

# ECOMMERCE BENCHMARK



## APRIL 2020 VS MARCH 2020

month on month analysis

40.15% INCREASE IN SESSIONS



CONVERSION RATE (%)

TOP LEVEL

ITEMS PER CART

SALES GROWTH (%)

AV. SITE SPEED (SECS)

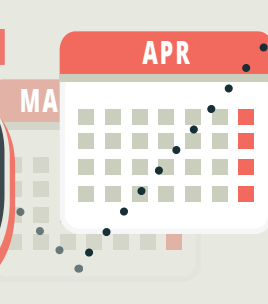
2.90



3.23



↑ 80.05

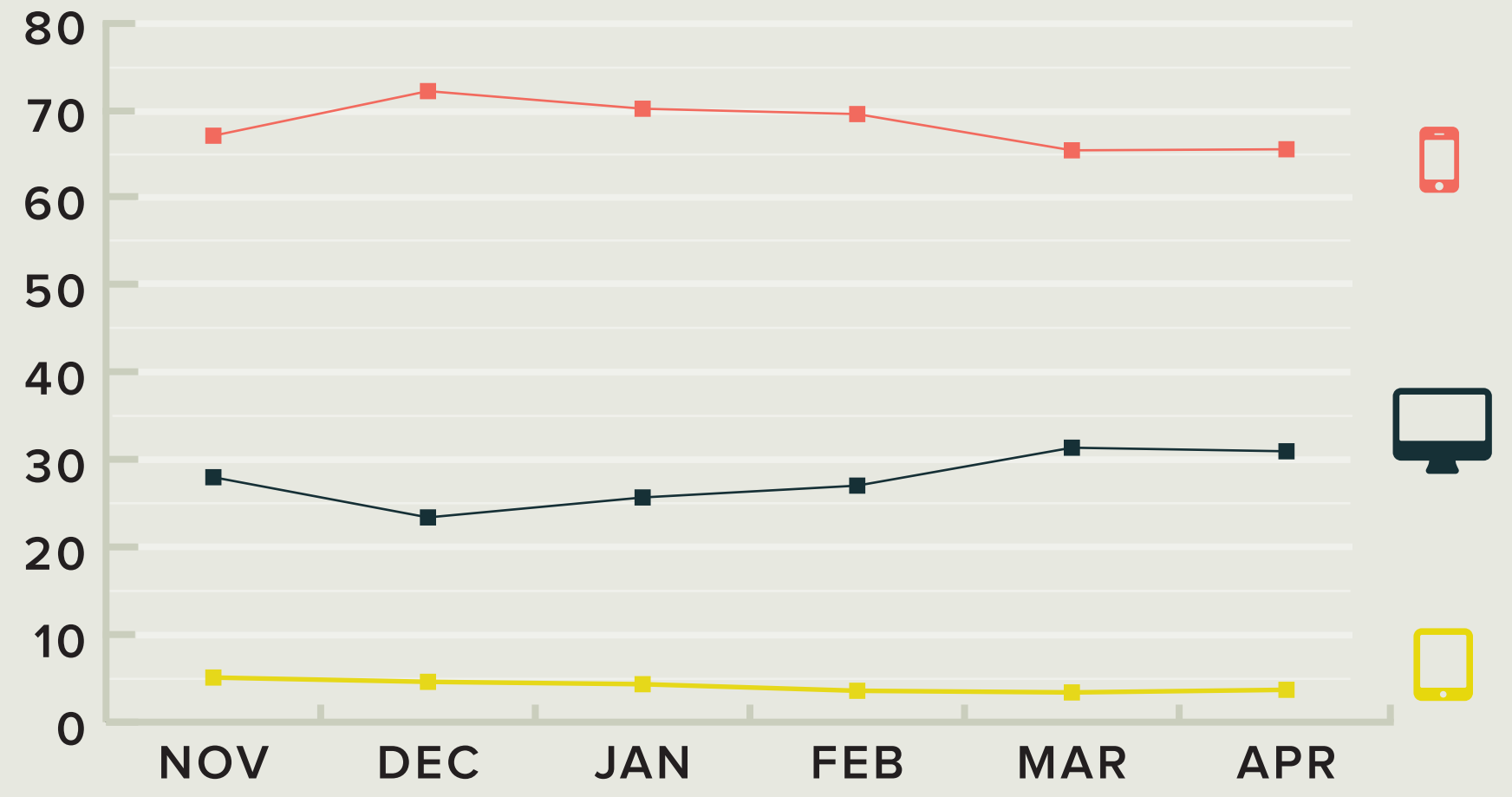
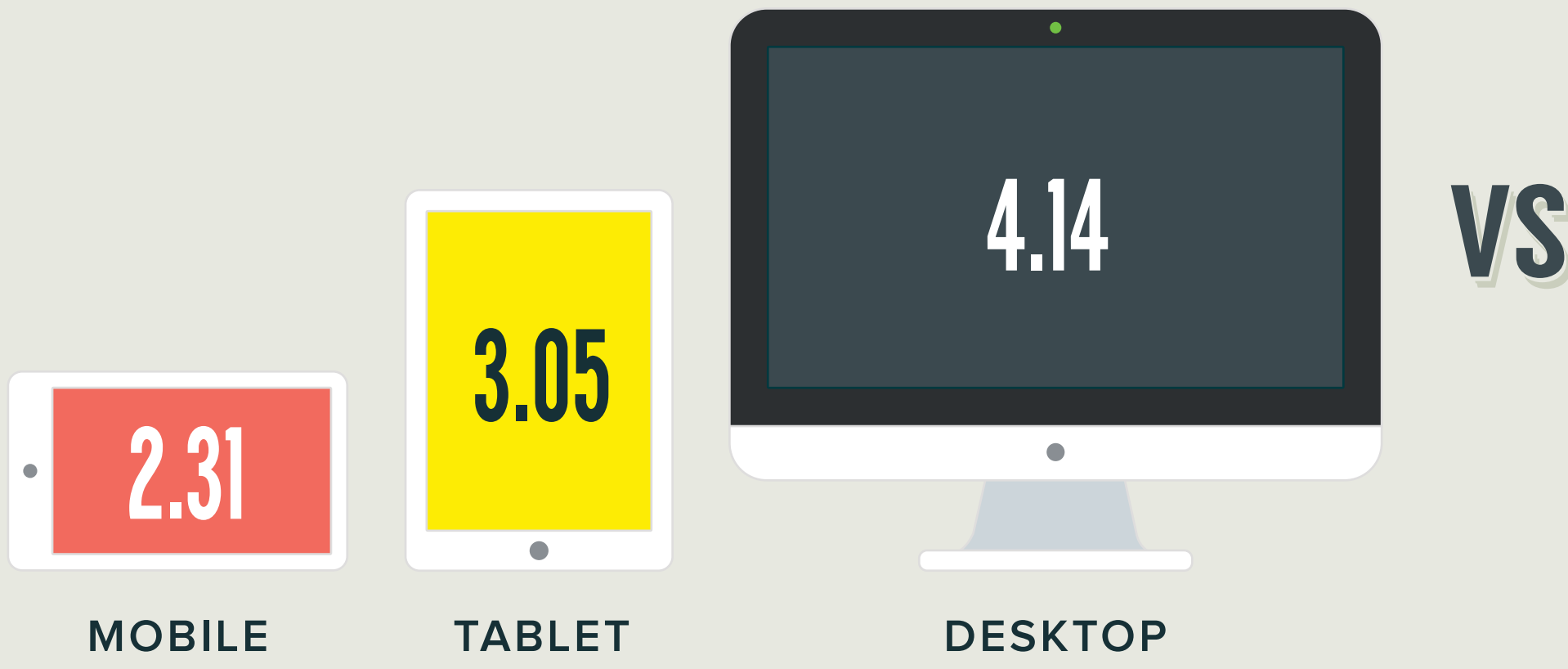


