



Best of the Best Benchmark (US)

ADOBE DIGITAL INDEX | 2014

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Without context, marketers are left wondering if their results are any good. The Best of the Best Benchmark report presents the average and top performing benchmarks across five industries — Retail, Media & Entertainment, Travel & Hospitality, Financial Services, and High Tech. See how your online presence measures up.

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Share of smartphone visits

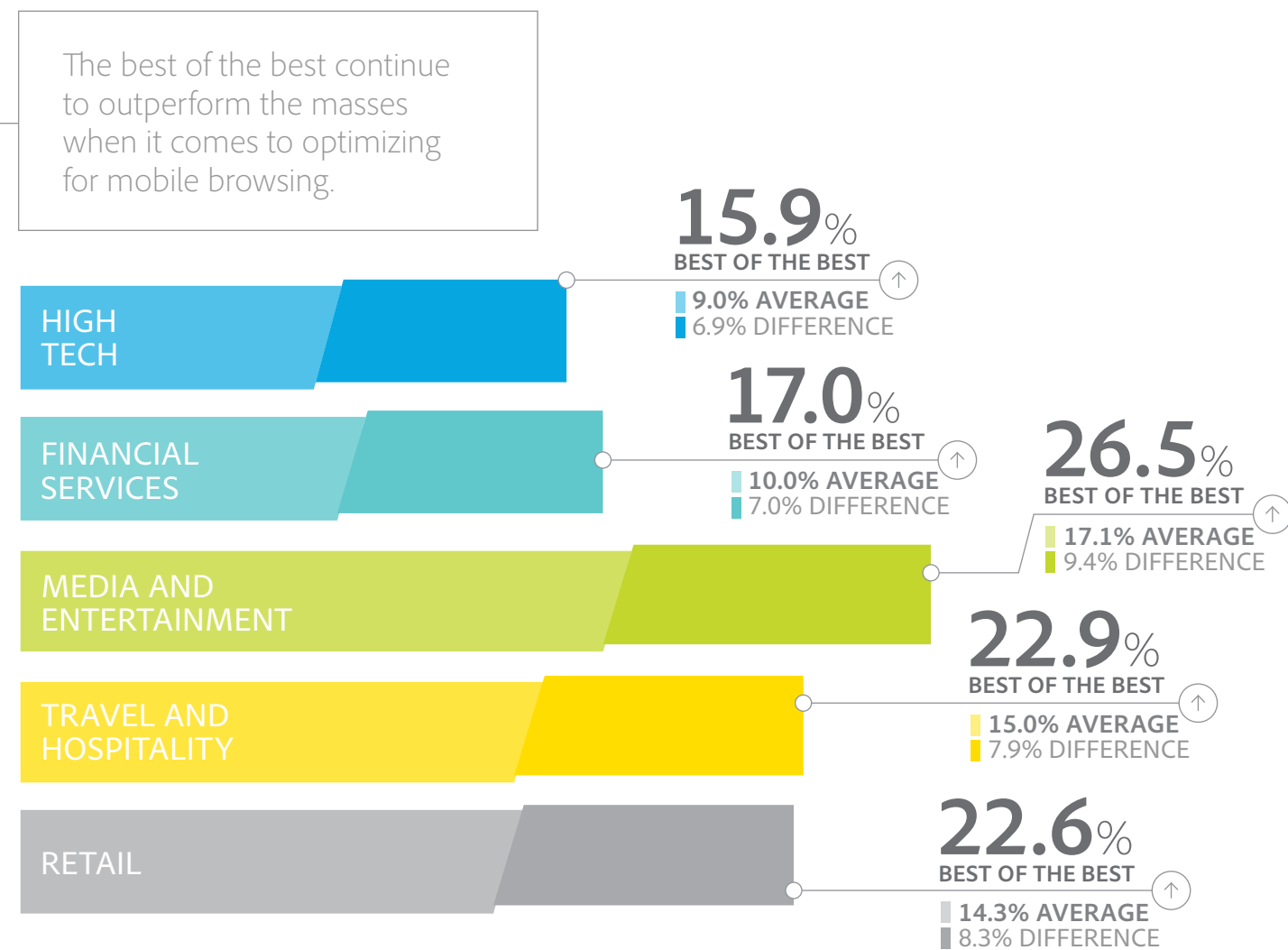
The best-of-the-best in Media & Entertainment continue to see strong usage of smartphones and outperform the masses by 9.4%.

