



# Coremetrics Benchmark

February 2009 Report



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



## Summary

### **Coremetrics Reports Sharp Decline in Online Spending** *– Report Reflects Increasing Gloom Among Consumers in February –*

The online retail sector in general registered dramatic drops in ecommerce activities in February 2009 compared to January 2009 (month over month) and February 2008 (year over year).

Among those consumers who shopped online in February, the number of items they purchased per order fell by a staggering 13 percent from the month before. Website sessions in which shoppers added items to their carts and sessions in which they went on to complete orders decreased by 4 percent and 3 percent respectively from January. Consumers' engagement with websites, measured by page views per session, product views per session and the average time they spent on sites, fell by 1 percent, 2.5 percent and 4.5 percent respectively from January.

There was a very thin silver lining in February. On average, the retail sector as a whole reported an increase in average order value and in shopping cart conversion rate of 3.7 percent and 1.5 percent respectively. These numbers show that though the number of people willing to spend online shrank considerably, those who did shop spent more money than in the prior month. Specific segments of the online sector also registered some interesting increases in February, reflecting what can be attributed to a Valentine's Day spike. Compared to January 2009:

- Gifts retailers and Jewelers – both traditional winners on Valentine's Day – reported 23 percent and 15 percent increases in order sessions respectively. However, the average dollar value of those orders did not match these increases, with a modest increase of 4 percent for gifts retailers and a decrease of 14.3 percent for jewelers. These numbers illustrate that even on those occasions when consumers want to spend, they are spending in a more restrained fashion than in the past.
- Department stores were hit hard by a 13 percent drop in shopping cart sessions and a near 10 percent drop in order sessions. However, department stores did an excellent job of appealing to a smaller group of consumers, reporting increases of 2 percent and 13.4 percent in the average number of items per order and their average dollar value.
- Apparel, Health and Beauty, Home Goods, Outdoor Goods and Specialty retailers all reported decreases in order sessions of 12.6 percent, 9.6 percent, 5.2 percent, 10.8 percent and 7.2 percent respectively.



## February 2009 Data

**Retail**

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	25.55%	24.90%	2.61%	22.85%	11.82%
Multi Page Session <sup>2</sup>	74.45%	75.10%	-0.87%	77.15%	-3.50%
Browser Session <sup>3</sup>	51.05%	50.87%	0.35%	51.41%	-0.70%
Shopping Cart Sessions <sup>4</sup>	8.67%	9.06%	-4.30%	9.12%	-4.93%
Order Sessions <sup>5</sup>	2.83%	2.92%	-3.08%	3.12%	-9.29%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	11.70	11.84	-1.18%	12.99	-9.91%
Product Page Views Per Session <sup>7</sup>	3.17	3.25	-2.55%	3.82	-17.13%
Average Time on Site (in seconds) <sup>8</sup>	481.05	503.56	-4.47%	615.69	-21.87%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	5.21	5.99	-13.03%	5.63	-7.45%
Average Order Value <sup>10</sup>	\$138.27	\$133.37	3.67%	\$146.24	-5.45%
Shopping Cart Conversion Rate <sup>11</sup>	34.39%	33.86%	1.57%	36.36%	-5.42%
Shopping Cart Abandonment <sup>12</sup>	65.61%	66.14%	-0.80%	63.64%	3.10%
New Visitor Conversion Rate <sup>13</sup>	2.00%	2.02%	-0.99%	2.23%	-10.31%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	17.60%	17.96%	-2.00%	15.16%	16.09%