5.27



CONVERSION RATE BREAKDOWN BY DEVICE (%)

TRAFFIC BY DEVICE (%) - SIX MONTH TREND



VISITOR TYPE TRAFFIC & CONVERSION RATE (%)

MARKETING CHANNEL TRAFFIC & CONVERSION RATE (%)

NEW

RETURNING



48.66

51.34

TRAFFIC

CONVERSION RATE

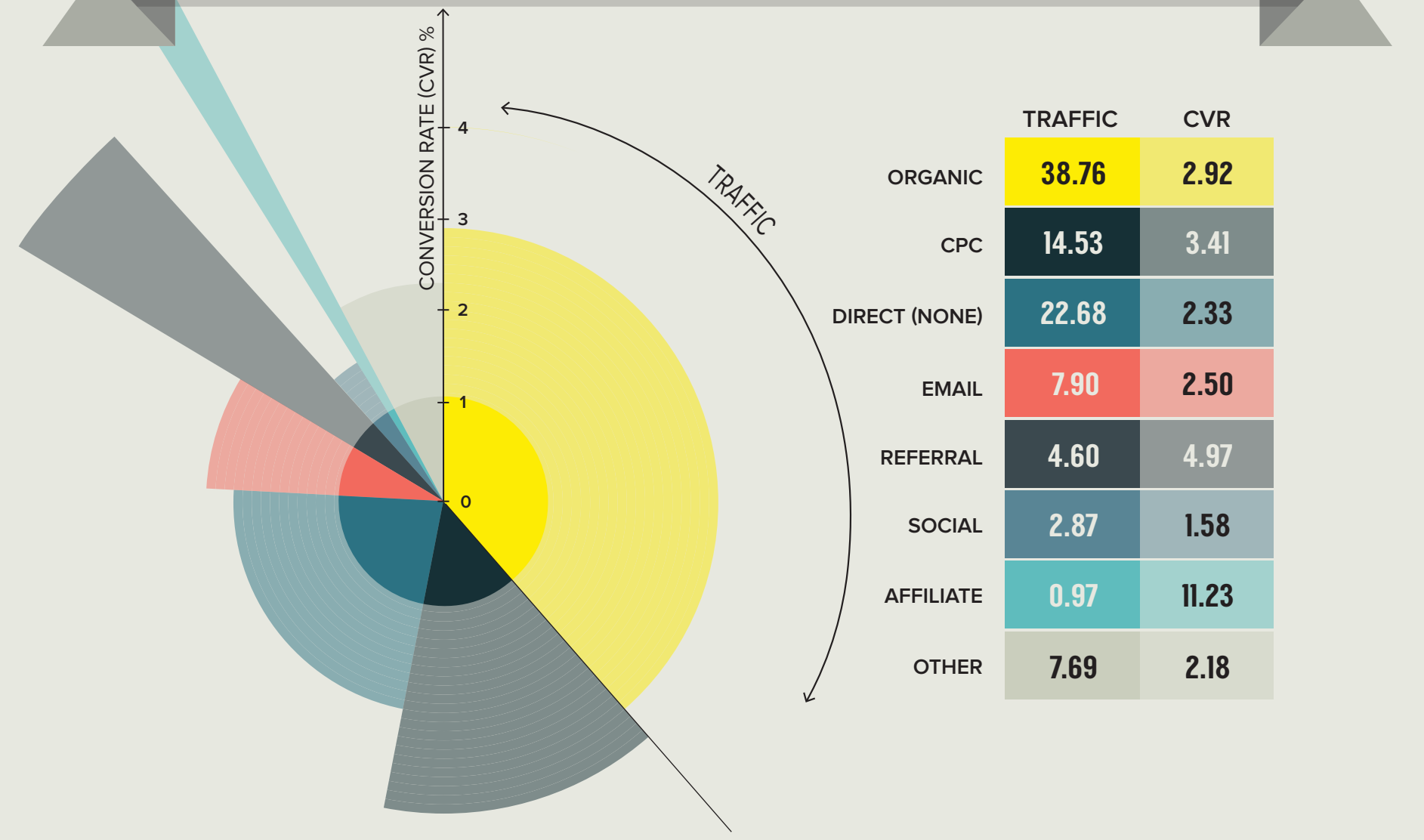
2.23

3.54

NEW

VISITOR TYPE

RETURNING



INTERNATIONAL VS DOMESTIC TRAFFIC (%)



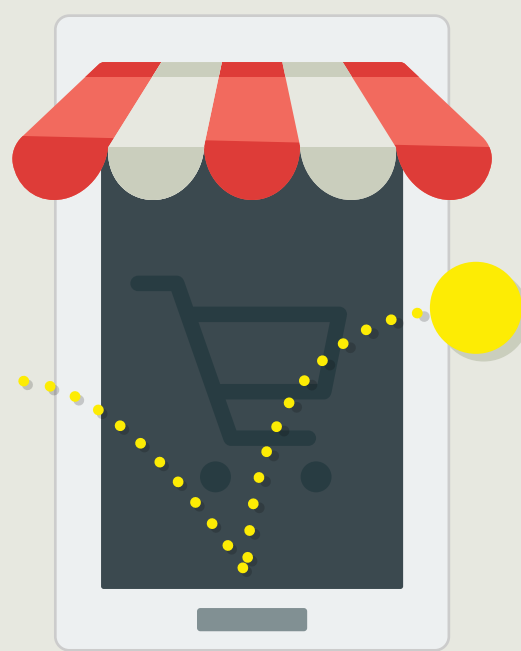
## SITE ENGAGEMENT

BOUNCE RATE (%)

