

Coremetrics Benchmark
Black Friday Report



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For more information about Coremetrics Benchmark, please visit Coremetrics.com.



Summary

Sharp decreases in e-commerce activities on Black Friday 2008

Most of the key performance indicators that make up the Coremetrics Benchmark registered drops in ecommerce activities in the U.S. Retail vertical between Black Friday of 2008 and Black Friday of 2007. The exceptions were shopping cart sessions (up by 0.5 percent), average items per order (up 2.5 percent) and onsite search sessions (up 5 percent).

At the sub-vertical level there were a few bright spots. The big winners were the Department Stores and the Gifts sub-verticals. The Department Store sub-vertical saw a 12 percent increase in order sessions, 30 percent increase in average items per order, and 10 percent increases in average order value and in shopping cart conversion rate.

The Gifts sub-vertical registered an increase in the percentage of shopping cart and order sessions, as well as an up tick in transaction measurements. The average number of items per order, average order value, and new visitor conversion rate went up between 1 percent and 6 percent. Also, the Health and Beauty sub-vertical saw an increase in the percentage of browser and shopping cart sessions (6 percent and 10 percent respectively), as well as in average order value (10 percent). The Jewelry sub-vertical saw a large increase in shopping cart (80 percent) and order sessions (36 percent). When analyzing the percentage of orders across five groups of different average order values (< \$25, \$25-\$50, \$51-\$75, \$76-\$100 and > \$100), we see that most orders were concentrated around \$76-\$100. The same downward trend was noticed with 2008 Thanksgiving Saturday data.

Again, most key performing indicators were down across retail, with department stores showing strength in traffic and transaction-related measures.



2008 Black Friday Data

Retail

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	22.13%	20.87%	6.04%	25.97%	-14.79%
Multi Page Session ²	77.87%	79.13%	-1.59%	74.03%	5.19%
Browser Session ³	51.80%	52.99%	-2.25%	50.93%	1.71%
Shopping Cart Sessions ⁴	10.80%	10.75%	0.47%	8.69%	24.28%
Order Sessions ⁵	3.49%	3.55%	-1.69%	2.85%	22.46%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	12.63	13.81	-8.55%	11.51	9.69%
Product Views Per Session ⁷	2.86	3.12	-8.29%	2.74	4.72%
Average Time on Site (in seconds) ⁸	517.27	632.33	-18.20%	490.21	5.52%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	4.56	4.45	2.54%	5.42	-15.83%
Average Order Value ¹⁰	\$126.04	\$134.29	-6.15%	\$140.19	-10.10%
Shopping Cart Conversion Rate ¹¹	33.56%	34.87%	-3.76%	34.34%	-2.27%
Shopping Cart Abandonment ¹²	66.44%	65.13%	2.01%	65.66%	1.19%
New Visitor Conversion Rate ¹³	2.27%	2.61%	-13.03%	1.98%	14.65%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	18.44%	17.50%	5.37%	20.02%	-8.85%

Apparel

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	18.04%	16.51%	9.27%	19.85%	-9.12%
Multi Page Session ²	81.96%	83.49%	-1.83%	80.15%	2.26%
Browser Session ³	56.81%	58.65%	-3.14%	58.46%	-2.82%
Shopping Cart Sessions ⁴	11.90%	12.28%	-3.09%	10.35%	14.98%
Order Sessions ⁵	3.68%	3.92%	-6.12%	2.94%	25.17%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	15.57	17.01	-8.49%	15.01	3.69%
Product Views Per Session ⁷	5.97	6.42	-7.04%	5.66	5.42%
Average Time on Site (in seconds) ⁸	546.30	707.98	-22.84%	529.54	3.16%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	4.25	4.01	6.01%	3.61	17.63%
Average Order Value ¹⁰	\$105.87	\$114.52	-7.56%	\$108.92	-2.80%



Shopping Cart Conversion Rate ¹¹	31.94%	33.38%	-4.31%	29.22%	9.31%
Shopping Cart Abandonment ¹²	68.06%	66.62%	2.16%	70.78%	-3.84%
New Visitor Conversion Rate ¹³	2.72%	3.02%	-9.93%	1.99%	36.68%

	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On site Search Summary					
On-Site Search Session ¹⁴	8.21%	6.90%	18.99%	7.82%	4.99%

Department Store

	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Session Traffic Summary					
One Page Session ¹	15.15%	13.47%	12.47%	18.15%	-16.53%
Multi Page Session ²	84.85%	86.53%	-1.94%	81.85%	3.67%
Browser Session ³	52.55%	55.29%	-4.96%	52.59%	-0.08%
Shopping Cart Sessions ⁴	12.25%	12.12%	1.07%	8.42%	45.49%
Order Sessions ⁵	3.13%	2.78%	12.59%	1.64%	90.85%

	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Visitor Experience Summary					
Page Views Per Session ⁶	17.32	19.95	-13.15%	15.02	15.35%
Product Views Per Session ⁷	2.50	2.82	-11.23%	2.19	14.59%
Average Time on Site (in seconds) ⁸	553.11	808.74	-31.61%	450.25	22.84%

	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Transaction Summary					
Average Items/Order ⁹	4.80	3.68	30.27%	3.29	45.93%
Average Order Value ¹⁰	\$139.32	\$126.04	10.54%	\$131.32	6.09%
Shopping Cart Conversion Rate ¹¹	25.98%	23.71%	9.57%	19.82%	31.08%
Shopping Cart Abandonment ¹²	74.02%	76.29%	-2.98%	80.18%	-7.68%
New Visitor Conversion Rate ¹³	0.97%	1.76%	-44.89%	1.00%	-3.00%

