



Coremetrics Benchmark
Cyber Monday Report



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



Summary

Cyber Monday 2008 sees increases in online conversions

More people who visited websites actually completed their purchases online this Cyber Monday compared to the same period in 2007. However, people are buying fewer items and spending less money on average.

- Web sessions where people placed an item in a shopping cart increased by 12 percent.
- The number of sessions where people went on to complete their purchases also increased by 12 percent.

But online retailers failed to keep shoppers on their sites looking at products.

- People's product views per session dropped by 7.5 percent.
- The average time they spent on a web site fell by 14.5 percent.
- These numbers suggest that shoppers were extremely focused in their buying.

Similarly, retailers were unable to encourage those who did buy to buy more products.

- The average number of items per order fell by 17 percent
- Average order value dropped by 10 percent.

Notable Retail Categories:

Department stores increased their shopping cart sessions and order sessions by 20 percent and 16 percent respectively.

- Unlike the retail category as a whole, department stores successfully increased the average number of items per order by 11 percent.
- The number of new visitors who completed a purchase also rose by 18 percent.

Gifts retailers also fared well with 4 percent and 5 percent increases in average number of items per order and average order value respectively.

Health and Beauty retailers did a phenomenal job of getting people to put products in their shopping carts (up nearly 57 percent).

- The number of sessions where people went on to complete their purchases also increased by 70 percent.
- However, the average order value was down 8.8 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. This follows a similar distribution that we saw in the Black Friday data. The apparel, intimate apparel and office supplies/electronics sub-verticals saw the bulk of their orders coming in, on average, at \$100 or more.



2008 Cyber Monday Data

Retail

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	24.51%	22.49%	8.98%	27.50%	-10.87%
Multi Page Session ²	75.49%	77.51%	-2.61%	72.50%	4.12%
Browser Session ³	51.30%	51.58%	-0.54%	48.52%	5.73%
Shopping Cart Sessions ⁴	10.91%	9.75%	11.90%	8.03%	35.87%
Order Sessions ⁵	3.99%	3.58%	11.45%	2.70%	47.78%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	11.59	12.35	-6.12%	10.48	10.60%
Product Views Per Session ⁷	2.63	2.85	-7.58%	2.41	9.04%
Average Time on Site (in seconds) ⁸	502.66	587.96	-14.51%	461.65	8.88%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	4.56	5.49	-16.87%	5.61	-18.68%
Average Order Value ¹⁰	\$130.24	\$143.96	-9.53%	\$144.78	-10.04%
Shopping Cart Conversion Rate ¹¹	37.99%	38.64%	-1.68%	35.34%	7.50%
Shopping Cart Abandonment ¹²	62.01%	61.36%	1.06%	64.66%	-4.10%
New Visitor Conversion Rate ¹³	2.91%	2.71%	7.38%	1.96%	48.47%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	17.86%	17.74%	0.68%	20.65%	-13.51%

Apparel

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	19.67%	17.93%	9.70%	18.97%	3.69%
Multi Page Session ²	80.33%	82.07%	-2.12%	81.03%	-0.86%
Browser Session ³	56.79%	57.93%	-1.97%	58.07%	-2.20%
Shopping Cart Sessions ⁴	12.92%	11.86%	8.94%	10.32%	25.19%
Order Sessions ⁵	4.29%	3.83%	12.01%	2.98%	43.96%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	14.77	15.29	-3.43%	14.49	1.91%
Product Views Per Session ⁷	5.45	5.76	-5.42%	5.32	2.41%



Average Time on Site (in seconds) ⁸	547.33	666.00	-17.82%	519.78	5.30%
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Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	3.41	3.37	1.26%	3.55	-3.77%
Average Order Value ¹⁰	\$102.97	\$115.19	-10.60%	\$115.95	-11.19%
Shopping Cart Conversion Rate ¹¹	34.41%	33.78%	1.87%	29.99%	14.74%
Shopping Cart Abandonment ¹²	65.59%	66.22%	-0.95%	70.01%	-6.31%
New Visitor Conversion Rate ¹³	3.14%	3.07%	2.28%	2.11%	48.82%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	8.75%	7.31%	19.70%	8.18%	6.97%

