

Coremetrics Benchmark  
January 09 Report



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



## Summary

### Declining eCommerce Performance in January as *Order Sessions Drop and Browsing Stays Flat*

January was a month of casual browsing but limited buying across the online retail sector.

The number of online sessions in which consumers browsed through a website – viewing at least one product page – stayed largely flat compared to December 2008. But the number of sessions in which consumers actually completed an order was down sharply by 21 percent, as fewer people made the leap from browsing to actual buying. In fact, order sessions were down in all categories except Intimate Apparel and Office Supplies Retailers, which reported increases of nearly 5.5 percent and nearly 8 percent respectively. Specialty retailers reported a 56 percent drop in order sessions, the largest decrease of any retail category tracked by Coremetrics.

Compared to December 2008, the average number of items that consumers purchased per order rose by 23 percent in the online retail category as a whole. The average dollar value of those orders also rose by 8 percent. However, comparing those same metrics to January 2008 shows that the average number of items per order and their average dollar value were actually down 4.5 percent and nearly 5 percent respectively.

### Notable Retail Categories Compared to December 2008

- **Home goods retailers** were extremely successful at enticing fewer shoppers to buy more items for a higher total dollar value, as evidenced by: a 26 percent rise in the average number of items per order; nearly a 41 percent increase in the average dollar value of those orders; and a whopping drop of almost 49 percent in order sessions.
- **Health and Beauty retailers** continued to show signs of the “little luxuries” effect where consumers in a down economy indulge in inexpensive purchases. Online retailers in this sector reported a 5 percent jump in browser sessions and a near-22 percent increase in the average number of items per order. However, the average order value decreased by nearly 5 percent, underscoring that consumers in this category were aggressively looking for bargains, stocking up on more items, but spending less money overall.



## January 2009 Data

*Retail*

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	24.97%	24.50%	1.92%	22.41%	11.42%
Multi Page Session <sup>2</sup>	75.03%	75.50%	-0.62%	77.59%	-3.30%
Browser Session <sup>3</sup>	50.97%	51.03%	-0.12%	50.32%	1.29%
Shopping Cart Sessions <sup>4</sup>	9.08%	10.01%	-9.29%	9.50%	-4.42%
Order Sessions <sup>5</sup>	2.92%	3.71%	-21.29%	3.20%	-8.75%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	11.83	11.70	1.08%	12.96	-8.76%
Product Page Views Per Session <sup>7</sup>	3.24	3.00	7.81%	3.54	-8.52%
Average Time on Site (in seconds) <sup>8</sup>	504.59	506.01	-0.28%	614.10	-17.83%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	5.95	4.85	22.56%	6.22	-4.48%
Average Order Value <sup>10</sup>	\$132.57	\$122.70	8.04%	\$139.11	-4.70%
Shopping Cart Conversion Rate <sup>11</sup>	33.80%	38.75%	-12.77%	35.53%	-4.87%
Shopping Cart Abandonment <sup>12</sup>	66.20%	61.25%	8.08%	64.47%	2.68%
New Visitor Conversion Rate <sup>13</sup>	2.02%	2.73%	-26.01%	2.24%	-9.82%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	17.94%	18.91%	-5.13%	17.67%	1.53%

*Apparel*

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	18.70%	18.70%	0.00%	17.44%	7.22%
Multi Page Session <sup>2</sup>	81.30%	81.30%	0.00%	82.56%	-1.53%
Browser Session <sup>3</sup>	57.52%	57.79%	-0.47%	57.29%	0.40%
Shopping Cart Sessions <sup>4</sup>	10.91%	11.78%	-7.39%	12.74%	-14.36%
Order Sessions <sup>5</sup>	2.94%	3.89%	-24.42%	3.24%	-9.26%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	16.25	15.38	5.66%	17.80	-8.72%
Product Page Views Per Session <sup>7</sup>	6.60	6.06	8.94%	7.34	-10.15%
Average Time on Site (in seconds) <sup>8</sup>	548.45	543.67	0.88%	732.22	-25.10%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	4.13	3.50	18.03%	3.93	5.24%