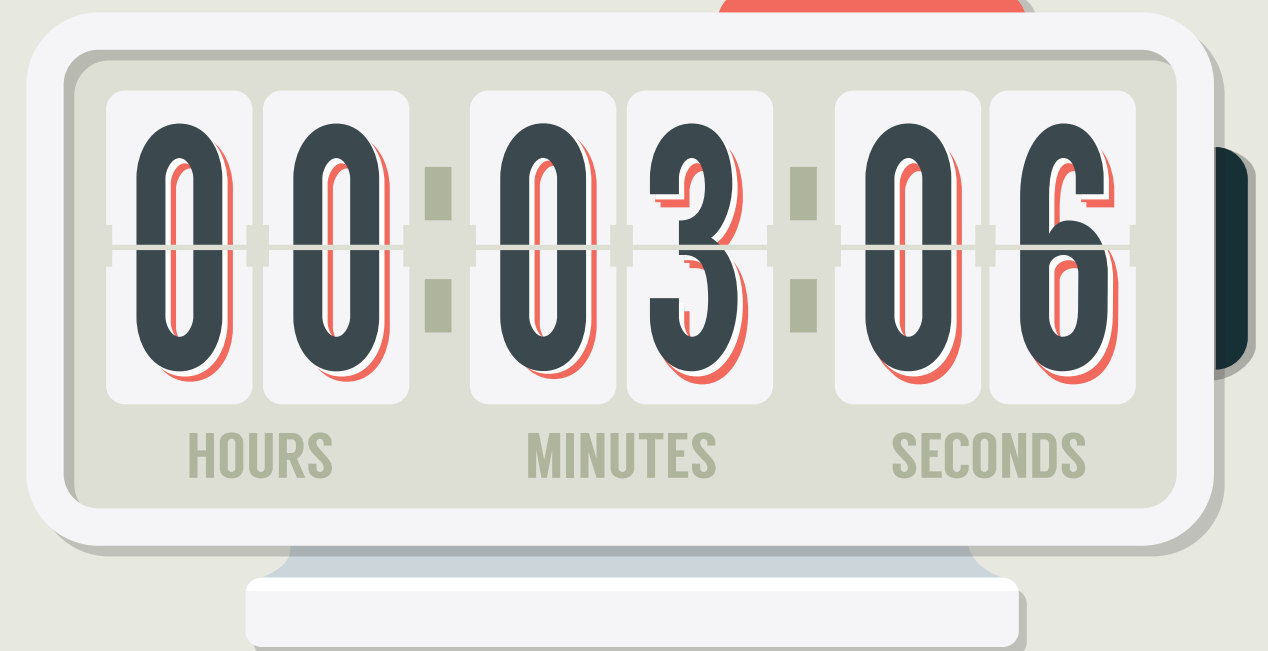
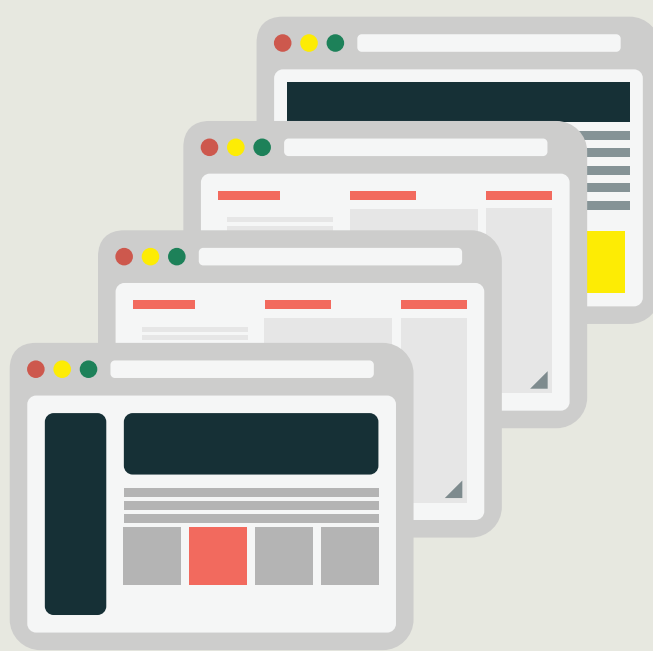
PAGES PER SESSION

TIME SPENT ON SITE

38.32



4.86



# ECOMMERCE BENCHMARK

## APRIL 2020 VS APRIL 2019

year on year analysis

58.22% INCREASE IN SESSIONS

CONVERSION RATE (%)

TOP LEVEL

ITEMS PER CART(%)

SALES GROWTH (%)

AV. SITE SPEED (%)