**Apparel**

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	19.09%	18.70%	2.09%	18.18%	5.01%
Multi Page Session <sup>2</sup>	80.91%	81.30%	-0.48%	81.82%	-1.11%
Browser Session <sup>3</sup>	57.84%	57.52%	0.56%	59.46%	-2.72%
Shopping Cart Sessions <sup>4</sup>	9.99%	10.91%	-8.43%	11.36%	-12.06%
Order Sessions <sup>5</sup>	2.57%	2.94%	-12.59%	2.87%	-10.45%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	16.00	16.25	-1.54%	18.43	-13.22%
Product Page Views Per Session <sup>7</sup>	6.41	6.60	-2.91%	8.40	-23.70%
Average Time on Site (in seconds) <sup>8</sup>	527.22	548.45	-3.87%	730.16	-27.79%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	3.90	4.13	-5.60%	4.02	-3.06%
Average Order Value <sup>10</sup>	\$104.80	\$97.85	7.10%	\$113.33	-7.53%
Shopping Cart Conversion Rate <sup>11</sup>	26.47%	27.68%	-4.37%	26.20%	1.03%



Shopping Cart Abandonment <sup>12</sup>	73.53%	72.32%	1.67%	73.80%	-0.37%
New Visitor Conversion Rate <sup>13</sup>	1.77%	1.99%	-11.06%	2.03%	-12.81%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	7.87%	7.86%	0.13%	5.71%	37.83%

## Department Store

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	17.75%	16.34%	8.63%	16.26%	9.16%
Multi Page Session <sup>2</sup>	82.25%	83.66%	-1.69%	83.74%	-1.78%
Browser Session <sup>3</sup>	49.71%	50.63%	-1.82%	50.91%	-2.36%
Shopping Cart Sessions <sup>4</sup>	7.53%	8.64%	-12.85%	6.87%	9.61%
Order Sessions <sup>5</sup>	1.19%	1.31%	-9.16%	1.31%	-9.16%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	13.60	14.41	-5.60%	15.48	-12.15%
Product Page Views Per Session <sup>7</sup>	2.01	2.19	-8.51%	2.32	-13.47%
Average Time on Site (in seconds) <sup>8</sup>	458.76	479.56	-4.34%	802.46	-42.83%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	2.91	2.85	2.03%	2.99	-2.53%
Average Order Value <sup>10</sup>	\$135.15	\$119.16	13.43%	\$136.68	-1.11%
Shopping Cart Conversion Rate <sup>11</sup>	16.13%	15.47%	4.27%	20.07%	-19.63%
Shopping Cart Abandonment <sup>12</sup>	83.87%	84.53%	-0.78%	79.93%	4.93%
New Visitor Conversion Rate <sup>13</sup>	0.73%	0.78%	-6.41%	0.85%	-14.12%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	15.08%	15.72%	-4.07%	14.58%	3.43%

## General Merchandisers

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	23.03%	23.24%	-0.90%	21.99%	4.73%
Multi Page Session <sup>2</sup>	76.97%	76.76%	0.27%	78.01%	-1.33%
Browser Session <sup>3</sup>	63.06%	61.71%	2.19%	63.03%	0.05%
Shopping Cart Sessions <sup>4</sup>	8.43%	7.82%	7.80%	8.20%	2.80%
Order Sessions <sup>5</sup>	2.86%	2.84%	0.70%	2.89%	-1.04%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	10.21	9.65	5.79%	11.19	-8.77%
Product Page Views Per Session <sup>7</sup>	2.84	2.64	7.80%	2.96	-3.93%
Average Time on Site (in seconds) <sup>8</sup>	485.81	470.23	3.31%	503.76	-3.56%



Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	3.33	3.27	2.05%	3.27	2.09%
Average Order Value <sup>10</sup>	\$179.42	\$188.00	-4.56%	\$209.38	-14.31%
Shopping Cart Conversion Rate <sup>11</sup>	37.40%	39.47%	-5.24%	38.59%	-3.08%
Shopping Cart Abandonment <sup>12</sup>	62.60%	60.53%	3.42%	61.41%	1.94%
New Visitor Conversion Rate <sup>13</sup>	1.83%	1.82%	0.55%	1.77%	3.39%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	22.64%	23.29%	-2.79%	22.88%	-1.05%

