**Industry KPIs**

1. **Traffic & Acquisition**
2. **Website Traffic (Sessions/Users)**

Definition: Number of visitors to the website.

Formula: Count of unique visitors or sessions.

Benchmark: Median monthly traffic for mid-sized retailers: 500k–1M visits.

Why it matters: High traffic is essential to drive conversions.

1. **Cost Per Acquisition (CPA)**

Definition: Cost of acquiring one paying customer.

Formula: Total marketing spend ÷ New customers acquired.

Benchmark: USD 45–75 in e-commerce.

Why it matters: Indicates efficiency of marketing spend.

1. **Click-Through Rate (CTR)**

Definition: % of users who click on an ad/email link.

Formula: (Clicks ÷ Impressions) × 100.

Benchmark: 2–3% for e-commerce ads.

Why it matters: Reflects ad targeting and messaging effectiveness.

1. **Customer Acquisition Cost (CAC)**

Definition: Average cost to acquire a customer including all spend.

Formula: (Sales + Marketing costs) ÷ New customers.

Benchmark: Varies, but typically 5–10x lower than CLV.

Why it matters: Ensures long-term profitability.

1. **Revenue & Profitability**
2. **Conversion Rate (CR)**

Definition: % of visitors who make a purchase.

Formula: (Orders ÷ Website visitors) × 100.

Benchmark: 2–3% globally; 1.5–2% in MENA.

Why it matters: Shows how well traffic turns into sales.

1. **Average Order Value (AOV)**

Definition: Average amount spent per order.

Formula: Total revenue ÷ Number of orders.

Benchmark: USD 100–120 in fashion/electronics.

Why it matters: Directly impacts revenue growth.

1. **Gross Merchandise Value (GMV)**

Definition: Total sales value through the platform.

Formula: Sum of (Order value × Quantity).

Benchmark: Platform-specific; Jumia Egypt GMV share ~7.5%.

Why it matters: Indicates overall market penetration.

1. **Gross Margin**

Definition: % of revenue left after cost of goods sold.

Formula: (Revenue – COGS) ÷ Revenue × 100.

Benchmark: 40–50% for e-commerce retail.

Why it matters: Key profitability measure.

1. **Customer Lifetime Value (CLV)**

Definition: Predicted revenue from a single customer over their lifetime.

Formula: AOV × Purchase frequency × Customer lifespan.

Benchmark: Typically 3–5x CAC.

Why it matters: Guides retention and acquisition strategies.

1. **Website Performance**
2. **Page Load Time**

Definition: Average time it takes for a page to load.

Formula: Time measured in seconds.

Benchmark: <3 seconds.

Why it matters: Faster load times increase conversion.

1. **Bounce Rate**

Definition: % of users leaving after viewing one page.

Formula: (Single-page sessions ÷ Total sessions) × 100.

Benchmark: 40–60%.

Why it matters: Indicates relevance and site usability.

1. **Cart Abandonment Rate**

Definition: % of carts created but not purchased.

Formula: (Abandoned carts ÷ Initiated carts) × 100.

Benchmark: 70% globally.

Why it matters: Identifies checkout friction and lost revenue.

1. **Customer Metrics**
2. **Repeat Purchase Rate (RPR)**

Definition: % of customers who purchase more than once.

Formula: (Returning customers ÷ Total customers) × 100.

Benchmark: 20–30% in retail.

Why it matters: Measures loyalty and retention.

1. **Net Promoter Score (NPS)**

Definition: Customer satisfaction/loyalty score from -100 to +100.

Formula: % Promoters – % Detractors.

Benchmark: 30–50 for e-commerce.

Why it matters: Predicts referral growth and satisfaction.

1. **Refund/Return Rate**

Definition: % of sold items returned by customers.

Formula: (Returned orders ÷ Total orders) × 100.

Benchmark: 15–20% for fashion; lower in electronics.

Why it matters: Impacts profitability and customer experience.