

Free Guide

How to Report On eCommerce Performance

**What KPIs to include on your
performance report and how the UK's
largest retailers measure their
eCommerce strategy**

A Remarkable Commerce Guide

Introduction

The days of creating reports, searching Excel sheets, and cross-checking several dashboards are finished for forward-thinking, competitive e-commerce enterprises. Online merchants are using complex performance reporting tools to increase sales and extend their customer base. Performance reports combine data from your eCommerce platform, advertising sources, and analytics programmes to help you comprehend crucial company KPIs and increase profitability.

These reports not only show you the state of your company in real time, but they also highlight any patterns or warning signs that require your attention. The following important performance indicators, which every retailer needs to measure, comprehend, and act upon, are revealed through performance reporting.

This guide will support you and your team to effectively report on your eCommerce store(s) performance, which metrics to focus on and top tips for driving growth using data-led decisions.

Contents

Part 1: What is eCommerce performance reporting?

Part 2: How to streamline updating your reports

Part 3: Secret KPIs that will add value to your reporting

Appendix:

Client case studies

Platform side-by-side comparison

Additional resources

Part 1: What is eCommerce performance reporting?

Are you regularly diving deep into your data to understand your performance? Sadly, many businesses tend to neglect their reporting so long as their revenue stays on that upward green path.

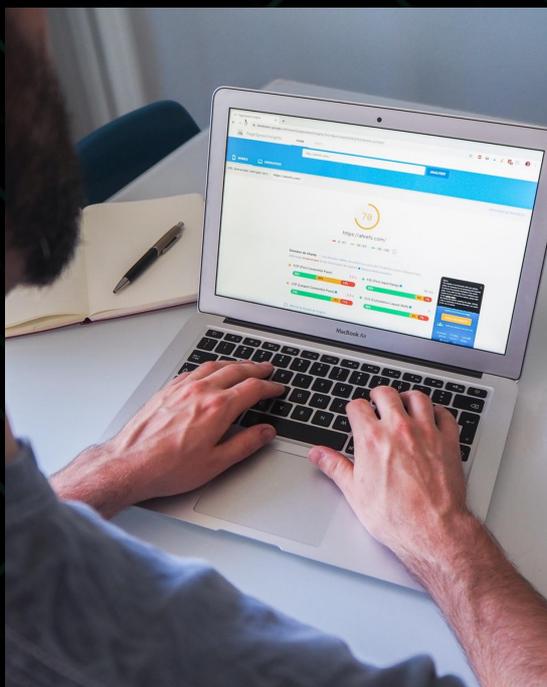
Unfortunately, many brands are blind to where within their business they are losing money and what opportunities are available to them.

eCommerce performance reporting is the process of analysing and reviewing what areas of your business are looking poor, when comparing against other similar periods or pre-defined KPIs.

Often, this information takes the guesswork and subjectivity from website optimisation and uncovers opportunities for improvement and innovation.

1

What metrics should you include in your performance report?



A performance report should be split into sections, so that your teams can find particular information quickly.

We recommend your performance report has the following sections, as a minimum, and includes these key metrics within each section.

- **Acquisition:** Traffic by channel, Advertising Spend, New vs Returning Customers.
- **Behaviour:** Bounce rate, Basket abandonment, Time on site, Pages per session, Checkout completion rate.
- **Trading:** Revenue, AOV, Transactions, Conversion rate, Net Profit, Campaign activity, Voucher code usage.

2

How and where to get performance tracking data from?

Most retailers have 2-3 tracking solutions in place, where they can pull different groups of metrics from.

The most common tracking solution that is used by many UK eCommerce retailers is Google Analytics. It is relied on by retailers of different sizes, mostly due to the basic solution being available for free. However, there is a paid-for version for retailers wanting unsampled data,

Your OMS (order management system) should be relied upon as the 'source of truth' for order metrics.



3

Data accuracy and common reporting challenges to look out for



A common problem that retailers face is conflicting data from different sources. E.g. Google Analytics says 400 orders, but your ERP says 520 orders. Retailers should **apply a 5% variance threshold**, between different tracking solutions.