	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On site Search Summary					
On-Site Search Session ¹⁴	17.55%	18.34%	-4.31%	15.30%	14.71%

General Merchandisers

	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Session Traffic Summary					
One Page Session ¹	20.66%	19.16%	7.83%	22.57%	-8.46%
Multi Page Session ²	79.34%	80.84%	-1.86%	77.43%	2.47%
Browser Session ³	66.17%	67.03%	-1.28%	61.31%	7.93%
Shopping Cart Sessions ⁴	7.68%	9.68%	-20.66%	6.47%	18.70%
Order Sessions ⁵	2.84%	3.32%	-14.46%	2.94%	-3.40%



Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	9.59	11.09	-13.57%	9.80	-2.21%
Product Views Per Session ⁷	2.76	3.06	-9.62%	2.60	6.54%
Average Time on Site (in seconds) ⁸	489.58	532.37	-8.04%	494.09	-0.91%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	1.89	2.02	-6.65%	3.30	-42.81%
Average Order Value ¹⁰	\$223.38	\$263.30	-15.16%	\$192.90	15.80%
Shopping Cart Conversion Rate ¹¹	40.50%	38.19%	6.05%	48.39%	-16.31%
Shopping Cart Abandonment ¹²	59.50%	61.81%	-3.74%	51.61%	15.29%
New Visitor Conversion Rate ¹³	1.91%	2.34%	-18.38%	2.00%	-4.50%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	33.01%	31.07%	6.24%	21.14%	56.15%

Gifts

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	37.27%	34.72%	7.34%	35.50%	4.99%
Multi Page Session ²	62.73%	65.28%	-3.91%	64.50%	-2.74%
Browser Session ³	57.40%	61.06%	-5.99%	58.56%	-1.98%
Shopping Cart Sessions ⁴	12.88%	12.26%	5.06%	14.12%	-8.78%
Order Sessions ⁵	6.61%	4.20%	57.38%	7.13%	-7.29%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	8.93	10.07	-11.35%	8.98	-0.58%
Product Views Per Session ⁷	2.26	2.49	-9.33%	2.24	0.73%
Average Time on Site (in seconds) ⁸	480.61	501.76	-4.21%	494.11	-2.73%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	2.35	2.21	6.50%	1.98	18.41%
Average Order Value ¹⁰	\$83.61	\$82.35	1.53%	\$73.89	13.15%
Shopping Cart Conversion Rate ¹¹	54.12%	54.65%	-0.97%	53.52%	1.12%
Shopping Cart Abandonment ¹²	45.88%	45.35%	1.17%	46.48%	-1.29%
New Visitor Conversion Rate ¹³	5.40%	5.29%	2.08%	6.14%	-12.05%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	19.74%	20.17%	-2.13%	16.66%	18.49%

Health and Beauty

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
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One Page Session ¹	24.31%	26.35%	-7.74%	26.93%	-9.73%
Multi Page Session ²	75.69%	73.65%	2.77%	73.07%	3.59%
Browser Session ³	49.68%	46.73%	6.31%	47.89%	3.74%
Shopping Cart Sessions ⁴	18.88%	17.19%	9.83%	11.54%	63.60%
Order Sessions ⁵	6.63%	7.19%	-7.79%	3.60%	84.17%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	12.35	13.17	-6.26%	10.04	23.05%
Product Views Per Session ⁷	2.22	4.30	-48.51%	1.85	19.62%
Average Time on Site (in seconds) ⁸	543.85	596.30	-8.80%	489.82	11.03%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	6.05	6.91	-12.46%	4.42	36.90%
Average Order Value ¹⁰	\$65.35	\$59.50	9.83%	\$67.08	-2.58%
Shopping Cart Conversion Rate ¹¹	35.96%	43.12%	-16.60%	31.90%	12.73%
Shopping Cart Abandonment ¹²	64.04%	56.88%	12.59%	68.10%	-5.96%
New Visitor Conversion Rate ¹³	4.36%	5.09%	-14.34%	2.52%	73.02%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	12.78%	11.57%	10.46%	13.35%	-4.27%

Home

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	22.03%	18.59%	18.50%	24.51%	-10.12%
Multi Page Session ²	77.97%	81.41%	-4.23%	75.49%	3.29%
Browser Session ³	56.86%	60.45%	-5.94%	56.25%	1.08%
Shopping Cart Sessions ⁴	8.83%	9.82%	-10.08%	7.42%	19.00%
Order Sessions ⁵	3.63%	4.20%	-13.57%	2.85%	27.37%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	10.11	13.81	-26.80%	9.85	2.62%
Product Views Per Session ⁷	3.35	4.07	-17.53%	3.22	3.98%
Average Time on Site (in seconds) ⁸	381.52	460.98	-17.24%	378.34	0.84%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	2.91	3.08	-5.49%	3.22	-9.33%
Average Order Value ¹⁰	\$126.70	\$147.31	-13.99%	\$136.93	-7.47%
Shopping Cart Conversion Rate ¹¹	42.44%	44.01%	-3.57%	39.63%	7.09%
Shopping Cart Abandonment ¹²	57.56%	55.99%	2.80%	60.37%	-4.65%
New Visitor Conversion Rate ¹³	2.81%	3.42%	-17.84%	2.18%	28.90%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	18.50%	16.38%	12.94%	14.08%	31.39%



