

Coremetrics Benchmark March 2009 Report



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



Summary

Online retail registered an encouraging increase in ecommerce activity in March 2009 compared to February 2009 (month over month). Consumers who shopped online in March purchased nearly 12.0 percent more items compared to the previous month, while the average dollar value increased by more than 4.0 percent, suggesting that not only were consumers buying more items online, they were actually spending more money on average than they had just the month before.

Unsurprisingly, year-over-year retail metrics for March remain down across the board compared to March 2008. The average number of items per order, average order value and shopping cart conversion all fell significantly – 8.1 percent, 6.3 percent and 3.4 percent respectively – compared to March 2008.

Results at a Glance

- Health and beauty retailers were big winners in March, with the average number of items per order increasing by 6.9 percent and the average dollar value of their orders increasing by 5.3 percent. Furthermore, consumer engagement with these sites, measured by page views per session and the average time they spent on sites, rose by 3.2 and 12.0 percent respectively from February.
- Jewelry retailers also reported marked increases in the average number of items per order and their corresponding average dollar value, which rose by 13.8 and 13.4 percent respectively.
- Intimate apparel retailers reported flat to slightly positive results in the average number of items per order and their corresponding average dollar value, which rose by 0.2 and 0.3 percent respectively, while page views (1.4 percent) and average time on site (2.0 percent) rose slightly.
- Sports apparel and gear spending was slightly down, with the average number of items per order decreasing by nearly 2 percent while the average dollar value of their orders decreased by 1.3 percent. Furthermore, consumer engagement with these sites, measured by page views per session and the average time they spent on sites, decreased by 10.8 and 1.0 percent respectively from February.



March 2009 U.S. Benchmark Report

Retail

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	11.69	11.39	-2.58%	12.78	-10.89%
Average Time on Site (in seconds) ²	481.08	476.13	-1.03%	615.20	-22.61%
Average Items/Order ³	5.21	5.82	11.74%	6.33	-8.09%
Average Order Value ⁴	\$138.26	\$143.93	4.10%	\$153.62	-6.31%
Shopping Cart Conversion Rate ⁵	34.39%	34.52%	0.38%	35.75%	-3.44%

Apparel

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	15.99	15.08	-5.69%	17.63	-14.45%
Average Time on Site (in seconds) ²	527.21	512.37	-2.82%	707.25	-27.56%
Average Items/Order ³	3.90	3.97	1.85%	4.03	-1.43%
Average Order Value ⁴	\$104.79	\$109.98	4.95%	\$117.73	-6.58%
Shopping Cart Conversion Rate ⁵	26.47%	26.56%	0.34%	25.97%	2.27%

Department Store

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	13.60	13.06	-3.95%	15.03	-13.07%
Average Time on Site (in seconds) ²	458.76	445.86	-2.81%	797.39	-44.09%
Average Items/Order ³	2.90	2.94	1.18%	3.01	-2.35%
Average Order Value ⁴	\$135.15	\$140.01	3.59%	\$144.92	-3.39%
Shopping Cart Conversion Rate ⁵	16.13%	16.22%	0.56%	20.09%	-19.26%

General Merchandisers

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	10.21	9.88	-3.15%	10.83	-8.70%
Average Time on Site (in seconds) ²	485.81	477.32	-1.75%	493.84	-3.34%
Average Items/Order ³	3.33	3.55	6.54%	3.31	7.17%
Average Order Value ⁴	\$179.41	\$193.58	7.89%	\$213.98	-9.54%
Shopping Cart Conversion Rate ⁵	37.40%	37.81%	1.10%	38.27%	-1.20%



Gifts

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	7.50	8.23	9.75%	9.28	-11.32%
Average Time on Site (in seconds) ²	500.64	484.70	-3.18%	542.46	-10.65%
Average Items/Order ³	1.49	1.79	19.93%	1.74	2.69%
Average Order Value ⁴	\$66.16	\$62.53	-5.49%	\$63.42	-1.40%
Shopping Cart Conversion Rate ⁵	58.12%	57.49%	-1.08%	59.80%	-3.86%

Health and Beauty

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	7.94	8.20	3.22%	7.61	7.77%
Average Time on Site (in seconds) ²	382.35	428.34	12.03%	395.78	8.23%
Average Items/Order ³	5.17	5.53	6.94%	5.54	-0.29%
Average Order Value ⁴	\$57.91	\$60.97	5.29%	\$60.45	0.86%
Shopping Cart Conversion Rate ⁵	35.95%	36.75%	2.23%	39.27%	-6.42%

