0.60...

Overall Conversion Rate

Device Category

☐ desktop

☐ mobile

☐ other

☐ tablet

Registered ...

☐ guest
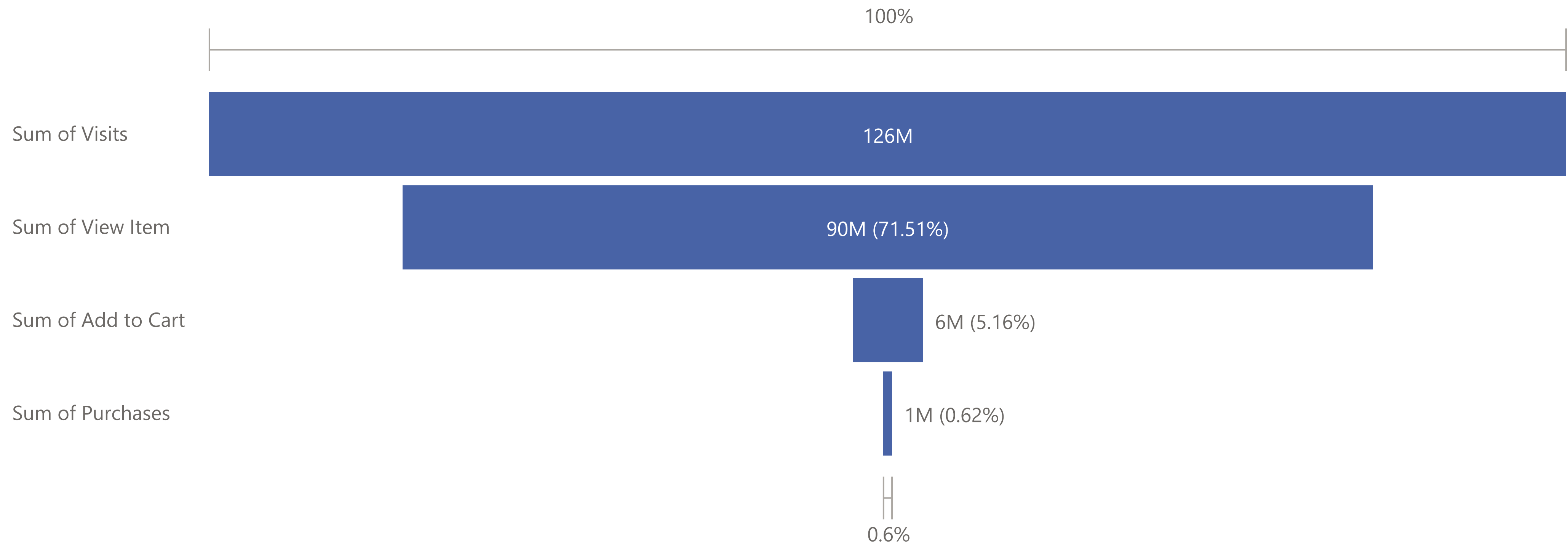
☐ registered

Date