Department Store

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	15.93%	16.59%	-3.98%	27.94%	-42.98%
Multi Page Session ²	84.07%	83.41%	0.79%	72.06%	16.67%
Browser Session ³	52.02%	53.38%	-2.55%	41.59%	25.08%
Shopping Cart Sessions ⁴	11.95%	10.02%	19.26%	5.65%	111.50%
Order Sessions ⁵	3.04%	2.62%	16.03%	0.98%	210.20%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	16.16	17.34	-6.82%	11.71	38.01%
Product Views Per Session ⁷	2.31	2.42	-4.36%	1.61	43.58%
Average Time on Site (in seconds) ⁸	517.40	729.59	-29.08%	414.18	24.92%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	3.52	3.17	11.11%	2.70	30.34%
Average Order Value ¹⁰	\$138.92	\$148.03	-6.15%	\$151.84	-8.51%
Shopping Cart Conversion Rate ¹¹	25.85%	26.94%	-4.05%	17.69%	46.13%
Shopping Cart Abandonment ¹²	74.15%	73.06%	1.49%	82.31%	-9.91%
New Visitor Conversion Rate ¹³	2.03%	1.72%	18.02%	0.62%	227.42%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	17.27%	18.41%	-6.19%	13.17%	31.13%



General Merchandisers

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	24.42%	21.22%	15.08%	23.79%	2.65%
Multi Page Session ²	75.58%	78.78%	-4.06%	76.21%	-0.83%
Browser Session ³	65.80%	67.66%	-2.75%	63.74%	3.23%
Shopping Cart Sessions ⁴	6.67%	9.21%	-27.58%	6.70%	-0.45%
Order Sessions ⁵	2.95%	3.34%	-11.68%	2.84%	3.87%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	8.51	10.08	-15.56%	9.17	-7.12%
Product Views Per Session ⁷	2.47	2.88	-14.23%	2.57	-3.63%
Average Time on Site (in seconds) ⁸	444.13	524.33	-15.30%	458.71	-3.18%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	3.07	2.79	9.88%	3.40	-9.67%
Average Order Value ¹⁰	\$206.59	\$226.83	-8.92%	\$204.97	0.79%
Shopping Cart Conversion Rate ¹¹	47.94%	40.40%	18.66%	46.63%	2.81%
Shopping Cart Abandonment ¹²	52.06%	59.60%	-12.65%	53.37%	-2.45%
New Visitor Conversion Rate ¹³	2.02%	2.23%	-9.42%	2.00%	1.00%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	25.53%	29.71%	-14.07%	23.24%	9.85%

Gifts

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	36.03%	34.33%	4.95%	34.92%	3.18%
Multi Page Session ²	63.97%	65.67%	-2.59%	65.08%	-1.71%
Browser Session ³	59.05%	62.47%	-5.47%	59.04%	0.02%
Shopping Cart Sessions ⁴	14.35%	14.26%	0.63%	14.41%	-0.42%
Order Sessions ⁵	7.81%	7.72%	1.17%	7.97%	-2.01%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	8.65	9.76	-11.35%	8.51	1.65%
Product Views Per Session ⁷	2.12	2.38	-11.01%	2.14	-1.04%
Average Time on Site (in seconds) ⁸	479.87	516.21	-7.04%	478.70	0.24%



Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	2.15	2.07	3.87%	1.77	21.85%
Average Order Value ¹⁰	\$78.13	\$74.57	4.78%	\$70.19	11.31%
Shopping Cart Conversion Rate ¹¹	57.32%	57.31%	0.02%	58.60%	-2.18%
Shopping Cart Abandonment ¹²	42.68%	42.69%	-0.02%	41.40%	3.09%
New Visitor Conversion Rate ¹³	6.54%	6.40%	2.19%	6.92%	-5.49%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	17.78%	19.14%	-7.11%	16.55%	7.43%

Health and Beauty

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	28.68%	28.76%	-0.28%	27.87%	2.91%
Multi Page Session ²	71.32%	71.24%	0.11%	72.13%	-1.12%
Browser Session ³	44.69%	45.98%	-2.81%	46.79%	-4.49%
Shopping Cart Sessions ⁴	17.37%	11.08%	56.77%	11.48%	51.31%
Order Sessions ⁵	6.30%	3.71%	69.81%	3.67%	71.66%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	10.83	9.95	8.77%	9.43	14.77%
Product Views Per Session ⁷	1.77	2.86	-38.05%	1.72	3.04%
Average Time on Site (in seconds) ⁸	521.27	465.83	11.90%	448.38	16.25%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	4.08	10.51	-61.19%	4.78	-14.64%
Average Order Value ¹⁰	\$67.16	\$73.67	-8.84%	\$65.73	2.17%
Shopping Cart Conversion Rate ¹¹	36.85%	34.49%	6.84%	32.79%	12.38%
Shopping Cart Abandonment ¹²	63.15%	65.51%	-3.60%	67.21%	-6.04%
New Visitor Conversion Rate ¹³	4.85%	2.96%	63.85%	2.78%	74.46%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	12.98%	11.15%	16.41%	12.54%	3.51%



