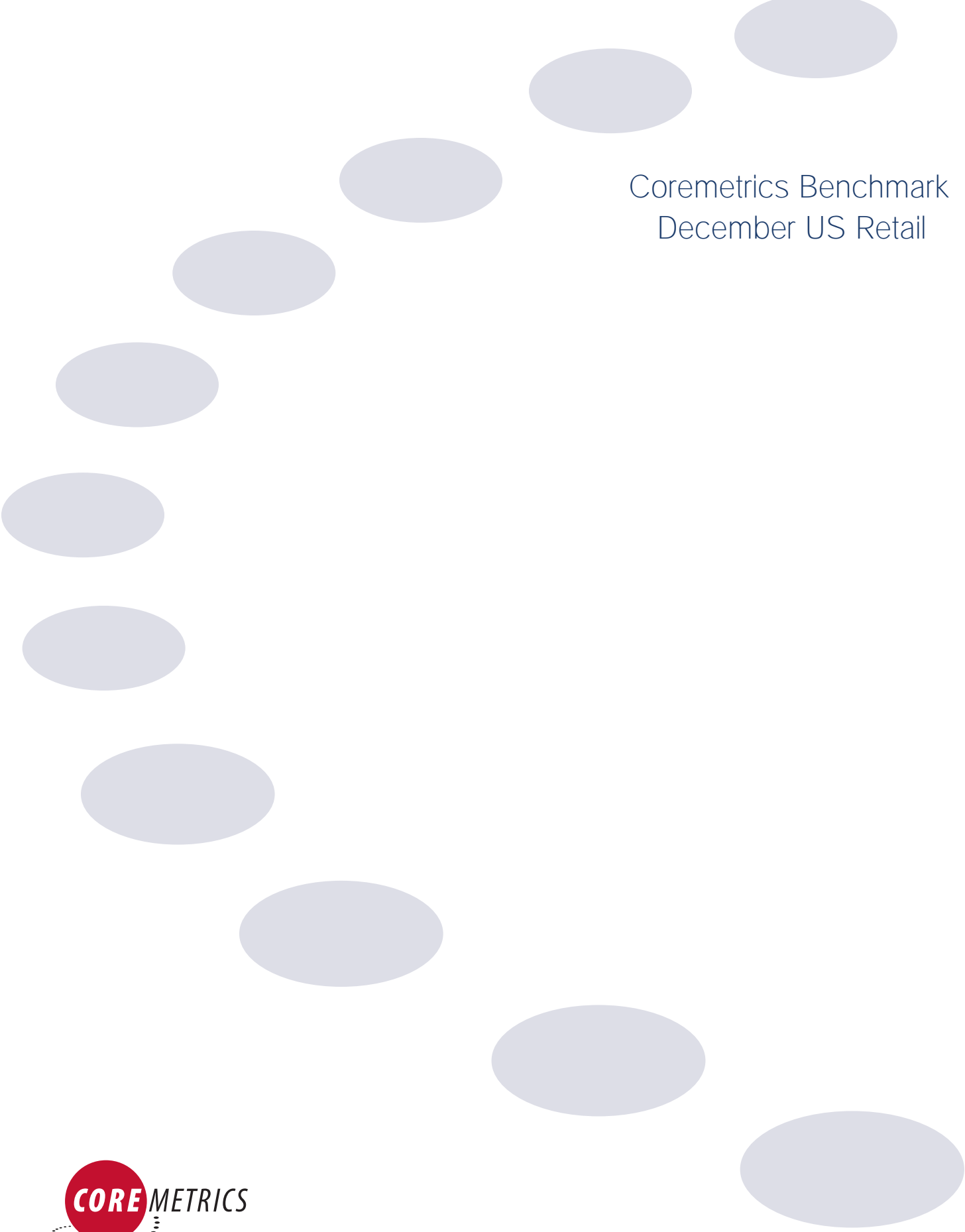


Coremetrics Benchmark  
December US Retail



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For more information about Coremetrics Benchmark, please visit [Coremetrics.com](http://Coremetrics.com).



