



Coremetrics Benchmark™
Black Friday Report 2009

Summary

The U.S. online retail sector delivered a strong comeback on Black Friday 2009 compared to the same period last year. This analysis, delivered as part of Coremetrics' second annual Black Friday Benchmark Report, reveals the following trends and patterns as of 12:00 a.m. PST:

- The average dollar value that consumers spent per online order rose 35.0 percent year over year, led by apparel retailers.
- Consumers are buying more items per order than they did last year – by 18.3 percent.
- Consumers are spending considerably less time browsing retailers' sites, suggesting they had done their research prior to Black Friday and that they are shopping from lists.
 - Browsing sessions were down by 5.4 percent
 - The number of people who left a site after viewing only one page (also known as a "bounce" rate) was up by 39.4 percent
 - Page views per session declined by 30.4 percent

Retail Categories

- **Apparel retailers** and **jewelry retailers** reported the biggest jumps in the average dollar amount consumers spent per online order, up 28.6 percent and nearly 25 percent respectively.
- **Department stores** did a phenomenal job of attracting new consumers to their sites, reporting a 151.7 percent jump. However, the average dollar amount consumers spent per online order actually decreased by 7.2 percent, suggesting that shoppers may be sitting on the sidelines waiting for more discounts and special offers.
- **Sports gear** and **apparel retailers** also reported a rise of 54.6 percent in the number of new consumers visiting their sites and a 61.3 percent jump in the number of sessions in which consumers completed an order. But the average dollar amount consumers spent per online order declined slightly by 3.1 percent.

U.S. Retail

Session Traffic Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Bounce (One Page) Rate	30.86%	22.13%	39.43%	32.79%	-5.88%
Multi Page Session Percent	69.14%	77.87%	-11.20%	67.21%	2.87%
Browsing Sessions Percent	48.99%	51.80%	-5.42%	47.85%	2.37%
Shopping Cart Session Percent	10.95%	10.80%	1.41%	9.61%	13.99%
Order Session Percent	4.50%	3.49%	29.07%	4.04%	11.60%

Visitor Experience Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Page Views Per Session	8.79	12.63	-30.36%	8.09	8.70%
Product Views Per Session	2.17	2.86	-23.98%	1.98	10.01%
Average Session Length	7:28	8:37	-13.32%	7:06	5.37%

Transaction Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Items per Order	5.4	4.56	18.33%	6.19	-12.76%
Average Order Value	\$170.19	\$126.04	35.02%	\$176.92	-3.80%
Shopping Cart Conversion Rate	34.60%	33.56%	3.08%	32.89%	5.19%
Shopping Cart Abandonment	65.40%	66.44%	-1.55%	67.11%	-2.54%
New Visitor Conversion Percent	3.71%	2.27%	63.36%	3.19%	16.16%

On site Search Summary	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
On-Site Searches Per Session	18.32%	18.44%	-0.62%	18.57%	-1.34%

Apparel

Session Traffic Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Bounce (One Page) Rate	26.15%	18.04%	44.97%	28.52%	-8.30%
Multi Page Session Percent	73.85%	81.96%	-9.89%	71.48%	3.31%
Browsing Sessions Percent	48.25%	56.81%	-15.06%	48.38%	-0.26%
Shopping Cart Session Percent	8.97%	11.90%	-24.61%	6.85%	31.01%
Order Session Percent	3.01%	3.68%	-18.16%	2.07%	45.60%

Visitor Experience Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Page Views Per Session	9.85	15.57	-36.71%	9.09	8.40%
Product Views Per Session	2.22	5.97	-62.86%	2.1	5.49%
Average Session Length	6:48	9:06	-25.37%	6:22	6.70%

Transaction Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Items per Order	2.57	4.25	-39.62%	2.53	1.31%
Average Order Value	\$136.14	\$105.87	28.59%	\$136.00	0.10%

