



# LIVemark Retail Benchmarks (in United States)

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Session Traffic Summary	May-2008	Apr-2008	% Change (m/m)	May-2007	% Change (y/y)
One Page Session <sup>1</sup>	23.61%	22.45%	5.17%	25.33%	-6.79%
Multi Page Session <sup>2</sup>	76.39%	77.55%	-1.50%	74.67%	2.30%
Browser Session <sup>3</sup>	48.75%	50.37%	-3.22%	47.22%	3.24%
Shopping Cart Sessions <sup>4</sup>	9.50%	9.17%	3.60%	8.78%	8.20%
Order Sessions <sup>5</sup>	3.01%	2.88%	4.51%	3.15%	-4.44%

Visitor Experience Summary	May-2008	Apr-2008	% Change (m/m)	May-2007	% Change (y/y)
Page Views Per Session <sup>6</sup>	13.06	13.64	-4.27%	14.34	-8.92%
Product Page Views Per Session <sup>7</sup>	3.48	3.67	-5.04%	3.72	-6.51%
Average Time on Site (in seconds) <sup>8</sup>	488.12	611.06	-20.12%	611.06	-20.12%

Transaction Summary	May-2008	Apr-2008	% Change (m/m)	May-2007	% Change (y/y)
Average Items/Order <sup>9</sup>	6.18	5.78	6.77%	6.28	-1.59%
Average Order Value <sup>10</sup>	\$122.82	\$128.26	-4.24%	\$121.23	1.31%
Shopping Cart Conversion Rate <sup>11</sup>	33.21%	32.81%	1.22%	37.74%	-12.00%
Shopping Cart Abandonment <sup>12</sup>	66.79%	67.19%	-0.60%	62.26%	7.28%
New Visitor Conversion Rate <sup>13</sup>	2.21%	2.06%	7.28%	2.42%	-8.68%

On site Search Summary	May-2008	Apr-2008	% Change (m/m)	May-2007	% Change (y/y)
On-Site Search Session <sup>14</sup>	14.68%	13.93%	5.38%	14.96%	-1.87%
On-site Search Conversion Rate <sup>15</sup>	6.56%	6.34%	3.47%	6.84%	-4.09%
On-site Search Average Order Value <sup>16</sup>	\$135.70	\$141.29	-3.96%	\$138.29	-1.88%

Marketing Summary					
Direct Load	May-2008	Apr-2008	% Change (m/m)	May-2007	% Change (y/y)
Traffic % <sup>17</sup>	47.71%	47.52%	0.40%	47.81%	-0.21%
Sales % <sup>18</sup>	64.45%	65.43%	-1.50%	66.35%	-2.86%
Conversion Rate <sup>19</sup>	3.64%	3.55%	2.54%	3.95%	-7.85%

Natural Search	May-2008	Apr-2008	% Change (m/m)	May-2007	% Change (y/y)
Traffic % <sup>20</sup>	13.02%	13.75%	-5.31%	10.98%	18.58%
Sales % <sup>21</sup>	8.27%	8.23%	0.49%	7.28%	13.60%
Conversion Rate <sup>22</sup>	2.02%	1.80%	12.22%	2.21%	-8.60%

Referrals	May-2008	Apr-2008	% Change (m/m)	May-2007	% Change (y/y)
Traffic % <sup>23</sup>	6.67%	5.98%	11.54%	5.88%	13.44%
Sales % <sup>24</sup>	2.27%	2.13%	6.57%	2.12%	7.08%
Referral Conversion Rate <sup>25</sup>	1.46%	1.51%	-3.31%	1.58%	-7.59%

# 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.