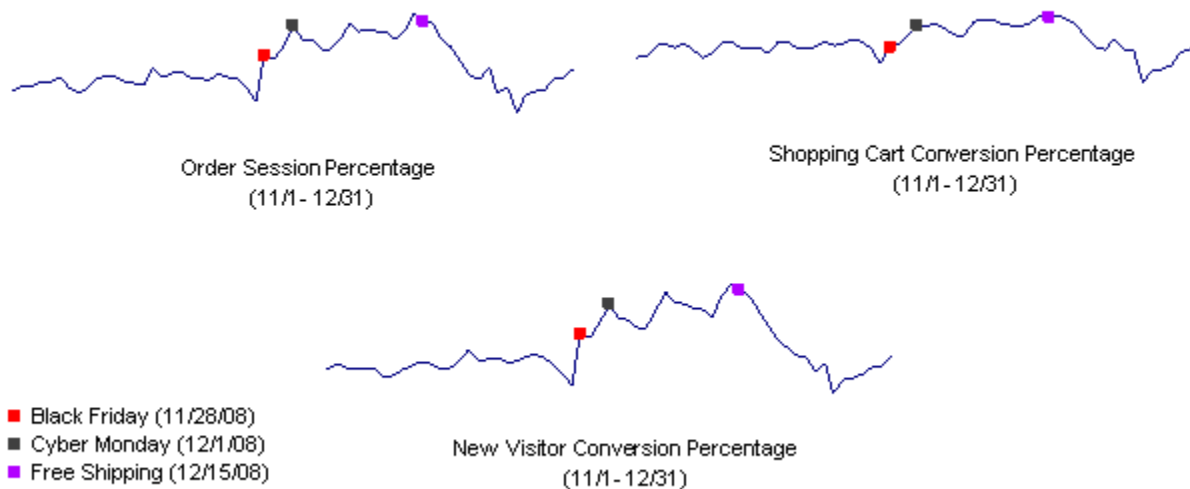
## Summary

### Mixed ecommerce signals in December

According to Coremetrics Benchmark, the percentage of website visits that ended up with product orders increased by 23% from November to December and fell by 2.4% compared to December, 2007. The average number of items per order and average order value fell by 19% and 11% compared to November and by 2% and 3% compared to last year. Shopping cart conversion and new visitor conversion increased by 9% and 27% respectively compared to November.

Retail sectors that performed the best to convert visitors to buyers were apparel, department stores, home, intimate apparel, jewelry and sports apparel that saw increases between 31% and 66% in sessions that included orders.

Tracking specific online activities around Black Friday (Nov 28), Cyber Monday (Dec 1) and Free Shipping Day (Dec 15), we're seeing increased conversion activities (three dates highlighted in red below): sessions including orders, shopping cart conversions and new visitor conversions. This suggests that people shopping on those dates are more motivated to complete their orders online, relative to non-holidays.



Source: Coremetrics Benchmark

Metrics that did not show an increase around the holidays included average order value, average number of items per order and average time on site.

## 2008 December Data

*Retail*

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	23.89%	24.09%	-0.83%	21.06%	13.44%
Multi Page Session <sup>2</sup>	76.11%	75.91%	0.26%	78.94%	-3.59%
Browser Session <sup>3</sup>	51.52%	51.61%	-0.17%	51.76%	-0.46%
Shopping Cart Sessions <sup>4</sup>	9.99%	8.94%	11.74%	10.07%	-0.79%
Order Sessions <sup>5</sup>	3.65%	2.98%	22.48%	3.74%	-2.41%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	12.01	11.90	0.92%	13.21	-9.08%
Product Page Views Per Session <sup>7</sup>	2.99	2.92	2.57%	3.19	-6.24%
Average Time on Site (in seconds) <sup>8</sup>	503.01	494.79	1.66%	611.38	-17.73%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	4.76	5.86	-18.73%	4.85	-1.85%
Average Order Value <sup>10</sup>	\$124.48	\$139.56	-10.80%	\$128.54	-3.15%
Shopping Cart Conversion Rate <sup>11</sup>	38.16%	34.97%	9.12%	39.27%	-2.83%
Shopping Cart Abandonment <sup>12</sup>	61.84%	65.03%	-4.91%	60.73%	1.83%
New Visitor Conversion Rate <sup>13</sup>	2.69%	2.11%	27.49%	2.87%	-6.27%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	18.97%	21.83%	-13.10%	18.09%	4.86%