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 down-time browsing



Share of tablet visits

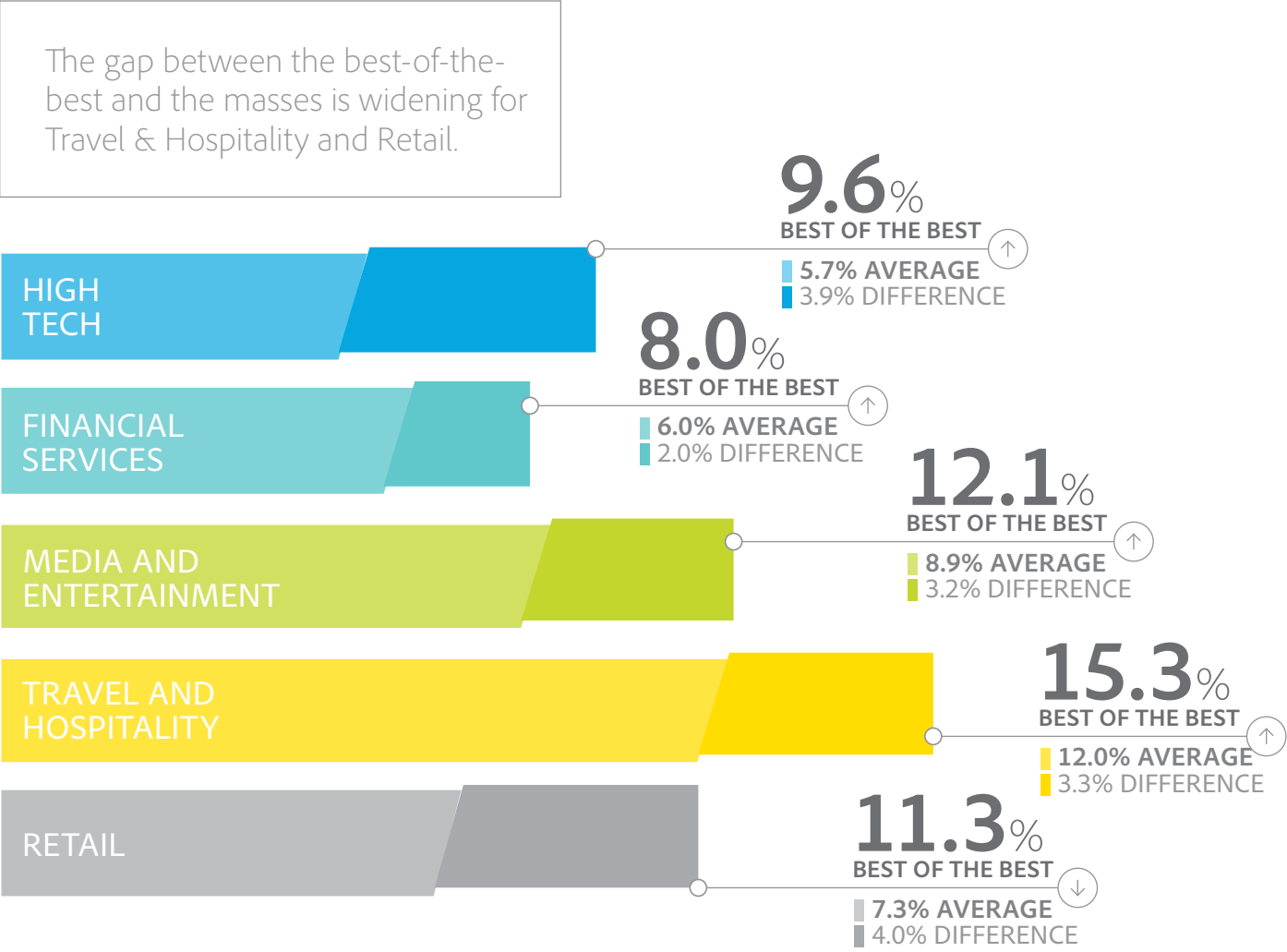
Share of tablet traffic has remained relatively flat year-over-year, with Travel & Hospitality and Media & Entertainment seeing the most growth. The best-of-the-best Retail sites achieve nearly 55% more tablet visits than the average. Considering tablet users love gadgets, High Tech sites are likely missing opportunities.

