

## Q1 2018/19 – Platform Split

	<u>Total Online Retail Market Average</u>	<u>Market Average for Smartphone</u>	<u>Market Average for Tablet</u>	<u>Market average for Desktop/Laptop</u>
Visitor bounce rate	31.1%	34.2%	28.3%	24.6%
Basket abandonment rate	60.9%	61.1%	64.2%	64.2%
Checkout abandonment rate	31.3%	36.9%	26.4%	23.4%
Active Customer retention rate	43%	N/A	N/A	N/A
% of new customers	38%	37.1%	32.5%	35.5
Cancellations due to fraud	3.4%	N/A	N/A	N/A
Percentage of units returned	23.8%	N/A	N/A	N/A
Average selling price per item	£32	£33	£34	£34
Average order value	£80	£71	£84	£86
PPC ROI per pound spent	£4.56	N/A	N/A	N/A
Affiliate ROI per pound spent	£16.30	N/A	N/A	N/A
Online marketing ROI per pound spent	£12.88	N/A	N/A	N/A
% revenue derived from marketing method: paid	20.4%	21.6%	18.6%	19.6%
% revenue derived from marketing method: affiliate	5.8%	4.7%	4.5%	6.9%
% revenue derived from marketing method: email	11.9%	12.3%	12.5%	9.7%
% revenue derived from marketing method: Organic	29.5%	23.0%	29.5%	33.0%
% revenue derived from marketing method: direct	24.8%	29.0%	26.6%	23.6%
% revenue derived from marketing method: social	0.4%	0.6%	0.1%	0.2%
% revenue derived from marketing method: display	0.8%	0.8%	0.6%	1.0%
% revenue derived from marketing method: other	7.0%	8.0%	7.6%	6.0%
Percentage of Sales via mobile devices	54.9%	N/A	N/A	N/A
Percentage of Visits via mobile devices	71.4%	N/A	N/A	N/A
Percentage of Click and Collect sales	35.8%	35.5%	30.2%	29.6%

**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

## Q1 2018/19 – Extra Quarterly Metrics

		Q1 2018			
		Market Average	Smartphone average	Tablet average	Desktop average
Customer Funnel	Percentage of total visits that view a product page	52%	50.5%	53.4%	49.7%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	18%	16.4%	17.7%	23.0%
	Percentage of 'Add to bag' sessions that convert to checkout	57%	57.9%	56.3%	60.0%
	Percentage of checkout sessions that convert to payment	61%	53.0%	62.1%	66.3%
Site Navigation	Length of user session (secs)	225			
	Home page bounce rate	11.3%			
	Home page exit rate	16.5%			
	Site search Percentage	18.9%			
	Search page exit rate	13.6%			
	Product page exit rate	27.9%			
	Home page start rate	35.9%			
	Product Page Start Rate	24.0%			
Mobile and App data	Mobile device platform — Android share of sales	30.1%			
	Mobile device platform — iOS share of sales	45.5%			
Customer engagement	Old customer reactivation rate	4.1%			
	New visitor conversion rate	17.5%			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	16.9%			

## Clothing / Apparel Quarterly Benchmarking KPIs

<b>CLOTHING MARKET ONLY</b>	<b><u>Q1 2017</u> <u>Average</u></b>	<b><u>Q2 2017</u> <u>Average</u></b>	<b><u>Q3 2017</u> <u>Average</u></b>	<b><u>Q4 2017</u> <u>Average</u></b>	<b><u>Q1 2018</u> <u>Average</u></b>
Visitor bounce rate	29.20%	29.40%	29.60%	26.00%	27.60%
Active customer retention rate	20.10%	41.00%	36.20%	31.40%	31.00%
New customer %	54.50%	59.30%	59.80%	59.40%	60.20%
Average selling price per item	£44	£28	£29	£31	£36
Average order value	£70	£60	£59	£62	£58
PPC ROI per pound spent	£4.99	£5.48	£4.90	£4.74	£4.11
Affiliate ROI per pound spent	£19.79	£11.61	£11.94	£10.29	£10.28
Online marketing ROI per pound spent	£16.21	£13.93	£13.39	£12.39	£9.54
% revenue derived from marketing method: paid	21.00%	29.60%	28.60%	31.40%	28.90%
% revenue derived from marketing method: affiliate	10.80%	8.90%	9.90%	10.00%	8.10%
% revenue derived from marketing method: email	8.20%	8.70%	7.80%	6.80%	7.40%
% revenue derived from marketing method: natural	28.00%	26.40%	27.90%	30.70%	28.50%
% revenue derived from marketing method: direct	20.50%	21.30%	20.20%	15.00%	19.60%
% revenue derived from marketing method: social	1.10%	1.10%	1.30%	2.00%	1.40%
% revenue derived from marketing method: display	0.90%	1.70%	1.60%	1.20%	1.00%
% revenue derived from marketing method: other	2.70%	2.10%	2.70%	3.00%	4.60%
% of sales via mobile (including tablets)	54.20%	45.80%	47.60%	48.20%	47.60%
% of visits via mobile (including tablets)	67.00%	60.50%	61.10%	58.50%	58.50%