



Coremetrics Benchmark™
Cyber Monday Report 2009

Summary

The U.S. online retail sector reported strong sales results on Cyber Monday (Nov. 30) 2009 compared to the same period last. This analysis, delivered as part of Coremetrics' second annual Cyber Monday Benchmark Report, reveals the following trends and patterns as of 12 a.m. PST:

- Cyber Monday continued the momentum set by Black Friday. Sales were up 24.1 percent compared to Black Friday 2009.
- Consumers spent more per online order (\$180.03 versus \$170.19 for an increase of 5.8 percent) compared to Black Friday 2009.
- Sales were up 13.7 percent compared to Cyber Monday 2008.
- The average dollar amount consumers spent per online order rose 38.2 percent from Cyber Monday 2008 (\$130.24), led by apparel retailers.
- Consumers bought nearly 10 percent more items per order on Cyber Monday 2009 compared to Black Friday 2009 and nearly 30 percent more compared to Cyber Monday 2008.
- Consumer shopping hit its peak from 9 -10 a.m. PST, but maintained stronger momentum throughout the day than on Cyber Monday 2008.

Retail Categories compared to Cyber Monday 2008 (year/year)

- **Apparel retailers** and **jewelry retailers** reported the biggest jumps in the average dollar amount consumers spent per online order, up 26.4 percent and 14.3 percent respectively.
- **Sports apparel and gear retailers** reported a rise of nearly 55.0 percent in the number of new consumers visiting their sites. But the average dollar amount consumers spent per online order declined slightly by 3.1 percent.
- **Department stores** also did a good job of attracting new consumers to their sites, reporting a 33 percent increase. However, average order value was down nearly 10 percent.

U.S. Retail

Session Traffic Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Bounce (One Page) Rate	28.86%	24.51%	17.75%	30.86%	-6.48%
Multi-Page Session Percent	71.14%	75.49%	-5.76%	69.14%	2.89%
Browsing Sessions Percent	48.88%	51.30%	-4.72%	48.99%	-0.22%
Shopping Cart Session Percent	12.13%	10.91%	11.18%	10.95%	10.78%
Order Session Percent	5.26%	3.99%	31.83%	4.50%	16.89%

Visitor Experience Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Page Views per Session	8.8	11.59	-24.07%	8.79	0.11%
Product Views Per Session	2.14	2.63	-18.63%	2.17	-1.38%
Average Session Length	7:32	8:23	-10.14%	7:28	0.89%

Transaction Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Items Per Order	5.92	4.56	29.82%	5.4	9.63%
Average Order Value	\$180.03	\$130.24	38.23%	\$170.19	5.78%
New Visitor Conversion Percent	4.28%	2.91%	47.08%	3.71%	15.36%
Shopping Cart Conversion Rate	36.81%	37.99%	-3.11%	34.60%	6.39%
Shopping Cart Abandonment Rate	63.19%	62.01%	1.90%	65.40%	-3.38%

On site Search Summary	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
On-site Searches / Session	19.49%	17.86%	9.13%	18.32%	6.39%

Apparel

Session Traffic Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Bounce (One Page) Rate	25.22%	19.67%	28.22%	26.15%	-3.56%
Multi-Page Session Percent	74.78%	80.33%	-6.91%	73.85%	1.26%
Browsing Sessions Percent	48.70%	56.79%	-14.25%	48.25%	0.93%
Shopping Cart Session Percent	9.88%	12.92%	-23.53%	8.97%	10.14%
Order Session Percent	3.56%	4.29%	-17.02%	3.01%	18.27%

Visitor Experience Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Page Views per Session	9.83	14.77	-33.45%	9.85	-0.20%
Product Views Per Session	2.19	5.45	-59.82%	2.22	-1.35%
Average Session Length	6:42	9:07	-26.51%	6:48	-1.47%

Transaction Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Items Per Order	2.46	3.41	-27.86%	2.57	-4.28%
Average Order Value	\$130.12	\$102.97	26.37%	\$136.14	-4.42%
New Visitor Conversion Percent	2.75%	3.14%	-12.42%	2.38%	15.55%
Shopping Cart Conversion Rate	33.60%	34.41%	-2.35%	31.82%	5.59%
Shopping Cart Abandonment Rate	66.40%	65.59%	1.23%	68.18%	-2.61%

On site Search Summary	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
On-site Searches / Session	10.25%	8.75%	17.14%	10.01%	2.40%

Department Stores

Session Traffic Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Bounce (One Page) Rate	24.23%	15.93%	52.10%	23.91%	1.34%
Multi-Page Session Percent	75.77%	84.07%	-9.87%	76.09%	-0.42%
Browsing Sessions Percent	48.90%	52.02%	-6.00%	48.69%	0.43%
Shopping Cart Session Percent	10.59%	11.95%	-11.38%	11.10%	-4.59%
Order Session Percent	3.24%	3.04%	6.58%	2.56%	26.56%