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



Stick rate

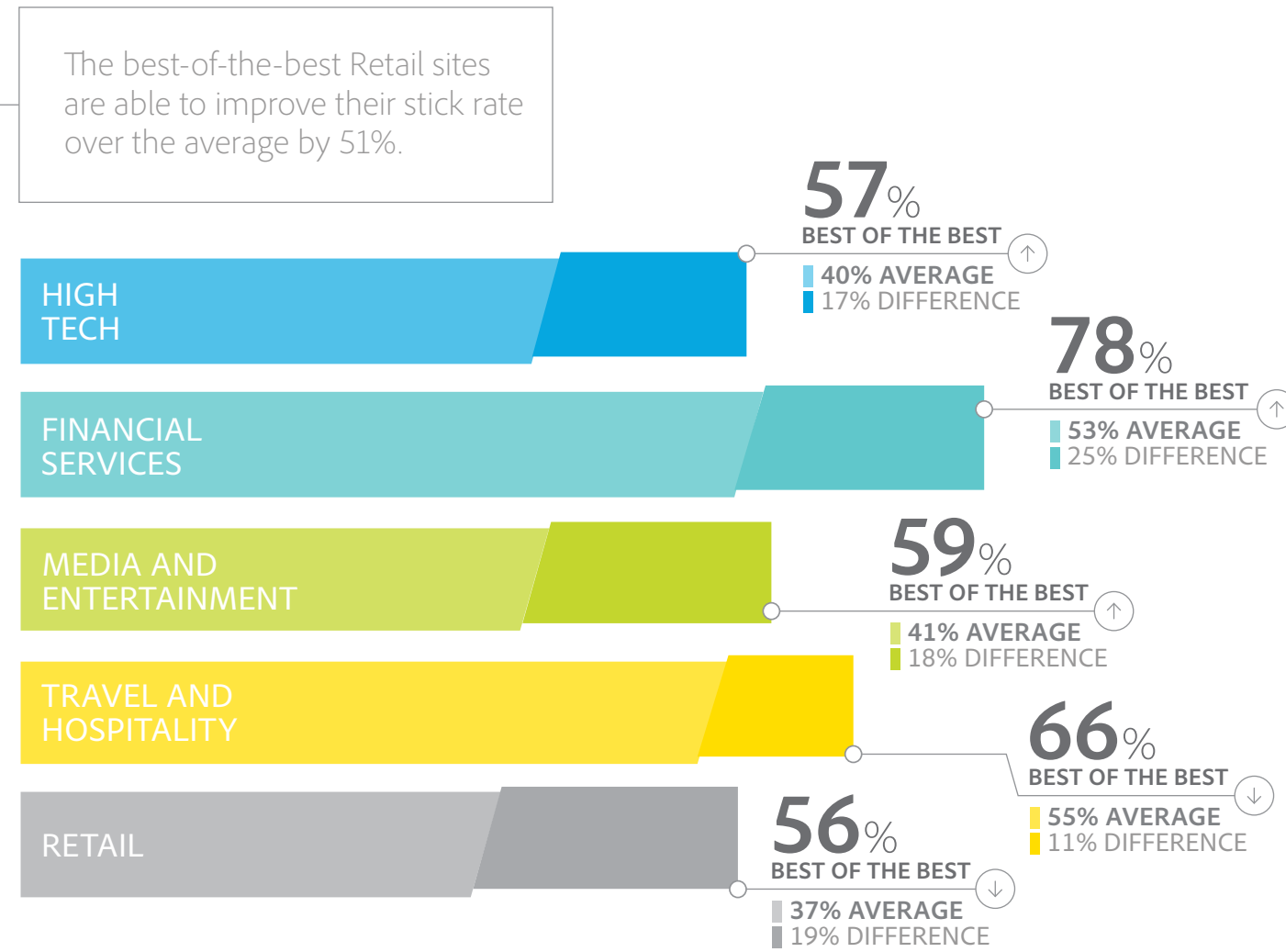
Stick rate is the percentage of visits that last more than one page. The masses saw a slight decrease in stick rate year-over-year. The best-of-the-best, however, saw a slight increase year-over-year, indicating a more engaging marketing strategy.