Average Order Value <sup>10</sup>	\$97.85	\$102.69	-4.72%	\$102.18	-4.23%
Shopping Cart Conversion Rate <sup>11</sup>	27.68%	34.00%	-18.59%	26.47%	4.57%
Shopping Cart Abandonment <sup>12</sup>	72.32%	66.00%	9.58%	73.53%	-1.65%
New Visitor Conversion Rate <sup>13</sup>	1.99%	2.90%	-31.38%	2.28%	-12.72%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	7.86%	9.27%	-15.21%	12.45%	-36.87%

### Department Store

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	16.34%	15.77%	3.61%	15.29%	6.87%
Multi Page Session <sup>2</sup>	83.66%	84.23%	-0.68%	84.71%	-1.24%
Browser Session <sup>3</sup>	50.63%	50.73%	-0.20%	50.98%	-0.69%
Shopping Cart Sessions <sup>4</sup>	8.64%	10.11%	-14.54%	7.56%	14.29%
Order Sessions <sup>5</sup>	1.31%	2.17%	-39.63%	1.39%	-5.76%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	14.41	14.34	0.47%	15.79	-8.76%
Product Page Views Per Session <sup>7</sup>	2.19	2.04	7.71%	2.37	-7.49%
Average Time on Site (in seconds) <sup>8</sup>	479.56	498.36	-3.77%	806.95	-40.57%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	2.85	2.77	2.98%	2.78	2.72%
Average Order Value <sup>10</sup>	\$119.16	\$138.07	-13.70%	\$128.59	-7.33%
Shopping Cart Conversion Rate <sup>11</sup>	15.47%	22.10%	-30.00%	19.33%	-19.97%
Shopping Cart Abandonment <sup>12</sup>	84.53%	77.90%	8.51%	80.67%	4.78%
New Visitor Conversion Rate <sup>13</sup>	0.78%	1.43%	-45.45%	0.88%	-11.36%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	15.72%	20.51%	-23.35%	15.36%	2.34%

### General Merchandisers

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	23.24%	22.12%	5.06%	21.93%	5.97%
Multi Page Session <sup>2</sup>	76.76%	77.88%	-1.44%	78.07%	-1.68%
Browser Session <sup>3</sup>	61.71%	59.55%	3.63%	62.79%	-1.72%
Shopping Cart Sessions <sup>4</sup>	7.82%	6.72%	16.37%	8.11%	-3.58%
Order Sessions <sup>5</sup>	2.84%	3.06%	-7.19%	2.83%	0.35%



Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	9.65	9.33	3.48%	11.04	-12.61%
Product Page Views Per Session <sup>7</sup>	2.64	2.44	7.82%	2.89	-8.74%
Average Time on Site (in seconds) <sup>8</sup>	470.23	455.65	3.20%	498.73	-5.72%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	3.27	2.81	16.31%	3.34	-2.23%
Average Order Value <sup>10</sup>	\$188.00	\$189.83	-0.97%	\$195.39	-3.78%
Shopping Cart Conversion Rate <sup>11</sup>	39.47%	49.23%	-19.83%	38.05%	3.73%
Shopping Cart Abandonment <sup>12</sup>	60.53%	50.77%	19.22%	61.95%	-2.29%
New Visitor Conversion Rate <sup>13</sup>	1.82%	2.04%	-10.78%	1.75%	4.00%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	23.29%	28.44%	-18.11%	25.02%	-6.91%

### Gifts

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	39.48%	38.26%	3.19%	33.46%	17.99%
Multi Page Session <sup>2</sup>	60.52%	61.74%	-1.98%	66.54%	-9.05%
Browser Session <sup>3</sup>	53.88%	55.47%	-2.87%	57.00%	-5.47%
Shopping Cart Sessions <sup>4</sup>	12.01%	13.54%	-11.30%	13.46%	-10.77%
Order Sessions <sup>5</sup>	6.20%	7.48%	-17.11%	7.47%	-17.00%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	7.94	8.39	-5.37%	9.36	-15.22%
Product Page Views Per Session <sup>7</sup>	1.94	1.99	-2.43%	2.13	-8.83%
Average Time on Site (in seconds) <sup>8</sup>	481.62	492.76	-2.26%	530.68	-9.24%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	1.77	2.01	-11.65%	1.71	3.87%
Average Order Value <sup>10</sup>	\$63.64	\$75.40	-15.60%	\$65.29	-2.53%
Shopping Cart Conversion Rate <sup>11</sup>	54.41%	58.44%	-6.90%	58.51%	-7.01%
Shopping Cart Abandonment <sup>12</sup>	45.59%	41.56%	9.70%	41.49%	9.88%
New Visitor Conversion Rate <sup>13</sup>	5.24%	6.26%	-16.29%	6.31%	-16.96%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	13.19%	16.10%	-18.07%	14.24%	-7.37%