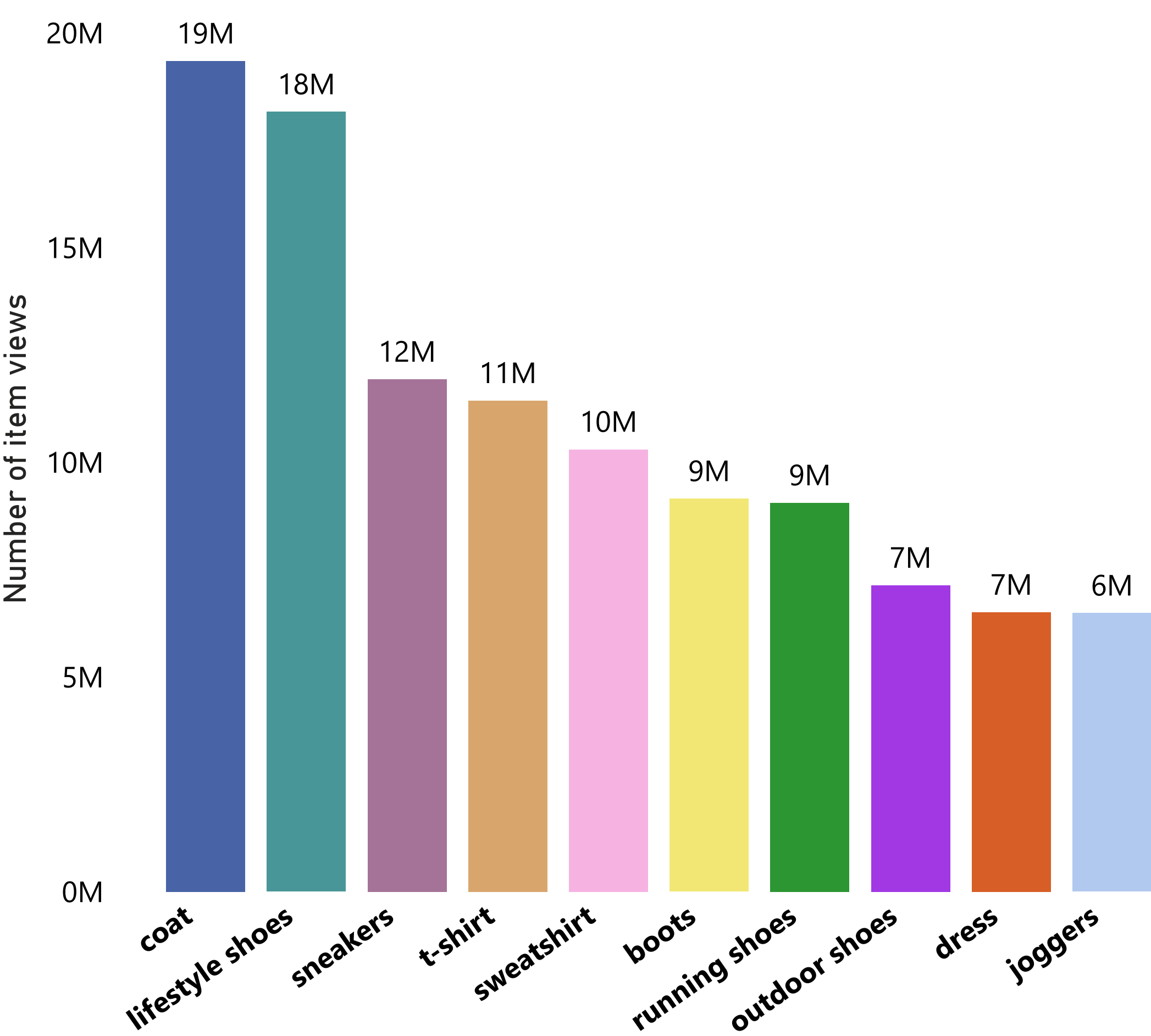
01/01/2020 📅   31/12/2022 📅

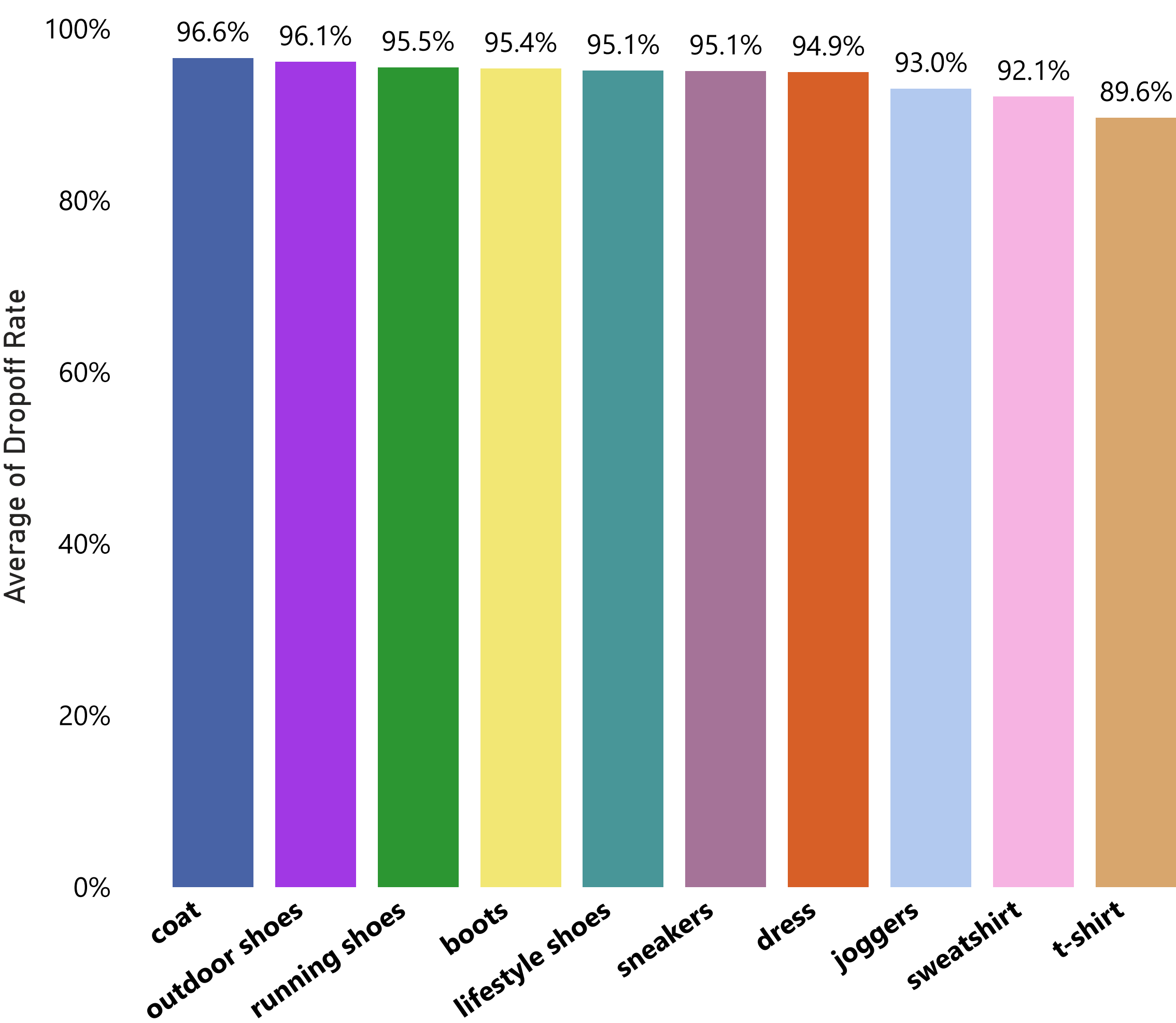Sum of Visits, Sum of View Item, Sum of Add to Cart and Sum of Purchases

