

February 2021 to April 2021 (Q1 2021)

IMRG Capgemini Quarterly Benchmark 1

Key Findings:

- Product Page views hit an all-time high with an average of 62% of sessions visiting a PDP.
- In tandem, add to bag rates dropped to a low of 15%
- Both of the above findings are likely a cause of the 'product page start rate' being high at 33% for Q1.

Quarterly Benchmark 1 – Q1 2021 – Platform Split

Q1 2021 (Feb,Mar,Apr)	Total Online Retail Market Average	Smartphone Market Average	Tablet Market Average	Desktop/Laptop Market Average
Visitor bounce rate	37%	40%	33%	29%
Basket abandonment rate	52%	59%	58%	52%
Checkout abandonment rate	39%	44%	36%	36%
Active Customer retention rate	28%	N/A	N/A	N/A
% of new customers	44%	40%	40%	37%
Percentage of units returned	20%	N/A	N/A	N/A
Average selling price per item	£27.87	£26.76	£27.25	£27.81
Average order value	£75.78	£65.72	£72.77	£81.57
PPC ROI per pound spent	£4.20	N/A	N/A	N/A
Affiliate ROI per pound spent	£10.01	N/A	N/A	N/A
Online marketing ROI per pound spent	£5.80	N/A	N/A	N/A
% revenue derived from marketing method: paid	26%	23%	24%	25%
% revenue derived from marketing method: affiliate	9%	9%	6%	12%
% revenue derived from marketing method: email	12%	12%	13%	10%
% revenue derived from marketing method: Organic	28%	25%	29%	31%
% revenue derived from marketing method: direct	19%	21%	22%	19%
% revenue derived from marketing method: social	3%	6%	4%	1%
% revenue derived from marketing method: display	0%	0%	0%	0%
% revenue derived from marketing method: other	4%	4%	2%	1%
Percentage of Sales via mobile devices	57%	N/A	N/A	N/A
Percentage of Visits via mobile devices	68%	N/A	N/A	N/A
Percentage of Click and Collect sales	19%	N/A	N/A	N/A

Quarterly Benchmark 2 – Q1 2021 –

		Q1 2021 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	62%	62%	62%	60%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	15%	15%	16%	20%
	Percentage of 'Add to bag' sessions that convert to checkout	49%	51%	50%	58%
	Percentage of checkout sessions that convert to payment	58%	56%	63%	65%
Site Navigation	Length of user session (secs)	237	231	331	370
	Home page bounce rate	16%	13%	10%	15%
	Home page exit rate	16%	15%	13%	17%
	Site search Percentage	15%	14%	15%	18%
	Search page exit rate	15%	13%	13%	12%
	Product page exit rate	38%	37%	34%	31%
	Home page start rate	26%	28%	25%	37%
	Product Page Start Rate	33%	35%	27%	25%
Customer engagement	Old customer reactivation rate	N/A			
	New visitor conversion rate	N/A			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	36%			

Figure 2: IMRG Quarterly benchmark for Q1 2021 – Feb,Mar,Apr

			Market Average
Device Share	Percentage of sales	Percentage of gross sales via mobile	47%
		Percentage of gross sales via Tablet	9%
		Percentage of gross sales via App (if applicable)	10%
		Percentage of gross sales via Desktop/laptop	40%
	Percentage of visits	Percentage of Visits via mobile	61%
		Percentage of Visits via Tablet	9%
		Percentage of Visits via App (if applicable)	8%
		Percentage of Visits via Desktop/laptop	26%

Quarterly Benchmarking KPIs

CLOTHING MARKET ONLY	Quarter 1 2020	Quarter 2 2020	Quarter 3 2020	Quarter 4 2020	Quarter 1 2021
Visitor bounce rate	35%	33%	30%	29%	39%
Active customer retention rate	N/A	42%	46%	N/A	N/A
New customer %	N/A	33%	32%	68%	69%
Average selling price per item	£30	£32	£26	£26	£41
Average order value	£54	£84	£58	£50	£79
PPC ROI per pound spent	N/A	£11	N/A	£4	N/A
Affiliate ROI per pound spent	N/A	£22	N/A	£12	N/A
Online marketing ROI per pound spent	N/A	£23	N/A	£7	N/A
% revenue derived from marketing method: paid	N/A	18%	26%	30%	31%
% revenue derived from marketing method: affiliate	N/A	8%	12%	15%	15%
% revenue derived from marketing method: email	N/A	15%	23%	15%	17%
% revenue derived from marketing method: natural	N/A	27%	20%	21%	20%
% revenue derived from marketing method: direct	N/A	24%	14%	13%	12%
% revenue derived from marketing method: social	N/A	3%	1%	2%	2%
% revenue derived from marketing method: display	N/A	0%	1%	1%	1%
% revenue derived from marketing method: other	N/A	9%	2%	2%	1%
% of sales via mobile (including tablets)	57%	57%	55%	69%	53%
% of visits via mobile (including tablets)	71%	71%	68%	78%	62%

Figure 3: IMRG Quarterly benchmark for showing clothing retailers only

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.