### Gifts

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	39.58%	39.48%	0.25%	33.04%	19.79%
Multi Page Session <sup>2</sup>	60.42%	60.52%	-0.17%	66.96%	-9.77%
Browser Session <sup>3</sup>	49.70%	53.88%	-7.76%	53.04%	-6.30%
Shopping Cart Sessions <sup>4</sup>	13.90%	12.01%	15.74%	14.52%	-4.27%
Order Sessions <sup>5</sup>	7.62%	6.20%	22.90%	8.11%	-6.04%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	7.50	7.94	-5.48%	8.79	-14.68%
Product Page Views Per Session <sup>7</sup>	1.74	1.94	-10.55%	1.95	-10.87%
Average Time on Site (in seconds) <sup>8</sup>	500.64	481.62	3.95%	532.03	-5.90%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	1.49	1.77	-15.80%	1.49	0.22%
Average Order Value <sup>10</sup>	\$66.17	\$63.64	3.98%	\$69.55	-4.86%
Shopping Cart Conversion Rate <sup>11</sup>	58.12%	54.41%	6.82%	59.46%	-2.25%
Shopping Cart Abandonment <sup>12</sup>	41.88%	45.59%	-8.14%	40.54%	3.31%
New Visitor Conversion Rate <sup>13</sup>	6.58%	5.24%	25.57%	6.90%	-4.64%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	8.89%	13.19%	-32.60%	9.36%	-5.02%

### Health and Beauty

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	30.41%	26.57%	14.45%	31.67%	-3.98%
Multi Page Session <sup>2</sup>	69.59%	73.43%	-5.23%	68.33%	1.84%
Browser Session <sup>3</sup>	40.63%	40.29%	0.84%	40.71%	-0.20%
Shopping Cart Sessions <sup>4</sup>	11.84%	14.29%	-17.14%	11.73%	0.94%



Order Sessions <sup>5</sup>	4.16%	4.60%	-9.57%	4.76%	-12.61%
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Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	7.95	9.51	-16.44%	7.96	-0.12%
Product Page Views Per Session <sup>7</sup>	1.31	1.47	-10.76%	2.73	-51.92%
Average Time on Site (in seconds) <sup>8</sup>	382.35	412.70	-7.35%	413.09	-7.44%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	5.17	5.91	-12.51%	5.13	0.85%
Average Order Value <sup>10</sup>	\$57.91	\$54.70	5.87%	\$59.58	-2.80%
Shopping Cart Conversion Rate <sup>11</sup>	35.95%	32.80%	9.60%	41.42%	-13.21%
Shopping Cart Abandonment <sup>12</sup>	64.05%	67.20%	-4.69%	58.58%	9.34%
New Visitor Conversion Rate <sup>13</sup>	3.38%	3.83%	-11.75%	4.04%	-16.34%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	10.00%	11.51%	-13.12%	7.09%	41.04%

## Home

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	24.07%	21.24%	13.32%	21.29%	13.06%
Multi Page Session <sup>2</sup>	75.93%	78.76%	-3.59%	78.71%	-3.53%
Browser Session <sup>3</sup>	56.13%	56.44%	-0.55%	57.46%	-2.31%
Shopping Cart Sessions <sup>4</sup>	6.04%	6.41%	-5.77%	6.70%	-9.85%
Order Sessions <sup>5</sup>	1.83%	1.93%	-5.18%	2.29%	-20.09%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	10.50	11.20	-6.25%	12.93	-18.83%
Product Page Views Per Session <sup>7</sup>	3.44	3.71	-7.46%	4.31	-20.24%
Average Time on Site (in seconds) <sup>8</sup>	394.60	406.45	-2.92%	462.86	-14.75%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	3.48	3.63	-4.24%	3.50	-0.56%
Average Order Value <sup>10</sup>	\$180.07	\$171.91	4.75%	\$184.83	-2.57%
Shopping Cart Conversion Rate <sup>11</sup>	31.08%	31.08%	0.00%	35.23%	-11.78%
Shopping Cart Abandonment <sup>12</sup>	68.92%	68.92%	0.00%	64.77%	6.41%
New Visitor Conversion Rate <sup>13</sup>	1.24%	1.36%	-8.82%	1.62%	-23.46%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	11.21%	11.71%	-4.27%	11.47%	-2.27%