**Health and Beauty**

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	27.85%	28.05%	-0.71%	28.75%	-3.13%
Multi Page Session <sup>2</sup>	72.15%	71.95%	0.28%	71.25%	1.26%
Browser Session <sup>3</sup>	46.86%	44.45%	5.42%	46.40%	0.99%
Shopping Cart Sessions <sup>4</sup>	13.02%	13.00%	0.15%	11.84%	9.97%
Order Sessions <sup>5</sup>	4.09%	4.38%	-6.62%	3.91%	4.60%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	10.04	9.97	0.63%	10.39	-3.38%
Product Page Views Per Session <sup>7</sup>	1.85	1.73	6.65%	2.98	-37.89%
Average Time on Site (in seconds) <sup>8</sup>	471.75	475.11	-0.71%	483.96	-2.52%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	4.98	4.10	21.52%	4.97	0.13%
Average Order Value <sup>10</sup>	\$60.40	\$63.45	-4.81%	\$65.74	-8.13%
Shopping Cart Conversion Rate <sup>11</sup>	31.97%	34.38%	-7.01%	33.59%	-4.82%
Shopping Cart Abandonment <sup>12</sup>	68.03%	65.62%	3.67%	66.41%	2.44%
New Visitor Conversion Rate <sup>13</sup>	3.26%	3.46%	-5.78%	3.09%	5.50%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	13.46%	12.95%	3.94%	10.64%	26.50%

**Home**

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	21.24%	21.49%	-1.16%	19.44%	9.26%
Multi Page Session <sup>2</sup>	78.76%	78.51%	0.32%	80.56%	-2.23%
Browser Session <sup>3</sup>	56.44%	55.82%	1.11%	58.74%	-3.92%
Shopping Cart Sessions <sup>4</sup>	6.41%	8.84%	-27.49%	7.31%	-12.31%
Order Sessions <sup>5</sup>	1.93%	3.75%	-48.53%	2.49%	-22.49%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	11.20	10.23	9.44%	14.05	-20.32%
Product Page Views Per Session <sup>7</sup>	3.71	3.11	19.38%	4.66	-20.36%
Average Time on Site (in seconds) <sup>8</sup>	406.45	389.78	4.28%	478.77	-15.11%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	3.63	2.87	26.38%	3.72	-2.31%
Average Order Value <sup>10</sup>	\$171.91	\$122.14	40.75%	\$187.24	-8.19%
Shopping Cart Conversion Rate <sup>11</sup>	31.08%	43.65%	-28.80%	35.10%	-11.45%



Shopping Cart Abandonment <sup>12</sup>	68.92%	56.35%	22.31%	64.90%	6.19%
New Visitor Conversion Rate <sup>13</sup>	1.36%	2.86%	-52.45%	1.78%	-23.60%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	11.71%	14.64%	-20.01%	12.65%	-7.43%

