

# ECOMMERCE BENCHMARK

## AUGUST 2020 VS JULY 2020

month on month analysis

**13.15% DECREASE** IN SESSIONS

CONVERSION RATE (%)

TOP LEVEL

ITEMS PER CART

SALES GROWTH (%)

AV. SITE SPEED (SECS)

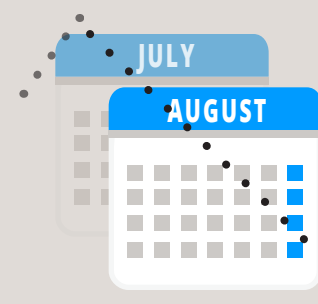
2.48



3.11



↓ 7.63

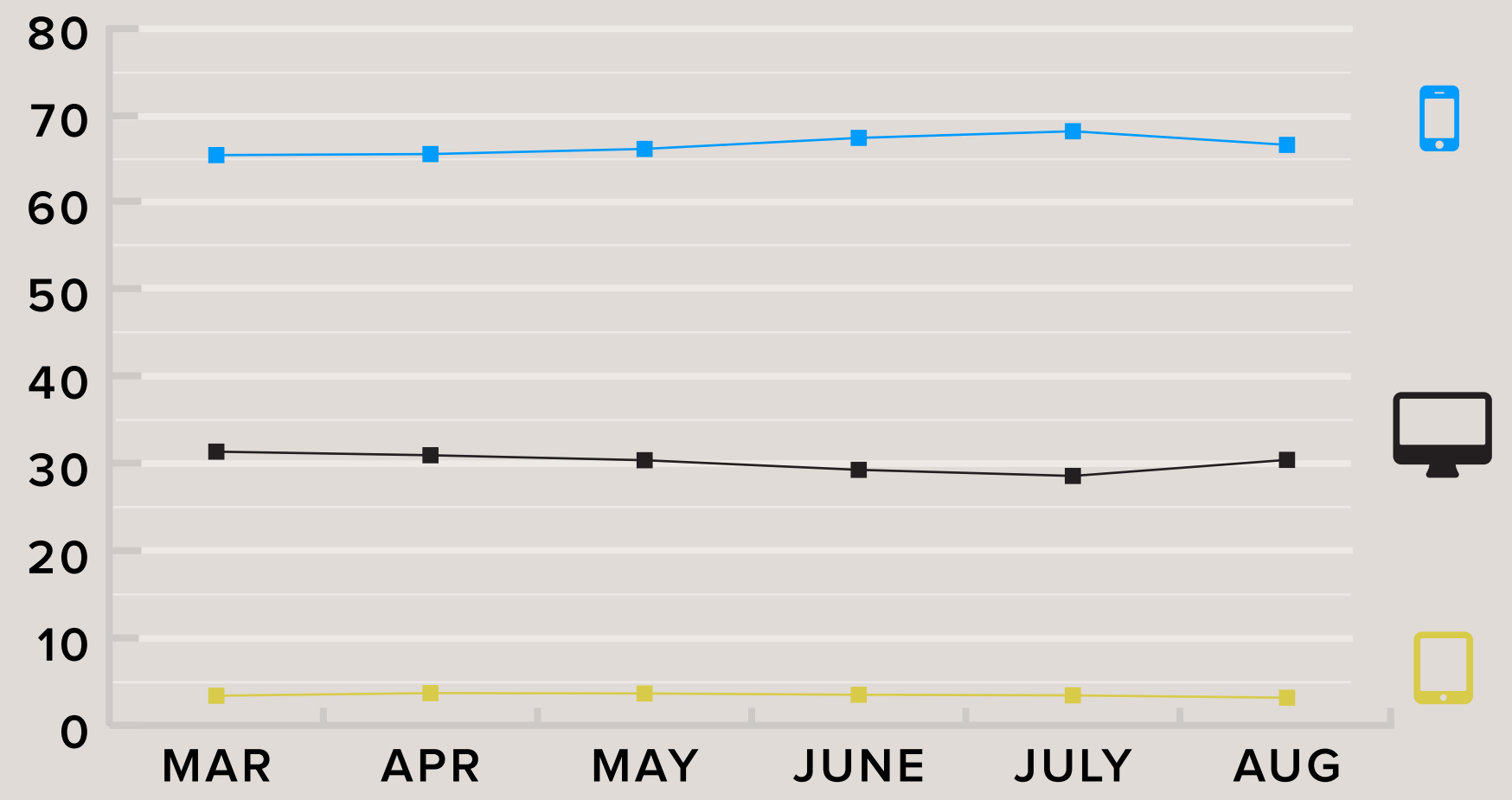
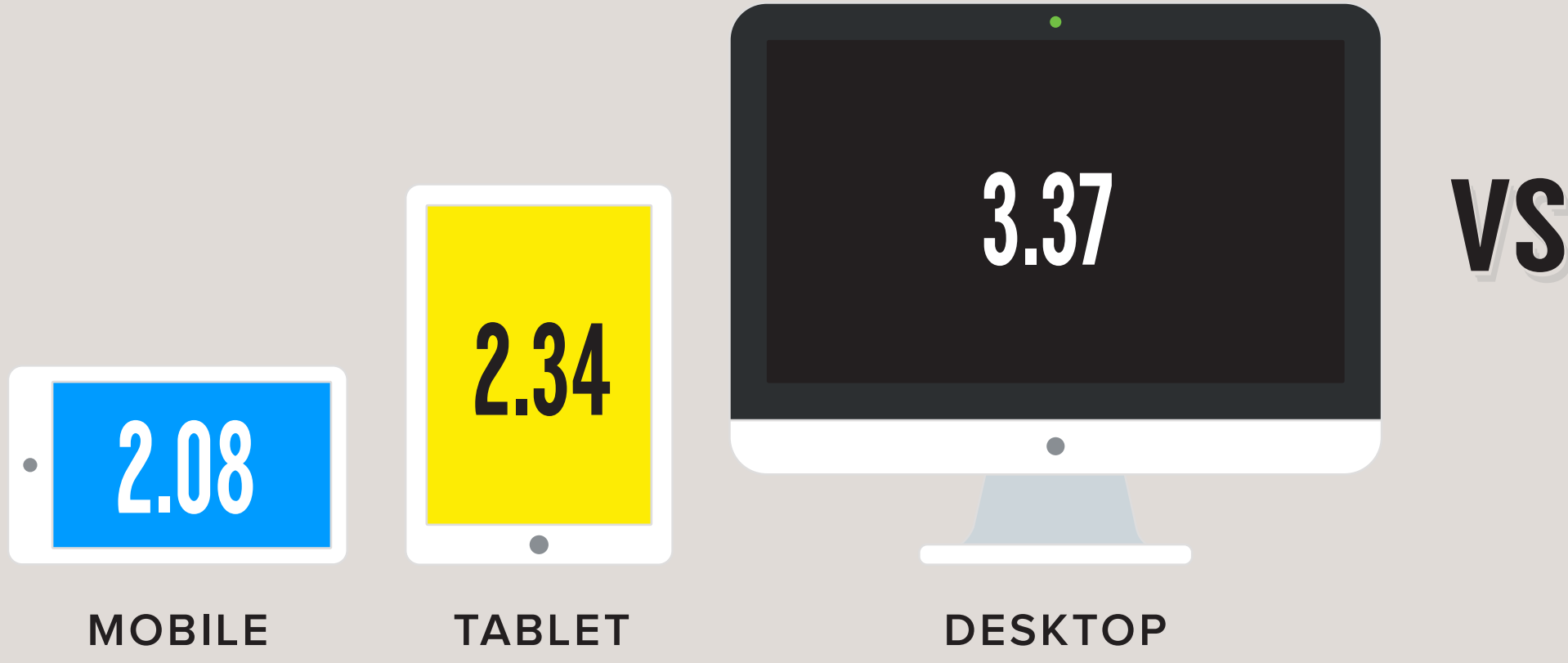