**Intimate Apparel**

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	27.66%	26.90%	2.83%	28.19%	-1.88%
Multi Page Session <sup>2</sup>	72.34%	73.10%	-1.04%	71.81%	0.74%
Browser Session <sup>3</sup>	58.32%	58.94%	-1.05%	57.08%	2.17%
Shopping Cart Sessions <sup>4</sup>	12.52%	12.80%	-2.19%	12.33%	1.54%
Order Sessions <sup>5</sup>	4.97%	5.05%	-1.58%	5.22%	-4.79%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	11.28	11.53	-2.16%	11.41	-1.13%
Product Page Views Per Session <sup>7</sup>	2.94	2.97	-1.02%	2.77	6.22%
Average Time on Site (in seconds) <sup>8</sup>	441.38	443.84	-0.55%	471.69	-6.43%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	4.02	4.12	-2.38%	4.02	0.05%
Average Order Value <sup>10</sup>	\$66.83	\$65.73	1.68%	\$68.09	-1.86%
Shopping Cart Conversion Rate <sup>11</sup>	41.31%	41.05%	0.63%	43.80%	-5.68%
Shopping Cart Abandonment <sup>12</sup>	58.69%	58.95%	-0.44%	56.20%	4.43%
New Visitor Conversion Rate <sup>13</sup>	3.73%	3.85%	-3.12%	3.95%	-5.57%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	12.49%	13.51%	-7.55%	17.41%	-28.26%

**Jewelry**

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	23.88%	28.44%	-16.03%	24.35%	-1.93%
Multi Page Session <sup>2</sup>	76.12%	71.56%	6.37%	75.65%	0.62%
Browser Session <sup>3</sup>	50.29%	33.35%	50.79%	50.35%	-0.12%
Shopping Cart Sessions <sup>4</sup>	6.10%	4.93%	23.73%	4.83%	26.29%
Order Sessions <sup>5</sup>	1.37%	1.19%	15.13%	1.12%	22.32%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	11.36	10.47	8.54%	11.61	-2.19%
Product Page Views Per Session <sup>7</sup>	1.64	1.08	51.85%	1.60	2.76%
Average Time on Site (in seconds) <sup>8</sup>	406.96	426.18	-4.51%	422.74	-3.73%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	1.82	1.98	-7.87%	1.91	-4.51%
Average Order Value <sup>10</sup>	\$222.62	\$259.65	-14.26%	\$246.27	-9.60%
Shopping Cart Conversion Rate <sup>11</sup>	23.69%	25.46%	-6.95%	24.27%	-2.39%
Shopping Cart Abandonment <sup>12</sup>	76.31%	74.54%	2.37%	75.73%	0.77%



New Visitor Conversion Rate <sup>13</sup>	0.97%	0.80%	21.25%	0.80%	21.25%
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On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	15.52%	15.34%	1.17%	19.67%	-21.10%

### Niche Retail

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	34.86%	36.70%	-5.01%	22.83%	52.69%
Multi Page Session <sup>2</sup>	65.14%	63.30%	2.91%	77.17%	-15.59%
Browser Session <sup>3</sup>	26.83%	25.68%	4.48%	24.42%	9.87%
Shopping Cart Sessions <sup>4</sup>	8.07%	8.05%	0.25%	7.44%	8.47%
Order Sessions <sup>5</sup>	3.14%	3.19%	-1.57%	3.10%	1.29%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	13.94	11.91	17.03%	12.59	10.73%
Product Page Views Per Session <sup>7</sup>	1.20	1.16	2.70%	1.13	5.68%
Average Time on Site (in seconds) <sup>8</sup>	567.38	591.05	-4.01%	657.27	-13.68%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	16.97	22.86	-25.76%	20.61	-17.67%
Average Order Value <sup>10</sup>	\$42.25	\$39.77	6.22%	\$44.15	-4.32%
Shopping Cart Conversion Rate <sup>11</sup>	40.90%	41.74%	-2.01%	44.01%	-7.07%
Shopping Cart Abandonment <sup>12</sup>	59.10%	58.26%	1.44%	55.99%	5.55%
New Visitor Conversion Rate <sup>13</sup>	2.55%	2.57%	-0.78%	2.50%	2.00%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	11.58%	11.67%	-0.77%	10.44%	10.92%