### Intimate Apparel

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	26.90%	29.25%	-8.03%	27.17%	-0.99%
Multi Page Session <sup>2</sup>	73.10%	70.75%	3.32%	72.83%	0.37%
Browser Session <sup>3</sup>	58.94%	53.99%	9.17%	57.78%	2.01%
Shopping Cart Sessions <sup>4</sup>	12.80%	11.99%	6.76%	12.27%	4.32%
Order Sessions <sup>5</sup>	5.05%	4.79%	5.43%	4.91%	2.85%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	11.53	11.29	2.09%	11.78	-2.16%
Product Page Views Per Session <sup>7</sup>	2.97	2.80	6.21%	2.83	5.05%
Average Time on Site (in seconds) <sup>8</sup>	443.84	434.78	2.08%	480.75	-7.68%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	4.12	4.20	-1.86%	4.10	0.58%
Average Order Value <sup>10</sup>	\$65.73	\$64.50	1.90%	\$67.90	-3.20%
Shopping Cart Conversion Rate <sup>11</sup>	41.05%	42.01%	-2.29%	41.39%	-0.82%
Shopping Cart Abandonment <sup>12</sup>	58.95%	57.99%	1.66%	58.61%	0.58%
New Visitor Conversion Rate <sup>13</sup>	3.85%	3.62%	6.35%	3.80%	1.32%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	13.51%	14.56%	-7.21%	17.99%	-24.90%

### Jewelry

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	28.44%	26.44%	7.56%	27.06%	5.10%
Multi Page Session <sup>2</sup>	71.56%	73.56%	-2.72%	72.94%	-1.89%
Browser Session <sup>3</sup>	33.35%	23.63%	41.13%	48.91%	-31.81%
Shopping Cart Sessions <sup>4</sup>	4.93%	6.47%	-23.80%	4.24%	16.27%
Order Sessions <sup>5</sup>	1.19%	1.76%	-32.39%	1.22%	-2.46%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	10.47	10.58	-1.09%	11.22	-6.69%



Product Page Views Per Session <sup>7</sup>	1.08	0.64	68.86%	1.61	-32.94%
Average Time on Site (in seconds) <sup>8</sup>	426.18	400.20	6.49%	428.13	-0.45%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	1.98	1.73	14.27%	1.95	1.65%
Average Order Value <sup>10</sup>	\$259.65	\$233.48	11.21%	\$252.08	3.00%
Shopping Cart Conversion Rate <sup>11</sup>	25.46%	28.39%	-10.32%	29.63%	-14.07%
Shopping Cart Abandonment <sup>12</sup>	74.54%	71.61%	4.09%	70.37%	5.93%
New Visitor Conversion Rate <sup>13</sup>	0.80%	1.24%	-35.48%	0.84%	-4.76%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	15.34%	17.60%	-12.84%	20.28%	-24.36%

### Niche Retail

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	36.70%	36.92%	-0.60%	21.11%	73.85%
Multi Page Session <sup>2</sup>	63.30%	63.08%	0.35%	78.89%	-19.76%
Browser Session <sup>3</sup>	25.68%	23.84%	7.72%	22.96%	11.85%
Shopping Cart Sessions <sup>4</sup>	8.05%	9.26%	-13.07%	7.35%	9.52%
Order Sessions <sup>5</sup>	3.19%	4.25%	-24.94%	3.17%	0.63%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	11.91	11.73	1.54%	13.37	-10.89%
Product Page Views Per Session <sup>7</sup>	1.16	0.99	17.34%	1.12	3.83%
Average Time on Site (in seconds) <sup>8</sup>	591.05	598.47	-1.24%	685.12	-13.73%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	22.86	18.58	23.02%	23.74	-3.71%
Average Order Value <sup>10</sup>	\$39.77	\$43.04	-7.60%	\$40.41	-1.59%
Shopping Cart Conversion Rate <sup>11</sup>	41.74%	48.93%	-14.69%	45.83%	-8.92%
Shopping Cart Abandonment <sup>12</sup>	58.26%	51.07%	14.08%	54.17%	7.55%
New Visitor Conversion Rate <sup>13</sup>	2.57%	3.34%	-23.05%	2.57%	0.00%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	11.67%	8.94%	30.54%	10.50%	11.14%

### Office Supply/Electronics

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	26.09%	27.90%	-6.49%	26.50%	-1.55%