*Apparel*

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	17.58%	19.05%	-7.72%	18.70%	-5.99%
Multi Page Session <sup>2</sup>	82.42%	80.95%	1.82%	81.30%	1.38%
Browser Session <sup>3</sup>	57.71%	57.61%	0.17%	57.79%	-0.14%
Shopping Cart Sessions <sup>4</sup>	12.32%	10.23%	20.43%	11.78%	4.58%
Order Sessions <sup>5</sup>	3.81%	2.86%	33.22%	3.89%	-2.06%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	16.20	14.89	8.85%	15.38	5.39%
Product Page Views Per Session <sup>7</sup>	6.03	5.63	7.19%	6.06	-0.42%
Average Time on Site (in seconds) <sup>8</sup>	693.38	525.73	31.89%	543.67	27.54%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	3.47	3.64	-4.79%	3.50	-1.00%
Average Order Value <sup>10</sup>	\$108.28	\$113.32	-4.45%	\$102.69	5.44%



Shopping Cart Conversion Rate <sup>11</sup>	32.46%	28.88%	12.40%	34.00%	-4.53%
Shopping Cart Abandonment <sup>12</sup>	67.54%	71.12%	-5.03%	66.00%	2.33%
New Visitor Conversion Rate <sup>13</sup>	2.99%	2.02%	48.02%	2.90%	3.10%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	9.89%	8.14%	21.50%	9.27%	6.69%

### Department Store

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	12.86%	15.78%	-18.50%	14.66%	-12.28%
Multi Page Session <sup>2</sup>	87.14%	84.22%	3.47%	85.34%	2.11%
Browser Session <sup>3</sup>	54.26%	54.02%	0.44%	53.67%	1.10%
Shopping Cart Sessions <sup>4</sup>	8.71%	8.82%	-1.25%	9.98%	-12.73%
Order Sessions <sup>5</sup>	2.19%	1.64%	33.54%	2.25%	-2.67%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	17.10	15.91	7.48%	15.41	11.01%
Product Page Views Per Session <sup>7</sup>	2.31	2.36	-2.18%	2.22	3.78%
Average Time on Site (in seconds) <sup>8</sup>	718.49	486.77	47.60%	484.92	48.17%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	2.47	2.79	-11.25%	2.54	-2.66%
Average Order Value <sup>10</sup>	\$160.25	\$171.36	-6.48%	\$150.68	6.35%
Shopping Cart Conversion Rate <sup>11</sup>	26.28%	18.96%	38.61%	23.11%	13.72%
Shopping Cart Abandonment <sup>12</sup>	73.72%	81.04%	-9.03%	76.89%	-4.12%
New Visitor Conversion Rate <sup>13</sup>	1.48%	0.97%	52.58%	1.49%	-0.67%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	20.49%	17.32%	18.30%	20.42%	0.34%

### General Merchandisers

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	21.03%	22.90%	-8.17%	22.12%	-4.93%
Multi Page Session <sup>2</sup>	78.97%	77.10%	2.43%	77.88%	1.40%
Browser Session <sup>3</sup>	59.35%	63.13%	-5.99%	59.55%	-0.34%
Shopping Cart Sessions <sup>4</sup>	9.26%	6.58%	40.73%	6.72%	37.80%
Order Sessions <sup>5</sup>	3.17%	2.82%	12.41%	3.06%	3.59%



Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	10.94	9.63	13.69%	9.33	17.36%
Product Page Views Per Session <sup>7</sup>	2.67	2.65	0.70%	2.44	9.30%
Average Time on Site (in seconds) <sup>8</sup>	504.85	481.91	4.76%	455.65	10.80%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	2.59	2.96	-12.33%	2.81	-7.70%
Average Order Value <sup>10</sup>	\$200.03	\$198.90	0.57%	\$189.83	5.37%
Shopping Cart Conversion Rate <sup>11</sup>	38.34%	46.40%	-17.37%	49.23%	-22.12%
Shopping Cart Abandonment <sup>12</sup>	61.66%	53.60%	15.04%	50.77%	21.45%
New Visitor Conversion Rate <sup>13</sup>	2.09%	1.89%	10.58%	2.04%	2.45%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	28.32%	24.88%	13.83%	28.44%	-0.42%

