

## Quarterly Benchmark 1 – Q1 2018/19 – Platform Split

Q2 2018 (May, June, July)	<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	30.8%	34.4%	29.5%	28.6%
Basket abandonment rate	65.4%	62.2%	63.4%	62.6%
Checkout abandonment rate	35.1%	38.8%	27.4%	26.8%
Active customer retention rate	41.0%	37.5%	39.3%	38.2%
% of new customers	36.0%	34.1%	30.8%	33.3%
Cancellations due to fraud	3.3%	N/A	N/A	N/A
Percentage of units returned	22.5%	N/A	N/A	N/A
Average selling price per item	£36	£31	£31	£31
Average order value	£80	£63	£81	£81
PPC ROI per pound spent	£5.50	N/A	N/A	N/A
Affiliate ROI per pound spent	£17.31	N/A	N/A	N/A
Online marketing ROI per pound spent	£14.66	N/A	N/A	N/A
% revenue derived from marketing method: paid	19.4%	19.5%	16.5%	16.4%
% revenue derived from marketing method: affiliate	6.6%	4.3%	4.0%	7.5%
% revenue derived from marketing method: email	10.3%	11.1%	11.3%	8.7%
% revenue derived from marketing method: organic	29.8%	24.4%	30.9%	35.4%
% revenue derived from marketing method: direct	25.1%	29.8%	28.2%	24.4%
% revenue derived from marketing method: social	1.0%	0.7%	0.2%	0.5%
% revenue derived from marketing method: display	0.9%	0.8%	0.6%	0.8%
% revenue derived from marketing method: other	7.0%	8.8%	8.0%	6.1%
Percentage of sales via mobile devices	57.9%	N/A	N/A	N/A
Percentage of visits via mobile devices	71.2%	N/A	N/A	N/A
Percentage of Click and Collect sales	28.7%	21.9%	20.5%	27.1%

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.

## Quarterly Benchmark 2 – Q1 2018/19 – Extra Quarterly Metrics

		Q2 2018			
		Market Average	Smartphone Average	Tablet Average	Desktop Average
Customer Funnel	Percentage of total visits that view a product page	54.5%	47.7%	55.6%	50.9%
	Percentage of sessions that convert from a product page view to 'add item to bag'	20.4%	18.5%	20.5%	24.9%
	Percentage of 'add to bag' sessions that convert to checkout	52.6%	54.4%	51.6%	57.7%
	Percentage of checkout sessions that convert to payment	61.1%	52.1%	64.4%	66.8%
Site Navigation	Length of user session (secs)	244			
	Home page bounce rate	11.2%			
	Home page exit rate	17.6%			
	Site search percentage	16.1%			
	Search page exit rate	13.1%			
	Product page exit rate	30.2%			
	Home page start rate	37.1%			
	Product page start rate	22.2%			
Mobile and App data	Mobile device platform — Android share of sales	30.6%			
	Mobile device platform — iOS share of sales	39.4%			
Customer engagement	Old customer reactivation rate	6.7%			
	New visitor conversion rate	22.0%			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	15.2%			

## Clothing / Apparel Quarterly Benchmarking KPIs

<b>CLOTHING MARKET ONLY</b>	<b>Q2 2017 Clothing Market Average</b>	<b>Q3 2017 Clothing Market Average</b>	<b>Q4 2017 Clothing Market Average</b>	<b>Q1 2018 Clothing Market Average</b>	<b>Q2 2018 Clothing Market Average</b>
Visitor bounce rate	29.40%	29.60%	26.00%	27.60%	33.0%
Active customer retention rate	41.00%	36.20%	31.40%	31.00%	29.70%
New customer %	59.30%	59.80%	59.40%	60.20%	54.70%
Average selling price per item	£28	£29	£31	£36	£50
Average order value	£60	£59	£62	£58	£80
PPC ROI per pound spent	£5.48	£4.90	£4.74	£4.11	£8.41
Affiliate ROI per pound spent	£11.61	£11.94	£10.29	£10.28	£22.60
Online marketing ROI per pound spent	£13.93	£13.39	£12.39	£9.54	£22.61
% revenue derived from marketing method: paid	29.60%	28.60%	31.40%	28.90%	27.30%
% revenue derived from marketing method: affiliate	8.90%	9.90%	10.00%	8.10%	11.80%
% revenue derived from marketing method: email	8.70%	7.80%	6.80%	7.40%	8.20%
% revenue derived from marketing method: natural	26.40%	27.90%	30.70%	28.50%	29.30%
% revenue derived from marketing method: direct	21.30%	20.20%	15.00%	19.60%	16.00%
% revenue derived from marketing method: social	1.10%	1.30%	2.00%	1.40%	1.60%
% revenue derived from marketing method: display	1.70%	1.60%	1.20%	1.00%	1.20%
% revenue derived from marketing method: other	2.10%	2.70%	3.00%	4.60%	4.50%
% of sales via mobile (including tablets)	45.80%	47.60%	48.20%	47.60%	50.90%
% of visits via mobile (including tablets)	60.50%	61.10%	58.50%	58.50%	76.60%