Home

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	22.01%	20.10%	9.50%	23.90%	-7.91%
Multi Page Session ²	77.99%	79.90%	-2.39%	76.10%	2.48%
Browser Session ³	57.45%	59.29%	-3.10%	56.83%	1.09%
Shopping Cart Sessions ⁴	10.07%	10.02%	0.50%	7.42%	35.71%
Order Sessions ⁵	4.51%	4.41%	2.27%	2.78%	62.23%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	9.81	12.52	-21.62%	9.76	0.50%
Product Views Per Session ⁷	3.17	3.61	-12.14%	3.06	3.67%
Average Time on Site (in seconds) ⁸	380.69	449.77	-15.36%	368.76	3.24%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	2.89	2.96	-2.23%	3.05	-5.18%
Average Order Value ¹⁰	\$119.30	\$137.47	-13.21%	\$135.04	-11.66%
Shopping Cart Conversion Rate ¹¹	45.78%	45.11%	1.49%	38.55%	18.75%
Shopping Cart Abandonment ¹²	54.22%	54.89%	-1.22%	61.45%	-11.77%
New Visitor Conversion Rate ¹³	3.41%	3.69%	-7.59%	2.17%	57.14%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	13.69%	15.97%	-14.28%	14.11%	-2.98%

Intimate Apparel

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	28.75%	28.56%	0.67%	32.74%	-12.19%
Multi Page Session ²	71.25%	71.44%	-0.27%	67.26%	5.93%
Browser Session ³	52.62%	52.97%	-0.66%	50.63%	3.93%
Shopping Cart Sessions ⁴	12.72%	11.97%	6.27%	10.02%	26.95%
Order Sessions ⁵	5.60%	5.03%	11.33%	3.79%	47.76%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	10.90	10.88	0.25%	9.40	16.04%
Product Views Per Session ⁷	2.62	2.47	6.14%	2.30	14.15%
Average Time on Site (in seconds) ⁸	430.27	450.87	-4.57%	393.22	9.42%



Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	4.08	4.34	-5.98%	4.16	-2.01%
Average Order Value ¹⁰	\$60.38	\$66.82	-9.64%	\$65.65	-8.03%
Shopping Cart Conversion Rate ¹¹	45.84%	43.49%	5.40%	39.43%	16.26%
Shopping Cart Abandonment ¹²	54.16%	56.51%	-4.16%	60.57%	-10.58%
New Visitor Conversion Rate ¹³	4.08%	3.77%	8.22%	2.85%	43.16%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	14.75%	17.70%	-16.67%	12.47%	18.28%

Jewelry

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	26.38%	21.02%	25.50%	27.19%	-2.98%
Multi Page Session ²	73.62%	78.98%	-6.79%	72.81%	1.11%
Browser Session ³	25.67%	51.57%	-50.22%	27.06%	-5.14%
Shopping Cart Sessions ⁴	7.02%	3.78%	85.71%	6.01%	16.81%
Order Sessions ⁵	1.68%	1.24%	35.48%	1.09%	54.13%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	10.84	12.76	-15.05%	11.09	-2.27%
Product Views Per Session ⁷	0.81	1.66	-51.15%	0.85	-4.13%
Average Time on Site (in seconds) ⁸	433.76	412.47	5.16%	422.93	2.56%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	1.86	1.91	-2.29%	1.87	-0.57%
Average Order Value ¹⁰	\$242.80	\$248.01	-2.10%	\$278.67	-12.87%
Shopping Cart Conversion Rate ¹¹	25.27%	34.01%	-25.70%	19.08%	32.44%
Shopping Cart Abandonment ¹²	74.73%	65.99%	13.24%	80.92%	-7.65%
New Visitor Conversion Rate ¹³	1.17%	1.00%	17.00%	0.73%	60.27%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	22.19%	19.42%	14.26%	21.83%	1.65%