Be relevant and engaging.

Stick rate is a leading indicator of two very important elements of website success — 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

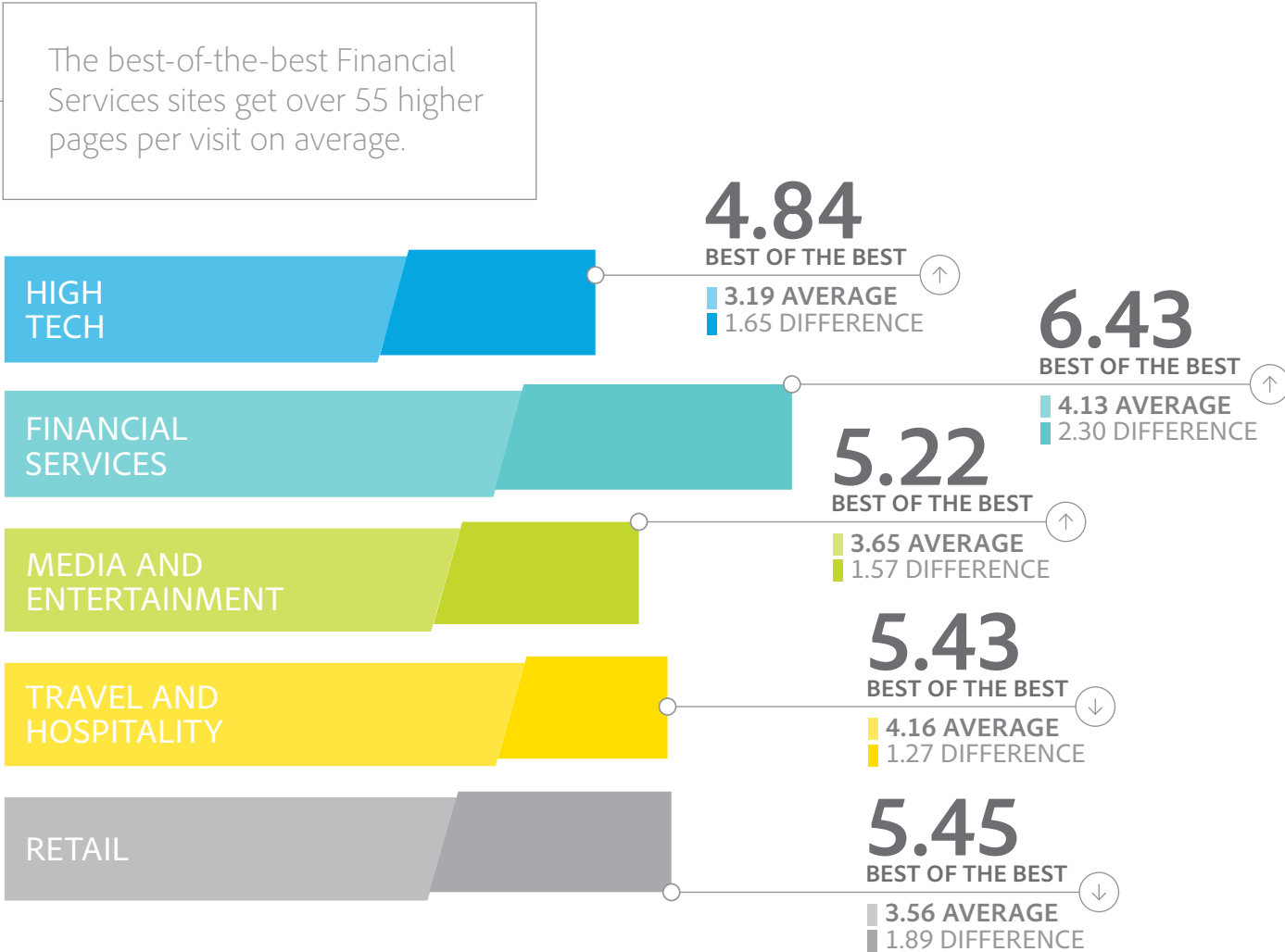


Pages per visit

Visit depth can be tricky, but for industries like Retail, Travel & Hospitality, and Media & Entertainment, higher pages per visit almost certainly lead to greater website success. The best-of-the-best in Retail outperformed the masses by 53% in pages per visit.