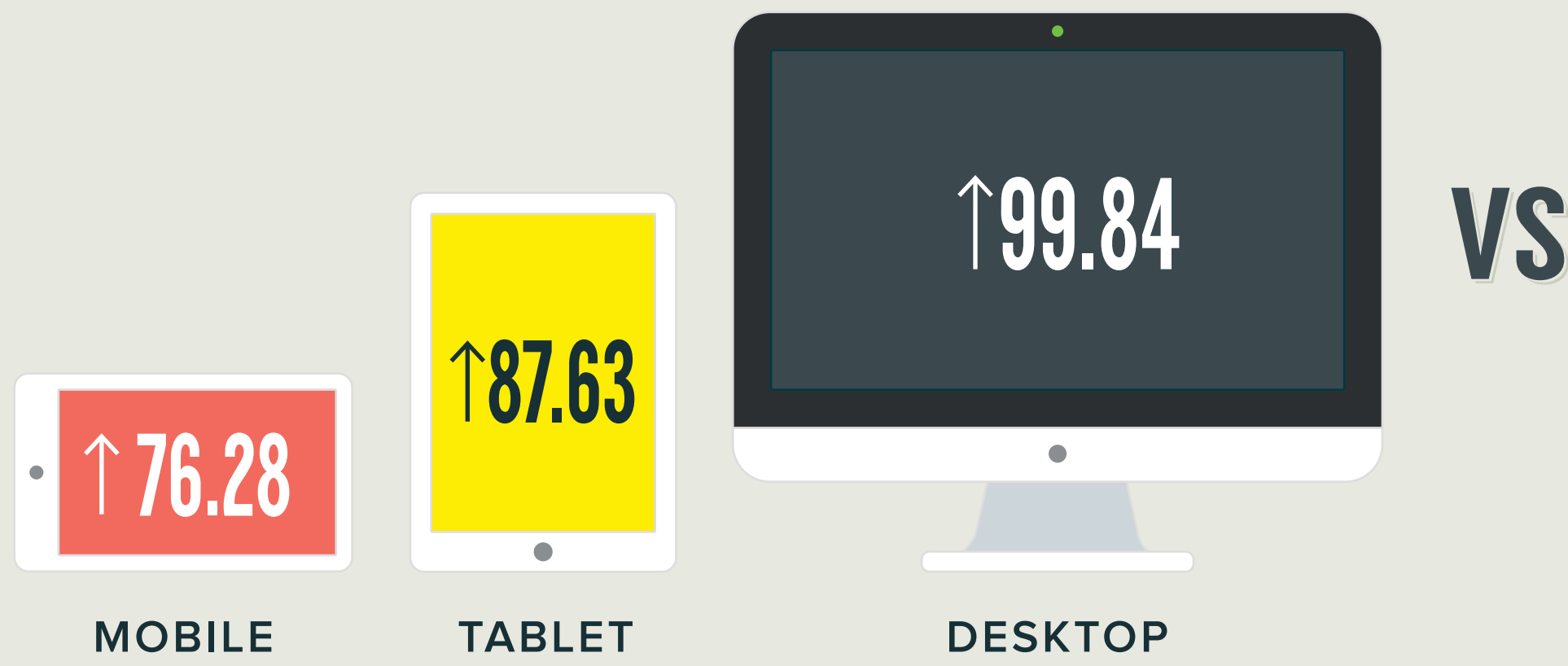
↑ 88.64

↑ 50.37

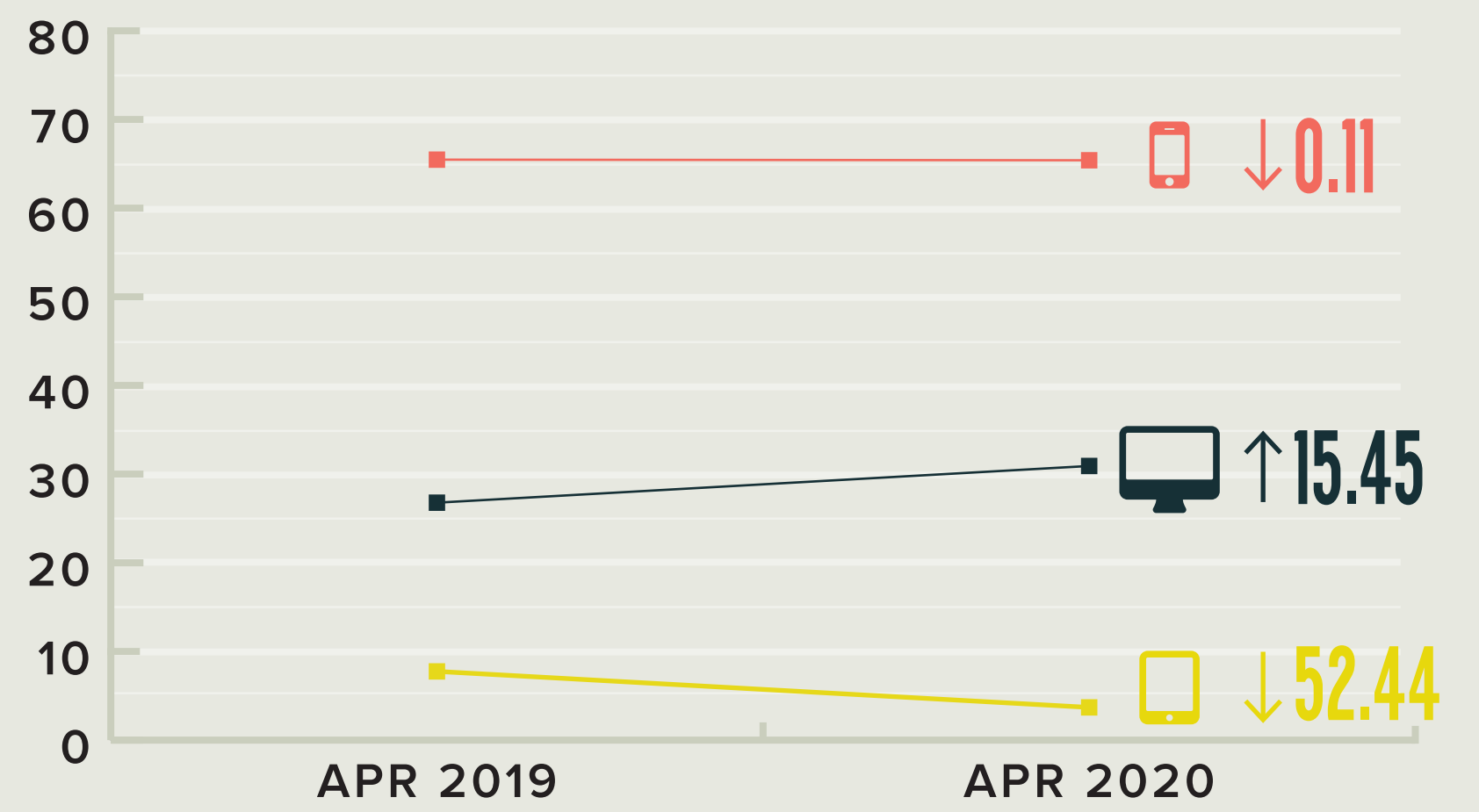