100%

Sum of Visits — 126M

Sum of View Item — 90M (71.51%)

Sum of Add to Cart — 6M (5.16%)

Sum of Purchases — 1M (0.62%)

0.6%

Dropoff Rate for top 10 most viewed items

Top 10 most viewed items

Dropoff Rate for the top 10 viewed items

Conversion rate per device
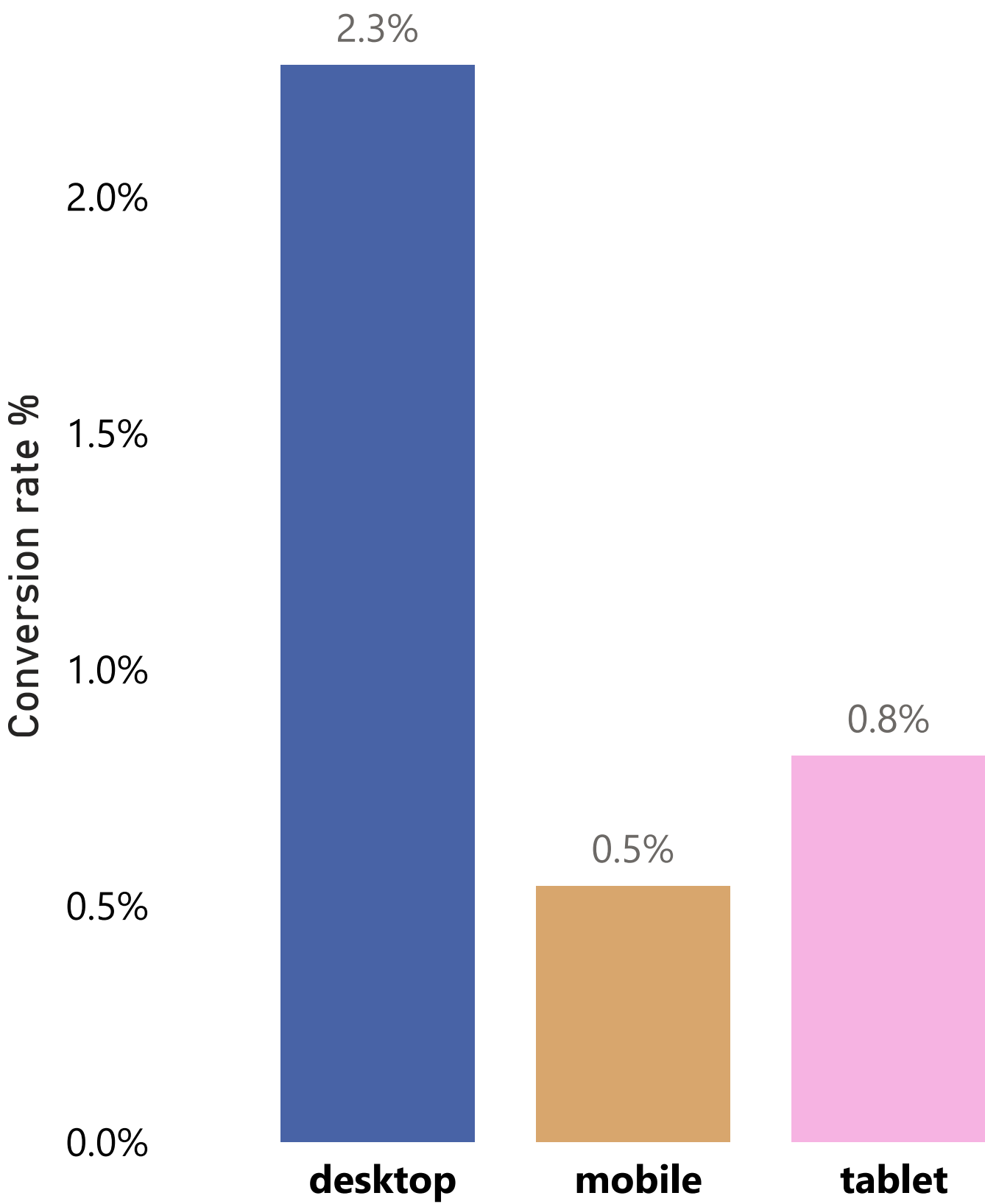
3.6%
Sum of Conversion Rate
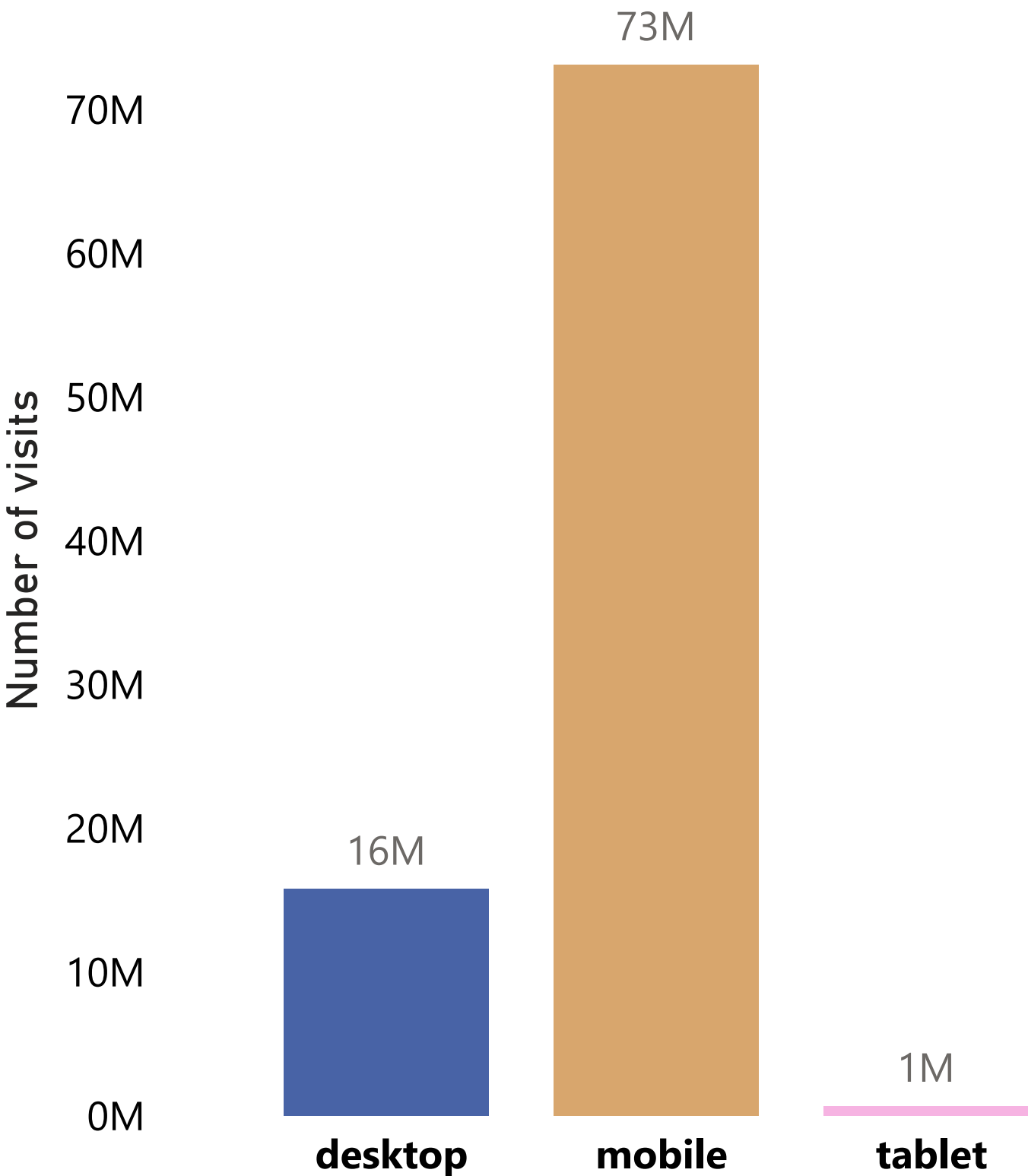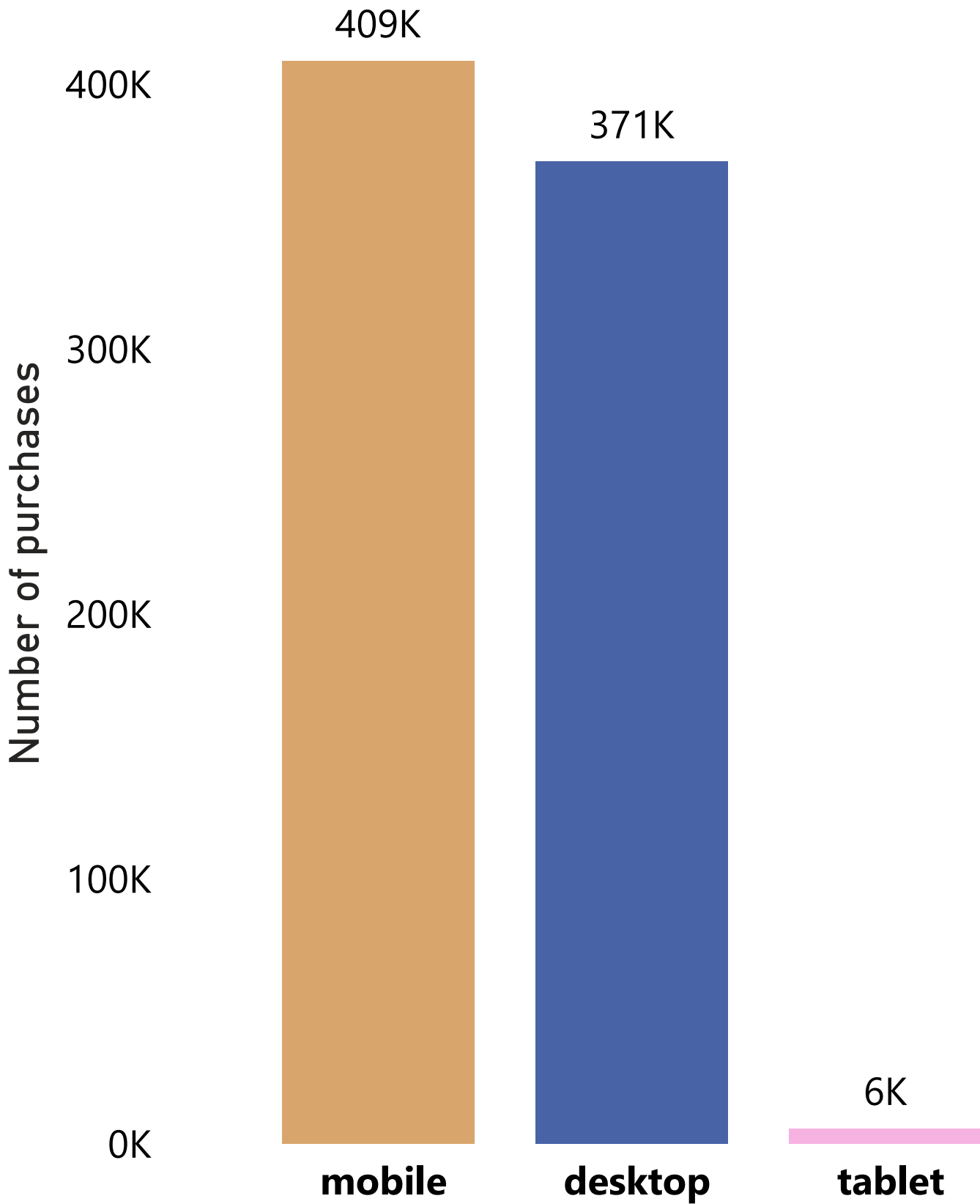
Device Category
☐ desktop
☐ mobile
☐ tablet