### Office Supply/Electronics

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	26.24%	26.09%	0.57%	24.31%	7.94%
Multi Page Session <sup>2</sup>	73.76%	73.91%	-0.20%	75.69%	-2.55%
Browser Session <sup>3</sup>	47.27%	45.83%	3.14%	45.28%	4.39%
Shopping Cart Sessions <sup>4</sup>	8.63%	8.64%	-0.12%	8.92%	-3.25%
Order Sessions <sup>5</sup>	3.92%	3.90%	0.51%	3.76%	4.26%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	7.77	7.76	0.16%	8.11	-4.23%
Product Page Views Per Session <sup>7</sup>	1.14	1.12	1.26%	1.13	0.63%
Average Time on Site (in seconds) <sup>8</sup>	380.53	383.44	-0.76%	342.87	10.98%



Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	8.34	8.59	-2.85%	9.30	-10.32%
Average Order Value <sup>10</sup>	\$197.37	\$195.17	1.13%	\$234.23	-15.74%
Shopping Cart Conversion Rate <sup>11</sup>	48.03%	48.21%	-0.37%	44.10%	8.91%
Shopping Cart Abandonment <sup>12</sup>	51.97%	51.79%	0.35%	55.90%	-7.03%
New Visitor Conversion Rate <sup>13</sup>	1.91%	1.85%	3.24%	1.66%	15.06%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	33.46%	33.56%	-0.30%	35.82%	-6.59%

### Outdoor Apparel and Gear

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	26.37%	25.26%	4.39%	24.06%	9.60%
Multi Page Session <sup>2</sup>	73.63%	74.74%	-1.49%	75.94%	-3.04%
Browser Session <sup>3</sup>	58.82%	60.43%	-2.66%	60.41%	-2.63%
Shopping Cart Sessions <sup>4</sup>	8.24%	8.84%	-6.79%	8.21%	0.37%
Order Sessions <sup>5</sup>	2.40%	2.69%	-10.78%	2.94%	-18.37%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	12.11	12.73	-4.81%	13.95	-13.17%
Product Page Views Per Session <sup>7</sup>	2.61	2.76	-5.54%	2.94	-11.49%
Average Time on Site (in seconds) <sup>8</sup>	595.49	763.70	-22.03%	883.15	-32.57%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	3.11	3.04	2.56%	3.00	3.97%
Average Order Value <sup>10</sup>	\$114.52	\$103.95	10.17%	\$106.95	7.08%
Shopping Cart Conversion Rate <sup>11</sup>	29.49%	30.91%	-4.59%	36.70%	-19.65%
Shopping Cart Abandonment <sup>12</sup>	70.51%	69.09%	2.06%	63.30%	11.39%
New Visitor Conversion Rate <sup>13</sup>	1.64%	1.82%	-9.89%	2.15%	-23.72%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	21.66%	22.38%	-3.22%	11.82%	83.25%

### Pets

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	24.16%	25.69%	-5.96%	22.10%	9.32%
Multi Page Session <sup>2</sup>	75.84%	74.31%	2.06%	77.90%	-2.64%
Browser Session <sup>3</sup>	50.42%	49.04%	2.81%	48.36%	4.26%
Shopping Cart Sessions <sup>4</sup>	7.05%	7.02%	0.43%	7.29%	-3.29%