↑ 190.87

↓ 2.80

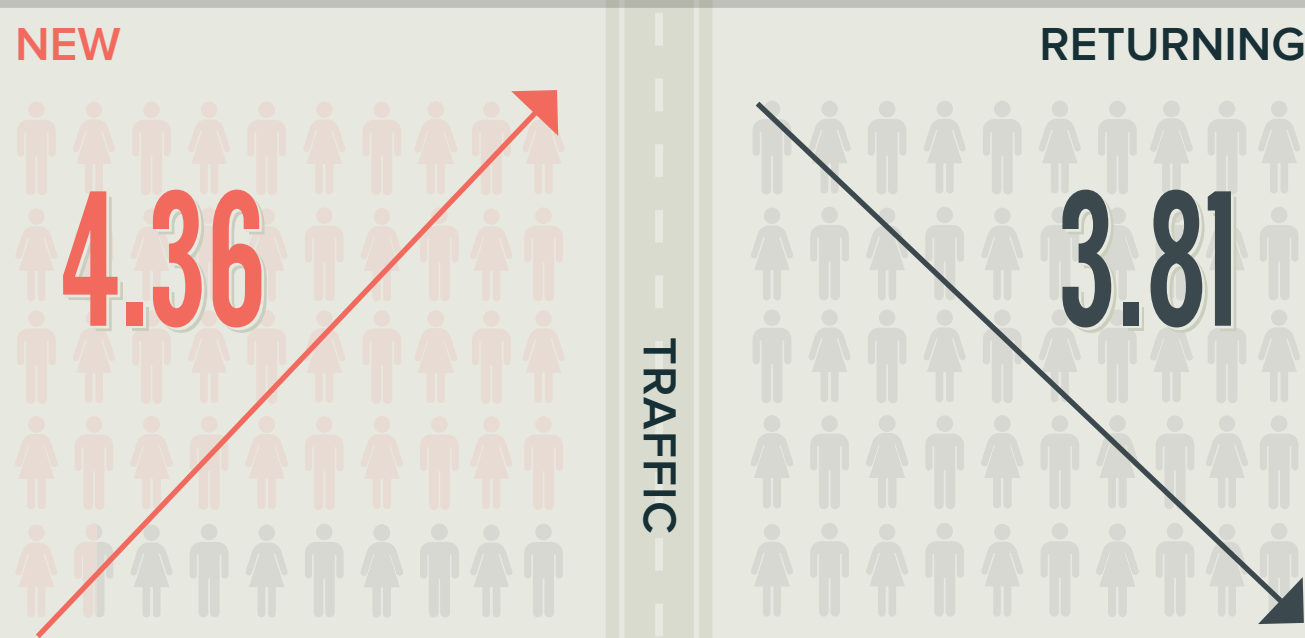
CONVERSION RATE BREAKDOWN BY DEVICE (%)



