



Coremetrics Benchmark  
December UK Retail

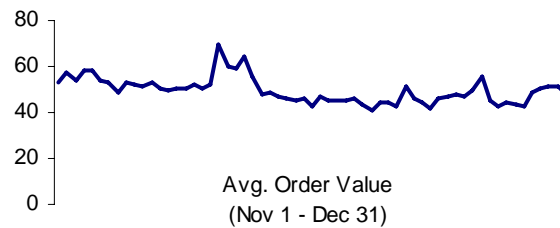
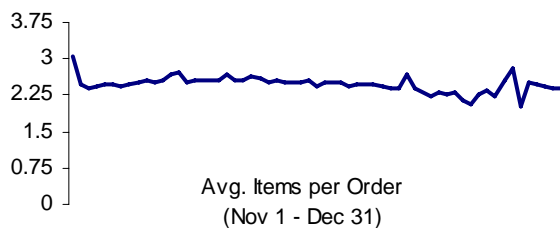
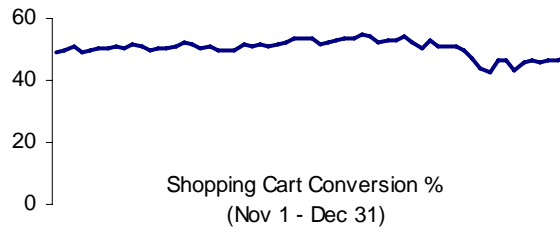
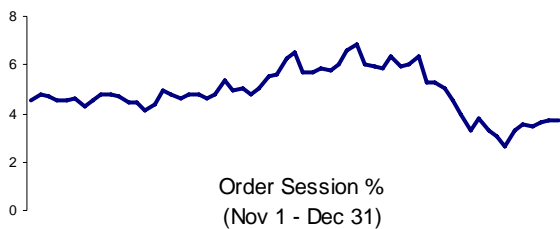


**Mixed ecommerce signals in December**

Key performance indicators of Coremetrics Benchmark UK Retail were mixed in December compared to November. Almost across the board, sharp decreased appeared relative to December 2007 activities. Percentage of sessions that included orders increased from November by 6.5%, but decreased by the same amount compared to December 2007.

Average items per order increased by 1.5%, while average order value decreased by 14% compared to November. New visitor conversion rate increased by 5.5%.

Daily trends for select key performance indicators are shown below for the period of November 1<sup>st</sup> through December 31<sup>st</sup> 2008:



**Source: Coremetrics Benchmark**

For more information about Coremetrics Benchmark, please visit <http://coremetrics.co.uk>



## 2008 December Data

## UK Retail

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	22.00%	22.28%	-1.26%	18.34%	19.96%
Multi Page Session <sup>2</sup>	78.00%	77.72%	0.36%	81.66%	-4.48%
Browser Session <sup>3</sup>	53.31%	54.50%	-2.18%	55.61%	-4.14%
Shopping Cart Sessions <sup>4</sup>	10.31%	9.64%	6.95%	10.56%	-2.37%
Order Sessions <sup>5</sup>	5.14%	4.82%	6.64%	5.48%	-6.20%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	11.54	11.46	0.71%	12.87	-10.30%
Product Page Views Per Session <sup>7</sup>	2.07	2.09	-0.56%	2.28	-8.94%
Average Time on Site (in seconds) <sup>8</sup>	466.07	460.53	1.20%	539.55	-13.62%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	2.60	2.55	1.65%	2.43	6.92%
Average Order Value <sup>10</sup>	£45.58	£52.97	-13.95%	£48.70	-6.41%
Shopping Cart Conversion Rate <sup>11</sup>	51.04%	50.95%	0.18%	52.62%	-3.00%
Shopping Cart Abandonment <sup>12</sup>	48.96%	49.05%	-0.18%	47.38%	3.33%
New Visitor Conversion Rate <sup>13</sup>	3.18%	3.01%	5.65%	3.44%	-7.56%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	34.71%	35.47%	-2.14%	37.39%	-7.17%

## About Coremetrics Benchmark

### *Session Traffic Summary Metrics*

- |                                   |  |
|-----------------------------------|--|
| <b>1. One Page Session %</b>      | The percentage of sessions in which visitors only viewed one page before leaving the site.     |
| <b>2. Multi-Page Session %</b>    | The percentage of sessions in which visitors viewed more than one page.                        |
| <b>3. Browser Session %</b>       | The percentage of sessions in which visitors viewed at least one product page.                 |
| <b>4. Shopping Cart Session %</b> | The percentage of sessions in which visitors placed at least one item in their shopping carts. |
| <b>5. Order Session %</b>         | The percentage of sessions in which visitors completed an order.                               |

### *Visitor Experience Summary Metrics*

- |                                   |  |
|-----------------------------------|--|
| <b>6. Page Views / Session</b>    | The average number of pages viewed by visitors per session.    |
| <b>7. Product Views / Session</b> | The average number of products viewed by visitors per session. |
| <b>8. Average Time on Site</b>    | The average length of time for a visitor session.              |

### *Transactions Summary Metrics*

- |  |  |
|--|--|
| <b>9. Average Items / Order</b>        | The average number of items purchased per order.   |
| <b>10. Average Order Value</b>         | The average value of each order.   |
| <b>11. Shopping Cart Conversion %</b>  | Out of all visitors who placed items in their shopping carts, the percentage that placed an actual order.        |
| <b>12. Shopping Cart Abandonment %</b> | Out of all visitors who placed items in their shopping carts, the percentage that did not place an actual order. |
| <b>13. New Visitor Conversion %</b>    | Out of all new visitor sessions, the percentage that completed an order.   |

### *On-Site Search Summary Metrics*

- |                                     |   |
|-------------------------------------|---|
| <b>14. On-Site Search Session %</b> | Out of all sessions, the percentage in which visitors used on-site search capabilities. |
|-------------------------------------|---|

