



LIVEmark Retail Benchmarks (in United Kingdom)

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

Session Traffic Summary	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
One Page Session ¹	22.70%	21.64%	4.90%	20.56%	10.41%
Multi Page Session ²	77.30%	78.36%	-1.35%	79.44%	-2.69%
Browser Session ³	57.14%	58.09%	-1.64%	58.06%	-1.58%
Shopping Cart Sessions ⁴	9.11%	9.83%	-7.32%	9.73%	-6.37%
Order Sessions ⁵	4.49%	4.85%	-7.42%	4.89%	-8.18%

Visitor Experience Summary	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Page Views Per Session ⁶	11.75	12.61	-6.80%	12.93	-9.09%
Product Page Views Per Session ⁷	2.45	2.55	-4.09%	2.72	-9.93%
Average Time on Site (in seconds) ⁸	443.95	451.06	-1.58%	451.06	-1.58%

Transaction Summary	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Average Items/Order ⁹	2.45	3.54	-30.94%	2.70	-9.43%
Average Order Value ¹⁰	£56.90	£53.58	6.19%	£61.45	-7.41%
Shopping Cart Conversion Rate ¹¹	49.95%	49.94%	0.02%	50.68%	-1.44%
Shopping Cart Abandonment ¹²	50.05%	50.06%	-0.02%	49.32%	1.48%
New Visitor Conversion Rate ¹³	2.93%	3.14%	-6.69%	3.22%	-9.01%

On site Search Summary	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
On-Site Search Session ¹⁴	35.33%	34.60%	2.11%	34.74%	1.70%
On-site Search Conversion Rate ¹⁵	7.39%	7.80%	-5.26%	7.70%	-4.03%
On-site Search Average Order Value ¹⁶	£40.81	£44.32	-7.92%	£46.50	-12.23%

Marketing Summary					
	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Direct Load					
Traffic % ¹⁷	50.18%	50.25%	-0.14%	57.82%	-13.21%
Sales % ¹⁸	59.90%	59.57%	0.55%	64.88%	-7.68%
Conversion Rate ¹⁹	5.74%	6.12%	-6.21%	5.97%	-3.85%

	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Natural Search					
Traffic % ²⁰	18.68%	18.10%	3.20%	15.88%	17.63%
Sales % ²¹	10.08%	9.43%	6.89%	9.02%	11.75%
Conversion Rate ²²	2.65%	2.73%	-2.93%	2.98%	-11.07%

	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Referrals					
Traffic % ²³	6.47%	6.70%	-3.43%	7.10%	-8.87%
Sales % ²⁴	4.42%	4.76%	-7.14%	4.81%	-8.11%
Referral Conversion Rate ²⁵	2.99%	3.30%	-9.39%	2.87%	4.18%

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.