Shopping Cart Conversion Rate	31.82%	31.94%	-0.36%	29.04%	9.58%
Shopping Cart Abandonment	68.18%	68.06%	0.16%	70.96%	-3.92%
New Visitor Conversion Percent	2.38%	2.72%	-12.39%	1.58%	50.43%

On site Search Summary	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
On-Site Searches Per Session	10.01%	8.21%	21.91%	9.43%	6.13%

Department Stores

Session Traffic Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Bounce (One Page) Rate	23.91%	15.15%	57.82%	28.60%	-16.39%
Multi Page Session Percent	76.09%	84.85%	-10.32%	71.40%	6.56%
Browsing Sessions Percent	48.69%	52.55%	-7.34%	46.51%	4.68%
Shopping Cart Session Percent	11.10%	12.25%	-9.36%	7.35%	51.06%
Order Session Percent	2.56%	3.13%	-18.07%	1.48%	73.59%

Visitor Experience Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Page Views Per Session	12.26	17.32	-29.18%	10.77	13.90%
Product Views Per Session	1.95	2.5	-22.13%	1.74	11.95%
Average Session Length	7:15	9:13	-21.31%	6:20	14.63%

Transaction Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Items per Order	3.22	4.8	-32.82%	2.75	17.03%
Average Order Value	\$129.26	\$139.32	-7.22%	\$113.68	13.70%
Shopping Cart Conversion Rate	21.79%	25.98%	-16.13%	18.53%	17.60%
Shopping Cart Abandonment	78.21%	74.02%	5.66%	81.47%	-4.00%
New Visitor Conversion Percent	2.44%	0.97%	151.72%	1.25%	95.10%

On site Search Summary	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
On-Site Searches Per Session	21.79%	17.55%	24.17%	20.45%	6.59%

Health and Beauty

Session Traffic Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Bounce (One Page) Rate	36.77%	24.31%	51.25%	35.96%	2.24%
Multi Page Session Percent	63.23%	75.69%	-16.46%	64.04%	-1.26%
Browsing Sessions Percent	42.38%	49.68%	-14.69%	44.21%	-4.14%
Shopping Cart Session Percent	11.88%	18.88%	-37.09%	8.56%	38.78%
Order Session Percent	4.87%	6.63%	-26.51%	3.48%	40.10%

Visitor Experience Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Page Views Per Session	7.09	12.35	-42.55%	6.82	4.05%
Product Views Per Session	1.36	2.22	-38.59%	1.35	1.21%

Average Session Length	9:13	9:04	1.66%	8:36	7.22%
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Transaction Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Items per Order	3.46	6.05	-42.86%	3.66	-5.56%
Average Order Value	\$63.34	\$65.35	-3.08%	\$67.93	-6.76%
Shopping Cart Conversion Rate	36.54%	35.96%	1.61%	34.55%	5.77%
Shopping Cart Abandonment	63.46%	64.04%	-0.90%	65.45%	-3.04%
New Visitor Conversion Percent	3.97%	4.36%	-8.97%	2.82%	40.82%

On site Search Summary	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
On-Site Searches Per Session	13.81%	12.78%	8.08%	13.24%	4.33%

Jewelry

Session Traffic Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Bounce (One Page) Rate	27.87%	25.31%	10.11%	32.86%	-15.19%
Multi Page Session Percent	72.13%	74.69%	-3.42%	67.14%	7.44%
Browsing Sessions Percent	45.63%	26.35%	73.16%	45.46%	0.37%
Shopping Cart Session Percent	4.37%	7.43%	-41.12%	3.84%	13.79%
Order Session Percent	1.22%	1.17%	4.14%	0.93%	31.52%

Visitor Experience Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Page Views Per Session	8.8	11.2	-21.41%	7.61	15.66%
Product Views Per Session	1.27	0.79	60.98%	1.21	5.43%
Average Session Length	6:41	7:05	-5.69%	5:44	16.64%

