



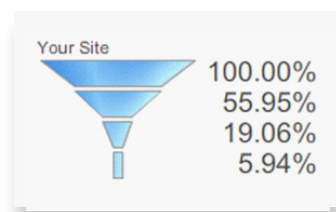
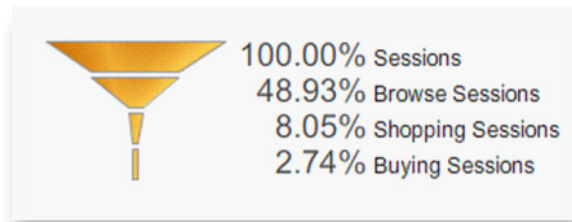
# Top Five Retail KPIs for Evaluating Online Performance

Don't work in a bubble—knowing how you perform relative to your peers can uncover new opportunities for growth and investment.

In any organization, year-over-year, month-over-month, and quarter-over-quarter key performance indicators (KPIs) are critical factors in ensuring that your organization is moving in the right direction. However, it is important to not only do these analyses relative to your own historical performance, but also compared against the performance of your peers and competitors.

The Coremetrics Benchmark™ measures your performance against your vertical or sub-vertical in a number of areas including your Conversion Funnel. This graphical data shows how your site performs in terms of attracting visitors and, ultimately, inciting them to browse, shop and purchase products.

These conversion metrics are an important asset in understanding opportunity gaps where your competitors may be succeeding, and competitive advantages where you may be leading the competition. The KPIs highlighted in this article focus on the core areas of the Conversion Funnel and provide insights into how you can analyze and diagnose the data.



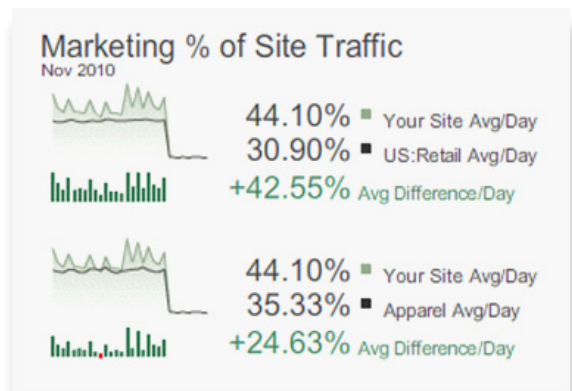
Source: Coremetrics Benchmark, Conversion Funnel November 2010

## 1. Site Traffic

Definition: Site traffic pertains to the number of visits to your site.

Evaluation: Looking at the overall amount of traffic your site draws is the first important indicator in understanding the high-level performance of your site. Beyond the absolute number of visits, understanding where traffic is coming from, and comparing that breakdown to the overall vertical, will help you uncover areas for improvement. Coremetrics Benchmark measures such visitor sources as:

- Marketing
- Mobile
- Social
- Paid Search. . .and more



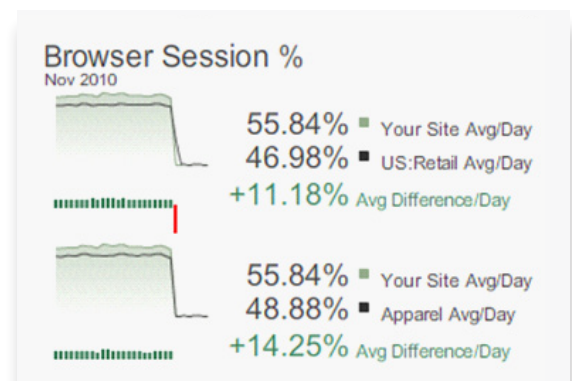
Source: Coremetrics Benchmark, Marketing % of Site Traffic

## 2. Browser Session Percentage

Definition: Browser Session Percentage is the percent of visitors that viewed at least one product during their site visit.

