



LIVemark Retail Benchmarks (in United States)

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Session Traffic Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
One Page Session ¹	22.25%	22.55%	-1.33%	24.21%	-8.10%
Multi Page Session ²	77.75%	77.45%	0.39%	75.79%	2.59%
Browser Session ³	51.99%	51.80%	0.37%	48.98%	6.15%
Shopping Cart Sessions ⁴	9.09%	8.91%	2.02%	8.58%	5.94%
Order Sessions ⁵	2.86%	2.73%	4.76%	2.84%	0.70%

Visitor Experience Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Page Views Per Session ⁶	13.50	13.70	-1.46%	14.73	-8.34%
Product Page Views Per Session ⁷	3.70	3.78	-2.12%	3.77	-2.01%
Average Time on Site (in seconds) ⁸	602.10	605.20	-0.51%	605.20	-0.51%

Transaction Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Average Items/Order ⁹	5.77	5.80	-0.47%	6.56	-11.91%
Average Order Value ¹⁰	\$135.98	\$134.50	1.09%	\$132.06	2.97%
Shopping Cart Conversion Rate ¹¹	32.96%	32.42%	1.67%	35.37%	-6.81%
Shopping Cart Abandonment ¹²	67.04%	67.58%	-0.80%	64.63%	3.73%
New Visitor Conversion Rate ¹³	2.04%	1.96%	4.08%	2.11%	-3.32%

On site Search Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
On-Site Search Session ¹⁴	15.20%	14.85%	2.36%	15.99%	-4.94%
On-site Search Conversion Rate ¹⁵	5.92%	5.64%	4.96%	5.76%	2.78%
On-site Search Average Order Value ¹⁶	\$150.95	\$151.00	-0.03%	\$154.28	-2.16%

Marketing Summary	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Direct Load					
Traffic % ¹⁷	47.58%	47.66%	-0.17%	49.00%	-2.90%
Sales % ¹⁸	66.15%	66.27%	-0.18%	69.16%	-4.35%
Conversion Rate ¹⁹	3.54%	3.37%	5.04%	3.57%	-0.84%

Natural Search	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Traffic % ²⁰	13.79%	13.37%	3.14%	11.10%	24.23%
Sales % ²¹	8.30%	8.08%	2.72%	7.46%	11.26%
Conversion Rate ²²	1.78%	1.72%	3.49%	2.01%	-11.44%

Referrals	Apr-08	Mar-08	% Change (m/m)	Apr-07	% Change (y/y)
Traffic % ²³	5.89%	5.76%	2.26%	6.16%	-4.38%
Sales % ²⁴	2.02%	1.95%	3.59%	2.30%	-12.17%
Referral Conversion Rate ²⁵	1.48%	1.38%	7.25%	1.60%	-7.50%

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.