Intimate Apparel

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	34.39%	26.94%	27.65%	39.29%	-12.47%
Multi Page Session ²	65.61%	73.06%	-10.20%	60.71%	8.07%
Browser Session ³	48.34%	54.04%	-10.55%	42.58%	13.53%
Shopping Cart Sessions ⁴	11.46%	11.10%	3.24%	10.03%	14.26%
Order Sessions ⁵	4.60%	4.31%	6.73%	4.21%	9.26%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	10.18	11.34	-10.24%	9.30	9.35%
Product Views Per Session ⁷	2.51	2.61	-4.15%	2.18	15.03%
Average Time on Site (in seconds) ⁸	430.83	448.63	-3.97%	428.42	0.56%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	4.23	4.41	-3.92%	4.21	0.63%
Average Order Value ¹⁰	\$63.00	\$71.31	-11.66%	\$65.44	-3.73%
Shopping Cart Conversion Rate ¹¹	42.06%	40.37%	4.19%	43.73%	-3.82%
Shopping Cart Abandonment ¹²	57.94%	59.63%	-2.83%	56.27%	2.97%
New Visitor Conversion Rate ¹³	3.59%	3.44%	4.36%	2.97%	20.88%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	11.99%	20.55%	-41.65%	11.47%	4.53%

Jewelry

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	25.31%	20.84%	21.45%	28.51%	-11.22%
Multi Page Session ²	74.69%	79.16%	-5.65%	71.49%	4.48%
Browser Session ³	26.35%	51.45%	-48.79%	27.42%	-3.90%
Shopping Cart Sessions ⁴	7.43%	4.12%	80.34%	5.77%	28.77%
Order Sessions ⁵	1.77%	1.30%	36.15%	1.16%	52.59%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	11.20	13.34	-16.04%	10.55	6.18%
Product Views Per Session ⁷	0.79	1.74	-54.51%	0.82	-2.97%
Average Time on Site (in seconds) ⁸	425.47	411.10	3.50%	417.98	1.79%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	1.86	1.84	0.56%	1.99	-6.55%
Average Order Value ¹⁰	\$217.58	\$264.14	-17.63%	\$212.53	2.38%
Shopping Cart Conversion Rate ¹¹	25.16%	32.34%	-22.20%	21.23%	18.51%
Shopping Cart Abandonment ¹²	74.84%	67.66%	10.61%	78.77%	-4.99%



New Visitor Conversion Rate ¹³	1.30%	1.00%	30.00%	0.79%	64.56%
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On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	26.31%	19.20%	37.03%	18.28%	43.93%

Niche Retail

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	34.61%	22.61%	53.07%	36.56%	-5.33%
Multi Page Session ²	65.39%	77.39%	-15.51%	63.44%	3.07%
Browser Session ³	26.44%	25.53%	3.56%	26.81%	-1.38%
Shopping Cart Sessions ⁴	9.66%	8.81%	9.65%	9.13%	5.81%
Order Sessions ⁵	4.35%	4.30%	1.16%	3.77%	15.38%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	12.51	14.85	-15.74%	11.62	7.62%
Product Views Per Session ⁷	1.16	1.23	-5.57%	1.20	-3.19%
Average Time on Site (in seconds) ⁸	606.67	741.38	-18.17%	575.56	5.40%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	18.07	19.73	-8.40%	20.60	-12.28%
Average Order Value ¹⁰	\$49.17	\$48.12	2.19%	\$53.33	-7.79%
Shopping Cart Conversion Rate ¹¹	47.38%	51.79%	-8.52%	43.16%	9.78%
Shopping Cart Abandonment ¹²	52.62%	48.21%	9.15%	56.84%	-7.42%
New Visitor Conversion Rate ¹³	3.54%	3.58%	-1.12%	3.05%	16.07%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	9.43%	9.85%	-4.26%	14.20%	-33.59%

Office Supply/Electronics

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	25.65%	23.84%	7.59%	32.24%	-20.44%
Multi Page Session ²	74.35%	76.16%	-2.38%	67.76%	9.73%
Browser Session ³	42.31%	46.84%	-9.67%	42.81%	-1.17%
Shopping Cart Sessions ⁴	9.13%	9.62%	-5.09%	7.42%	23.05%
Order Sessions ⁵	2.77%	2.94%	-5.78%	2.89%	-4.15%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	6.94	7.97	-12.95%	6.81	1.88%
Product Views Per Session ⁷	0.88	1.17	-24.59%	1.03	-13.99%
Average Time on Site (in seconds) ⁸	381.20	400.17	-4.74%	391.59	-2.65%



Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	3.26	2.92	11.67%	8.81	-62.99%
Average Order Value ¹⁰	\$151.18	\$161.96	-6.66%	\$239.12	-36.78%
Shopping Cart Conversion Rate ¹¹	31.51%	33.11%	-4.83%	41.26%	-23.63%
Shopping Cart Abandonment ¹²	68.49%	66.89%	2.39%	58.74%	16.60%
New Visitor Conversion Rate ¹³	1.88%	1.72%	9.30%	1.48%	27.03%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	21.50%	22.78%	-5.62%	26.17%	-17.84%