4.97



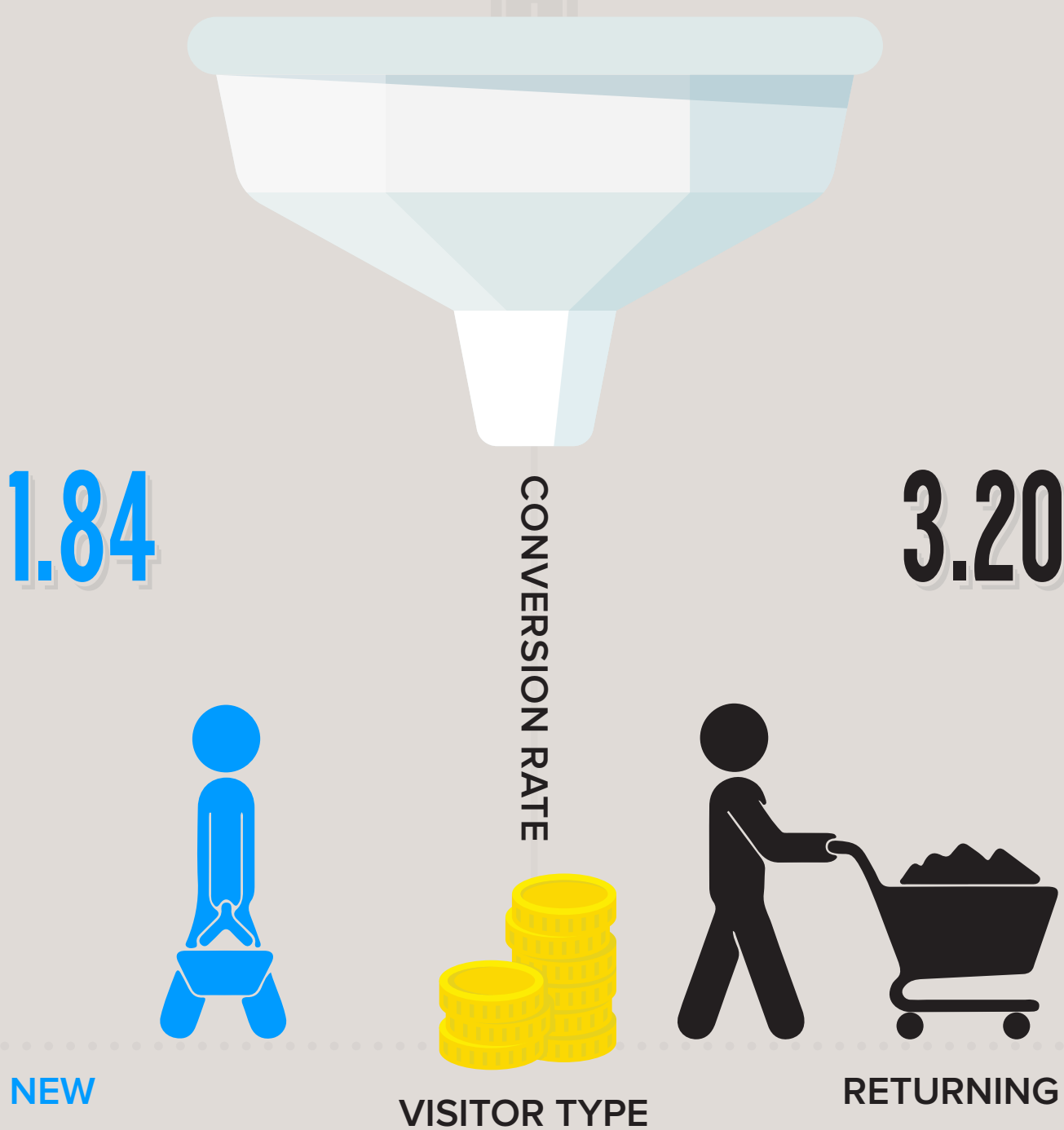
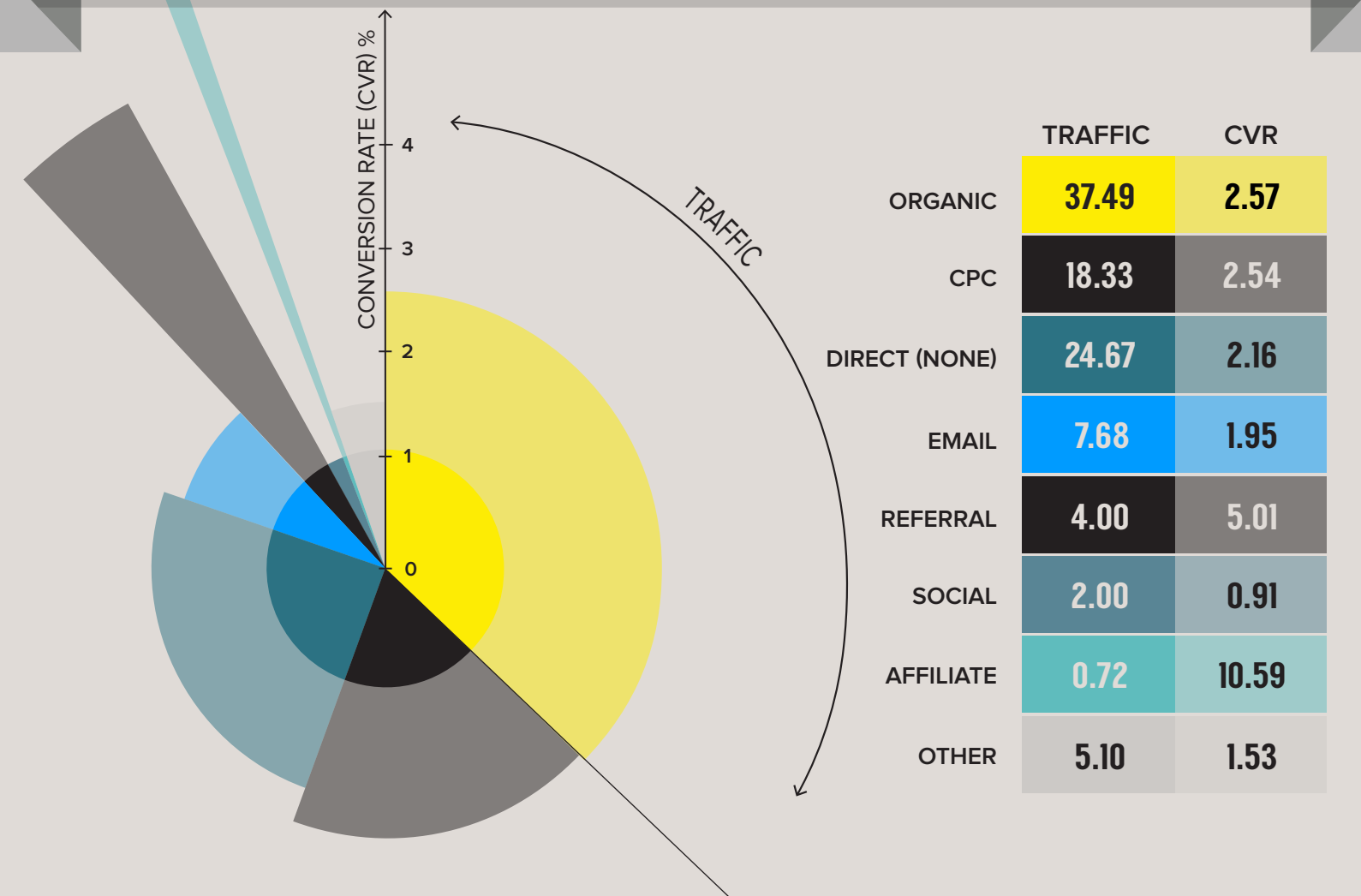
