



LIVemark Retail Benchmarks (in United States)

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Session Traffic Summary	July 2008	June 2008	% Change (m/m)	July 2007	% Change (y/y)
One Page Session ¹	24.30%	23.82%	2.02%	23.03%	5.51%
Multi Page Session ²	75.70%	76.18%	-0.63%	76.97%	-1.65%
Browser Session ³	47.54%	48.17%	-1.31%	46.86%	1.45%
Shopping Cart Sessions ⁴	8.88%	9.15%	-2.95%	8.31%	6.86%
Order Sessions ⁵	2.70%	2.90%	-6.90%	2.80%	-3.57%

Visitor Experience Summary	July 2008	June 2008	% Change (m/m)	July 2007	% Change (y/y)
Page Views Per Session ⁶	12.17	12.07	0.87%	13.89	-12.38%
Product Page Views Per Session ⁷	3.13	3.22	-2.84%	3.24	-3.43%
Average Time on Site (in seconds) ⁸	469.83	466.49	0.72%	466.49	0.72%

Transaction Summary	July 2008	June 2008	% Change (m/m)	July 2007	% Change (y/y)
Average Items/Order ⁹	6.56	5.61	17.00%	6.37	3.05%
Average Order Value ¹⁰	\$145.48	\$144.92	0.39%	\$147.97	-1.68%
Shopping Cart Conversion Rate ¹¹	31.99%	33.22%	-3.70%	35.59%	-10.12%
Shopping Cart Abandonment ¹²	68.01%	66.78%	1.84%	64.41%	5.59%
New Visitor Conversion Rate ¹³	1.81%	2.03%	-10.84%	1.99%	-9.05%

On site Search Summary	July 2008	June 2008	% Change (m/m)	July 2007	% Change (y/y)
On-Site Search Session ¹⁴	13.36%	15.50%	-13.81%	17.31%	-22.82%
On-site Search Conversion Rate ¹⁵	5.61%	6.09%	-7.88%	6.24%	-10.10%
On-site Search Average Order Value ¹⁶	\$144.41	\$140.56	2.74%	\$173.35	-16.70%

Marketing Summary					
Direct Load	July 2008	June 2008	% Change (m/m)	July 2007	% Change (y/y)
Traffic % ¹⁷	51.18%	51.45%	-0.52%	51.44%	-0.51%
Sales % ¹⁸	72.94%	72.50%	0.61%	70.81%	3.01%
Conversion Rate ¹⁹	3.07%	3.29%	-6.69%	3.28%	-6.40%

Natural Search	July 2008	June 2008	% Change (m/m)	July 2007	% Change (y/y)
Traffic % ²⁰	12.45%	12.48%	-0.24%	11.29%	10.27%
Sales % ²¹	6.74%	6.87%	-1.89%	6.51%	3.53%
Conversion Rate ²²	2.02%	2.16%	-6.48%	2.19%	-7.76%

Referrals	July 2008	June 2008	% Change (m/m)	July 2007	% Change (y/y)
Traffic % ²³	6.33%	6.32%	0.16%	5.43%	16.57%
Sales % ²⁴	1.85%	1.86%	-0.54%	1.69%	9.47%
Referral Conversion Rate ²⁵	1.70%	1.72%	-1.16%	1.86%	-8.60%

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.