Outdoor Apparel and Gear

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	23.37%	20.19%	15.75%	24.85%	-5.96%
Multi Page Session ²	76.63%	79.81%	-3.98%	75.15%	1.97%
Browser Session ³	58.60%	60.20%	-2.66%	58.81%	-0.36%
Shopping Cart Sessions ⁴	10.23%	9.96%	2.71%	9.04%	13.16%
Order Sessions ⁵	3.94%	4.14%	-4.83%	3.14%	25.48%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	12.08	14.56	-16.97%	12.28	-1.60%
Product Views Per Session ⁷	2.53	3.03	-16.39%	2.58	-1.71%
Average Time on Site (in seconds) ⁸	748.59	848.22	-11.75%	748.61	0.00%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	2.84	2.82	0.79%	2.80	1.46%
Average Order Value ¹⁰	\$116.85	\$118.47	-1.37%	\$115.38	1.27%
Shopping Cart Conversion Rate ¹¹	39.04%	42.46%	-8.05%	35.17%	11.00%
Shopping Cart Abandonment ¹²	60.96%	57.54%	5.94%	64.83%	-5.97%
New Visitor Conversion Rate ¹³	2.89%	3.21%	-9.97%	2.20%	31.36%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	24.15%	17.90%	34.92%	22.87%	5.60%

Pets

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	20.02%	19.18%	4.38%	21.55%	-7.10%
Multi Page Session ²	79.98%	80.82%	-1.04%	78.45%	1.95%
Browser Session ³	51.25%	51.53%	-0.54%	47.84%	7.13%
Shopping Cart Sessions ⁴	8.60%	9.02%	-4.66%	8.06%	6.70%



Order Sessions ⁵	2.76%	3.19%	-13.48%	229.00%	-98.79%
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Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	8.48	11.51	-26.34%	7.55	12.28%
Product Views Per Session ⁷	1.89	2.11	-10.25%	1.60	18.41%
Average Time on Site (in seconds) ⁸	403.63	418.83	-3.63%	394.87	2.22%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	4.37	5.00	-12.56%	4.75	-7.94%
Average Order Value ¹⁰	\$76.31	\$70.30	8.56%	\$71.28	7.06%
Shopping Cart Conversion Rate ¹¹	32.74%	36.01%	-9.08%	29.18%	12.20%
Shopping Cart Abandonment ¹²	67.26%	63.99%	5.11%	70.82%	-5.03%
New Visitor Conversion Rate ¹³	1.85%	2.23%	-17.04%	1.44%	28.47%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	17.59%	20.76%	-15.27%	13.95%	26.09%

Specialty Retail

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	37.60%	29.51%	27.41%	41.04%	-8.38%
Multi Page Session ²	62.40%	70.49%	-11.48%	58.96%	5.83%
Browser Session ³	72.51%	74.36%	-2.49%	74.13%	-2.19%
Shopping Cart Sessions ⁴	11.44%	10.58%	8.13%	10.73%	6.62%
Order Sessions ⁵	4.65%	4.82%	-3.53%	4.48%	3.79%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	8.99	9.51	-5.44%	7.31	23.00%
Product Views Per Session ⁷	3.19	3.39	-5.81%	2.80	13.82%
Average Time on Site (in seconds) ⁸	388.28	383.80	1.17%	387.38	0.23%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	1.99	2.08	-4.43%	3.54	-43.78%
Average Order Value ¹⁰	\$130.22	\$138.43	-5.93%	\$226.21	-42.43%
Shopping Cart Conversion Rate ¹¹	44.37%	48.86%	-9.19%	45.34%	-2.14%
Shopping Cart Abandonment ¹²	55.63%	51.14%	8.78%	54.66%	1.77%
New Visitor Conversion Rate ¹³	3.84%	4.21%	-8.79%	3.34%	14.97%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	19.24%	19.37%	-0.67%	20.49%	-6.10%



Sports Apparel and Gear

Session Traffic Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
One Page Session ¹	25.18%	26.20%	-3.89%	27.71%	-9.13%
Multi Page Session ²	74.82%	73.80%	1.38%	72.29%	3.50%
Browser Session ³	62.16%	62.83%	-1.07%	64.46%	-3.57%
Shopping Cart Sessions ⁴	8.10%	8.21%	-1.34%	8.29%	-2.29%
Order Sessions ⁵	2.03%	2.00%	1.50%	1.66%	22.29%

Visitor Experience Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Page Views Per Session ⁶	10.85	10.77	0.73%	10.54	2.98%
Product Views Per Session ⁷	3.09	3.19	-3.18%	3.15	-1.93%
Average Time on Site (in seconds) ⁸	448.09	562.99	-20.41%	445.42	0.60%

Transaction Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
Average Items/Order ⁹	2.68	2.67	0.46%	2.52	6.35%
Average Order Value ¹⁰	\$120.62	\$120.74	-0.10%	\$112.08	7.62%
Shopping Cart Conversion Rate ¹¹	26.78%	26.06%	2.76%	21.60%	23.98%
Shopping Cart Abandonment ¹²	73.22%	73.94%	-0.97%	78.40%	-6.61%
New Visitor Conversion Rate ¹³	1.60%	1.65%	-3.03%	1.20%	33.33%

On site Search Summary	Black Friday 2008	Black Friday 2007	% Change (y/y)	Friday Nov 21, 08	% Change (w/w)
On-Site Search Session ¹⁴	23.51%	20.31%	15.76%	22.72%	3.48%