Desktop has a much higher conversion rate

Many more visitors visit the website on a molbie device

Total of mobile and desktop purchases
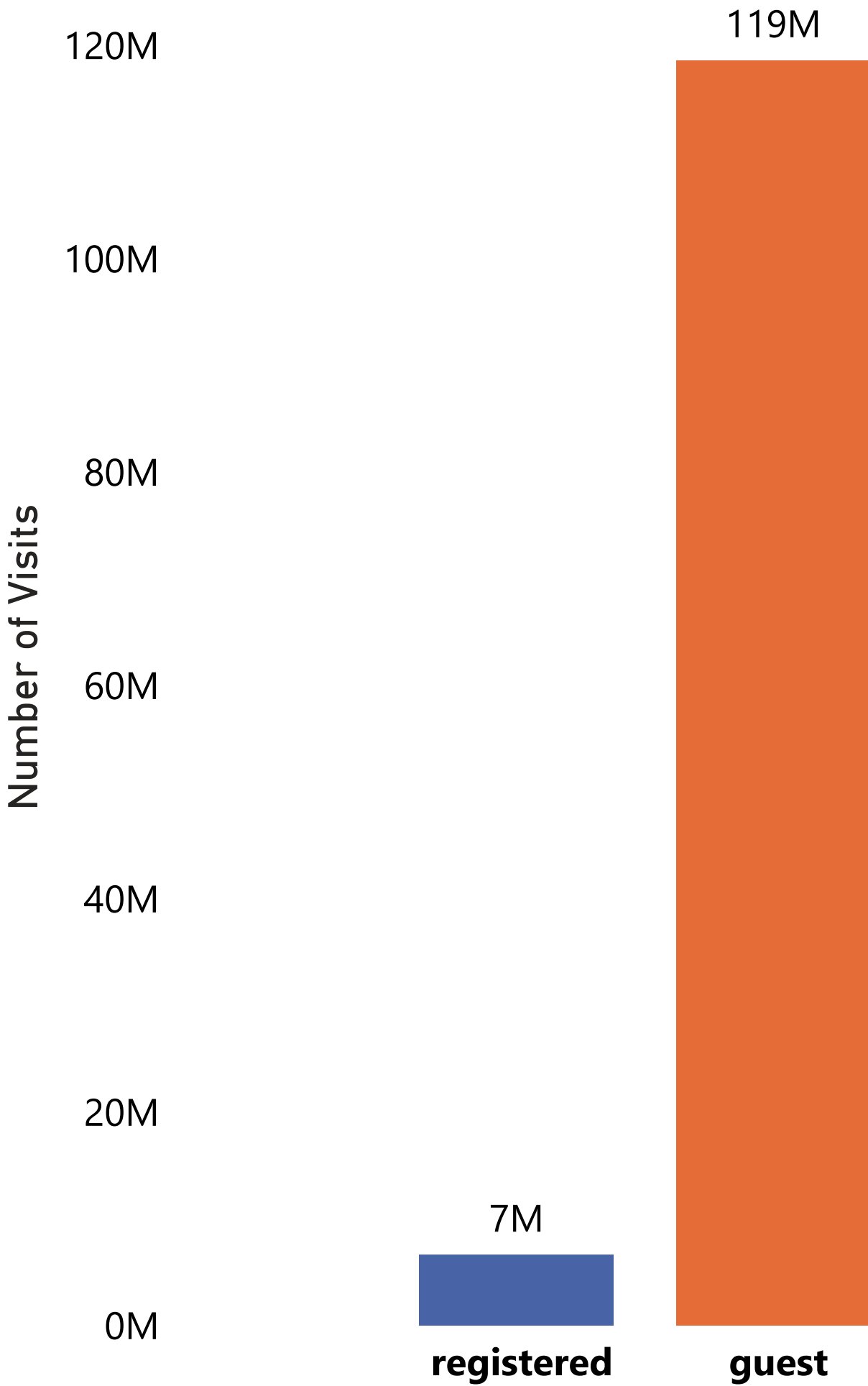
Conversion rate for registered/unregistered
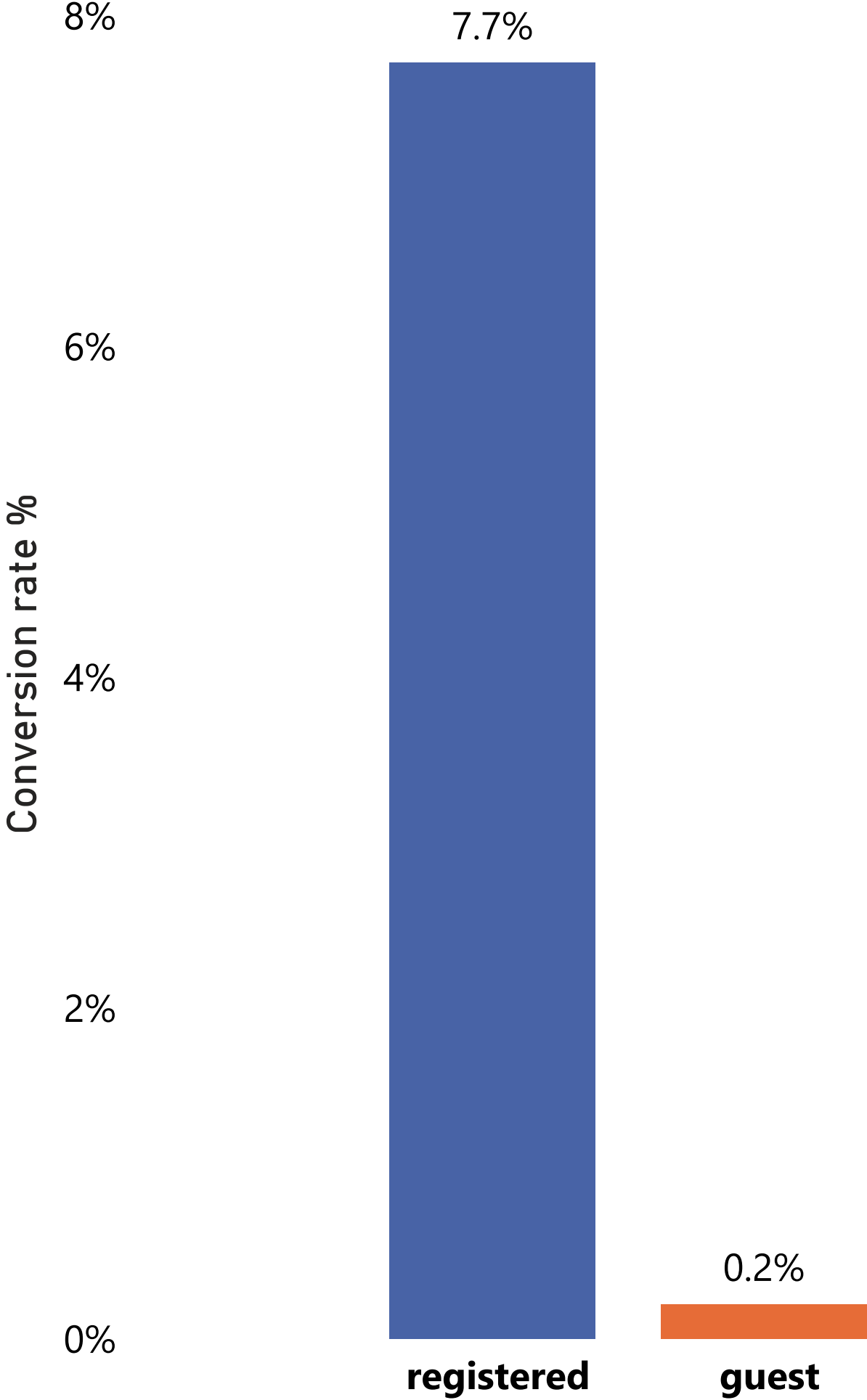
7.9%

