



# Coremetrics Benchmark Retail (in United Kingdom)

To learn more about Coremetrics Benchmark, visit [www.coremetrics.co.uk/solutions/benchmarking.php](http://www.coremetrics.co.uk/solutions/benchmarking.php)

Session Traffic Summary	Jan-09	Dec-08	% Change (m/m)	Jan-08	% Change (y/y)
One Page Session <sup>1</sup>	22.42%	22.00%	1.91%	19.81%	13.18%
Multi Page Session <sup>2</sup>	77.58%	78.00%	-0.54%	80.19%	-3.25%
Browser Session <sup>3</sup>	54.83%	53.31%	2.85%	56.78%	-3.43%
Shopping Cart Sessions <sup>4</sup>	8.59%	10.31%	-16.68%	9.20%	-6.63%
Order Sessions <sup>5</sup>	3.98%	5.14%	-22.57%	4.67%	-14.78%

Visitor Experience Summary	Jan-09	Dec-08	% Change (m/m)	Jan-08	% Change (y/y)
Page Views Per Session <sup>6</sup>	11.84	11.54	2.55%	12.88	-8.08%
Product Page Views Per Session <sup>7</sup>	2.26	2.07	9.00%	2.51	-9.88%
Average Time on Site (in seconds) <sup>8</sup>	462.20	466.07	-0.83%	535.14	-13.63%

Transaction Summary	Jan-09	Dec-08	% Change (m/m)	Jan-08	% Change (y/y)
Average Items/Order <sup>9</sup>	3.35	2.60	29.02%	2.51	33.58%
Average Order Value <sup>10</sup>	£55.25	£45.58	21.23%	£54.11	2.11%
Shopping Cart Conversion Rate <sup>11</sup>	47.01%	51.04%	-7.90%	51.19%	-8.17%
Shopping Cart Abandonment <sup>12</sup>	52.99%	48.96%	8.23%	48.81%	8.56%
New Visitor Conversion Rate <sup>13</sup>	2.62%	3.18%	-17.61%	3.04%	-13.82%

On site Search Summary	Jan-09	Dec-08	% Change (m/m)	Jan-08	% Change (y/y)
On-Site Search Session <sup>14</sup>	33.06%	34.71%	-4.75%	36.02%	-8.22%
On-site Search Conversion Rate <sup>15</sup>	7.01%	9.45%	-25.82%	7.85%	-10.70%
On-site Search Average Order Value <sup>16</sup>	£97.70	£42.69	128.87%	£41.78	133.85%

Marketing Summary					
	Jan-09	Dec-08	% Change (m/m)	Jan-08	% Change (y/y)
<b>Direct Load</b>					
Traffic % <sup>17</sup>	50.90%	49.82%	2.17%	54.18%	-6.05%
Sales % <sup>18</sup>	57.10%	56.68%	0.74%	62.85%	-9.15%
Conversion Rate <sup>19</sup>	4.81%	6.29%	-23.53%	5.83%	-17.50%

	Jan-09	Dec-08	% Change (m/m)	Jan-08	% Change (y/y)
<b>Natural Search</b>					
Traffic % <sup>20</sup>	19.69%	19.85%	-0.81%	19.91%	-1.10%
Sales % <sup>21</sup>	13.73%	13.77%	-0.29%	10.53%	30.39%
Conversion Rate <sup>22</sup>	2.58%	3.26%	-20.86%	2.63%	-1.90%

	Jan-09	Dec-08	% Change (m/m)	Jan-08	% Change (y/y)
<b>Referrals</b>					
Traffic % <sup>23</sup>	5.24%	5.36%	-2.24%	6.45%	-18.76%
Sales % <sup>24</sup>	3.16%	3.77%	-16.18%	4.58%	-31.00%
Referral Conversion Rate <sup>25</sup>	2.66%	3.99%	-33.33%	2.81%	-5.34%

# About Coremetrics Benchmark:

## Session Traffic Summary Metrics

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|-----------------------------------|--|
| <b>1. One Page Session %</b>      | 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).         |
| <b>2. Multi-Page Session %</b>    | 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). |
| <b>3. Browser Session %</b>       | Out of all sessions, the percentage in which visitors viewed at least one product page.  |
| <b>4. Shopping Cart Session %</b> | Out of all sessions, the percentage in which visitors placed at least one item in their shopping cart.   |
| <b>5. Order Session %</b>         | Out of all sessions, the percentage in which visitors completed an order.  |

## Visitor Experience Summary Metrics

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|-----------------------------------|--|
| <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 Session Length</b>  | The average length of time for a visitor session.              |

## Transactions Summary Metrics

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|--|--|
| <b>9. Average Items per 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, this is the percentage that went on to place an order.   |
| <b>12. Shopping Cart Abandonment %</b> | Out of visitors who placed items in their shopping carts, this is the percentage that did not go on to place an order. |
| <b>13. New Visitor Conversion %</b>    | Out of all new visitor sessions, this is the percentage that completed an order.                                       |

## On-Site Search Summary Metrics

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

## Marketing Summary Metrics

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

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