



LIVemark Retail Benchmarks (in United States)

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Session Traffic Summary	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
One Page Session ¹	25.99%	24.95%	4.17%	23.73%	9.52%
Multi Page Session ²	74.01%	75.05%	-1.39%	76.27%	-2.96%
Browser Session ³	49.11%	49.40%	-0.59%	48.42%	1.43%
Shopping Cart Sessions ⁴	8.87%	9.25%	-4.11%	8.66%	2.42%
Order Sessions ⁵	2.74%	2.85%	-3.86%	2.95%	-7.12%

Visitor Experience Summary	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Page Views Per Session ⁶	11.64	12.14	-4.10%	13.23	-12.05%
Product Page Views Per Session ⁷	3.06	3.43	-10.85%	3.38	-9.63%
Average Time on Site (in seconds) ⁸	479.87	481.33	-0.30%	481.33	-0.30%

Transaction Summary	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Average Items/Order ⁹	6.15	6.78	-9.20%	6.11	0.72%
Average Order Value ¹⁰	\$154.89	\$153.52	0.90%	\$152.79	1.38%
Shopping Cart Conversion Rate ¹¹	32.61%	32.48%	0.40%	35.95%	-9.29%
Shopping Cart Abandonment ¹²	67.39%	67.52%	-0.19%	64.05%	5.21%
New Visitor Conversion Rate ¹³	1.96%	1.97%	-0.51%	2.23%	-12.11%

On site Search Summary	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
On-Site Search Session ¹⁴	16.22%	13.46%	20.51%	16.48%	-1.58%
On-site Search Conversion Rate ¹⁵	5.85%	5.40%	8.33%	5.84%	0.17%
On-site Search Average Order Value ¹⁶	\$178.52	\$151.90	17.53%	\$168.84	5.74%

Marketing Summary					
Direct Load	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Traffic % ¹⁷	48.72%	49.71%	-1.99%	50.22%	-2.99%
Sales % ¹⁸	73.02%	73.26%	-0.33%	72.45%	0.79%
Conversion Rate ¹⁹	3.19%	3.27%	-2.45%	3.52%	-9.38%

Natural Search	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Traffic % ²⁰	13.59%	12.60%	7.86%	11.74%	15.76%
Sales % ²¹	7.83%	7.19%	8.90%	7.24%	8.15%
Conversion Rate ²²	2.12%	2.21%	-4.07%	2.37%	-10.55%

Referrals	Aug-08	Jul-08	% Change (m/m)	Aug-07	% Change (y/y)
Traffic % ²³	6.04%	6.26%	-3.51%	7.01%	-13.84%
Sales % ²⁴	1.81%	1.74%	4.02%	2.13%	-15.02%
Referral Conversion Rate ²⁵	1.77%	1.76%	0.57%	1.58%	12.03%

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.