Sum of Conversion Rate

Registered or Guest

☐ guest

☐ registered

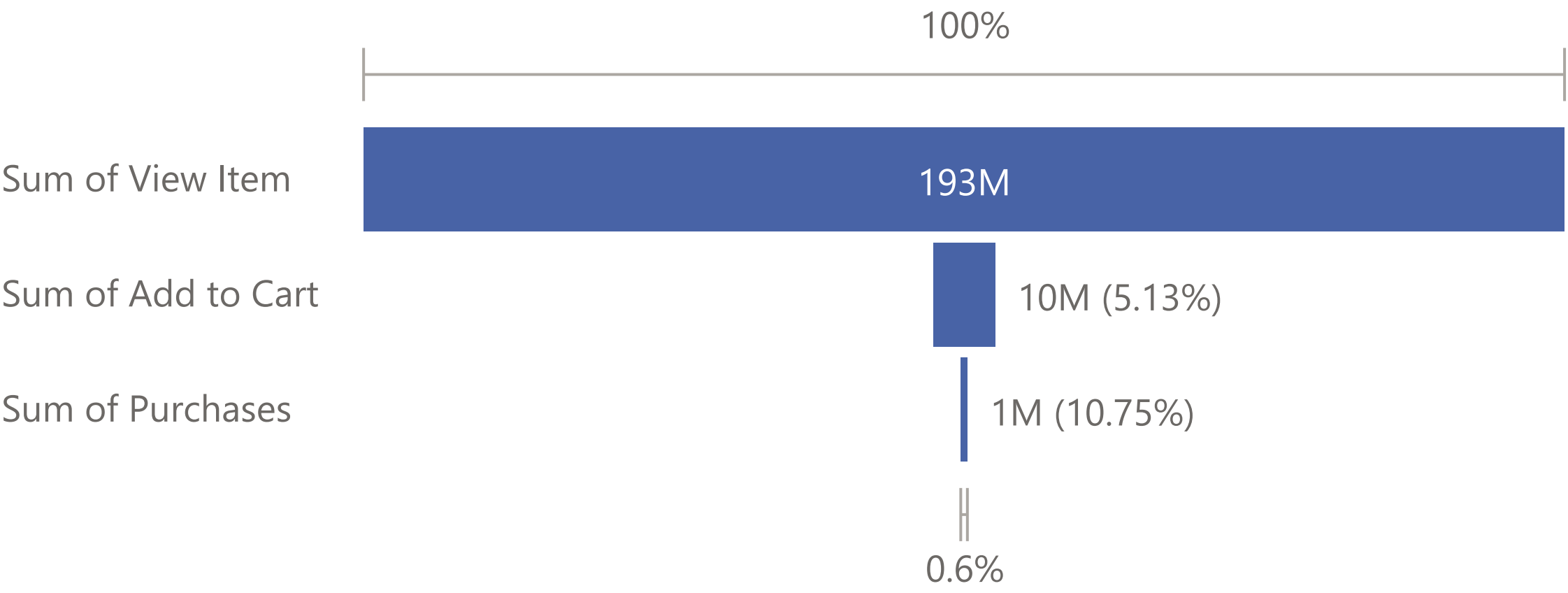## Significantly more guest visits than registered

