



Coremetrics Benchmark Retail (in United Kingdom)

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

Session Traffic Summary	Mar-09	Feb-09	% Change (m/m)	Mar-08	% Change (y/y)
One Page Session ¹	26.39%	24.26%	8.78%	21.55%	22.46%
Multi Page Session ²	73.61%	75.74%	-2.81%	78.45%	-6.17%
Browser Session ³	52.62%	53.84%	-2.27%	55.70%	-5.53%
Shopping Cart Sessions ⁴	8.57%	8.41%	1.90%	9.56%	-10.36%
Order Sessions ⁵	4.23%	3.95%	7.09%	4.90%	-13.67%

Visitor Experience Summary	Mar-09	Feb-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ⁶	11.07	11.06	0.10%	12.60	-12.15%
Product Views Per Session ⁷	2.09	2.12	-1.51%	2.47	-15.27%
Average Time on Site (in seconds) ⁸	454.03	450.42	0.80%	553.15	-17.92%

Transaction Summary	Mar-09	Feb-09	% Change (m/m)	Mar-08	% Change (y/y)
Average Items/Order ⁹	2.35	2.32	1.32%	2.52	-6.89%
Average Order Value ¹⁰	£57.09	£55.30	3.24%	£56.96	0.22%
Shopping Cart Conversion Rate ¹¹	49.90%	47.47%	5.12%	52.25%	-4.50%
Shopping Cart Abandonment ¹²	50.10%	52.53%	-4.63%	47.75%	4.92%
New Visitor Conversion Rate ¹³	3.04%	2.75%	10.55%	3.27%	-7.03%

On-Site Search Summary	Mar-09	Feb-09	% Change (m/m)	Mar-08	% Change (y/y)
On-Site Search Session ¹⁴	29.67%	31.76%	-6.58%	33.05%	-10.23%
On-site Search Conversion Rate ¹⁵	7.59%	7.04%	7.81%	8.60%	-11.74%
On-site Search Average Order Value ¹⁶	£42.90	£40.58	5.71%	£43.67	-1.78%

Marketing Summary	Mar-09	Feb-09	% Change (m/m)	Mar-08	% Change (y/y)
Direct Load					
Traffic % ¹⁷	51.97%	51.23%	1.44%	52.35%	-0.73%
Sales % ¹⁸	55.97%	56.90%	-1.63%	59.72%	-6.28%
Conversion Rate ¹⁹	4.79%	4.69%	2.13%	6.23%	-23.11%

Natural Search	Mar-09	Feb-09	% Change (m/m)	Mar-08	% Change (y/y)
Traffic % ²⁰	18.74%	19.15%	-2.14%	17.65%	6.18%
Sales % ²¹	14.01%	14.14%	-0.92%	10.05%	39.40%
Conversion Rate ²²	3.16%	2.84%	11.27%	2.68%	17.91%

Referrals	Mar-09	Feb-09	% Change (m/m)	Mar-08	% Change (y/y)
Traffic % ²³	5.34%	5.10%	4.71%	5.99%	-10.85%
Sales % ²⁴	2.87%	3.04%	-5.59%	4.09%	-29.83%
Referral Conversion Rate ²⁵	2.76%	2.76%	0.00%	2.98%	-7.38%

About Coremetrics Benchmark:

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.