TRAFFIC BY DEVICE (%)

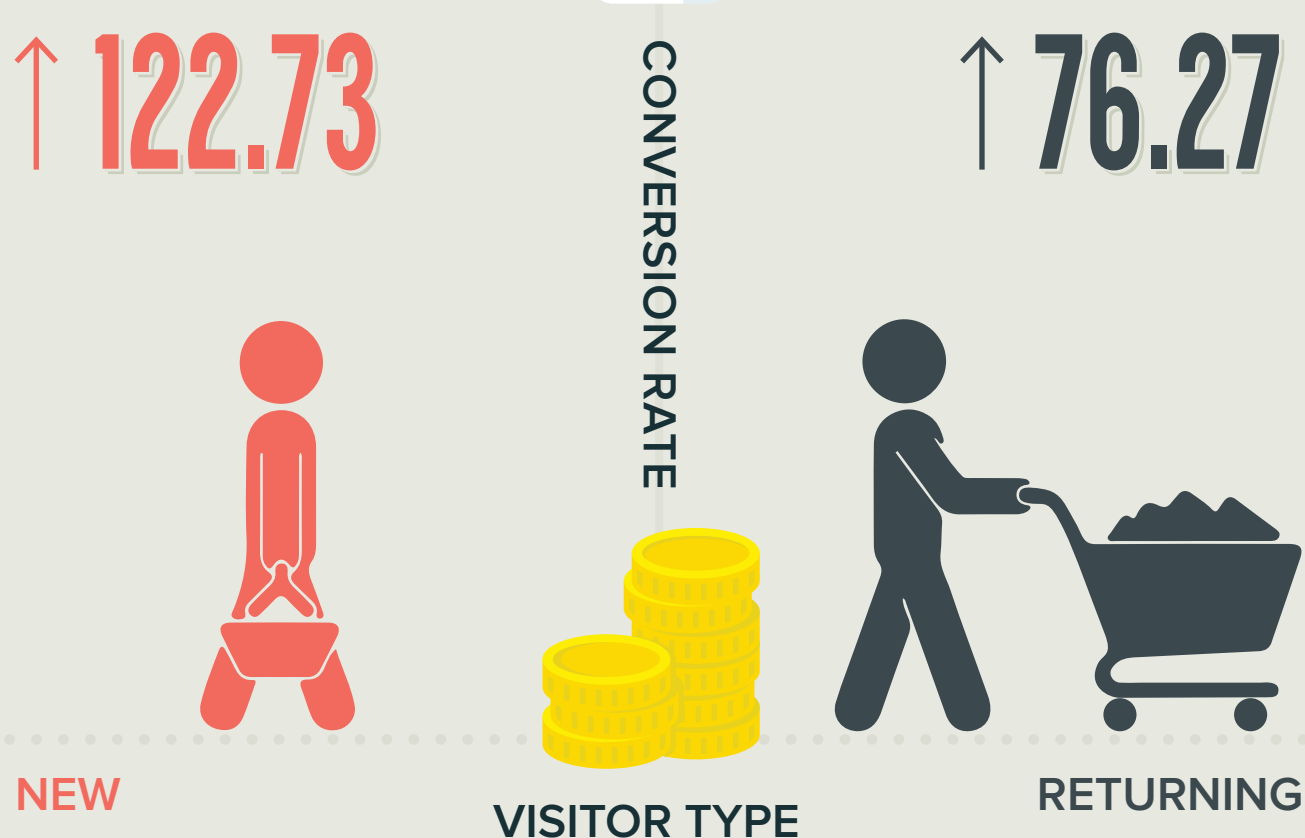


VISITOR TYPE TRAFFIC & CONVERSION RATE (%)

