

# IMRG Capgemini

## Quarterly Benchmarking Results

### Q2 2016/17 (May to July 2016) – Platform Split

NB. For some metrics you will see the overall average for e-retail is higher than the platform split averages. This is due to the fact the sample size by platform is lower than total e-retail at present.

	<u>Total e-Retail</u>	<u>Smartphone</u>	<u>Tablet</u>	<u>Desktop/ Laptop</u>
Visitor bounce rate	30.6%	36.0%	29.8%	25.8%
Basket abandonment rate	59.2%	61.1%	60.5%	62.6%
Checkout abandonment rate	29.7%	38.5%	26.8%	25.1%
Average selling price per item	£31	£33	£32	£32
Average order value	£82	£68	£77	£80
PPC ROI per pound spent	£8.12	£3.11	£5.29	£6.25
Affiliate ROI per pound spent	£17.96	£20.05	£21.61	£22.94
Online marketing ROI per pound spent	£18.84	£8.52	£12.17	£21.19
% revenue derived from marketing method: paid	22.0%	22.5%	24.6%	20.3%
% revenue derived from marketing method: affiliate	6.9%	5.7%	5.7%	8.4%
% revenue derived from marketing method: email	12.7%	14.0%	11.7%	9.1%
% revenue derived from marketing method: natural	28.1%	24.7%	26.9%	34.1%
% revenue derived from marketing method: direct	22.9%	23.2%	22.9%	19.9%
% revenue derived from marketing method: social	0.8%	1.0%	0.3%	0.6%
% revenue derived from marketing method: display	0.8%	0.7%	0.8%	1.3%
% revenue derived from marketing method: other	5.3%	5.0%	4.4%	4.7%

## Clothing / Apparel Quarterly Benchmarking KPIs

	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016
Visitor bounce rate	30.2%	30.2%	29.8%	31.6%	30.4%
Active customer retention rate	21.8%	22.0%	21.9%	23.2%	22.8%
New customer %	59.3%	54.6%	59.1%	54.8%	54.2%
Average selling price per item	£36	£40	£40	£40	£36
Average order value	£68	£76	£65	£75	£73
PPC ROI per pound spent	£4.76	£4.19	£4.99	£4.96	£5.49
Affiliate ROI per pound spent	£21.38	£19.85	£20.88	£19.91	£19.69
Online marketing ROI per pound spent	£17.21	£16.20	£14.75	£16.06	£14.68
% revenue derived from marketing method: paid	20.6%	21.3%	26.0%	22.2%	23.1%
% revenue derived from marketing method: affiliate	10.2%	11.8%	9.9%	11.0%	10.4%
% revenue derived from marketing method: email	10.0%	9.1%	6.8%	10.0%	8.3%
% revenue derived from marketing method: natural	34.7%	34.7%	29.2%	30.3%	30.6%
% revenue derived from marketing method: direct	19.6%	19.5%	23.5%	21.7%	21.3%
% revenue derived from marketing method: social	0.5%	0.4%	0.6%	0.6%	0.8%
% revenue derived from marketing method: display	0.5%	0.3%	0.3%	0.4%	0.9%
% revenue derived from marketing method: other	4.0%	2.8%	3.7%	3.2%	4.6%
% of sales via mobile (including tablets)	46.9%	49.6%	53.6%	51.7%	52.9%
% of visits via mobile (including tablets)	65.0%	65.4%	70.2%	68.4%	69.3%