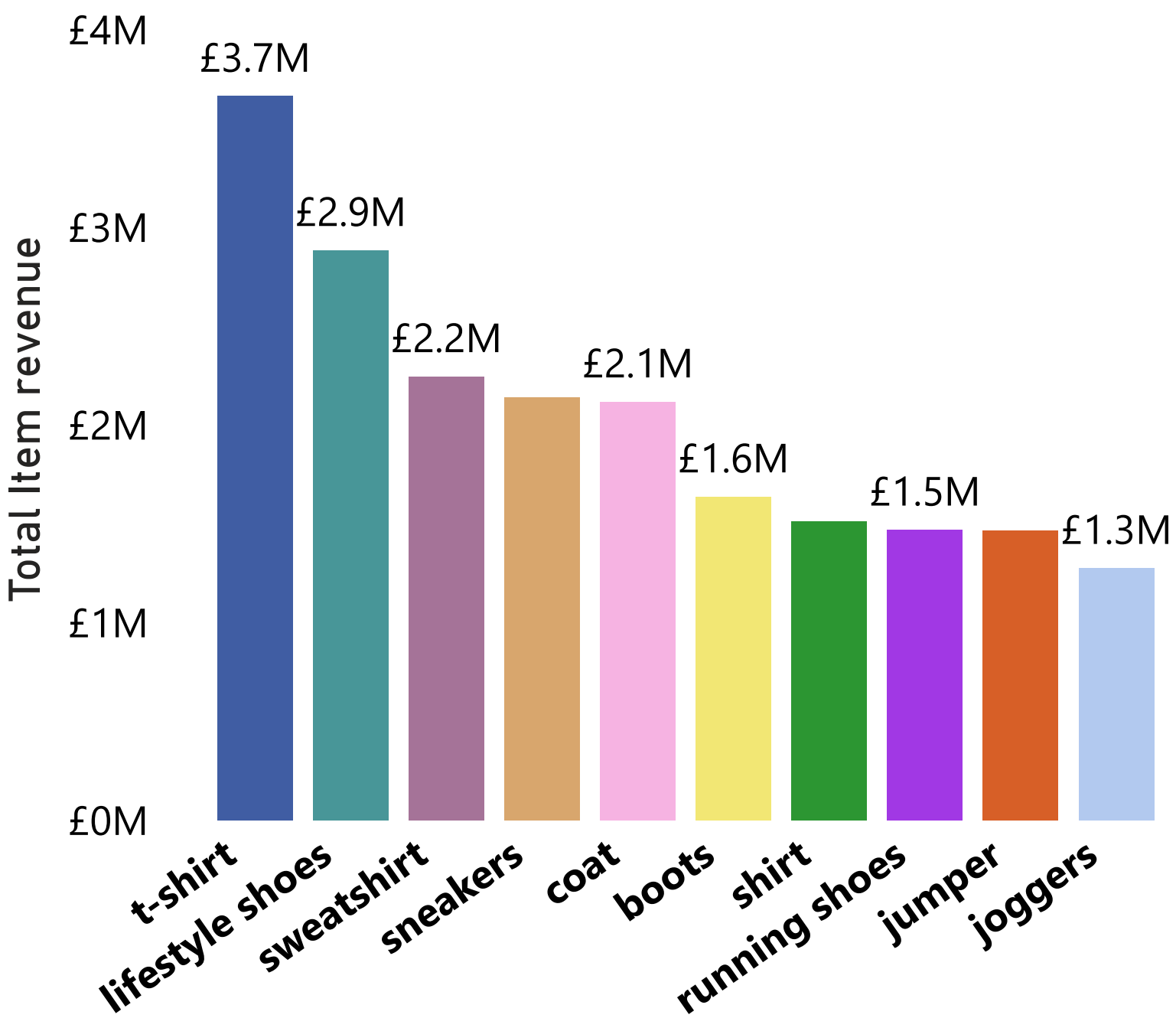## Conversion rate is higher for regstered customers

