

Q4 2016/17 – Platform Split

	<u>Total Online</u> <u>Retail</u>	<u>Smartphone</u>	<u>Tablet</u>	<u>Desktop/ Laptop</u>
Visitor bounce rate	31.3%	35.7%	29.8%	25.0%
Basket abandonment rate	60.8%	63.1%	61.5%	60.0%
Checkout abandonment rate	29.0%	35.6%	26.1%	25.6%
Average selling price per item	£33	£35	£35	£35
Average order value	£84	£71	£79	£84
PPC ROI per pound spent	£7.69	£4.19	£6.26	£6.10
Affiliate ROI per pound spent	£18.37	£23.77	£25.42	£25.73
Online marketing ROI per pound spent	£18.23	£16.46	£24.08	£25.05
% revenue derived from marketing method: paid	20.3%	19.4%	19.8%	18.0%
% revenue derived from marketing method: affiliate	7.6%	6.4%	6.6%	9.8%
% revenue derived from marketing method: email	12.2%	13.6%	12.6%	9.5%
% revenue derived from marketing method: natural	28.5%	25.9%	26.8%	31.8%
% revenue derived from marketing method: direct	21.8%	21.8%	21.7%	19.0%
% revenue derived from marketing method: social	0.6%	0.8%	0.4%	0.6%
% revenue derived from marketing method: display	0.9%	0.7%	0.8%	1.3%
% revenue derived from marketing method: other	6.9%	5.6%	4.9%	5.3%

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

	<u>Q4 2015</u>	<u>Q1 2016</u>	<u>Q2 2016</u>	<u>Q3 2016</u>	<u>Q4 2016</u>
Visitor bounce rate	29.8%	31.6%	30.4%	32.1%	30.8%
Active customer retention rate	21.9%	23.2%	22.8%	22.0%	21.3%
New customer %	59.1%	54.8%	54.2%	51.5%	50.5%
Average selling price per item	£40	£40	£36	£42	£40
Average order value	£65	£75	£73	£82	£77
PPC ROI per pound spent	£4.99	£4.96	£5.49	£4.44	£4.19
Affiliate ROI per pound spent	£20.88	£19.91	£19.69	£18.06	£20.29
Online marketing ROI per pound spent	£14.75	£16.06	£14.68	£17.31	£16.04
% revenue derived from marketing method: paid	26.0%	22.2%	23.1%	19.9%	18.7%
% revenue derived from marketing method: affiliate	9.9%	11.0%	10.4%	11.3%	12.5%
% revenue derived from marketing method: email	6.8%	10.0%	8.3%	7.3%	7.7%
% revenue derived from marketing method: natural	29.2%	30.3%	30.6%	29.0%	30.3%
% revenue derived from marketing method: direct	23.5%	21.7%	21.3%	21.9%	19.1%
% revenue derived from marketing method: social	0.6%	0.6%	0.8%	0.9%	1.0%
% revenue derived from marketing method: display	0.3%	0.4%	0.9%	1.0%	1.1%
% revenue derived from marketing method: other	3.7%	3.2%	4.6%	2.5%	2.9%
% of sales via mobile (including tablets)	53.6%	51.7%	52.9%	52.7%	56.8%
% of visits via mobile (including tablets)	70.2%	68.4%	69.3%	66.8%	71.4%