Transaction Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Items per Order	1.54	1.86	-17.19%	1.58	-2.65%
Average Order Value	\$271.74	\$217.58	24.89%	\$260.62	4.26%
Shopping Cart Conversion Rate	22.01%	25.16%	-12.53%	16.99%	29.55%
Shopping Cart Abandonment	77.99%	74.84%	4.21%	83.01%	-6.04%
New Visitor Conversion Percent	0.86%	1.30%	-33.67%	0.71%	21.07%

On site Search Summary	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
On-Site Searches Per Session	12.35%	26.31%	-53.04%	12.16%	1.59%

Sport Apparel and Gear

Session Traffic Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Bounce (One Page) Rate	30.83%	25.18%	22.43%	33.47%	-7.87%
Multi Page Session Percent	69.17%	74.82%	-7.55%	66.53%	3.96%
Browsing Sessions Percent	58.02%	62.16%	-6.66%	57.19%	1.44%
Shopping Cart Session Percent	10.30%	8.10%	27.17%	6.93%	48.69%
Order Session Percent	3.27%	2.03%	61.29%	1.63%	100.73%

Visitor Experience Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Page Views Per Session	9.57	10.85	-11.83%	8.3	15.24%
Product Views Per Session	2.37	3.09	-23.35%	2.14	10.54%
Average Session Length	7:21	7:28	-1.50%	6:45	8.89%

Transaction Summary Metrics	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
Items per Order	3.06	2.68	14.33%	3.91	-21.69%
Average Order Value	\$116.92	\$120.62	-3.06%	\$118.90	-1.66%
Shopping Cart Conversion Rate	29.38%	26.78%	9.71%	22.27%	31.95%
Shopping Cart Abandonment	70.62%	73.22%	-3.55%	77.73%	-9.15%
New Visitor Conversion Percent	2.47%	1.60%	54.58%	1.17%	112.13%

On site Search Summary	Black Friday 2009	Black Friday 2008	% Change (y/y)	Friday Nov 20, 09	% Change (w/w)
On-Site Searches Per Session	24.62%	23.51%	4.73%	22.19%	10.95%

For more information about U.S. Retail Holiday 2009, visit us at:

<http://www.coremetrics.com/solutions/benchmark-report-black-friday-cyber-monday-2009.php>



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About Coremetrics Benchmark

Coremetrics Benchmark enables online retailers to measure their online marketing results--including e-commerce data--against that of their peers. Benchmark is the only peer-level benchmarking solution that delivers aggregated and anonymous competitive data for industry-specific key performance indicators (KPIs), showing how a site performs competitively and historically compared to its respective industry overall, as well as to peers and direct competitors.

Session Traffic Summary Metrics

1. Bounce (One Page) Rate

The percentage of sessions in which visitors only viewed one page before leaving the site

2. Multi-Page Session Percent

The percentage of sessions in which visitors viewed more than one page

3. Browser Sessions Percent

The percentage of sessions in which visitors viewed at least one product page

4. Shopping Cart Session Percent

The percentage of sessions in which visitors placed at least one item in their shopping carts

5. Order Session Percent

The percentage of sessions in which visitors completed an order

Visitor Experience Summary Metrics

6. Page Views per Session

The average number of pages viewed by visitors per session

7. Product Views per Session

The average number of products viewed by visitors per session

8. Average Session Length

The average length of time for a visitor session

Transactions Summary Metrics

9. Items per Order

The average number of items purchased per order

10. Average Order Value

The average value of each order

11. Shopping Cart Conversion Rate

Out of all visitors who placed items in their shopping carts, the percentage that placed an actual order

12. Shopping Cart Abandonment Rate

Out of all visitors who placed items in their shopping carts, the percentage that did not place an actual order

13. New Visitor Conversion Percent

Out of all new visitor sessions, the percentage that completed an order

On-Site Search Summary Metrics

1. On-Site Searches/Session

Out of all sessions, the percentage in which visitors used on-site search capabilities