When more is better.

Sites with conversion objectives who are performing at the upper end of average should cross check their pages-per-visit metric against average conversion rates to ensure that greater pages equals better conversions.

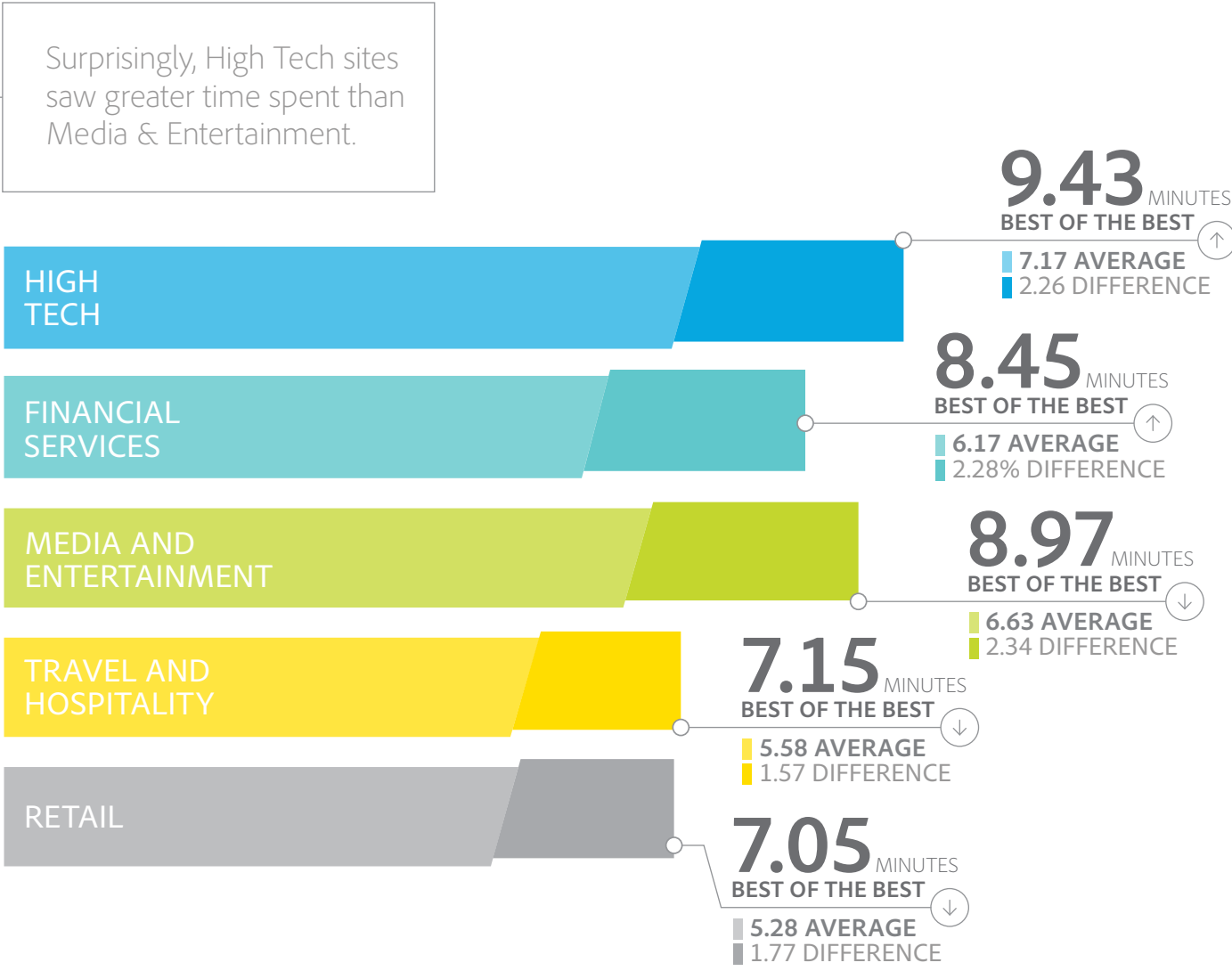


Minutes per visit

Time spent on websites is generally higher this year, indicating that consumers are finding sites more engaging and the information more relevant. Financial Services sites have the biggest gap between the best-of-the-best and the masses, at 37% more minutes per visit.