Niche Retail

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	36.76%	19.28%	90.66%	37.37%	-1.63%
Multi Page Session ²	63.24%	80.72%	-21.66%	62.63%	0.97%
Browser Session ³	24.87%	22.88%	8.70%	24.74%	0.53%
Shopping Cart Sessions ⁴	10.22%	8.54%	19.67%	8.86%	15.35%
Order Sessions ⁵	4.91%	4.15%	18.31%	3.77%	30.24%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	11.48	13.29	-13.62%	11.21	2.41%
Product Views Per Session ⁷	1.09	1.08	1.33%	1.08	1.10%
Average Time on Site (in seconds) ⁸	591.93	679.68	-12.91%	563.43	5.06%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	14.50	21.41	-32.29%	21.60	-32.89%
Average Order Value ¹⁰	\$46.68	\$51.01	-8.50%	\$53.65	-12.99%
Shopping Cart Conversion Rate ¹¹	49.92%	51.18%	-2.46%	44.44%	12.33%
Shopping Cart Abandonment ¹²	50.08%	48.82%	2.58%	55.56%	-9.86%
New Visitor Conversion Rate ¹³	4.18%	3.53%	18.41%	3.10%	34.84%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	9.35%	9.49%	-1.48%	64.47%	-85.50%

Office Supply/Electronics

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	28.09%	24.66%	13.91%	29.11%	-3.50%
Multi Page Session ²	71.91%	75.34%	-4.55%	70.89%	1.44%
Browser Session ³	45.30%	43.08%	5.15%	44.22%	2.44%
Shopping Cart Sessions ⁴	9.28%	7.74%	19.90%	7.64%	21.47%
Order Sessions ⁵	3.54%	2.85%	24.21%	2.83%	25.09%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	7.05	7.38	-4.49%	6.72	4.90%
Product Views Per Session ⁷	1.00	1.00	-0.49%	1.00	-0.43%
Average Time on Site (in seconds) ⁸	398.40	341.62	16.62%	374.41	6.41%



Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	6.42	7.04	-8.85%	7.32	-12.24%
Average Order Value ¹⁰	\$202.70	\$229.75	-11.77%	\$227.93	-11.07%
Shopping Cart Conversion Rate ¹¹	39.66%	38.35%	3.42%	39.15%	1.30%
Shopping Cart Abandonment ¹²	60.34%	61.65%	-2.12%	60.85%	-0.84%
New Visitor Conversion Rate ¹³	2.09%	1.50%	39.33%	1.52%	37.50%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	24.37%	26.94%	-9.54%	24.88%	-2.05%

Outdoor Apparel and Gear

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	24.35%	20.74%	17.41%	25.12%	-3.07%
Multi Page Session ²	75.65%	79.26%	-4.55%	74.88%	1.03%
Browser Session ³	57.54%	58.03%	-0.84%	59.19%	-2.79%
Shopping Cart Sessions ⁴	11.12%	10.35%	7.44%	8.71%	27.67%
Order Sessions ⁵	4.79%	4.41%	8.62%	3.11%	54.02%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	11.49	13.86	-17.14%	11.68	-1.68%
Product Views Per Session ⁷	2.36	2.81	-15.89%	2.44	-3.03%
Average Time on Site (in seconds) ⁸	730.78	808.10	-9.57%	671.07	8.90%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	2.81	2.82	-0.23%	2.91	-3.35%
Average Order Value ¹⁰	\$118.84	\$116.51	2.00%	\$121.72	-2.36%
Shopping Cart Conversion Rate ¹¹	43.70%	43.32%	0.88%	36.15%	20.89%
Shopping Cart Abandonment ¹²	56.30%	56.68%	-0.67%	63.85%	-11.82%
New Visitor Conversion Rate ¹³	3.35%	3.27%	2.45%	2.18%	53.67%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	24.02%	19.75%	21.62%	23.61%	1.74%



Pets

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	24.11%	21.30%	13.19%	21.09%	14.32%
Multi Page Session ²	75.89%	78.70%	-3.57%	78.91%	-3.83%
Browser Session ³	51.68%	50.32%	2.70%	49.63%	4.13%
Shopping Cart Sessions ⁴	8.76%	9.20%	-4.78%	8.45%	3.67%
Order Sessions ⁵	3.13%	3.49%	-10.32%	2.74%	14.23%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	7.60	10.61	-28.35%	7.75	-1.91%
Product Views Per Session ⁷	1.78	2.00	-10.97%	1.71	3.98%
Average Time on Site (in seconds) ⁸	388.08	414.63	-6.40%	389.34	-0.32%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	3.70	5.00	-25.99%	4.47	-17.31%
Average Order Value ¹⁰	\$74.08	\$74.21	-0.17%	\$72.10	2.75%
Shopping Cart Conversion Rate ¹¹	36.91%	39.11%	-5.63%	33.34%	10.71%
Shopping Cart Abandonment ¹²	63.09%	60.89%	3.61%	66.66%	-5.36%
New Visitor Conversion Rate ¹³	2.05%	2.41%	-14.94%	1.75%	17.14%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	16.29%	19.47%	-16.33%	15.67%	3.96%