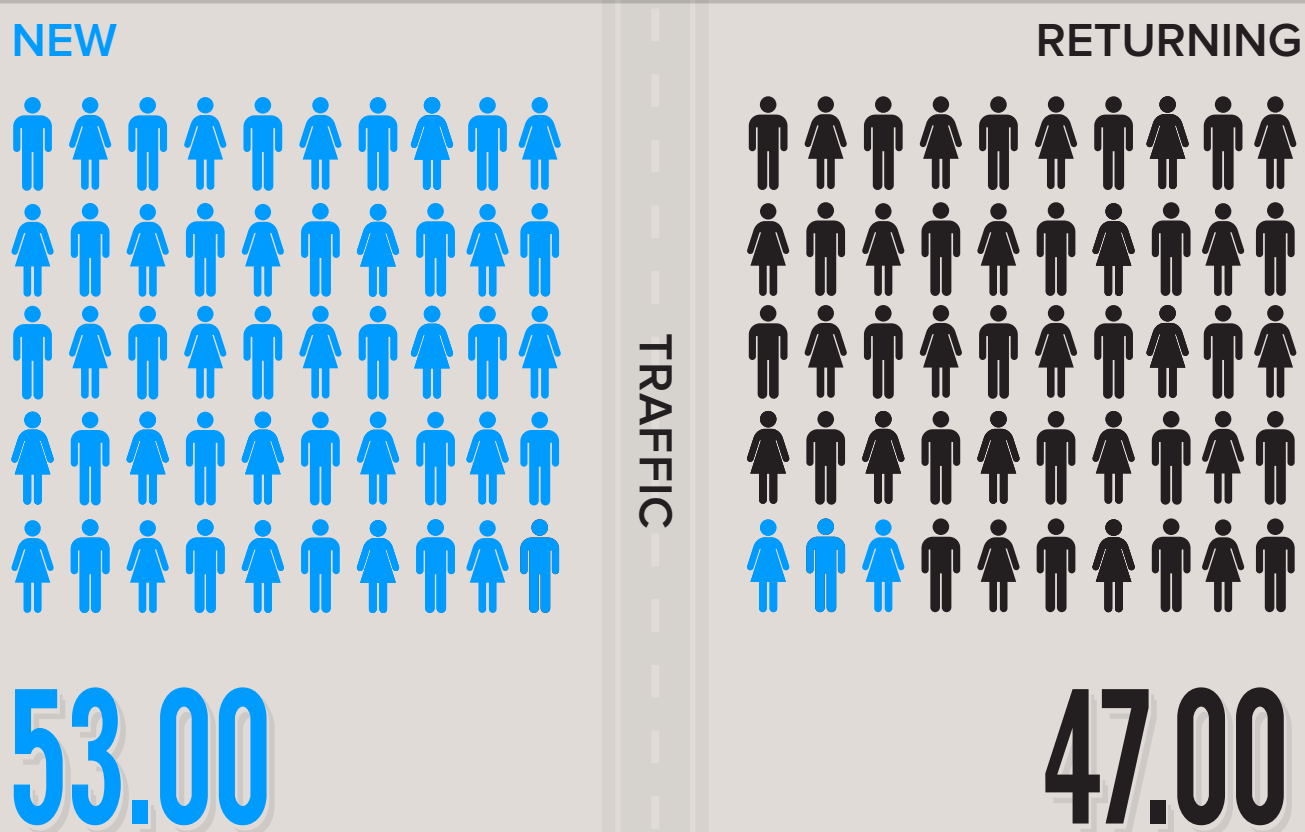
CONVERSION RATE BREAKDOWN BY DEVICE (%)

