quarterly Metrics – **NEW!**

IMRG have started to collect an extra set of quarterly metrics

		Q2 2017 Market Average
Customer Funnel	Percentage of total visits that view a product page	53.1%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	18.9%
	Percentage of 'Add to bag' sessions that convert to checkout	54.0%
	Percentage of checkout sessions that convert to payment	57.1%
Site Navigation	Length of user session (mins : secs)	04:50
	Home page bounce rate	10.5%
	Home page exit rate	15.0%
	Site search Percentage	21.5%
	Search page exit rate	14.8%
	Product page exit rate	31.8%
	Home page start rate	35.0%
Mobile and App data	Mobile device platform — Android share of sales	28.2%
	Mobile device platform — iOS share of sales	40.9%
Customer engagement	Old customer reactivation rate	4.8%
	New visitor conversion rate	13.5%
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	18.5%

Clothing / Apparel Quarterly Benchmarking KPIs

CLOTHING MARKET ONLY	Q2 2016	Q3 2016	Q4 2016	Q1 2017	Q2 2017
Visitor bounce rate	30.40%	32.10%	30.80%	29.20%	29.40%
Active customer retention rate	22.80%	22.00%	21.30%	20.10%	41.00%
New customer %	54.20%	51.50%	50.50%	54.50%	59.30%
Average selling price per item	£36	£42	£40	£44	£28
Average order value	£73	£82	£77	£70	£60
PPC ROI per pound spent	£5.49	£4.44	£4.19	£4.99	5.48%
Affiliate ROI per pound spent	£19.69	£18.06	£20.29	£19.79	£11.61
Online marketing ROI per pound spent	£14.68	£17.31	£16.04	£16.21	£13.93
% revenue derived from marketing method: paid	23.10%	19.90%	18.70%	21.00%	29.60%
% revenue derived from marketing method: affiliate	10.40%	11.30%	12.50%	10.80%	8.90%
% revenue derived from marketing method: email	8.30%	7.30%	7.70%	8.20%	8.70%
% revenue derived from marketing method: natural	30.60%	29.00%	30.30%	28.00%	26.40%
% revenue derived from marketing method: direct	21.30%	21.90%	19.10%	20.50%	21.30%
% revenue derived from marketing method: social	0.80%	0.90%	1.00%	1.10%	1.10%
% revenue derived from marketing method: display	0.90%	1.00%	1.10%	0.90%	1.70%
% revenue derived from marketing method: other	4.60%	2.50%	2.90%	2.70%	2.10%
% of sales via mobile (including tablets)	52.90%	52.70%	56.80%	54.20%	45.80%
% of visits via mobile (including tablets)	69.30%	66.80%	71.40%	67.00%	60.50%