Click and stay a while.

Time spent is the best metric for determining site engagement. While pages per visit help identify if time spent is due to confusion or complex traffic patterns, time spent transcends content type. Engagement equals success for every type of site and for Media & Entertainment, directly relates to advertising revenue.

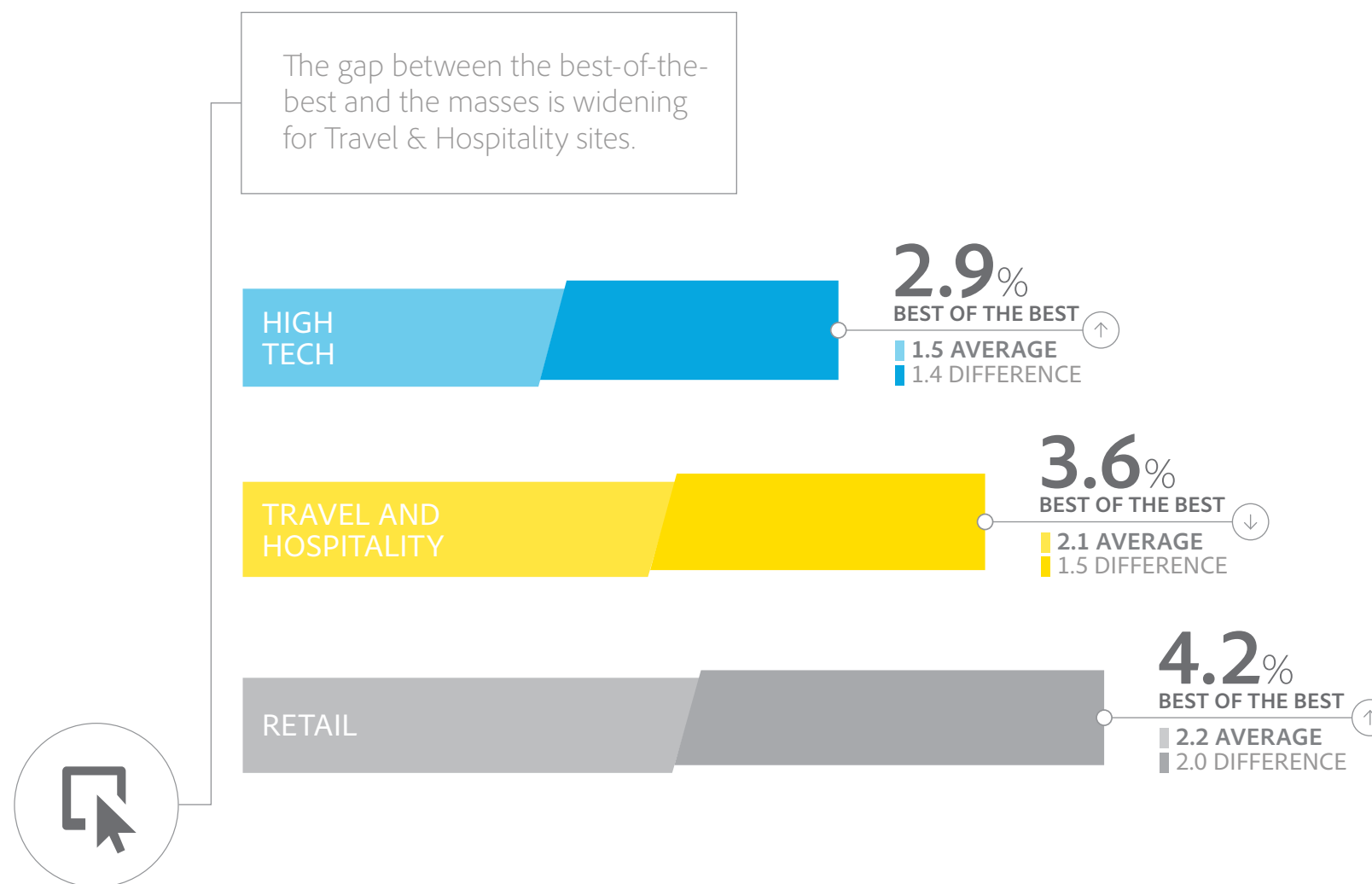


Conversion rate

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.