TRAFFIC BY DEVICE (%) - SIX MONTH TREND



VISITOR TYPE TRAFFIC & CONVERSION RATE (%)

MARKETING CHANNEL TRAFFIC & CONVERSION RATE (%)



INTERNATIONAL VS DOMESTIC TRAFFIC (%)



## SITE ENGAGEMENT

BOUNCE RATE (%)

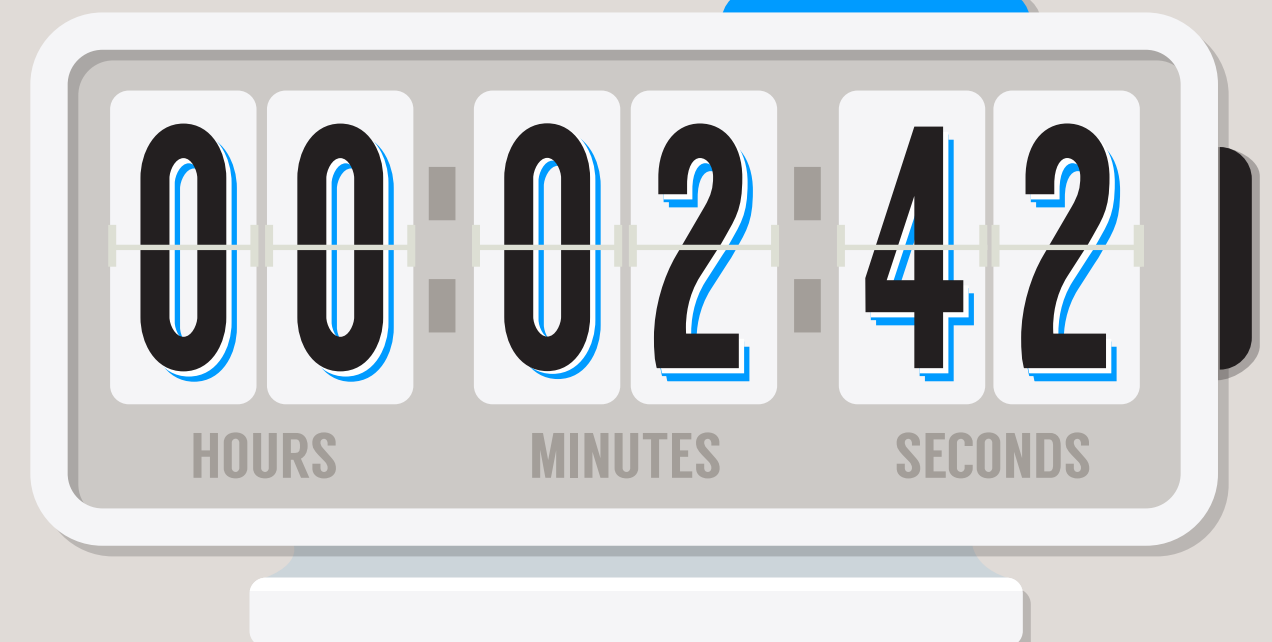
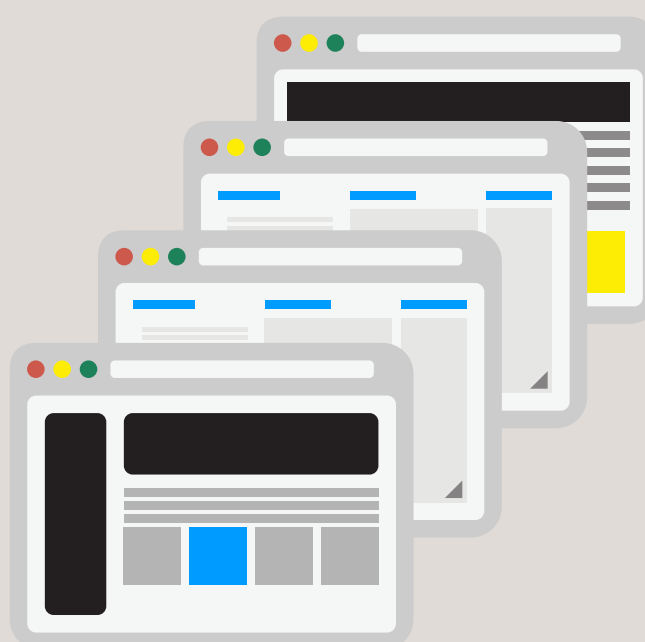
PAGES PER SESSION

TIME SPENT ON SITE

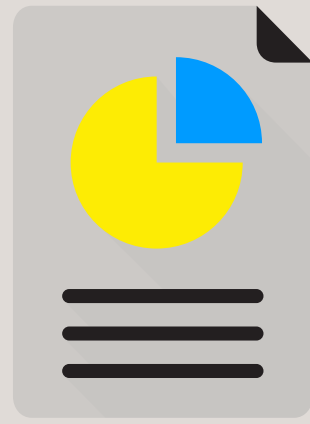
38.72



4.43



# ECOMMERCE BENCHMARK



## AUGUST 2020 VS AUGUST 2019

year on year analysis

**23.83% INCREASE IN SESSIONS**



CONVERSION RATE (%)

TOP LEVEL

ITEMS PER CART(%)

SALES GROWTH (%)

AV. SITE SPEED (%)