**Gifts**

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	32.27%	36.27%	-11.03%	38.26%	-15.66%
Multi Page Session <sup>2</sup>	67.73%	63.73%	6.28%	61.74%	9.70%
Browser Session <sup>3</sup>	58.05%	58.70%	-1.11%	55.47%	4.65%
Shopping Cart Sessions <sup>4</sup>	15.11%	13.21%	14.38%	13.54%	11.60%
Order Sessions <sup>5</sup>	8.82%	6.91%	27.64%	7.48%	17.91%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	9.96	8.75	13.86%	8.39	18.81%
Product Page Views Per Session <sup>7</sup>	2.25	2.20	2.67%	1.99	13.29%
Average Time on Site (in seconds) <sup>8</sup>	543.98	478.07	13.79%	492.76	10.39%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	1.86	1.91	-3.01%	2.01	-7.54%
Average Order Value <sup>10</sup>	\$76.92	\$72.51	6.08%	\$75.40	2.01%
Shopping Cart Conversion Rate <sup>11</sup>	61.96%	55.30%	12.04%	58.44%	6.02%
Shopping Cart Abandonment <sup>12</sup>	38.04%	44.70%	-14.90%	41.56%	-8.47%
New Visitor Conversion Rate <sup>13</sup>	7.43%	5.95%	24.87%	6.26%	18.69%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	17.17%	17.07%	0.59%	16.10%	6.65%



**Health and Beauty**

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	27.20%	28.70%	-5.23%	28.05%	-3.03%
Multi Page Session <sup>2</sup>	72.80%	71.30%	2.10%	71.95%	1.18%
Browser Session <sup>3</sup>	46.31%	47.62%	-2.75%	44.45%	4.18%
Shopping Cart Sessions <sup>4</sup>	11.38%	12.74%	-10.68%	13.00%	-12.46%
Order Sessions <sup>5</sup>	3.89%	4.13%	-5.81%	4.38%	-11.19%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	10.51	10.40	1.09%	9.97	5.41%
Product Page Views Per Session <sup>7</sup>	3.25	1.98	64.20%	1.73	87.23%
Average Time on Site (in seconds) <sup>8</sup>	481.03	506.84	-5.09%	475.11	1.25%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	4.10	4.44	-7.65%	4.10	0.07%
Average Order Value <sup>10</sup>	\$65.66	\$71.38	-8.01%	\$63.45	3.48%
Shopping Cart Conversion Rate <sup>11</sup>	34.95%	33.32%	4.89%	34.38%	1.66%
Shopping Cart Abandonment <sup>12</sup>	65.05%	66.68%	-2.44%	65.62%	-0.87%
New Visitor Conversion Rate <sup>13</sup>	3.13%	2.99%	4.68%	3.46%	-9.54%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	12.39%	12.77%	-2.98%	12.95%	-4.32%

**Home**

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	18.83%	22.30%	-15.56%	21.49%	-12.38%
Multi Page Session <sup>2</sup>	81.17%	77.70%	4.47%	78.51%	3.39%
Browser Session <sup>3</sup>	58.17%	56.24%	3.43%	55.82%	4.21%
Shopping Cart Sessions <sup>4</sup>	9.38%	7.41%	26.59%	8.84%	6.11%
Order Sessions <sup>5</sup>	4.17%	2.86%	45.80%	3.75%	11.20%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	13.24	10.67	24.08%	10.23	29.38%
Product Page Views Per Session <sup>7</sup>	3.89	3.44	12.92%	3.11	25.04%
Average Time on Site (in seconds) <sup>8</sup>	444.62	397.80	11.77%	389.78	14.07%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	2.86	3.38	-15.25%	2.87	-0.47%
Average Order Value <sup>10</sup>	\$133.19	\$156.39	-14.84%	\$122.14	9.04%
Shopping Cart Conversion Rate <sup>11</sup>	45.82%	39.86%	14.95%	43.65%	4.97%
Shopping Cart Abandonment <sup>12</sup>	54.18%	60.14%	-9.91%	56.35%	-3.85%
New Visitor Conversion Rate <sup>13</sup>	3.35%	2.18%	53.67%	2.86%	17.13%



On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	16.63%	13.57%	22.55%	14.64%	13.59%

