

There are two IMRG Capgemini Quarterly Benchmarks. Each one contains a variety of market benchmarks for online retail websites. Quarterly Benchmark 1 has been running since 2010, Quarterly Benchmark 2 has been running since mid-2017.

Quarterly Benchmark 1 – Q2 2020 – Platform Split

Q2 2020 (May,June,July)	Total Online Retail Market Average	Smartphone Market Average	Tablet Market Average	Desktop/Laptop Market Average
Visitor bounce rate	36%	39%	34%	30%
Basket abandonment rate	55%	59%	55%	51%
Checkout abandonment rate	34%	39%	33%	32%
Active Customer retention rate	42%	N/A	N/A	N/A
% of new customers	38%	47%	51%	51%
Percentage of units returned	24%	N/A	N/A	N/A
Average selling price per item	£23	£23	£22	£23
Average order value	£68	£56	£60	£67
PPC ROI per pound spent	£6	N/A	N/A	N/A
Affiliate ROI per pound spent	£11	£28	£27	£27
Online marketing ROI per pound spent	£10	£65	£72	£76
% revenue derived from marketing method: paid	19%	20%	19%	21%
% revenue derived from marketing method: affiliate	8%	8%	6%	11%
% revenue derived from marketing method: email	13%	14%	14%	11%
% revenue derived from marketing method: Organic	32%	26%	32%	36%
% revenue derived from marketing method: direct	21%	21%	20%	18%
% revenue derived from marketing method: social	3%	5%	4%	2%
% revenue derived from marketing method: display	0%	0%	0%	0%
% revenue derived from marketing method: other	6%	7%	6%	6%
Percentage of Sales via mobile devices	59%	N/A	N/A	N/A
Percentage of Visits via mobile devices	70%	N/A	N/A	N/A
Percentage of Click and Collect sales	15%	16%	9%	14%

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 Q2 2020 – May,June,July2020

Quarterly Benchmark 2 – Q2 2020 – Extra Quarterly Metrics

		Q2 2020 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	58%	60%	60%	58%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	19%	18%	19%	24%
	Percentage of 'Add to bag' sessions that convert to checkout	47%	45%	46%	52%
	Percentage of checkout sessions that convert to payment	64%	61%	66%	67%
Site Navigation	Length of user session (secs)	290			
	Home page bounce rate	11%			
	Home page exit rate	13%			
	Site search Percentage	17%			
	Search page exit rate	14%			
	Product page exit rate	34%			
	Home page start rate	31%			
Customer engagement	Product Page Start Rate	28%			
	Old customer reactivation rate	10%			
Discounting	New visitor conversion rate	13%			
	Discount rate (% of gross revenue generated from items on sale/discount)	31%			

Figure 2: IMRG Quarterly benchmark for Q2 2020 - May, June, July

Quarterly Benchmark 3 – Q2 2020 – Device Sales Share

			Market Average
Device Share	Percentage of sales	Percentage of gross sales via mobile	47.98%
		Percentage of gross sales via Tablet	11.28%
		Percentage of gross sales via App (if applicable)	12.73%
		Percentage of gross sales via Desktop/laptop	33.62%
	Percentage of visits	Percentage of Visits via mobile	61.88%
		Percentage of Visits via Tablet	11.03%
		Percentage of Visits via App (if applicable)	11.28%
		Percentage of Visits via Desktop/laptop	20.78%

Figure 3: IMRG Quarterly benchmark showing Device sales Share

Quarterly Benchmarking KPIs

CLOTHING MARKET ONLY	Quarter 2 2019	Quarter 3 2019	Quarter 4 2019	Quarter 1 2020	Quarter 2 2020
Visitor bounce rate	33.03%	34.17%	35.63%	35.4%	33%
Active customer retention rate	36.82%	31.81%	34.40%	N/A	42%
New customer %	48.03%	47.06%	46.28%	N/A	33%
Average selling price per item	£22	£23	£21	£30	£31.57
Average order value	£65	£59	£60	£54	£84.06
PPC ROI per pound spent	£6.92	£3.11	£3.65	N/A	£10.92
Affiliate ROI per pound spent	£11.93	£10.65	£13.36	N/A	£21.83
Online marketing ROI per pound spent	£10.53	£7.32	£9.60	N/A	£22.60
% revenue derived from marketing method: paid	24.99%	23.41%	25.54%	N/A	18%
% revenue derived from marketing method: affiliate	8.54%	11.11%	8.39%	N/A	8%
% revenue derived from marketing method: email	12.87%	12.47%	15.28%	N/A	15%
% revenue derived from marketing method: natural	31.46%	33.10%	29.71%	N/A	27%
% revenue derived from marketing method: direct	16.84%	16.03%	17.70%	N/A	24%
% revenue derived from marketing method: social	1.41%	1.26%	1.14%	N/A	3%
% revenue derived from marketing method: display	0.57%	0.49%	0.35%	N/A	0%
% revenue derived from marketing method: other	3.62%	2.14%	1.96%	N/A	9%
% of sales via mobile (including tablets)	56.79%	65.58%	55.73%	56.9%	57%
% of visits via mobile (including tablets)	71.33%	81.02%	72.71%	70.7%	71%

Figure 4: IMRG Quarterly benchmark for showing clothing retailers only