↑ **69.24**

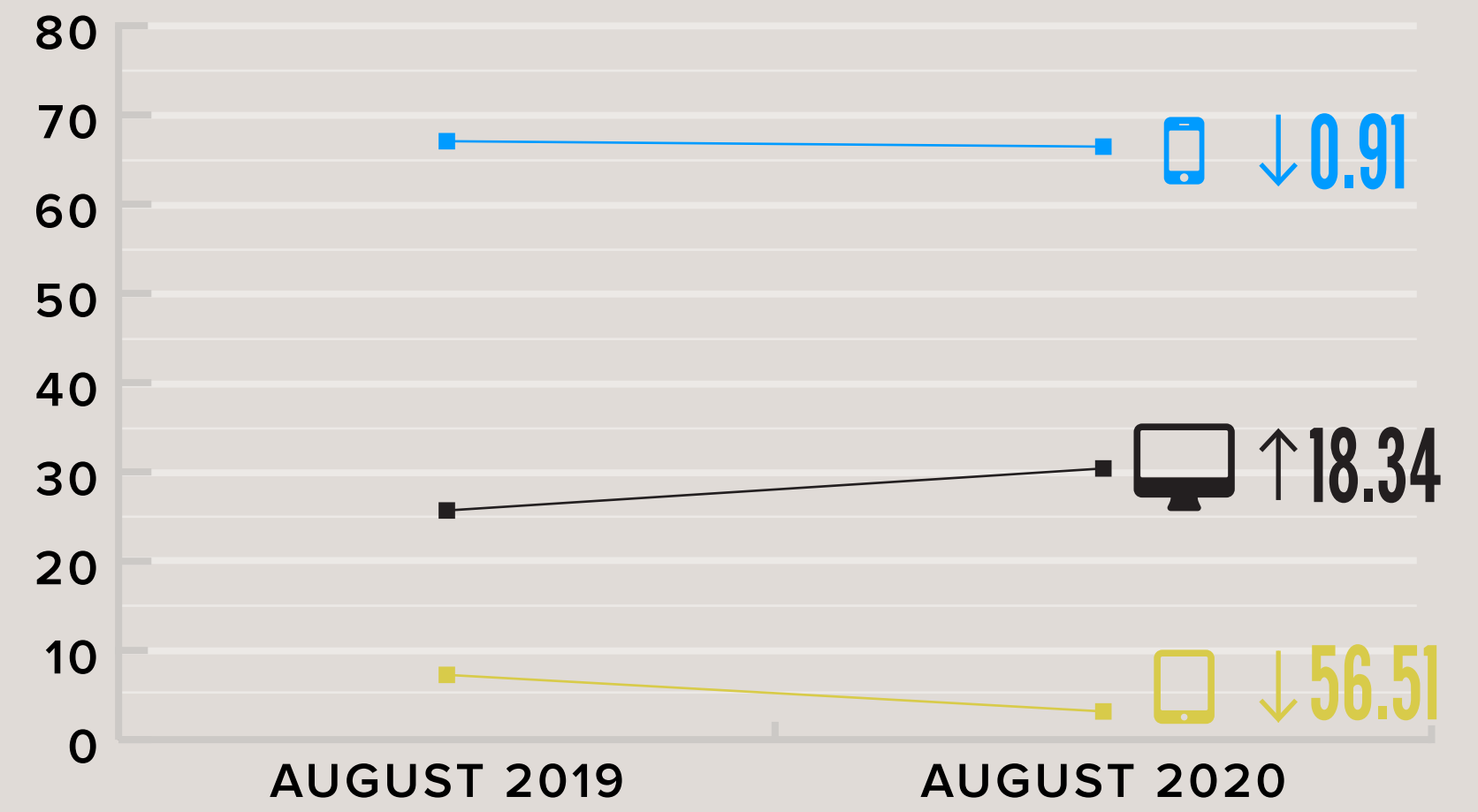
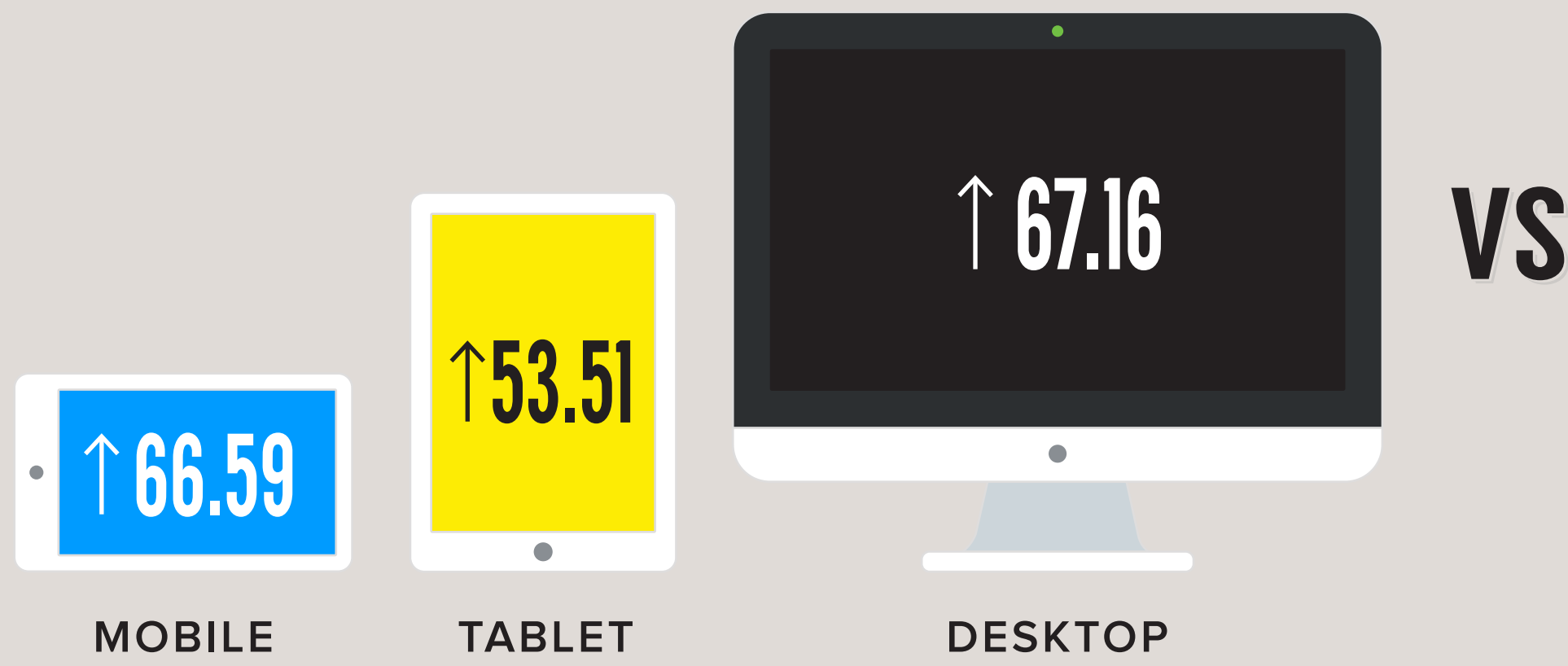
↑ **59.98**