### Intimate Apparel

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	30.05%	29.66%	1.31%	29.25%	2.74%
Multi Page Session <sup>2</sup>	69.95%	70.34%	-0.55%	70.75%	-1.13%
Browser Session <sup>3</sup>	54.88%	54.24%	1.18%	53.99%	1.65%
Shopping Cart Sessions <sup>4</sup>	11.78%	11.80%	-0.17%	11.99%	-1.75%
Order Sessions <sup>5</sup>	4.81%	4.81%	0.00%	4.79%	0.42%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	11.24	10.93	2.83%	11.29	-0.47%
Product Page Views Per Session <sup>7</sup>	2.69	2.76	-2.60%	2.80	-3.92%
Average Time on Site (in seconds) <sup>8</sup>	468.22	428.35	9.31%	434.78	7.69%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	4.35	4.24	2.59%	4.20	3.72%
Average Order Value <sup>10</sup>	\$69.05	\$67.73	1.96%	\$64.50	7.05%
Shopping Cart Conversion Rate <sup>11</sup>	42.36%	42.49%	-0.31%	42.01%	0.83%
Shopping Cart Abandonment <sup>12</sup>	57.64%	57.51%	0.23%	57.99%	-0.60%
New Visitor Conversion Rate <sup>13</sup>	3.68%	3.60%	2.22%	3.62%	1.66%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	19.71%	13.63%	44.61%	14.56%	35.37%

### Jewelry

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	23.94%	27.86%	-14.07%	26.44%	-9.46%
Multi Page Session <sup>2</sup>	76.06%	72.14%	5.43%	73.56%	3.40%
Browser Session <sup>3</sup>	51.78%	23.98%	115.93%	23.63%	119.13%
Shopping Cart Sessions <sup>4</sup>	4.36%	6.14%	-28.99%	6.47%	-32.61%
Order Sessions <sup>5</sup>	1.70%	1.29%	31.78%	1.76%	-3.41%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	12.32	10.97	12.31%	10.58	16.45%
Product Page Views Per Session <sup>7</sup>	1.60	0.72	123.13%	0.64	148.95%
Average Time on Site (in seconds) <sup>8</sup>	416.09	424.88	-2.07%	400.20	3.97%



Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	1.80	2.03	-11.13%	1.73	3.96%
Average Order Value <sup>10</sup>	\$253.94	\$246.36	3.08%	\$233.48	8.76%
Shopping Cart Conversion Rate <sup>11</sup>	39.75%	22.07%	80.11%	28.39%	40.01%
Shopping Cart Abandonment <sup>12</sup>	60.25%	77.93%	-22.69%	71.61%	-15.86%
New Visitor Conversion Rate <sup>13</sup>	1.19%	0.86%	38.37%	1.24%	-4.03%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	23.45%	17.50%	34.00%	17.60%	33.24%

### Niche Retail

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	21.68%	30.65%	-29.27%	36.92%	-41.28%
Multi Page Session <sup>2</sup>	78.32%	69.35%	12.93%	63.08%	24.16%
Browser Session <sup>3</sup>	22.21%	22.66%	-1.99%	23.84%	-6.84%
Shopping Cart Sessions <sup>4</sup>	8.53%	8.01%	6.49%	9.26%	-7.88%
Order Sessions <sup>5</sup>	4.30%	3.46%	24.28%	4.25%	1.18%

Visitor Experience Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Page Views Per Session <sup>6</sup>	13.79	11.54	19.57%	11.73	17.59%
Product Page Views Per Session <sup>7</sup>	1.02	1.01	0.97%	0.99	3.15%
Average Time on Site (in seconds) <sup>8</sup>	726.73	542.08	34.06%	598.47	21.43%

Transaction Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
Average Items/Order <sup>9</sup>	18.85	25.22	-25.27%	18.58	1.43%
Average Order Value <sup>10</sup>	\$41.46	\$47.09	-11.95%	\$43.04	-3.67%
Shopping Cart Conversion Rate <sup>11</sup>	54.13%	45.50%	18.97%	48.93%	10.63%
Shopping Cart Abandonment <sup>12</sup>	45.87%	54.50%	-15.83%	51.07%	-10.18%
New Visitor Conversion Rate <sup>13</sup>	3.38%	2.83%	19.43%	3.34%	1.20%

On site Search Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
On-Site Search Session <sup>14</sup>	8.54%	59.49%	-85.64%	8.94%	-4.47%

### Office Supply/Electronics

Session Traffic Summary	Dec-08	Nov-08	% Change (m/m)	Dec-07	% Change (y/y)
One Page Session <sup>1</sup>	24.75%	27.37%	-9.57%	27.90%	-11.29%
Multi Page Session <sup>2</sup>	75.25%	72.63%	3.61%	72.10%	4.37%
Browser Session <sup>3</sup>	41.03%	45.47%	-9.76%	43.44%	-5.55%
Shopping Cart Sessions <sup>4</sup>	8.06%	8.14%	-0.98%	7.97%	1.13%
Order Sessions <sup>5</sup>	3.21%	3.41%	-5.87%	3.62%	-11.33%