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Methodology

This data is based on 210 billion visits during the 2013 calendar year and is comprised of the aggregated and anonymous data from 11,000-plus websites.

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Appendix

2013

2012



SMARTPHONE

	High Tech	FSI	M&E	Travel	Retail
Average	9.0%	10.0%	17.1%	15.0%	14.3%
Best of the Best	15.9%	17.0%	26.5%	22.9%	22.6%
Absolute Difference	6.9%	7.0%	9.4%	7.9%	8.3%
% Difference	76.7%	70.0%	55.0%	52.7%	58.0%



TABLET

	High Tech	FSI	M&E	Travel	Retail
Average	5.7%	6.0%	8.9%	12.0%	7.3%
Best of the Best	9.6%	8.0%	12.1%	15.3%	11.3%
Absolute Difference	3.9%	2.0%	3.2%	3.3%	4.0%
% Difference	68.4%	33.3%	36.0%	27.5%	54.8%



STICK RATE

	High Tech	FSI	M&E	Travel	Retail
Average	40.0%	53.0%	41.0%	55.0%	37.0%
Best of the Best	57.0%	78.0%	59.0%	66.0%	56.0%
Absolute Difference	17.0%	25.0%	18.0%	11.0%	19.0%
% Difference	42.5%	47.2%	43.9%	20.0%	51.4%



PAGES/VISIT

	High Tech	FSI	M&E	Travel	Retail
Average	3.19	4.13	3.65	4.16	3.56
Best of the Best	4.84	6.43	5.22	5.43	5.45
Absolute Difference	1.65	2.30	1.57	1.27	1.89
% Difference	51.7%	55.7%	43.0%	30.5%	53.1%



MINS. SPENT

	High Tech	FSI	M&E	Travel	Retail
Average	7.17	6.17	6.63	5.58	5.28
Best of the Best	9.43	8.45	8.97	7.15	7.05
Absolute Difference	2.26	2.28	2.34	1.57	1.77
% Difference	31.5%	37.0%	35.3%	28.1%	33.5%



CONVERSION

	High Tech	FSI	M&E	Travel	Retail
Average	1.5%	--	0.9%	2.1%	2.2%
Best of the Best	2.91%	--	1.79%	3.62%	4.21%
Absolute Difference	1.4%	--	0.9%	1.5%	2.0%
% Difference	95.3%	--	98.9%	73.2%	87.9%



PC

	High Tech	FSI	M&E	Travel	Retail
Average	85.0%	84.0%	70.0%	73.0%	78.0%
Best of the Best	74.0%	75.0%	60.0%	61.0%	66.0%
Absolute Difference	-11.0%	-9.0%	-10.0%	-12.0%	-12.0%
% Difference	-12.9%	-10.7%	-14.3%	-16.4%	-15.4%

	High Tech	FSI	M&E	Travel	Retail
Average	7.0%	8.0%	13.5%	11.1%	12.4%
Best of the Best	22.0%	13.0%	20.9%	17.6%	20.5%
Absolute Difference	15.0%	5.0%	7.4%	6.5%	8.1%
% Difference	214.3%	62.5%	54.8%	58.6%	65.3%

	High Tech	FSI	M&E	Travel	Retail
Average	5.2%	5.0%	7.6%	11.4%	6.8%
Best of the Best	13.0%	7.0%	10.7%	14.0%	10.3%
Absolute Difference	7.8%	2.0%	3.1%	2.6%	3.5%
% Difference	150.0%	40.0%	40.8%	22.8%	51.5%

	High Tech	FSI	M&E	Travel	Retail
Average	38.0%	56.0%	44.0%	56.0%	39.0%
Best of the Best	54.0%	79.0%	58.0%	67.0%	56.0%
Absolute Difference	16.0%	23.0%	14.0%	11.0%	17.0%
% Difference	42.1%	41.1%	31.8%	19.6%	43.6%

	High Tech	FSI	M&E	Travel	Retail
Average	3.18	3.88	3.56	4.03	3.61
Best of the Best	5.51	6.43	5.22	5.43	5.45
Absolute Difference	2.33	2.55	1.66	1.40	1.84
% Difference	73.3%	65.7%	46.6%	34.7%	51.0%