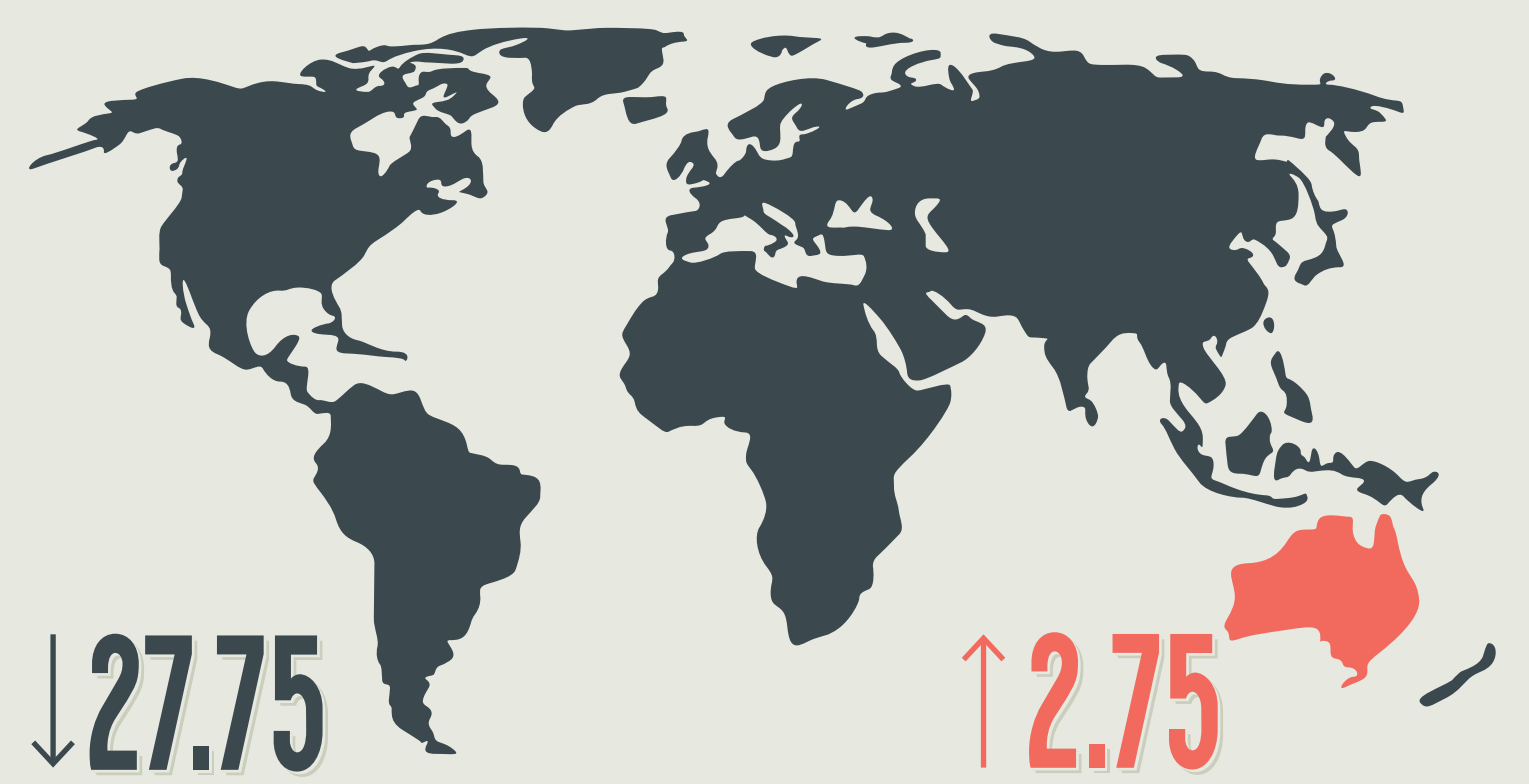


MARKETING MIX CHANGES (%)

MARKETING CHANNEL	% MIX CHANGE	TRAFFIC	CVR	% CVR CHANGE
ORGANIC	^ 4.20	38.76	2.92	^ 114.23
CPC	∨ 25.97	14.53	3.41	^ 117.24
DIRECT (NONE)	^ 38.10	22.68	2.33	^ 67.16
EMAIL	^ 0.65	7.90	2.50	^ 54.23
REFERRAL	∨ 25.96	4.60	4.97	^ 99.35
SOCIAL	^ 11.21	2.87	1.58	^ 106.05
AFFILIATE	^ 83.43	0.97	11.23	^ 81.66
OTHER	∨ 19.71	7.69	2.18	^ 35.39



INTERNATIONAL VS DOMESTIC TRAFFIC (%)



## SITE ENGAGEMENT

BOUNCE RATE (%)

PAGES PER SESSION (%)

TIME SPENT ON SITE (%)

↑ 0.07

↑ 7.90

↑ 6.08