Specialty Retail

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	36.04%	28.04%	28.53%	38.26%	-5.80%
Multi Page Session ²	63.96%	71.96%	-11.12%	61.74%	3.60%
Browser Session ³	73.19%	76.15%	-3.89%	71.93%	1.75%
Shopping Cart Sessions ⁴	13.18%	11.45%	15.11%	11.01%	19.71%
Order Sessions ⁵	5.76%	5.24%	9.92%	4.78%	20.50%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	8.42	8.91	-5.57%	7.70	9.29%
Product Views Per Session ⁷	2.99	3.22	-7.11%	2.80	7.03%
Average Time on Site (in seconds) ⁸	395.39	385.19	2.65%	386.68	2.25%



Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	2.77	2.68	3.31%	3.24	-14.41%
Average Order Value ¹⁰	\$180.55	\$176.11	2.53%	\$218.71	-17.45%
Shopping Cart Conversion Rate ¹¹	48.01%	49.00%	-2.02%	46.94%	2.28%
Shopping Cart Abandonment ¹²	51.99%	51.00%	1.94%	53.06%	-2.02%
New Visitor Conversion Rate ¹³	4.70%	4.45%	5.62%	3.72%	26.34%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	22.53%	21.32%	5.68%	22.86%	-1.44%

Sports Apparel and Gear

Session Traffic Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
One Page Session ¹	27.92%	26.01%	7.34%	28.32%	-1.41%
Multi Page Session ²	72.08%	73.99%	-2.58%	71.68%	0.56%
Browser Session ³	61.52%	63.09%	-2.49%	63.92%	-3.75%
Shopping Cart Sessions ⁴	8.00%	9.32%	-14.16%	6.01%	33.11%
Order Sessions ⁵	2.36%	2.80%	-15.71%	1.48%	59.46%

Visitor Experience Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Page Views Per Session ⁶	10.33	10.67	-3.13%	10.27	0.64%
Product Views Per Session ⁷	2.98	3.16	-5.74%	3.12	-4.69%
Average Time on Site (in seconds) ⁸	448.95	571.76	-21.48%	441.50	1.69%

Transaction Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
Average Items/Order ⁹	2.54	2.86	-11.34%	2.77	-8.45%
Average Order Value ¹⁰	\$115.86	\$116.29	-0.38%	\$106.43	8.86%
Shopping Cart Conversion Rate ¹¹	31.57%	31.51%	0.19%	26.21%	20.45%
Shopping Cart Abandonment ¹²	68.43%	68.49%	-0.09%	73.79%	-7.26%
New Visitor Conversion Rate ¹³	1.87%	2.27%	-17.62%	1.21%	54.55%

On site Search Summary	Cyber Monday 2008	Cyber Monday 2007	% Change (y/y)	Monday, Nov 24, 08	% Change (w/w)
On-Site Search Session ¹⁴	22.52%	20.69%	8.84%	22.47%	0.22%



% Orders by Average Order Values

Cyber Monday 2008	% Orders by Average Order Values				
	< \$25	\$25-\$50	\$51-\$75	\$76-\$100	> \$100
Retail Overall	5%	18%	26%	33%	18%
Apparel	4%	10%	15%	33%	38%
Department Store	6%	17%	23%	29%	26%
General Merchandiser	5%	22%	30%	35%	8%
Gifts	5%	18%	32%	38%	8%
Health and Beauty	8%	19%	26%	32%	15%
Home	7%	23%	31%	35%	5%
Intimate Apparel	2%	9%	18%	26%	45%
Jewelry	14%	24%	28%	30%	3%
Niche Retail	10%	16%	20%	27%	27%
Office Supply/Electronics	7%	14%	21%	27%	31%
Outdoor Apparel and Gear	5%	16%	24%	30%	25%
Pets	8%	18%	29%	35%	9%
Specialty Retail	7%	17%	24%	32%	20%
Sports Apparel and Gear	4%	17%	24%	33%	23%

About Coremetrics Benchmark

Session Traffic Summary Metrics

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|-----------------------------------|--|
| 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 Time on Site | The average length of time for a visitor session. |

Transactions Summary Metrics

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|--|--|
| 9. Average Items / 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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