

Q1 2017/18 – Platform Split

	<u>Total Online</u> <u>Retail</u>	<u>Smartphone</u>	<u>Tablet</u>	<u>Desktop/</u> <u>Laptop</u>
Visitor bounce rate	29.7%	33.9%	28.6%	23.3%
Basket abandonment rate	61.5%	58.5%	59.5%	57.0%
Checkout abandonment rate	31.5%	39.7%	30.7%	28.5%
Cancellations due to fraud	3.9%	N/A	N/A	N/A
Percentage of units returned	18.1%	N/A	N/A	N/A
Average selling price per item	£37	£38	£39	£29
Average order value	£85	£72	£83	£86
PPC ROI per pound spent	£5.15	£3.74	£3.65	£3.88
Affiliate ROI per pound spent	£17.46	£19.91	£20.89	£23.35
Online marketing ROI per pound spent	£17.78	£18.04	£19.23	£18.73
% revenue derived from marketing method: paid	20.2%	19.6%	19.6%	18.1%
% revenue derived from marketing method: affiliate	6.7%	6.2%	6.1%	7.2%
% revenue derived from marketing method: email	13.0%	14.0%	13.1%	10.3%
% revenue derived from marketing method: natural	29.7%	24.5%	27.2%	32.6%
% revenue derived from marketing method: direct	22.0%	24.4%	23.9%	21.7%
% revenue derived from marketing method: social	0.5%	0.5%	0.4%	0.5%
% revenue derived from marketing method: display	0.6%	0.6%	0.7%	1.0%
% revenue derived from marketing method: other	3.7%	4.0%	3.3%	3.8%
Percentage of Sales via mobile devices	54.5%	N/A	N/A	N/A
Percentage of Visits via mobile devices	67.9%	N/A	N/A	N/A
Percentage of Click and collect sales	30.4%	29.3%	26.8%	27.2%

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.

Clothing / Apparel Quarterly Benchmarking KPIs

	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Q1 2017
Visitor bounce rate	31.6%	30.4%	32.1%	30.8%	29.2%
Active customer retention rate	23.2%	22.8%	22.0%	21.3%	21.10%
New customer %	54.8%	54.2%	51.5%	50.5%	54.5%
Average selling price per item	£40	£36	£42	£40	£44
Average order value	£75	£73	£82	£77	£70
PPC ROI per pound spent	£4.96	£5.49	£4.44	£4.19	£4.99
Affiliate ROI per pound spent	£19.91	£19.69	£18.06	£20.29	£19.79
Online marketing ROI per pound spent	£16.06	£14.68	£17.31	£16.04	£16.21
% revenue derived from marketing method: paid	22.2%	23.1%	19.9%	18.7%	21.0%
% revenue derived from marketing method: affiliate	11.0%	10.4%	11.3%	12.5%	10.8%
% revenue derived from marketing method: email	10.0%	8.3%	7.3%	7.7%	8.2%
% revenue derived from marketing method: natural	30.3%	30.6%	29.0%	30.3%	28.0%
% revenue derived from marketing method: direct	21.7%	21.3%	21.9%	19.1%	20.5%
% revenue derived from marketing method: social	0.6%	0.8%	0.9%	1.0%	1.1%
% revenue derived from marketing method: display	0.4%	0.9%	1.0%	1.1%	0.9%
% revenue derived from marketing method: other	3.2%	4.6%	2.5%	2.9%	2.7%
% of sales via mobile (including tablets)	51.7%	52.9%	52.7%	56.8%	54.2%
% of visits via mobile (including tablets)	68.4%	69.3%	66.8%	71.4%	67.0%