Order Sessions <sup>5</sup>	2.15%	2.10%	2.38%	2.47%	-12.96%
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Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	7.44	7.32	1.67%	8.72	-14.68%
Product Page Views Per Session <sup>7</sup>	1.70	1.69	1.07%	1.81	-5.64%
Average Time on Site (in seconds) <sup>8</sup>	391.19	391.84	-0.17%	391.82	-0.16%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	3.94	3.96	-0.39%	3.73	5.70%
Average Order Value <sup>10</sup>	\$74.97	\$72.35	3.63%	\$68.33	9.72%
Shopping Cart Conversion Rate <sup>11</sup>	31.32%	30.69%	2.05%	35.40%	-11.53%
Shopping Cart Abandonment <sup>12</sup>	68.68%	69.31%	-0.91%	64.60%	6.32%
New Visitor Conversion Rate <sup>13</sup>	1.37%	1.32%	3.79%	1.66%	-17.47%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	18.72%	16.27%	15.06%	17.63%	6.18%

## Specialty Retail

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	45.25%	42.87%	5.55%	39.47%	14.64%
Multi Page Session <sup>2</sup>	54.75%	57.13%	-4.17%	60.53%	-9.55%
Browser Session <sup>3</sup>	68.13%	67.52%	0.90%	72.26%	-5.72%
Shopping Cart Sessions <sup>4</sup>	6.57%	6.72%	-2.23%	7.62%	-13.78%
Order Sessions <sup>5</sup>	2.33%	2.51%	-7.17%	3.01%	-22.59%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	6.41	7.03	-8.82%	7.34	-12.65%
Product Page Views Per Session <sup>7</sup>	2.53	2.76	-8.10%	2.94	-13.96%
Average Time on Site (in seconds) <sup>8</sup>	329.14	336.56	-2.21%	353.72	-6.95%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	1.53	1.73	-11.63%	1.55	-1.09%
Average Order Value <sup>10</sup>	\$114.63	\$111.08	3.19%	\$127.04	-9.77%
Shopping Cart Conversion Rate <sup>11</sup>	39.26%	41.09%	-4.45%	42.97%	-8.63%
Shopping Cart Abandonment <sup>12</sup>	60.74%	58.91%	3.11%	57.03%	6.51%
New Visitor Conversion Rate <sup>13</sup>	1.93%	2.01%	-3.98%	2.57%	-24.90%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	15.73%	16.07%	-2.12%	15.19%	3.55%



**Sports Apparel and Gear**

Session Traffic Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
One Page Session <sup>1</sup>	25.24%	26.72%	-5.54%	25.39%	-0.59%
Multi Page Session <sup>2</sup>	74.76%	73.28%	2.02%	74.61%	0.20%
Browser Session <sup>3</sup>	63.71%	63.59%	0.19%	62.69%	1.63%
Shopping Cart Sessions <sup>4</sup>	6.93%	7.03%	-1.42%	7.70%	-10.00%
Order Sessions <sup>5</sup>	1.63%	1.46%	11.64%	1.85%	-11.89%

Visitor Experience Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Page Views Per Session <sup>6</sup>	11.34	10.79	5.14%	11.19	1.35%
Product Page Views Per Session <sup>7</sup>	3.29	3.23	1.94%	3.18	3.52%
Average Time on Site (in seconds) <sup>8</sup>	479.88	460.24	4.27%	576.05	-16.69%

Transaction Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
Average Items/Order <sup>9</sup>	3.13	2.97	5.41%	3.43	-8.96%
Average Order Value <sup>10</sup>	\$116.15	\$112.50	3.24%	\$116.98	-0.71%
Shopping Cart Conversion Rate <sup>11</sup>	24.92%	22.33%	11.60%	25.84%	-3.56%
Shopping Cart Abandonment <sup>12</sup>	75.08%	77.67%	-3.33%	74.16%	1.24%
New Visitor Conversion Rate <sup>13</sup>	1.25%	1.02%	22.55%	1.35%	-7.41%

On site Search Summary	Feb-09	Jan-09	% Change (Mo/Mo)	Feb-08	% Change (Yr/Yr)
On-Site Search Session <sup>14</sup>	23.60%	24.12%	-2.16%	21.08%	11.95%

## 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. |
|-------------------------------------|---|