Evaluation: Being at or below the industry average is a sign that you need to investigate the browsing behaviors of your visitors more closely. Through Coremetrics Benchmark, you can delve into the following areas, which will help you diagnose these behaviors:

- Average number of page views per site visit
- Average number of product views per site visit
- Average length of a site visit

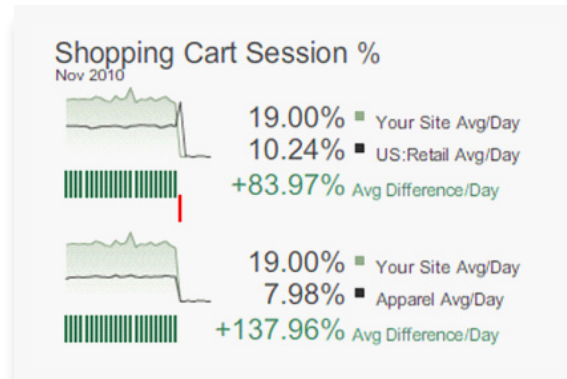


Source: Coremetrics Benchmark, Browser Session %

### 3. Shopping Session Percentage

Definition: Shopping Cart Session Percentage shows the percent of visitors that added items to their shopping carts during a site visit (session).

Evaluation: If this data point is lower than the industry average, further research is needed into product pages and pricing to understand why customers are not adding products to their market basket. Coremetrics Benchmark and the rest of the Analytics™ Suite can help you look at increasing relevancy between paid search keywords, ads, and landing pages to ensure that the right customer is presented with the right call-to-action.

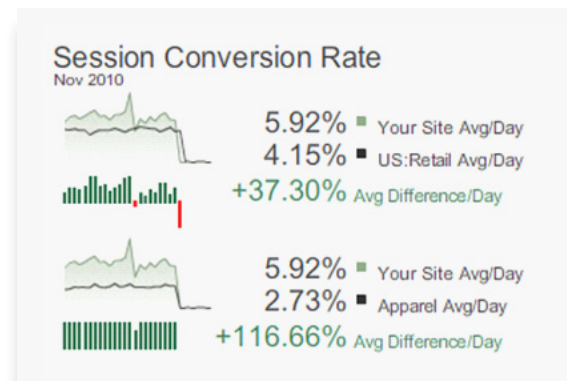


Source: Coremetrics Benchmark, Shopping Cart Session %

### 4. Session Conversion Rate

Definition: Session Conversion Rate is simply the percent of site visitors that made a purchase (conversion).

Evaluation: Relative to your industry average, if your percentage is lower you may want to investigate checkout process abandonment to identify where customers are experiencing issues and departing. Coremetrics solutions can help expose purchasing patterns of your visitors through detailed page-by-page analyses and provide recommendations to drive revenue through advertising and retargeting applications.

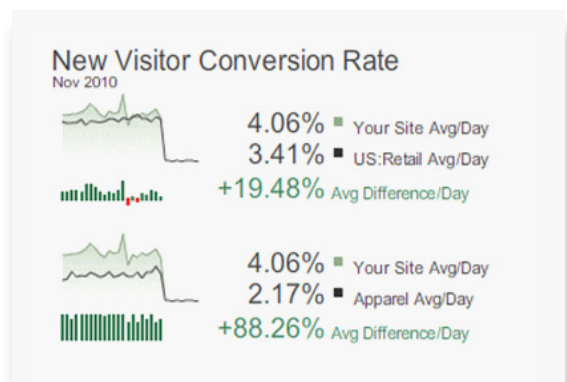


Source: Coremetrics Benchmark, Session Conversion Rate

### 5. New Visitor Conversion Rate

Definition: New Visitor Conversion Rate shows the percent of new visitors to your site that complete a purchase during that first visit.

Evaluation: In addition to the overall Conversion Funnel, attracting new visitors to your site is imperative to your company's growth. Success in this area is typically the result of better targeted acquisition campaigns. In the event that you are at or below your industry average, the Coremetrics Analytics platform can provide diagnostics around campaign effectiveness.



Source: Coremetrics Benchmark, New Visitor Conversion Rate

### The Coremetrics Benchmark Advantage

The metrics used in this best practices review use the Coremetrics Benchmark application to compare your performance to that of other companies in your vertical or sub-vertical. These metrics are consistently collected across all participating clients, covering the full spectrum of online retailers. The data does not sample, use self-reported surveys, or perform statistical extrapolations. It measures every single interaction on every single participating site, capturing comprehensive behavior data. With Benchmark, the data is aggregated and anonymous competitive data on best practices for industry-specific key performance indicators. You can compare your online performance against industry leaders and peers and use the accurate and complete data to drive business decisions with confidence.