↑ **117.50**

↓ **9.46**

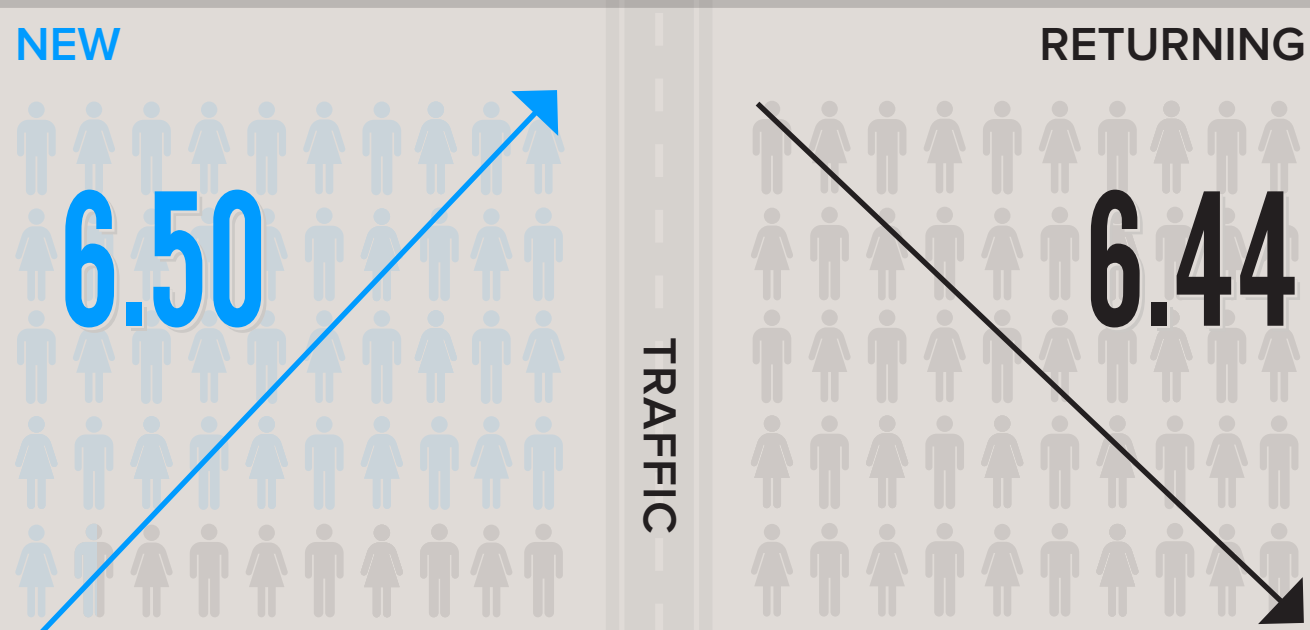
CONVERSION RATE BREAKDOWN BY DEVICE (%)

TRAFFIC MIX BY DEVICE (%)

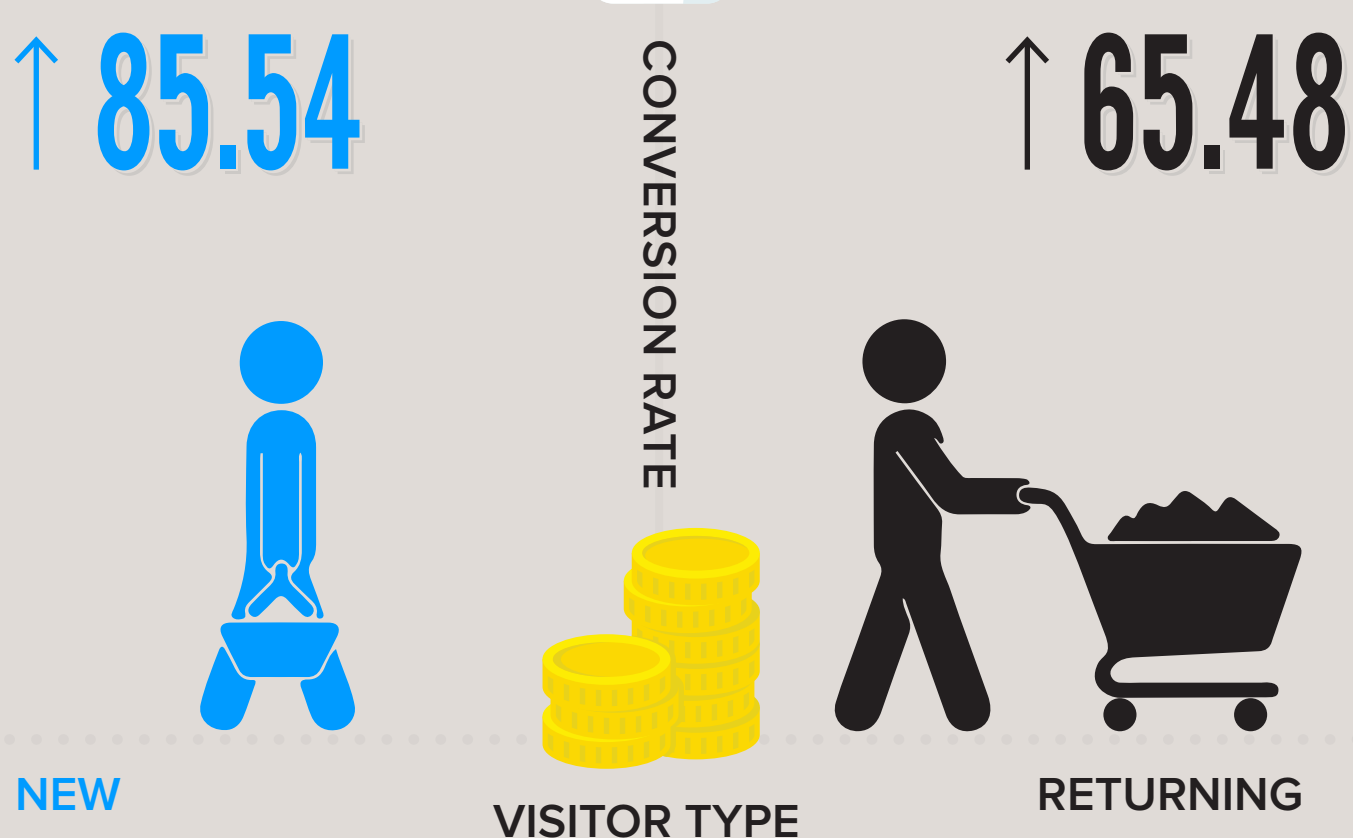


VISITOR TYPE TRAFFIC & CONVERSION RATE (%)