	High Tech	FSI	M&E	Travel	Retail
Average	6.03	6.02	6.83	5.12	5.25
Best of the Best	7.99	8.07	9.01	7.12	7.16
Absolute Difference	1.96	2.05	2.18	2.00	1.91
% Difference	32.5%	34.1%	31.9%	39.1%	36.4%

	High Tech	FSI	M&E	Travel	Retail
Average	1.3%	--	0.9%	1.9%	2.3%
Best of the Best	2.5%	--	1.8%	3.3%	4.2%
Absolute Difference	1.3%	--	0.8%	1.4%	1.9%
% Difference	100.8%	--	90.2%	73.3%	84.2%

	High Tech	FSI	M&E	Travel	Retail
Average	87.0%	87.0%	78.0%	77.0%	80.0%
Best of the Best	78.0%	79.0%	67.0%	68.0%	71.0%
Absolute Difference	-9.0%	-8.0%	-11.0%	-9.0%	-9.0%
% Difference	-10.3%	-9.2%	-14.1%	-11.7%	-11.3%

*W = Won Op = Outperformed GAP

	High Tech	FSI	M&E	Travel	Retail
Average	2.0%	2.0%	3.6%	3.9%	1.9%
Best of the Best	-6.1%	4.0%	5.6%	5.3%	2.1%
Absolute Difference	-8.1%	2.0%	2.0%	1.4%	0.2%
Gap Spread	Narrower	Wider	Wider	Wider	Wider
Results	Masses W	BoB Op	BoB Op	BoB Op	BoB Op

	High Tech	FSI	M&E	Travel	Retail
Average	0.5%	1.0%	1.3%	0.6%	0.5%
Best of the Best	-3.4%	1.0%	1.4%	1.3%	1.0%
Absolute Difference	-3.9%	0.0%	0.1%	0.7%	0.5%
Gap Spread	Narrower	Neither	Wider	Wider	Wider
Results	Masses W	Neither	BoB Op	BoB Op	BoB Op

	High Tech	FSI	M&E	Travel	Retail
Average	2.0%	-3.0%	-3.0%	-1.0%	-2.0%
Best of the Best	3.0%	-1.0%	1.0%	-1.0%	0.0%
Absolute Difference	1.0%	2.0%	4.0%	0.0%	2.0%
Gap Spread	Wider	Wider	Wider	Neither	Wider
Results	BoB Op	BoB Op	BoB W	Neither	BoB Op

	High Tech	FSI	M&E	Travel	Retail
Average	0.01	0.25	0.09	0.13	-0.05
Best of the Best	-0.67	0.00	0.00	0.00	0.00
Absolute Difference	-0.68	-0.25	-0.09	-0.13	0.05
Gap Spread	Narrower	Narrower	Narrower	Narrower	Wider
Results	Masses W	Masses Op	Masses Op	Masses Op	BoB Op

	High Tech	FSI	M&E	Travel	Retail
Average	1.14	0.15	-0.20	0.46	0.03
Best of the Best	1.44	0.38	-0.04	0.03	-0.11
Absolute Difference	0.30	0.23	0.16	-0.43	-0.14
Gap Spread	Wider	Wider	Wider	Narrower	Narrower
Results	BoB Op	BoB Op	BoB Op	Masses Op	Masses W

	High Tech	FSI	M&E	Travel	Retail
Average	0.02%	0.00%	0.00%	0.02%	0.00%
Best of the Best	0.04%	0.00%	0.00%	0.03%	0.00%
Absolute Difference	0.02%	0.00%	0.01%	0.01%	0.00%
Gap Spread	Wider	Neither	Neither	Wider	Neither
Results	BoB Op	Neither	BoB W	BoB Op	BoB W

	High Tech	FSI	M&E	Travel	Retail
Average	-2.0%	-3.0%	-8.0%	-4.0%	-2.0%
Best of the Best	-4.0%	-4%	-7.0%	-7.0%	-5.0%
Absolute Difference	-2.0%	-1.0%	-1.0%	-3.0%	-3.0%
Gap Spread	Narrower	Narrower	Wider	Narrower	Narrower
Results	Masses Op	Masses Op	BoB Op	Masses Op	Masses Op