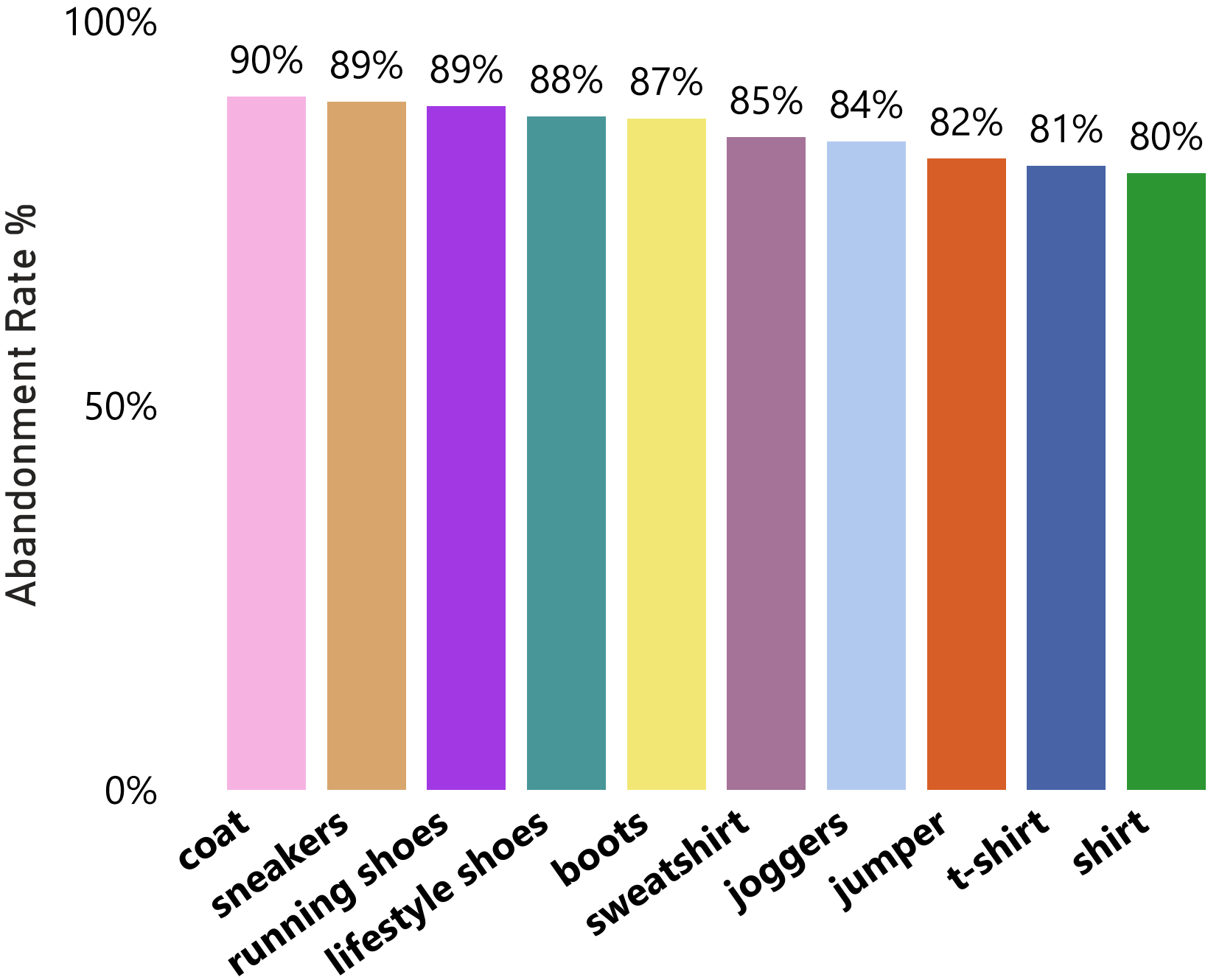# Sum of View Item, Sum of Add to Cart and Sum of Purchases

Item Sub Category
- ☐ Bags
- ☐ Beachwear Other
- ☐ Bedding
- ☐ Belts
- ☐ Boxers, Trunks & Slips
- ☐ Bras
- ☐ Coats
- ☐ Cosmetics & Makeup
- ☐ Dresses & Jumpsuits

100%

Sum of View Item	193M
Sum of Add to Cart	10M (5.13%)
Sum of Purchases	1M (10.75%)
	0.6%

Average Abandonment rate of top 10 items by total revenue

83%

Total revenue per item

Bar chart "Total revenue per item" (Total Item revenue, £0M–£4M):
- t-shirt: £3.7M
- lifestyle shoes: £2.9M
- sweatshirt: £2.2M
- sneakers: £2.1M
- coat: £2.1M
- boots: £1.6M
- shirt: £1.5M
- running shoes: £1.5M
- jumper: £1.3M
- joggers: £1.3M

Average of Abandonment Rate by Item Name

Bar chart "Average of Abandonment Rate by Item Name" (Abandonment Rate %, 0%–100%):
- coat: 90%
- sneakers: 89%
- running shoes: 89%
- lifestyle shoes: 88%
- boots: 87%
- sweatshirt: 85%
- joggers: 84%
- jumper: 82%
- t-shirt: 81%
- shirt: 80%

Number of purchases per item

Bar chart "Number of purchases per item" (Number of purchases, 0K–10K+):
- t-shirt: 12.7K
- shirt: 6.1K
- sweatshirt: 5.7K
- jumper: 4.7K
- lifestyle shoes: 3.7K
- coat: 3.3K
- joggers: 3.1K
- sneakers: 2.5K
- boots: 1.8K
- running shoes: 1.5K