2008 Thanksgiving Saturday Data

Retail

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	22.91%	22.66%	1.10%	24.30%	-5.72%
Multi Page Session ²	77.09%	77.34%	-0.32%	75.70%	1.84%
Browser Session ³	53.71%	54.79%	-1.97%	53.46%	0.47%
Shopping Cart Sessions ⁴	9.87%	9.64%	2.39%	8.65%	14.10%
Order Sessions ⁵	3.24%	3.19%	1.57%	2.79%	16.13%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	12.64	13.75	-8.04%	12.42	1.79%
Product Views Per Session ⁷	3.12	3.51	-11.01%	3.11	0.22%
Average Time on Site (in seconds) ⁸	519.77	617.94	-15.89%	518.77	0.19%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	4.36	4.88	-10.68%	4.89	-10.84%
Average Order Value ¹⁰	\$124.02	\$127.75	-2.92%	\$121.95	1.69%
Shopping Cart Conversion Rate ¹¹	34.27%	34.96%	-1.97%	34.10%	0.50%
Shopping Cart Abandonment ¹²	65.73%	65.04%	1.06%	65.90%	-0.26%
New Visitor Conversion Rate ¹³	2.37%	2.51%	-5.58%	2.07%	14.49%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	19.25%	18.60%	3.49%	20.50%	-6.10%

Apparel

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	17.80%	16.50%	7.88%	18.14%	-1.87%
Multi Page Session ²	82.20%	83.50%	-1.56%	81.86%	0.42%
Browser Session ³	60.30%	60.51%	-0.35%	60.23%	0.12%
Shopping Cart Sessions ⁴	12.15%	12.24%	-0.74%	10.67%	13.87%
Order Sessions ⁵	3.75%	3.73%	0.54%	3.05%	22.95%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	16.17	17.49	-7.56%	15.90	1.74%
Product Views Per Session ⁷	6.46	6.75	-4.35%	6.02	7.26%
Average Time on Site (in seconds) ⁸	558.56	710.48	-21.38%	558.41	0.03%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	3.85	3.67	4.94%	3.58	7.52%



Average Order Value ¹⁰	\$105.91	\$116.73	-9.27%	\$112.29	-5.68%
Shopping Cart Conversion Rate ¹¹	31.95%	32.06%	-0.34%	29.46%	8.45%
Shopping Cart Abandonment ¹²	68.05%	67.94%	0.16%	70.54%	-3.53%
New Visitor Conversion Rate ¹³	2.79%	2.98%	-6.38%	2.24%	24.55%

	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On site Search Summary					
On-Site Search Session ¹⁴	9.13%	7.55%	20.93%	8.69%	5.06%

Department Store

	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Session Traffic Summary					
One Page Session ¹	15.29%	14.12%	8.29%	16.21%	-5.68%
Multi Page Session ²	84.71%	85.88%	-1.36%	83.79%	1.10%
Browser Session ³	53.95%	55.97%	-3.61%	53.23%	1.35%
Shopping Cart Sessions ⁴	10.37%	9.49%	9.27%	8.43%	23.01%
Order Sessions ⁵	2.25%	2.05%	9.76%	1.83%	22.95%

	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Visitor Experience Summary					
Page Views Per Session ⁶	16.31	18.74	-12.98%	16.01	1.89%
Product Views Per Session ⁷	2.41	2.66	-9.42%	2.37	1.48%
Average Time on Site (in seconds) ⁸	502.92	686.15	-26.71%	469.96	7.01%

	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Transaction Summary					
Average Items/Order ⁹	3.54	3.10	14.29%	3.51	0.97%
Average Order Value ¹⁰	\$144.55	\$139.39	3.70%	\$134.10	7.79%
Shopping Cart Conversion Rate ¹¹	21.99%	22.54%	-2.44%	22.17%	-0.81%
Shopping Cart Abandonment ¹²	78.01%	77.46%	0.71%	77.83%	0.23%
New Visitor Conversion Rate ¹³	1.39%	1.33%	4.51%	1.14%	21.93%

	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On site Search Summary					
On-Site Search Session ¹⁴	19.32%	20.45%	-5.53%	17.64%	9.52%

General Merchandisers

	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Session Traffic Summary					
One Page Session ¹	21.93%	22.53%	-2.66%	24.04%	-8.78%
Multi Page Session ²	78.07%	77.47%	0.77%	75.96%	2.78%
Browser Session ³	65.76%	68.89%	-4.54%	65.70%	0.09%
Shopping Cart Sessions ⁴	7.29%	9.39%	-22.36%	6.55%	11.30%
Order Sessions ⁵	3.54%	2.96%	19.59%	2.67%	32.58%

	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Visitor Experience Summary					



Page Views Per Session ⁶	9.78	10.59	-7.67%	9.80	-0.24%
Product Views Per Session ⁷	2.82	3.04	-7.37%	2.86	-1.58%
Average Time on Site (in seconds) ⁸	508.03	541.39	-6.16%	510.45	-0.47%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	1.85	1.75	5.62%	1.67	10.46%
Average Order Value ¹⁰	\$198.82	\$231.52	-14.12%	\$172.32	15.38%
Shopping Cart Conversion Rate ¹¹	52.22%	35.00%	49.20%	47.83%	9.18%
Shopping Cart Abandonment ¹²	47.78%	65.00%	-26.49%	52.17%	-8.41%
New Visitor Conversion Rate ¹³	2.48%	2.14%	15.89%	1.91%	29.84%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	31.50%	33.50%	-5.97%	22.61%	39.32%