Visitor Experience Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Page Views per Session	12.33	16.16	-23.70%	12.26	0.57%
Product Views Per Session	1.96	2.31	-15.15%	1.95	0.51%
Average Session Length	7:34	8:37	-12.19%	7:15	4.37%

Transaction Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Items Per Order	3.05	3.52	-13.35%	3.22	-5.28%
Average Order Value	\$125.60	\$138.92	-9.59%	\$129.26	-2.83%
New Visitor Conversion Percent	2.70%	2.03%	33.00%	2.44%	10.66%
Shopping Cart Conversion Rate	22.39%	25.85%	-13.38%	21.79%	2.75%
Shopping Cart Abandonment Rate	77.61%	74.15%	4.67%	78.21%	-0.77%

On site Search Summary	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
On-site Searches / Session	22.69%	17.27%	31.38%	21.79%	4.13%

Health and Beauty

Session Traffic Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Bounce (One Page) Rate	32.29%	28.68%	12.59%	36.77%	-12.18%
Multi-Page Session Percent	67.71%	71.32%	-5.06%	63.23%	7.09%
Browsing Sessions Percent	43.96%	44.69%	-1.63%	42.38%	3.73%
Shopping Cart Session Percent	13.22%	17.37%	-23.89%	11.88%	11.28%
Order Session Percent	5.70%	6.30%	-9.52%	4.87%	17.04%

Visitor Experience Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Page Views per Session	7.86	10.83	-27.42%	7.09	10.86%
Product Views Per Session	1.47	1.77	-16.95%	1.36	8.09%
Average Session Length	9:34	8:41	10.17%	9:13	3.80%

Transaction Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Items Per Order	3.31	4.08	-18.87%	3.46	-4.34%
Average Order Value	\$61.63	\$67.16	-8.23%	\$63.34	-2.70%
New Visitor Conversion Percent	4.47%	4.85%	-7.84%	3.97%	12.59%
Shopping Cart Conversion Rate	39.81%	36.85%	8.03%	36.54%	8.95%
Shopping Cart Abandonment Rate	60.19%	63.15%	-4.69%	63.46%	-5.15%

On site Search Summary	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
On-site Searches / Session	14.39%	12.98%	10.86%	13.81%	4.20%

Jewelry

Session Traffic Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Bounce (One Page) Rate	26.94%	26.38%	2.12%	27.87%	-3.34%
Multi-Page Session Percent	73.06%	73.62%	-0.76%	72.13%	1.29%
Browsing Sessions Percent	45.99%	25.67%	79.16%	45.63%	0.79%
Shopping Cart Session Percent	5.38%	7.02%	-23.36%	4.37%	23.11%
Order Session Percent	1.41%	1.68%	-16.07%	1.22%	15.57%

Visitor Experience Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Page Views per Session	8.71	10.84	-19.65%	8.8	-1.02%
Product Views Per Session	1.27	0.81	56.79%	1.27	0.00%
Average Session Length	6:43	7:14	-7.14%	6:41	0.50%

Transaction Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Items Per Order	1.55	1.86	-16.67%	1.54	0.65%
Average Order Value	\$277.39	\$242.80	14.25%	\$271.74	2.08%
New Visitor Conversion Percent	1.03%	1.17%	-11.97%	0.86%	19.77%
Shopping Cart Conversion Rate	23.46%	25.27%	-7.16%	22.01%	6.59%
Shopping Cart Abandonment Rate	76.54%	74.73%	2.42%	77.99%	-1.86%

On site Search Summary	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
On-site Searches / Session	12.72%	22.19%	-42.68%	12.35%	3.00%

Sport Apparel and Gear

Session Traffic Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Bounce (One Page) Rate	30.29%	27.92%	8.49%	30.83%	-1.75%
Multi-Page Session Percent	69.71%	72.08%	-3.29%	69.17%	0.78%
Browsing Sessions Percent	57.96%	61.52%	-5.79%	58.02%	-0.10%
Shopping Cart Session Percent	11.44%	8.00%	43.00%	10.30%	11.07%
Order Session Percent	3.81%	2.36%	61.44%	3.27%	16.51%

Visitor Experience Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Page Views per Session	9.47	10.33	-8.33%	9.57	-1.04%
Product Views Per Session	2.36	2.98	-20.81%	2.37	-0.42%
Average Session Length	7:27	7:29	-0.45%	7:21	1.36%

Transaction Summary Metrics	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
Items Per Order	3.3	2.54	29.92%	3.06	7.84%
Average Order Value	\$112.25	\$115.86	-3.12%	\$116.92	-3.99%
New Visitor Conversion Percent	2.89%	1.87%	54.55%	2.47%	17.00%
Shopping Cart Conversion Rate	31.49%	31.57%	-0.25%	29.38%	7.18%
Shopping Cart Abandonment Rate	68.51%	68.43%	0.12%	70.62%	-2.99%

On site Search Summary	Cyber Monday 09	Cyber Monday 08	% Change (y/y)	Black Friday 09	% Change (cm/bf)
On-site Searches / Session	21.61%	22.52%	-4.04%	24.62%	-12.23%

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