



Introducing the Logan Tod & Co Benchmark Service

The Logan Tod & Co Benchmark Service is the primary source of online performance data for the UK Retail sector and, for the very first time, allows businesses to evaluate and compare their key website metrics against industry verticals and UK retail peers, using critical metrics and KPI's.

The benefits of benchmarking ecommerce performance

Benchmarking allows members to gain a broader context for their site's ecommerce performance and enables them to identify additional opportunities to improve on-site metrics. Targets can be set, and specific best practices established, based upon factual information from their ecommerce activity.

The Logan Tod & Co Benchmark Service will provide answers to frequently asked questions by senior management, for example:

- What represents a poor bounce rate?
- What constitutes a good conversion rate?
- Are competitors' conversion rates rising or just ours?
- What improvement opportunities should we be focusing on?

Whether setting targets or convincing senior decision makers that the right actions are taking place, a neutral benchmarking service provides essential input into the decision making process.

What does the service provide?

It is the only service that provides an insight into your site centric performance versus your peers, even if they are using a different web analytics platform to you. The report is split into seven categories:

1. Traffic sources

- Visit and visitor growth against peer group and share
- Marketing channel breakdown
- Mobile visit growth

2. Engagement

- Quarter on quarter change in bounce rate
- Page views per visit
- Average time on site
- New vs returning visitors

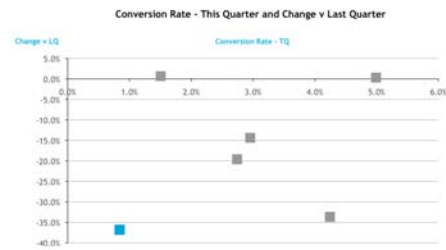
3. Product finding

- Get to product quarter on quarter change
- Internal search usage

Overview

Participant Conversion Rate

Your conversion rate is currently 0.8% with the highest out of the six participants at 5%. The peer group average for the period is 3.3%.





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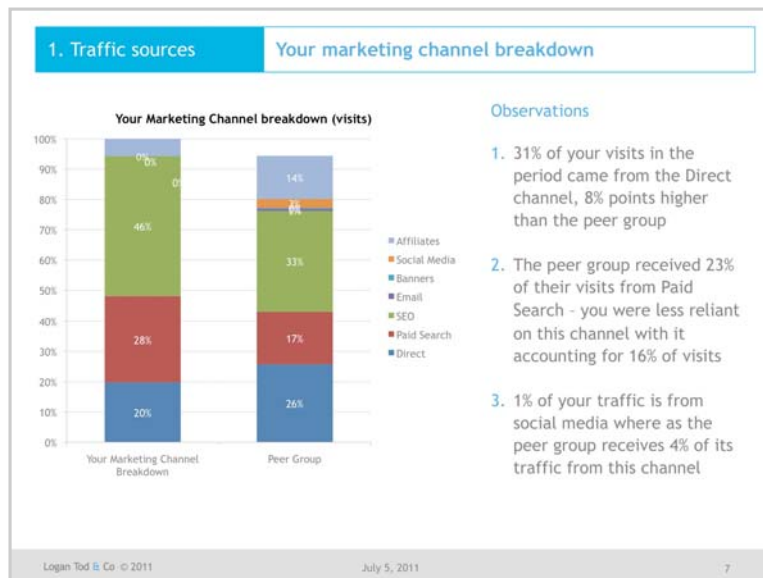
How the service works

Logan Tod & Co produces a quarterly report for the benchmark analysis, with supporting insights and recommendations from our highly skilled consultants.



Why subscribe?

The Logan Tod & Co Benchmark Service results are completely confidential and provide a regular and cost effective process to evaluate performance against key categories at a more granular level than alternative market reports currently available. Subscribers are also able to assess relative performance against their selected peer group, allowing them, for example, to determine whether a decline in a KPI is attributed to a market trend or an alternative internal issue.



Further info

To find out more about the Logan Tod & Co Benchmark Service, please contact

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