Gifts

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	39.07%	35.03%	11.53%	37.05%	5.45%
Multi Page Session ²	60.93%	64.97%	-6.22%	62.95%	-3.21%
Browser Session ³	58.82%	61.41%	-4.22%	58.57%	0.43%
Shopping Cart Sessions ⁴	11.87%	12.56%	-5.49%	12.91%	-8.06%
Order Sessions ⁵	5.94%	6.40%	-7.19%	6.68%	-11.08%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	8.72	10.92	-20.10%	9.00	-3.08%
Product Views Per Session ⁷	2.26	2.63	-14.03%	2.29	-1.47%
Average Time on Site (in seconds) ⁸	483.59	532.10	-9.12%	495.71	-2.45%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	2.37	2.26	4.72%	1.96	20.78%
Average Order Value ¹⁰	\$82.16	\$83.36	-1.44%	\$75.06	9.46%
Shopping Cart Conversion Rate ¹¹	52.68%	54.02%	-2.48%	55.22%	-4.60%
Shopping Cart Abandonment ¹²	47.32%	45.98%	2.91%	44.78%	5.67%
New Visitor Conversion Rate ¹³	4.89%	5.36%	-8.77%	5.81%	-15.83%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	20.58%	22.66%	-9.18%	19.53%	5.38%

Health and Beauty

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	25.57%	25.17%	1.59%	28.40%	-9.96%
Multi Page Session ²	74.43%	74.83%	-0.53%	71.60%	3.95%



Browser Session ³	47.42%	46.32%	2.37%	53.03%	-10.58%
Shopping Cart Sessions ⁴	14.03%	13.30%	5.49%	12.16%	15.38%
Order Sessions ⁵	4.35%	4.48%	-2.90%	4.11%	5.84%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	10.76	11.83	-8.98%	10.85	-0.78%
Product Views Per Session ⁷	1.94	3.98	-51.13%	2.20	-11.49%
Average Time on Site (in seconds) ⁸	484.88	500.28	-3.08%	547.48	-11.43%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	3.89	6.28	-38.06%	3.90	-0.18%
Average Order Value ¹⁰	\$66.40	\$64.33	3.22%	\$70.17	-5.38%
Shopping Cart Conversion Rate ¹¹	31.77%	34.71%	-8.47%	35.32%	-10.05%
Shopping Cart Abandonment ¹²	68.23%	65.29%	4.50%	64.68%	5.49%
New Visitor Conversion Rate ¹³	3.32%	3.51%	-5.41%	3.00%	10.67%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	13.83%	12.23%	13.08%	14.00%	-1.21%

Home

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	21.95%	18.46%	18.91%	21.05%	4.28%
Multi Page Session ²	78.05%	81.54%	-4.28%	78.95%	-1.14%
Browser Session ³	58.28%	60.67%	-3.94%	57.72%	0.97%
Shopping Cart Sessions ⁴	8.88%	10.06%	-11.73%	7.76%	14.43%
Order Sessions ⁵	3.57%	4.39%	-18.68%	3.13%	14.06%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	10.86	14.53	-25.24%	11.09	-2.08%
Product Views Per Session ⁷	3.63	4.31	-15.94%	3.93	-7.62%
Average Time on Site (in seconds) ⁸	414.68	483.67	-14.26%	414.04	0.16%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	3.06	3.12	-1.98%	3.15	-3.04%
Average Order Value ¹⁰	\$130.71	\$143.91	-9.18%	\$136.15	-4.00%
Shopping Cart Conversion Rate ¹¹	41.49%	44.88%	-7.55%	41.55%	-0.14%
Shopping Cart Abandonment ¹²	58.51%	55.12%	6.15%	58.45%	0.10%
New Visitor Conversion Rate ¹³	2.68%	3.50%	-23.43%	2.44%	9.84%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	16.10%	17.93%	-10.21%	14.64%	9.97%



Intimate Apparel

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	31.74%	26.75%	18.65%	37.28%	-14.86%
Multi Page Session ²	68.26%	73.25%	-6.81%	62.72%	8.83%
Browser Session ³	50.86%	55.05%	-7.61%	45.16%	12.62%
Shopping Cart Sessions ⁴	11.36%	13.52%	-15.98%	9.66%	17.60%
Order Sessions ⁵	4.67%	5.81%	-19.62%	4.18%	11.72%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	10.93	11.95	-8.59%	9.72	12.34%
Product Views Per Session ⁷	2.70	2.75	-1.79%	2.35	15.17%
Average Time on Site (in seconds) ⁸	443.20	481.20	-7.90%	429.43	3.21%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	4.25	4.43	-3.97%	4.32	-1.72%
Average Order Value ¹⁰	\$64.08	\$65.03	-1.45%	\$69.02	-7.15%
Shopping Cart Conversion Rate ¹¹	43.07%	44.16%	-2.47%	45.07%	-4.44%
Shopping Cart Abandonment ¹²	56.93%	55.84%	1.95%	54.93%	3.64%
New Visitor Conversion Rate ¹³	3.45%	4.31%	-19.95%	3.10%	11.29%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	14.40%	20.52%	-29.82%	12.61%	14.20%