Home

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	10.48	10.27	-2.01%	12.50	-17.83%
Average Time on Site (in seconds) ²	394.81	388.46	-1.61%	459.06	-15.38%
Average Items/Order ³	3.47	3.67	5.65%	3.39	8.15%
Average Order Value ⁴	\$180.17	\$177.86	-1.28%	\$190.31	-6.54%
Shopping Cart Conversion Rate ⁵	31.11%	32.90%	5.75%	35.28%	-6.75%

Intimate Apparel

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	11.27	11.43	1.35%	11.04	3.46%
Average Time on Site (in seconds) ²	441.37	451.00	2.18%	467.38	-3.50%
Average Items/Order ³	4.02	4.03	0.20%	4.10	-1.71%
Average Order Value ⁴	\$66.82	\$67.00	0.27%	\$67.19	-0.28%
Shopping Cart Conversion Rate ⁵	41.31%	41.60%	0.70%	43.20%	-3.70%



Jewelry

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	11.35	10.30	-9.27%	10.72	-3.93%
Average Time on Site (in seconds) ²	406.95	422.69	3.87%	425.30	-0.61%
Average Items/Order ³	1.82	2.07	13.77%	2.05	0.86%
Average Order Value ⁴	\$222.62	\$252.46	13.41%	\$266.95	-5.43%
Shopping Cart Conversion Rate ⁵	23.69%	21.01%	-11.31%	18.96%	10.81%

Niche Retail

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	13.94	14.88	6.78%	12.38	20.24%
Average Time on Site (in seconds) ²	567.37	581.16	2.43%	655.44	-11.33%
Average Items/Order ³	16.97	21.24	25.20%	25.69	-17.30%
Average Order Value ⁴	\$42.24	\$44.17	4.56%	\$44.86	-1.54%
Shopping Cart Conversion Rate ⁵	40.90%	41.09%	0.46%	44.26%	-7.16%

Office Supply/Electronics

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	7.77	7.64	-1.58%	8.18	-6.60%
Average Time on Site (in seconds) ²	380.53	380.51	-0.01%	345.09	10.27%
Average Items/Order ³	8.34	8.82	5.80%	9.91	-10.93%
Average Order Value ⁴	\$197.36	\$204.04	3.38%	\$235.96	-13.52%
Shopping Cart Conversion Rate ⁵	48.03%	49.08%	2.19%	44.44%	10.44%

Outdoor Apparel and Gear

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	12.11	12.30	1.56%	14.08	-12.63%
Average Time on Site (in seconds) ²	595.48	594.16	-0.22%	918.86	-35.34%
Average Items/Order ³	3.11	3.09	-0.54%	3.02	2.36%
Average Order Value ⁴	\$114.25	\$121.50	6.10%	\$116.86	3.97%
Shopping Cart Conversion Rate ⁵	29.49%	31.41%	6.51%	37.92%	-17.17%



Pets

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	7.44	7.26	-2.34%	8.62	-15.75%
Average Time on Site (in seconds) ²	391.19	389.86	-0.34%	388.14	0.44%
Average Items/Order ³	3.94	3.93	-0.13%	3.46	13.74%
Average Order Value ⁴	\$74.97	\$76.74	2.37%	\$71.35	7.55%
Shopping Cart Conversion Rate ⁵	31.32%	32.15%	2.65%	36.01%	-10.72%

Specialty Retail

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	6.41	6.29	-1.90%	7.17	-12.33%
Average Time on Site (in seconds) ²	329.13	335.77	2.02%	358.81	-6.42%
Average Items/Order ³	1.53	1.56	1.96%	1.58	-1.50%
Average Order Value ⁴	\$114.62	\$116.11	1.29%	\$129.13	-10.08%
Shopping Cart Conversion Rate ⁵	39.26%	43.82%	11.61%	43.79%	0.07%

Sports Apparel and Gear

Metric	Feb-09	Mar-09	% Change (m/m)	Mar-08	% Change (y/y)
Page Views Per Session ¹	11.33	10.11	-10.81%	11.49	-12.00%
Average Time on Site (in seconds) ²	479.88	475.03	-1.01%	590.08	-19.50%
Average Items/Order ³	3.12	3.06	-1.94%	3.50	-12.55%
Average Order Value ⁴	\$116.14	\$114.64	-1.29%	\$120.25	-4.66%
Shopping Cart Conversion Rate ⁵	24.92%	29.19%	17.13%	25.38%	15.01%



About Coremetrics Benchmark

Metrics

- | | |
|--------------------------------------|---|
| 1. Page Views / Session | The average number of pages viewed by visitors per session. |
| 2. Average Time on Site | The average length of time for a visitor session. |
| 3. Average Items / Order | The average number of items purchased per order. |
| 4. Average Order Value | The average value of each order. |
| 5. Shopping Cart Conversion % | Out of all visitors who placed items in their shopping carts, the percentage that placed an actual order. |

