

Q3 2017/18 – Platform Split

| | <u>Total Online Retail</u> | <u>Smartphone</u> | <u>Tablet</u> | <u>Desktop/Laptop</u> |
|--|----------------------------|-------------------|---------------|-----------------------|
| Visitor bounce rate | 32.50% | 33.90% | 28..3% | 22.60% |
| Basket abandonment rate | 61.30% | 58.20% | 59.00% | 59.50% |
| Checkout abandonment rate | 32.60% | 38.90% | 29.60% | 28.30% |
| Cancellations due to fraud | 3.30% | N/A | N/A | N/A |
| Percentage of units returned | 21.00% | N/A | N/A | N/A |
| Average selling price per item | £29 | £31 | £33 | £33 |
| Average order value | £83 | £70 | £84 | £86 |
| PPC ROI per pound spent | £4.76 | N/A | N/A | N/A |
| Affiliate ROI per pound spent | £10.66 | N/A | N/A | N/A |
| Online marketing ROI per pound spent | £15.80 | N/A | N/A | N/A |
| % revenue derived from marketing method: paid | 22.00% | 19.40% | 17.80% | 17.80% |
| % revenue derived from marketing method: affiliate | 6.70% | 4.70% | 5.00% | 7.60% |
| % revenue derived from marketing method: email | 11.50% | 14.20% | 13.80% | 10.80% |
| % revenue derived from marketing method: natural | 29.50% | 23.80% | 26.40% | 31.40% |
| % revenue derived from marketing method: direct | 22.70% | 25.90% | 25.50% | 23.40% |
| % revenue derived from marketing method: social | 0.70% | 0.40% | 0.20% | 0.20% |
| % revenue derived from marketing method: display | 1.00% | 1.00% | 0.80% | 1.20% |
| % revenue derived from marketing method: other | 6.30% | 7.10% | 7.10% | 5.50% |
| Percentage of Sales via mobile devices | 54.30% | N/A | N/A | N/A |
| Percentage of Visits via mobile devices | 66.80% | N/A | N/A | N/A |
| Percentage of Click and Collect sales | 34.70% | 33.70% | 30.90% | 37.50% |

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.

Q3 2017/18 – Extra Quarterly Metrics

| | | Q3 2017 Market Average |
|---------------------|---|------------------------------|
| Customer Funnel | Percentage of total visits that view a product page | 52.50% |
| | Percentage of sessions that convert from a product page view to 'Add item to bag' | 17.40% |
| | Percentage of 'Add to bag' sessions that convert to checkout | 51.90% |
| | Percentage of checkout sessions that convert to payment | 57.60% |
| Site Navigation | Length of user session (mins : secs) | 03:18 |
| | Home page bounce rate | 10.40% |
| | Home page exit rate | 16.10% |
| | Site search Percentage | 22.30% |
| | Search page exit rate | 15.40% |
| | Product page exit rate | 34.30% |
| | Home page start rate | 38.50% |
| Mobile and App data | Mobile device platform — Android share of sales | 29.40% |
| | Mobile device platform — iOS share of sales | 46.00% |
| Customer engagement | Old customer reactivation rate | 4.60% |
| | New visitor conversion rate | 12.20% |
| Discounting | Discount rate (% of gross revenue generated from items on sale/discount) | 17.80% |

Clothing / Apparel Quarterly Benchmarking KPIs

| CLOTHING MARKET ONLY | <u>Q3</u> <u>2016</u> | <u>Q4</u> <u>2016</u> | <u>Q1</u> <u>2017</u> | <u>Q2</u> <u>2017</u> | <u>Q3</u> <u>2017</u> |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Visitor bounce rate | 32.1% | 30.8% | 29.2% | 29.4% | 29.6% |
| Active customer retention rate | 22.0% | 21.3% | 20.1% | 41.0% | 36.2% |
| New customer % | 51.5% | 50.5% | 54.5% | 59.3% | 59.8% |
| Average selling price per item | £42 | £40 | £44 | £28 | £29 |
| Average order value | £82 | £77 | £70 | £60 | £59 |
| PPC ROI per pound spent | £4.44 | £4.19 | £4.99 | £5.48 | £4.90 |
| Affiliate ROI per pound spent | £18.06 | £20.29 | £19.79 | £11.61 | £11.94 |
| Online marketing ROI per pound spent | £17.31 | £16.04 | £16.21 | £13.93 | £13.39 |
| % revenue derived from marketing method: paid | 19.9% | 18.7% | 21.0% | 29.6% | 28.6% |
| % revenue derived from marketing method: affiliate | 11.3% | 12.5% | 10.8% | 8.9% | 9.9% |
| % revenue derived from marketing method: email | 7.3% | 7.7% | 8.2% | 8.7% | 7.8% |
| % revenue derived from marketing method: natural | 29.0% | 30.3% | 28.0% | 26.4% | 27.9% |
| % revenue derived from marketing method: direct | 21.9% | 19.1% | 20.5% | 21.3% | 20.2% |
| % revenue derived from marketing method: social | 0.9% | 1.0% | 1.1% | 1.1% | 1.3% |
| % revenue derived from marketing method: display | 1.0% | 1.1% | 0.9% | 1.7% | 1.6% |
| % revenue derived from marketing method: other | 2.5% | 2.9% | 2.7% | 2.1% | 2.7% |
| % of sales via mobile (including tablets) | 52.7% | 56.8% | 54.2% | 45.8% | 47.6% |
| % of visits via mobile (including tablets) | 66.8% | 71.4% | 67.0% | 60.5% | 61.1% |