



LIVEmark Retail Benchmarks (in United Kingdom)

To learn more about Coremetrics LIVEmark, visit www.coremetrics.co.uk/solutions/benchmarking.php

Session Traffic Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
One Page Session ¹	21.10%	20.69%	1.98%	19.59%	7.71%
Multi Page Session ²	78.90%	79.31%	-0.52%	80.41%	-1.88%
Browser Session ³	57.14%	57.80%	-1.14%	58.96%	-3.09%
Shopping Cart Sessions ⁴	9.50%	9.58%	-0.84%	9.78%	-2.86%
Order Sessions ⁵	4.84%	4.93%	-1.83%	4.99%	-3.01%

Visitor Experience Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Page Views Per Session ⁶	11.93	12.12	-1.58%	12.42	-3.93%
Product Page Views Per Session ⁷	2.42	2.46	-1.81%	2.63	-8.03%
Average Time on Site (in seconds) ⁸	536.99	538.84	-0.34%	538.84	-0.34%

Transaction Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Average Items/Order ⁹	2.70	2.06	30.71%	2.04	32.25%
Average Order Value ¹⁰	£50.32	£48.65	3.41%	£118.67	-57.60%
Shopping Cart Conversion Rate ¹¹	51.63%	52.45%	-1.56%	52.08%	-0.86%
Shopping Cart Abandonment ¹²	48.37%	47.55%	1.72%	47.92%	0.94%
New Visitor Conversion Rate ¹³	3.04%	3.19%	-4.70%	3.36%	-9.52%

On site Search Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
On-Site Search Session ¹⁴	35.20%	36.86%	-4.50%	35.30%	-0.28%
On-site Search Conversion Rate ¹⁵	8.44%	8.46%	-0.24%	8.44%	0.00%
On-site Search Average Order Value ¹⁶	£53.37	£38.94	37.05%	£131.03	-59.27%

Marketing Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Direct Load					
Traffic % ¹⁷	53.67%	53.81%	-0.26%	63.10%	-14.94%
Sales % ¹⁸	58.94%	60.18%	-2.06%	77.00%	-23.45%
Conversion Rate ¹⁹	5.93%	6.13%	-3.26%	5.88%	0.85%

Natural Search	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Traffic % ²⁰	19.15%	18.73%	2.24%	14.77%	29.65%
Sales % ²¹	13.07%	13.08%	-0.08%	7.55%	73.11%
Conversion Rate ²²	2.87%	2.82%	1.77%	3.16%	-9.18%

Referrals	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Traffic % ²³	5.11%	4.68%	9.19%	5.38%	-5.02%
Sales % ²⁴	3.08%	2.90%	6.21%	3.49%	-11.75%
Referral Conversion Rate ²⁵	3.58%	3.49%	2.58%	3.51%	1.99%

About Coremetrics LIVEmark Benchmarks:

Session Traffic Summary Metrics

- 1. One Page Session %** Out of all sessions, the percentage in which visitors immediately departed the site (i.e. only one page was viewed by the visitor during the session).
- 2. Multi-Page Session %** Out of all sessions, the percentage in which visitors did not immediately depart the site (i.e., more than one page viewed by the visitor during the session).
- 3. Browser Session %** Out of all sessions, the percentage in which visitors viewed at least one product page.
- 4. Shopping Cart Session %** Out of all sessions, the percentage in which visitors placed at least one item in their shopping cart.
- 5. Order Session %** Out of all sessions, the percentage in which visitors completed an order.

Visitor Experience Summary Metrics

- 6. Page Views / Session** The average number of pages viewed by visitors per session.
- 7. Product Views / Session** The average number of products viewed by visitors per session.
- 8. Average Session Length** The average length of time for a visitor session.

Transactions Summary Metrics

- 9. Average Items per Order** The average number of items purchased per order.
- 10. Average Order Value** The average value of each order.
- 11. Shopping Cart Conversion %** Out of all visitors who placed items in their shopping carts, this is the percentage that went on to place an order.
- 12. Shopping Cart Abandonment %** Out of visitors who placed items in their shopping carts, this is the percentage that did not go on to place an order.
- 13. New Visitor Conversion %** Out of all new visitor sessions, this is the percentage that completed an order.

On-Site Search Summary Metrics

- 14. On-Site Search Session** Out of all sessions, the percentage in which visitors used on-site search capabilities.
- 15. On-Site Search Conversion** Out of all sessions where visitors used your on-site search capabilities, this is the percentage that also completed an order.
- 16. On-Site Search Average Order Value** The average value of orders that were placed during sessions involving one or more on-site search.

Marketing Summary Metrics

- 17. Direct Load - % of Site Traffic** Out of all tracked visitor sessions for the specified time period, the percentage attributable to a direct load of the site.
- 18. Direct Load - % of Sales** Out of all sales for tracked visitor sessions for the specified time period, the percentage attributable to a direct load of the site.
- 19. Direct Load - Session Conversion Rate** Out of all sessions tracked for the specified time period attributable to a direct load of the site, the percentage including an order.
- 20. Natural Search - % of Site Traffic** Out of all tracked visitor sessions for the specified time period, the percentage attributable to a natural search link from a search engine.
- 21. Natural Search - % of Sales** Out of all sales for tracked visitor sessions for the specified time period, the percentage attributable to a natural search link from a search engine.

22. Natural Search - Session Conversion Rate	Out of all sessions, the percentage that included visitors viewing at least one product page.
23. Referrals - % of Site Traffic	Out of all tracked visitor sessions for the specified time period, the percentage attributable to a referring site.
24. Referrals - % of Sales	Out of all sales for tracked visitor sessions for the specified time period, the percentage attributable to a referring site.
25. Referrals - Session Conversion Rate	Out of all sessions tracked for the specified time period that was attributable to a referring site, the percentage that included an order.