Best of the Best Benchmark (EUROPE)

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Without context, marketers are left wondering if their results are any good. The Best of the Best Benchmark report compares the overall average versus websites in the top 20% on 6 key performance indicators across six regions — United Kingdom, France, Germany, BeNeLux, Nordics and United States. See how your online presence measures up against other sites and how overall averages are trending year-over-year.
Share of smartphone visits

Websites optimized for smartphone visitors generally see 60% difference in share of smartphone traffic than an average site. In the past year, the gap between average and best in class has grown in every single country.

Make smart sites.
Smartphone users love email, search, and social media and are more likely to explore new sites. Creating a relevant and navigable smartphone experience is vital to gain and retain customers.

Smartphone users:
• Search more than other visitors
• Are more likely to open email links
• Do more opportunistic browsing
The gap between the best-of-the-best and the masses is widening in every country.

### Share of tablet visits

UK and BeNeLux have seen the most overall growth in tablet share (6.2 and 5.7% respectively), but growth is starting to slow. The best-of-the-best sites achieve about 5% more tablet visits than the average. Tablet use in Germany is significantly behind the rest of Europe.

**Put it on their tab.**

Tablet users are more affluent and among the most gadget-oriented consumers. They tend to use their tablets at home, often instead of their computers.

**Tablet users:**
- Enjoy rich media experiences and videos
- Spend more money on retail and travel sites
- Are easily frustrated by technologies that don’t work on tabs

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**UK**
- 17.0% Best of the Best
- 11.8% Average
- 5.2% Difference

**France**
- 11.5% Best of the Best
- 7.2% Average
- 4.3% Difference

**Germany**
- 9.8% Best of the Best
- 6.3% Average
- 3.5% Difference

**Benelux**
- 16.2% Best of the Best
- 10.9% Average
- 5.3% Difference

**Nordics**
- 14.5% Best of the Best
- 9.3% Average
- 5.2% Difference

**US**
- 10.9% Best of the Best
- 7.1% Average
- 3.8% Difference
Stick rate

Stick rate is the percentage of visits that last more than one page. With the exception of Nordics, the masses saw a slight decrease in stick rate year-over-year. The best-of-the-best, however, see a difference in stick rate from 29 to 45% versus the average underscoring the value of a better targeted acquisition campaign and more engaging site.

Be relevant and engaging.
Stick rate is a leading indicator of two very important elements of website success — optimized marketing acquisition activities as well as homepage relevance and engagement.

Stick rates help:
• Indicate if your marketing is targeting the right audience
• Fine tune targeting and eliminate wasteful spending
• Identify design improvement opportunities

The best of the best sites increase the percentage of visitors who stay on site more than one page by an average of 16%.
Visits per visitor

Return visitors have become critical for website success. The difference in return visits for the best-of-the-best sites is highest in the United States at 21.7%.

Loyal visitors are a key to success.
Sites generally use search marketing to acquire traffic but could do more to remind former visitors to return through re-marketing and well targeted email and social media campaigns.

More return visits offers:
- Reduced acquisition expenses
- Improved conversion and larger basket sizes
- Greater opportunities for customized experiences
**Time spent**

Time spent on websites is way lower in 2013 than 2012 in every country but Nordics perhaps due to the increasingly focused PC or distracted mobile browsing session. In 2012 the average session time was around 6 minutes and has declined to around 5.5 minutes.

**Click and stay a while.**

Time spent is the best metric for determining site engagement. Time spent transcends content type. Engagement equals success for every type of site and for Media & Entertainment, directly relates to advertising revenue.
Conversion rate

The best-of-the-best sites in industries that sell online nearly double the average conversion rate. While percentage rates may seem small and conversion rates were mostly flat year-over-year, improvements of just a tenth of a percent can result in millions of dollars.

Convert for success.

Conversion rate is probably the key metric to determine revenue success for websites that sell online. Improvement in conversion of just a tenth of a percent can result in millions of dollars in incremental revenue. Cross tabbing conversion rate with device type is important as some of the greatest incremental opportunity comes from optimizing conversion for tablet users.
Methodology

This data is based on 579 billion visits during the 2012 and 2013 calendar years and is comprised of the aggregated and anonymous data from 19,000+ websites.

Share of Smartphone Visits = phone visits/total visits
Share of Tablet Visits = tablet visits/total visits
Stick Rate = 1 – (single-page visits/total visits)
Visits per visitor = total visits/unique visitors last 30 days
Time Spent = total minutes/visits
Conversion = orders/visits

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### Change Year-Over-Year

<table>
<thead>
<tr>
<th>Region</th>
<th>2013</th>
<th>2012</th>
<th>% Difference</th>
<th>Absolute Difference</th>
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</thead>
<tbody>
<tr>
<td>UK</td>
<td>6.36</td>
<td>5.94</td>
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<tr>
<td>France</td>
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<td>6.70</td>
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<tr>
<td>BeNeLux</td>
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<td>0.50</td>
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<tr>
<td>Nordics</td>
<td>5.18</td>
<td>4.78</td>
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<tr>
<td>US</td>
<td>5.68</td>
<td>5.18</td>
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<tr>
<td>Average</td>
<td>5.82</td>
<td>5.32</td>
<td>0.50</td>
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</tr>
</tbody>
</table>

### Note

Absolute differences may not match due to rounding.