Multi Page Session <sup>2</sup>	73.91%	72.10%	2.51%	73.50%	0.56%
Browser Session <sup>3</sup>	45.83%	43.44%	5.50%	41.82%	9.59%
Shopping Cart Sessions <sup>4</sup>	8.64%	7.97%	8.41%	8.73%	-1.03%
Order Sessions <sup>5</sup>	3.90%	3.62%	7.73%	3.75%	4.00%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	7.76	7.38	5.18%	7.89	-1.61%
Product Page Views Per Session <sup>7</sup>	1.12	1.01	11.53%	1.05	6.61%
Average Time on Site (in seconds) <sup>8</sup>	383.44	364.57	5.18%	344.79	11.21%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	8.59	8.41	2.12%	9.47	-9.34%
Average Order Value <sup>10</sup>	\$195.17	\$198.90	-1.88%	\$225.48	-13.44%
Shopping Cart Conversion Rate <sup>11</sup>	48.21%	47.70%	1.07%	45.01%	7.11%
Shopping Cart Abandonment <sup>12</sup>	51.79%	52.30%	-0.98%	54.99%	-5.82%
New Visitor Conversion Rate <sup>13</sup>	1.85%	1.80%	2.78%	1.53%	20.92%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	33.56%	30.71%	9.28%	35.26%	-4.82%

## Outdoor Apparel and Gear

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	25.26%	24.24%	4.21%	23.89%	5.73%
Multi Page Session <sup>2</sup>	74.74%	75.76%	-1.35%	76.11%	-1.80%
Browser Session <sup>3</sup>	60.43%	60.83%	-0.66%	60.03%	0.67%
Shopping Cart Sessions <sup>4</sup>	8.84%	11.72%	-24.57%	7.64%	15.71%
Order Sessions <sup>5</sup>	2.69%	4.79%	-43.84%	2.70%	-0.37%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	12.73	13.07	-2.62%	13.54	-6.02%
Product Page Views Per Session <sup>7</sup>	2.76	2.78	-0.77%	2.85	-3.07%
Average Time on Site (in seconds) <sup>8</sup>	763.70	763.07	0.08%	823.19	-7.23%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	3.04	2.67	13.72%	2.83	7.27%
Average Order Value <sup>10</sup>	\$103.95	\$110.17	-5.65%	\$108.83	-4.49%
Shopping Cart Conversion Rate <sup>11</sup>	30.91%	41.52%	-25.55%	36.07%	-14.31%
Shopping Cart Abandonment <sup>12</sup>	69.09%	58.48%	18.14%	63.93%	8.07%
New Visitor Conversion Rate <sup>13</sup>	1.82%	3.58%	-49.16%	1.96%	-7.14%



On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	22.38%	26.14%	-14.38%	11.38%	96.66%

## Pets

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	25.69%	23.51%	9.27%	21.34%	20.38%
Multi Page Session <sup>2</sup>	74.31%	76.49%	-2.85%	78.66%	-5.53%
Browser Session <sup>3</sup>	49.04%	50.86%	-3.58%	49.32%	-0.57%
Shopping Cart Sessions <sup>4</sup>	7.02%	7.99%	-12.14%	7.51%	-6.52%
Order Sessions <sup>5</sup>	2.10%	2.66%	-21.05%	2.52%	-16.67%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	7.32	7.66	-4.42%	9.29	-21.19%
Product Page Views Per Session <sup>7</sup>	1.69	1.77	-5.00%	1.90	-11.30%
Average Time on Site (in seconds) <sup>8</sup>	391.84	385.42	1.66%	388.76	0.79%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	3.96	3.85	2.72%	3.77	4.95%
Average Order Value <sup>10</sup>	\$72.35	\$71.61	1.03%	\$67.71	6.84%
Shopping Cart Conversion Rate <sup>11</sup>	30.69%	34.11%	-10.03%	34.57%	-11.22%
Shopping Cart Abandonment <sup>12</sup>	69.31%	65.89%	5.19%	65.43%	5.93%
New Visitor Conversion Rate <sup>13</sup>	1.32%	1.75%	-24.57%	1.66%	-20.48%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	16.27%	16.70%	-2.57%	18.64%	-12.71%