Jewelry

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	26.23%	21.12%	24.20%	26.20%	0.11%
Multi Page Session ²	73.77%	78.88%	-6.48%	73.80%	-0.04%
Browser Session ³	25.31%	54.26%	-53.35%	25.75%	-1.71%
Shopping Cart Sessions ⁴	6.34%	4.48%	41.52%	6.60%	-3.94%
Order Sessions ⁵	1.51%	1.41%	7.09%	1.37%	10.22%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	11.56	14.26	-18.90%	11.89	-2.78%
Product Views Per Session ⁷	0.83	2.00	-58.67%	0.86	-3.97%
Average Time on Site (in seconds) ⁸	439.65	439.63	0.01%	451.13	-2.54%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	1.87	1.97	-5.31%	2.00	-6.59%
Average Order Value ¹⁰	\$262.66	\$265.53	-1.08%	\$243.69	7.78%
Shopping Cart Conversion Rate ¹¹	24.98%	32.28%	-22.61%	21.89%	14.12%
Shopping Cart Abandonment ¹²	75.02%	67.72%	10.78%	78.11%	-3.96%



New Visitor Conversion Rate ¹³	1.03%	0.98%	5.10%	0.92%	11.96%
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On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	23.01%	20.98%	9.68%	22.49%	2.31%

Niche Retail

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	33.91%	22.32%	51.93%	34.18%	-0.79%
Multi Page Session ²	66.09%	77.68%	-14.92%	65.82%	0.41%
Browser Session ³	26.57%	25.86%	2.75%	28.12%	-5.51%
Shopping Cart Sessions ⁴	9.84%	9.16%	7.42%	9.83%	0.10%
Order Sessions ⁵	4.49%	4.59%	-2.18%	4.44%	1.13%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	13.38	15.66	-14.52%	13.57	-1.34%
Product Views Per Session ⁷	1.21	1.28	-5.69%	1.34	-9.80%
Average Time on Site (in seconds) ⁸	644.83	796.47	-19.04%	648.70	-0.60%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	19.02	21.80	-12.79%	23.75	-19.93%
Average Order Value ¹⁰	\$48.85	\$47.51	2.83%	\$46.69	4.64%
Shopping Cart Conversion Rate ¹¹	48.28%	53.29%	-9.40%	47.56%	1.51%
Shopping Cart Abandonment ¹²	51.72%	46.71%	10.73%	52.44%	-1.37%
New Visitor Conversion Rate ¹³	3.56%	3.76%	-5.32%	3.60%	-1.11%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	10.08%	10.07%	0.10%	63.46%	-84.12%

Office Supply/Electronics

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	26.77%	25.36%	5.56%	30.21%	-11.39%
Multi Page Session ²	73.23%	74.64%	-1.89%	69.79%	4.93%
Browser Session ³	44.42%	44.53%	-0.25%	43.22%	2.78%
Shopping Cart Sessions ⁴	6.97%	6.39%	9.08%	5.08%	37.20%
Order Sessions ⁵	1.73%	1.56%	10.90%	1.15%	50.43%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	7.04	7.58	-7.14%	6.65	5.89%
Product Views Per Session ⁷	1.01	1.08	-6.68%	1.03	-2.07%



Average Time on Site (in seconds) ⁸	379.30	352.17	7.70%	378.78	0.14%
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Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	3.71	3.97	-6.55%	5.44	-31.82%
Average Order Value ¹⁰	\$162.68	\$143.37	13.47%	\$222.43	-26.86%
Shopping Cart Conversion Rate ¹¹	25.88%	25.90%	-0.08%	23.88%	8.38%
Shopping Cart Abandonment ¹²	74.12%	74.10%	0.03%	76.12%	-2.63%
New Visitor Conversion Rate ¹³	1.16%	1.00%	16.00%	0.73%	58.90%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	24.19%	26.31%	-8.06%	23.60%	2.50%

Outdoor Apparel and Gear

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	23.48%	20.75%	13.16%	24.19%	-2.94%
Multi Page Session ²	76.52%	79.25%	-3.44%	75.81%	0.94%
Browser Session ³	61.58%	61.41%	0.28%	61.40%	0.29%
Shopping Cart Sessions ⁴	10.68%	10.67%	0.09%	9.44%	13.14%
Order Sessions ⁵	4.29%	4.49%	-4.45%	3.34%	28.44%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	13.06	15.31	-14.69%	13.10	-0.31%
Product Views Per Session ⁷	2.80	3.31	-15.27%	2.84	-1.21%
Average Time on Site (in seconds) ⁸	773.83	913.42	-15.28%	769.74	0.53%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	2.90	2.95	-1.58%	3.12	-6.87%
Average Order Value ¹⁰	\$115.60	\$118.64	-2.56%	\$118.59	-2.52%
Shopping Cart Conversion Rate ¹¹	40.74%	43.04%	-5.34%	35.91%	13.45%
Shopping Cart Abandonment ¹²	59.26%	56.96%	4.04%	64.09%	-7.54%
New Visitor Conversion Rate ¹³	3.06%	3.26%	-6.13%	2.37%	29.11%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	25.54%	18.88%	35.28%	23.98%	6.51%

Pets

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	20.28%	18.49%	9.68%	20.23%	0.25%
Multi Page Session ²	79.72%	81.51%	-2.20%	79.77%	-0.06%



Browser Session ³	52.07%	52.06%	0.02%	50.53%	3.05%
Shopping Cart Sessions ⁴	8.08%	8.52%	-5.16%	7.57%	6.74%
Order Sessions ⁵	2.59%	3.10%	-16.45%	2.41%	7.47%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	8.34	11.65	-28.35%	8.18	2.03%
Product Views Per Session ⁷	1.93	2.16	-10.58%	1.80	7.29%
Average Time on Site (in seconds) ⁸	401.46	420.69	-4.57%	403.81	-0.58%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	3.77	5.02	-24.85%	4.29	-12.06%
Average Order Value ¹⁰	\$72.76	\$69.61	4.52%	\$70.11	3.78%
Shopping Cart Conversion Rate ¹¹	32.66%	37.20%	-12.20%	32.44%	0.68%
Shopping Cart Abandonment ¹²	67.34%	62.80%	7.23%	67.56%	-0.33%
New Visitor Conversion Rate ¹³	1.72%	2.11%	-18.48%	1.57%	9.55%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	18.63%	21.87%	-14.81%	17.21%	8.25%

