

## Quarterly Benchmark 1 – Q1 2019 – Platform Split

Q1 2019 (Feb,Mar,Apr)	<u>Total Online Retail Market Average</u>	<u>Smartphone Market Average</u>	<u>Tablet Market Average</u>	<u>Desktop/Laptop Market Average</u>
Visitor bounce rate	35.5%	39.6%	32.9%	29.1%
Basket abandonment rate	55.3%	57.2%	52.5%	47.6%
Checkout abandonment rate	34.3%	37.9%	31.1%	29.3%
Active Customer retention rate	37.6%	30.9%	33.5%	31.6%
% of new customers	41.9%	46.7%	41.2%	45.6%
Cancellations due to fraud	2.5%	N/A	N/A	N/A
Percentage of units returned	24.9%	17.3%	N/A	N/A
Average selling price per item	£30	£29	£30	£31
Average order value	£75	£67	£78	£83
PPC ROI per pound spent	£4.81	£3.24	£4.03	£6.56
Affiliate ROI per pound spent	£10.38	N/A	N/A	N/A
Online marketing ROI per pound spent	£6.22	N/A	N/A	N/A
% revenue derived from marketing method: paid	22.5%	24.5%	22.8%	24.7%
% revenue derived from marketing method: affiliate	8.5%	6.5%	6.4%	11.3%
% revenue derived from marketing method: email	11.9%	12.4%	13.4%	12.2%
% revenue derived from marketing method: Organic	27.9%	24.0%	27.6%	26.5%
% revenue derived from marketing method: direct	20.4%	22.2%	20.7%	14.5%
% revenue derived from marketing method: social	1.8%	2.8%	0.9%	0.6%
% revenue derived from marketing method: display	0.6%	0.5%	0.5%	0.8%
% revenue derived from marketing method: other	6.5%	7.1%	7.6%	9.2%
Percentage of Sales via mobile devices	61.2%	N/A	N/A	N/A
Percentage of Visits via mobile devices	72.9%	N/A	N/A	N/A
Percentage of Click and Collect sales	22.7%	18.9%	17.1%	19.9%

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.

Figure 1: IMRG Quarterly benchmark for Q1 2019 – Feb,Mar,Apr

## Quarterly Benchmark 2 – Q1 2019 – Extra Quarterly Metrics

		Q1 2019 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	56.3%	55.1%	56.8%	54.9%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	17.0%	16.1%	17.5%	20.8%
	Percentage of 'Add to bag' sessions that convert to checkout	45.9%	45.3%	46.9%	52.1%
	Percentage of checkout sessions that convert to payment	61.6%	55.6%	63.2%	64.9%
Site Navigation	Length of user session (secs)	258			
	Home page bounce rate	12.2%			
	Home page exit rate	13.1%			
	Site search Percentage	14.8%			
	Search page exit rate	14.0%			
	Product page exit rate	31.5%			
	Home page start rate	30.5%			
	Product Page Start Rate	26.2%			
Mobile and App data	Mobile device platform — Android share of sales	26.3%			
	Mobile device platform — iOS share of sales	49.3%			
Customer engagement	Old customer reactivation rate	27.4%			
	New visitor conversion rate	24.3%			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	29.7%			

Figure 2: IMRG Quarterly benchmark for Q1 2019 – Feb,Mar,Apr

## Quarterly Benchmarking KPIs

<b>CLOTHING MARKET ONLY</b>	<b>Q1 2018</b>	<b>Q2 2018</b>	<b>Q3 2018</b>	<b>Q4 2018</b>	<b>Q1 2019</b>
Visitor bounce rate	27.6%	33.0%	32.8%	33.3%	33.9%
Active customer retention rate	31.0%	29.7%	29.6%	23.0%	31.6%
New customer %	60.2%	54.7%	53.5%	42.6%	47.2%
Average selling price per item	£36	£50	£47	£29	£21
Average order value	£58	£80	£102	£65	£54
PPC ROI per pound spent	£4.11	£8.41	£6.55	£4.99	£3.32
Affiliate ROI per pound spent	£10.28	£22.60	£12.51	£7.90	£10.19
Online marketing ROI per pound spent	£9.54	£22.61	£9.46	£7.15	£4.96
% revenue derived from marketing method: paid	28.9%	27.3%	26.3%	22.2%	24.2%
% revenue derived from marketing method: affiliate	8.1%	11.8%	8.7%	10.7%	9.3%
% revenue derived from marketing method: email	7.4%	8.2%	16.1%	14.9%	15.7%
% revenue derived from marketing method: natural	28.5%	29.3%	30.4%	28.5%	32.1%
% revenue derived from marketing method: direct	19.6%	16.0%	13.0%	19.2%	13.9%
% revenue derived from marketing method: social	1.4%	1.6%	2.0%	1.4%	1.5%
% revenue derived from marketing method: display	1.0%	1.2%	1.7%	1.5%	1.1%
% revenue derived from marketing method: other	4.6%	4.5%	4.2%	6.0%	2.6%
% of sales via mobile (including tablets)	47.6%	50.9%	56.3%	55.4%	64.8%
% of visits via mobile (including tablets)	58.5%	76.6%	74.3%	70.6%	80.2%

Figure 3: IMRG Quarterly benchmark for Q1 2019 showing clothing retailers only – Feb, Mar, Apr