## Specialty Retail

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	42.87%	36.14%	18.62%	38.64%	10.95%
Multi Page Session <sup>2</sup>	57.13%	63.86%	-10.54%	61.36%	-6.89%
Browser Session <sup>3</sup>	67.52%	71.83%	-6.00%	72.42%	-6.77%
Shopping Cart Sessions <sup>4</sup>	6.72%	12.52%	-46.33%	7.65%	-12.16%
Order Sessions <sup>5</sup>	2.51%	5.67%	-55.73%	2.97%	-15.49%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	7.03	9.29	-24.29%	7.37	-4.62%
Product Page Views Per Session <sup>7</sup>	2.76	3.38	-18.39%	2.94	-6.39%
Average Time on Site (in seconds) <sup>8</sup>	336.56	395.47	-14.90%	353.00	-4.65%



Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	1.73	1.98	-12.38%	1.58	10.10%
Average Order Value <sup>10</sup>	\$111.08	\$113.94	-2.51%	\$126.33	-12.07%
Shopping Cart Conversion Rate <sup>11</sup>	41.09%	49.27%	-16.60%	42.05%	-2.28%
Shopping Cart Abandonment <sup>12</sup>	58.91%	50.73%	16.12%	57.95%	1.66%
New Visitor Conversion Rate <sup>13</sup>	2.01%	4.74%	-57.59%	2.56%	-21.48%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	16.07%	18.73%	-14.20%	15.85%	1.39%

### Sports Apparel and Gear

Session Traffic Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
One Page Session <sup>1</sup>	26.72%	27.50%	-2.84%	26.69%	0.11%
Multi Page Session <sup>2</sup>	73.28%	72.50%	1.08%	73.31%	-0.04%
Browser Session <sup>3</sup>	63.59%	62.66%	1.48%	62.10%	2.40%
Shopping Cart Sessions <sup>4</sup>	7.03%	7.88%	-10.79%	7.30%	-3.70%
Order Sessions <sup>5</sup>	1.46%	2.29%	-36.24%	1.64%	-10.98%

Visitor Experience Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Page Views Per Session <sup>6</sup>	10.79	10.38	3.87%	10.93	-1.31%
Product Page Views Per Session <sup>7</sup>	3.23	3.13	3.07%	3.25	-0.83%
Average Time on Site (in seconds) <sup>8</sup>	460.24	454.83	1.19%	567.61	-18.92%

Transaction Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
Average Items/Order <sup>9</sup>	2.97	2.40	23.42%	3.33	-10.97%
Average Order Value <sup>10</sup>	\$112.50	\$114.24	-1.52%	\$114.40	-1.66%
Shopping Cart Conversion Rate <sup>11</sup>	22.33%	31.18%	-28.38%	24.05%	-7.15%
Shopping Cart Abandonment <sup>12</sup>	77.67%	68.82%	12.86%	75.95%	2.26%
New Visitor Conversion Rate <sup>13</sup>	1.02%	1.80%	-43.33%	1.20%	-15.00%

On site Search Summary	Jan-09	Dec-08	% Change (FS/CM)	Jan-08	% Change (FS/BF)
On-Site Search Session <sup>14</sup>	24.12%	22.24%	8.45%	20.84%	15.74%





## About Coremetrics Benchmark

### *Session Traffic Summary Metrics*

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

### *Visitor Experience Summary Metrics*

- |                                   |  |
|-----------------------------------|--|
| <b>6. Page Views / Session</b>    | The average number of pages viewed by visitors per session.    |
| <b>7. Product Views / Session</b> | The average number of products viewed by visitors per session. |
| <b>8. Average Time on Site</b>    | The average length of time for a visitor session.              |

### *Transactions Summary Metrics*

- |  |  |
|--|--|
| <b>9. Average Items / Order</b>        | The average number of items purchased per order.   |
| <b>10. Average Order Value</b>         | The average value of each order.   |
| <b>11. Shopping Cart Conversion %</b>  | Out of all visitors who placed items in their shopping carts, the percentage that placed an actual order.        |
| <b>12. Shopping Cart Abandonment %</b> | Out of all visitors who placed items in their shopping carts, the percentage that did not place an actual order. |
| <b>13. New Visitor Conversion %</b>    | Out of all new visitor sessions, the percentage that completed an order.   |

### *On-Site Search Summary Metrics*

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