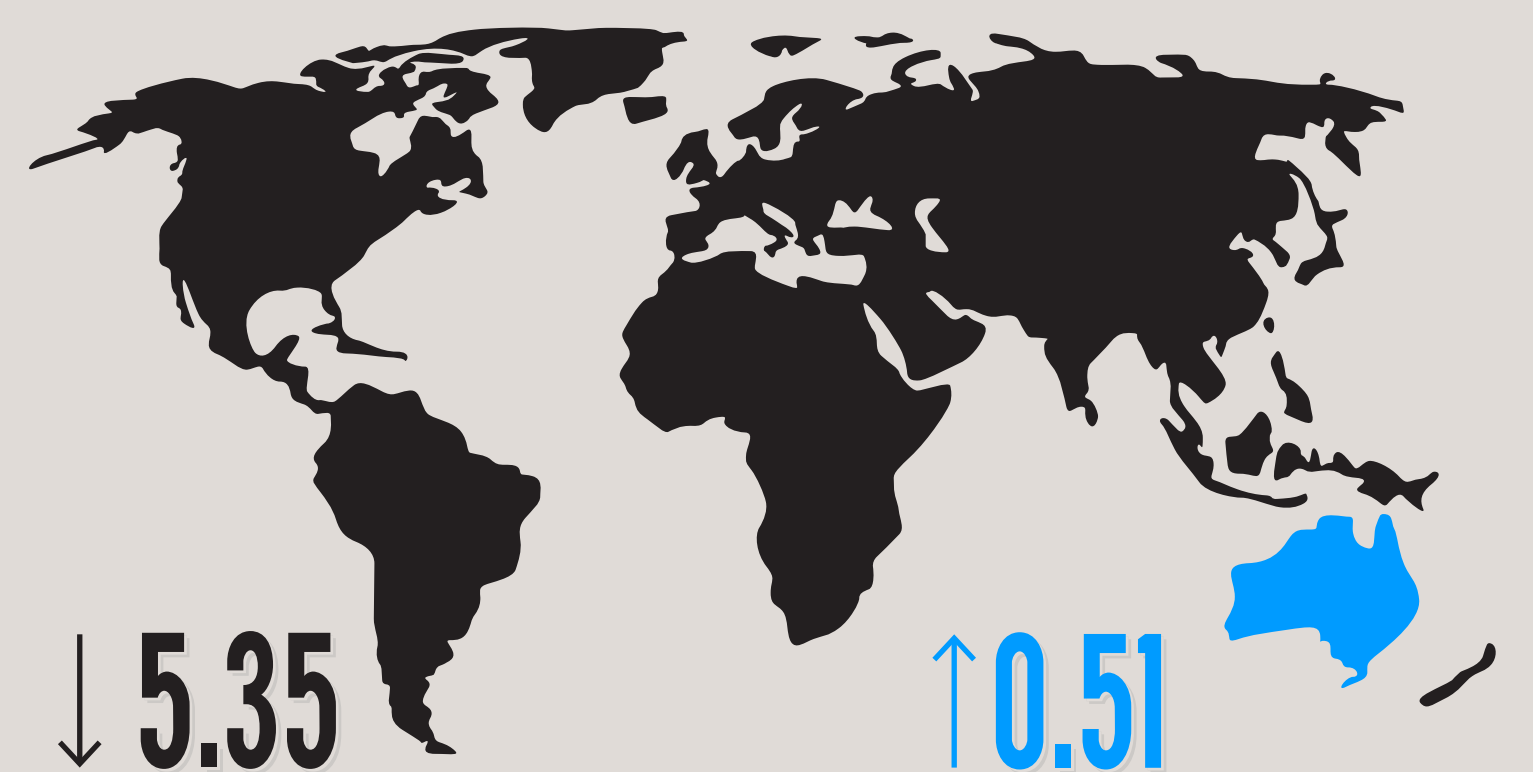
MARKETING MIX CHANGES (%)



MARKETING CHANNEL	% MIX CHANGE	TRAFFIC	CVR	% CVR CHANGE
ORGANIC	^ 7.95	37.49	2.57	^ 94.93
CPC	∨ 3.19	18.33	2.54	^ 67.36
DIRECT (NONE)	^ 28.75	24.67	2.16	^ 80.39
EMAIL	∨ 34.66	7.68	1.95	^ 43.69
REFERRAL	∨ 29.21	4.00	5.01	^ 70.49
SOCIAL	∨ 38.07	2.00	0.91	^ 74.82
AFFILIATE	^ 106.58	0.72	10.59	^ 53.17
OTHER	∨ 17.48	5.10	1.53	∨ 24.17



INTERNATIONAL VS DOMESTIC TRAFFIC (%)



## SITE ENGAGEMENT

BOUNCE RATE (%)

PAGES PER SESSION (%)

TIME SPENT ON SITE (%)

↓ **4.36**

↑ **2.79**

↑ **2.45**