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 – Q4 2019/20 – Platform Split

Q4 2019/20 (Nov,Dec,Jan)	Total Online Retail Market Average	Smartphone Market Average	Tablet Market Average	Desktop/Laptop Market Average
Visitor bounce rate	34.0%	37.5%	31.2%	26.6%
Basket abandonment rate	57.3%	57.3%	52.5%	47.4%
Checkout abandonment rate	34.0%	39.7%	31.3%	29.4%
Active Customer retention rate	33.8%	36.0%	39.3%	37.2%
% of new customers	41.1%	41.7%	39.9%	43.2%
Cancellations due to fraud	2.0%	N/A	N/A	N/A
Percentage of units returned	14.8%	14.5%	17.9%	17.3%
Average selling price per item	£22.32	£23.51	£24.68	£24.40
Average order value	£61.41	£55.52	£60.15	£64.10
PPC ROI per pound spent	£3.19	N/A	N/A	N/A
Affiliate ROI per pound spent	£13.76	N/A	N/A	N/A
Online marketing ROI per pound spent	£10.55	N/A	N/A	N/A
% revenue derived from marketing method: paid	23.6%	25.5%	23.5%	21.1%
% revenue derived from marketing method: affiliate	8.6%	7.5%	6.5%	10.7%
% revenue derived from marketing method: email	11.0%	12.2%	13.0%	9.7%
% revenue derived from marketing method: Organic	30.0%	25.3%	28.7%	32.3%
% revenue derived from marketing method: direct	20.6%	21.9%	21.8%	19.8%
% revenue derived from marketing method: social	1.2%	1.9%	1.2%	0.4%
% revenue derived from marketing method: display	0.5%	0.5%	0.4%	0.5%
% revenue derived from marketing method: other	4.7%	5.3%	5.0%	5.6%
Percentage of Sales via mobile devices	61.3%	N/A	N/A	N/A
Percentage of Visits via mobile devices	73.6%	N/A	N/A	N/A
Percentage of Click and Collect sales	39.9%	50.4%	45.0%	41.5%

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 Q4 2019/20 – Nov,Dec,Jan

Quarterly Benchmark 2 – Q4 2019/20 – Extra Quarterly Metrics

		Q4 2019 Market Average	Smartphone	Tablet	Desktop
Customer Funnel	Percentage of total visits that view a product page	58.5%	57.5%	56.9%	58.6%
	Percentage of sessions that convert from a product page view to 'Add item to bag'	15.2%	14.1%	16.0%	17.3%
	Percentage of 'Add to bag' sessions that convert to checkout	45.0%	40.1%	44.1%	48.3%
	Percentage of checkout sessions that convert to payment	60.5%	60.0%	63.0%	65.9%
Site Navigation	Length of user session (secs)	319s			
	Home page bounce rate	12.9%			
	Home page exit rate	18.1%			
	Site search Percentage	23.8%			
	Search page exit rate	16.6%			
	Product page exit rate	28.6%			
	Home page start rate	30.5%			
	Product Page Start Rate	26.0%			
Customer engagement	Old customer reactivation rate	8.3%			
	New visitor conversion rate	8.1%			
Discounting	Discount rate (% of gross revenue generated from items on sale/discount)	36.4%			

Figure 2: IMRG Quarterly benchmark for Q4 2019/20 – Nov,Dec,Jan

Quarterly Benchmarking KPIs

CLOTHING MARKET ONLY	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019
Visitor bounce rate	26.0%	27.6%	33.0%	34.2%	35.6%
Active customer retention rate	31.4%	30.9%	36.8%	31.8%	34.4%
New customer %	59.4%	60.2%	48.0%	47.1%	46.3%
Average selling price per item	£30.60	£35.70	£22.23	£22.74	£21.36
Average order value	£62.07	£57.86	£65.11	£58.84	£60.18
PPC ROI per pound spent	£4.74	£4.11	£6.92	£3.11	£3.65
Affiliate ROI per pound spent	£10.29	£10.28	£11.93	£10.65	£13.36
Online marketing ROI per pound spent	£12.39	£9.54	£10.53	£7.32	£9.60
% revenue derived from marketing method: paid	31.4%	28.9%	25.0%	23.4%	25.5%
% revenue derived from marketing method: affiliate	10.0%	8.1%	8.5%	11.1%	8.4%
% revenue derived from marketing method: email	6.8%	7.4%	12.9%	12.5%	15.3%
% revenue derived from marketing method: natural	30.7%	28.5%	31.5%	33.1%	29.7%
% revenue derived from marketing method: direct	15.0%	19.6%	16.8%	16.0%	17.7%
% revenue derived from marketing method: social	2.0%	1.4%	1.4%	1.3%	1.1%
% revenue derived from marketing method: display	1.2%	1.6%	0.6%	0.5%	0.4%
% revenue derived from marketing method: other	3.0%	4.6%	3.6%	2.1%	2.0%
% of sales via mobile (including tablets)	48.2%	47.6%	56.8%	65.6%	55.7%
% of visits via mobile (including tablets	58.5%	58.5%	71.3%	81.0%	72.7%

Figure 3: IMRG Quarterly benchmark for showing clothing retailers only