Specialty Retail

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	38.31%	30.03%	27.57%	40.46%	-5.31%
Multi Page Session ²	61.69%	69.97%	-11.83%	59.54%	3.61%
Browser Session ³	72.86%	74.48%	-2.18%	72.90%	-0.05%
Shopping Cart Sessions ⁴	11.20%	10.89%	2.85%	10.69%	4.77%
Order Sessions ⁵	4.59%	5.15%	-10.87%	4.55%	0.88%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	8.91	9.86	-9.68%	8.20	8.62%
Product Views Per Session ⁷	3.23	3.51	-7.85%	3.09	4.50%
Average Time on Site (in seconds) ⁸	391.88	389.27	0.67%	388.34	0.91%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	1.86	2.00	-6.97%	2.00	-7.00%
Average Order Value ¹⁰	\$118.74	\$132.54	-10.41%	\$125.03	-5.03%
Shopping Cart Conversion Rate ¹¹	44.74%	50.97%	-12.22%	46.40%	-3.58%
Shopping Cart Abandonment ¹²	55.26%	49.03%	12.71%	53.60%	3.10%
New Visitor Conversion Rate ¹³	3.81%	4.52%	-15.71%	3.96%	-3.79%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	18.82%	20.81%	-9.56%	18.01%	4.50%



Sports Apparel and Gear

Session Traffic Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
One Page Session ¹	26.48%	25.34%	4.50%	25.64%	3.28%
Multi Page Session ²	73.52%	74.66%	-1.53%	74.36%	-1.13%
Browser Session ³	64.16%	64.30%	-0.22%	65.78%	-2.46%
Shopping Cart Sessions ⁴	7.26%	8.13%	-10.70%	7.97%	-8.91%
Order Sessions ⁵	1.83%	2.17%	-15.67%	2.02%	-9.41%

Visitor Experience Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Page Views Per Session ⁶	10.75	11.58	-7.14%	11.31	-4.92%
Product Views Per Session ⁷	3.30	3.51	-6.03%	3.51	-5.99%
Average Time on Site (in seconds) ⁸	462.66	579.43	-20.15%	477.94	-3.20%

Transaction Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
Average Items/Order ⁹	2.41	2.53	-4.51%	2.51	-3.98%
Average Order Value ¹⁰	\$109.30	\$112.29	-2.67%	\$116.65	-6.30%
Shopping Cart Conversion Rate ¹¹	27.23%	28.41%	-4.15%	26.71%	1.95%
Shopping Cart Abandonment ¹²	72.77%	71.59%	1.65%	73.29%	-0.71%
New Visitor Conversion Rate ¹³	1.43%	1.78%	-19.66%	1.44%	-0.69%

On site Search Summary	Thanksgiving Saturday 2008	Thanksgiving Saturday 2007	% Change (y/y)	Saturday Nov 22, 08	% Change (w/w)
On-Site Search Session ¹⁴	25.27%	22.66%	11.52%	24.40%	3.57%



% Orders by Average Order Values

Black Friday 2008	% Orders by Average Order Values				
	< \$25	\$25-\$50	\$51-\$75	\$76-\$100	> \$100
Retail Overall	6%	16%	24%	31%	23%
Apparel	4%	16%	26%	33%	21%
Department Store	4%	11%	18%	25%	43%
General Merchandiser	6%	15%	21%	27%	32%
Gifts	6%	21%	29%	35%	10%
Health and Beauty	4%	16%	34%	40%	6%
Home	6%	19%	26%	33%	17%
Intimate Apparel	7%	22%	30%	35%	6%
Jewelry	1%	10%	19%	27%	43%
Niche Retail	14%	23%	28%	31%	4%
Office Supply/Electronics	9%	16%	23%	28%	24%
Outdoor Apparel and Gear	5%	16%	24%	30%	25%
Pets	7%	18%	30%	36%	9%
Specialty Retail	4%	17%	25%	34%	20%
Sports Apparel and Gear	6%	16%	25%	32%	22%



About Coremetrics Benchmark

Session Traffic Summary Metrics

- | | |
|-----------------------------------|--|
| 1. One Page Session % | The percentage of sessions in which visitors only viewed one page before leaving the site. |
| 2. Multi-Page Session % | The percentage of sessions in which visitors viewed more than one page. |
| 3. Browser Session % | The percentage of sessions in which visitors viewed at least one product page. |
| 4. Shopping Cart Session % | The percentage of sessions in which visitors placed at least one item in their shopping carts. |
| 5. Order Session % | The percentage of sessions 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

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|--|--|
| 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, the percentage that placed an actual order. |
| 12. Shopping Cart Abandonment % | Out of all visitors who placed items in their shopping carts, the percentage that did not place an actual order. |
| 13. New Visitor Conversion % | Out of all new visitor sessions, the percentage that completed an order. |

On-Site Search Summary Metrics

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|-----------------------------------|---|
| 14. On-Site Search Session | Out of all sessions, the percentage in which visitors used on-site search capabilities. |
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