The biggest challenge for eCommerce reporting is the time it takes to create reports themselves and analyse them to find opportunities / issues. Automation and simple templates alleviate this challenge, as well as reporting on a longer schedule, such as monthly.

Part 2: How to streamline updating your reports

There is no escaping the fact that reporting can be dull and spending hour after hour updating a reporting pack is far from exciting. Therefore, it is vital to streamline the process as smoothly as possible, so you can focus your time and attention onto business goals.

- **Create a template, no longer than 10 pages...**
A reporting pack with 10 pages will be enough for your business leaders to understand performance.
- **Involve your full team...**
Distribute the pulling of data and preparation of your reports, between your team to save time.
- **Log your development updates...**
Occasionally, performance can be linked to development updates so be sure to log your dev releases and the details of each.
- **Bookmark your GA report links...**
Save time by bookmarking the URLs that you use for GA reports, to save you time in building the segments/filters/labels.
- **Write a summary page...**
Provide a short, bullet pointed summary which can be read and digested easily.



Part 3: Secret KPIs that will add value to your reporting

Performance should inform business decisions, and KPIs (key performance indicators) should drive actions. Every business should have a set of KPIs which they track regularly. Monitoring them will help eCommerce teams identify progress toward sales, marketing, and customer service goals.



Competitiveness

It's important to gauge your success and growth against yourself and against your competitors. Monitor your competitors' pricing strategies and compare them to your own.

We recommend selecting a product from each of your main product categories, and running a regular competition analysis. The average percentage difference should be reviewed on at least a monthly basis.



Basket Abandonment Rate

A good indicator of your customers intent to purchase, is how many of them are adding items to their basket and then abandoning before they purchase.

You can measure this in a few different ways: either exit rate of your basket page, or tracking the number of 'add-to-basket' button clicks and dividing this by your total website traffic amount.

Remember to look at all paths through the checkout, including the quick-basket function where customers can effectively 'skip' the basket page.



Email sign-up conversion rate

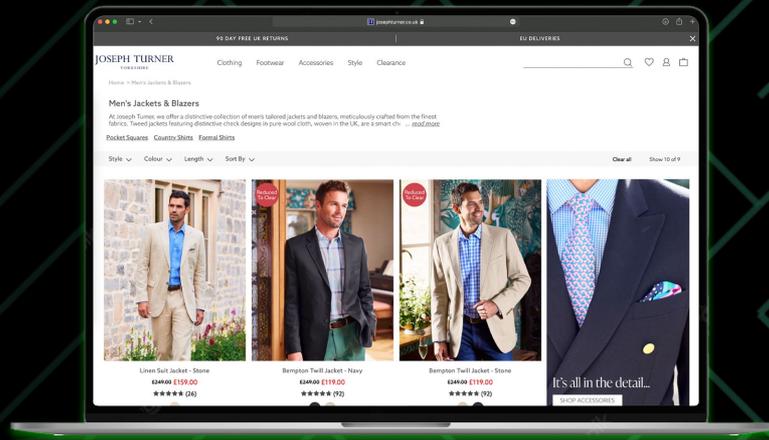
Traditional old-school email marketing remains an important channel for many eCommerce retailers and usually can account for up to 20% of total revenue. Therefore it is important, to ensure your list of email addresses continues to grow over time.

An important KPI to measure is how many customers are creating an account (post purchase) and how many are subscribing to receive your marketing emails.

A well-tested strategy is to use campaign activity (like an extra 10% off your sale campaign) if a customer signs up.

87.4%* of all eCommerce baskets were abandoned in 2021!

In action: Joseph Turner



"We chose the Remarkable Commerce platform because it had the flexibility to meet our more complex requirements, while at the same time being a very easy to use platform."

Catherine Giles, Managing Director, Joseph Turner

Joseph Turner was formed in Yorkshire over 20 years ago, from a desire to create a menswear shop that could be trusted to provide premium quality clothing in easy, wearable styles. Its collections and designs are influenced by a strong connection to the Yorkshire landscape and lifestyle.

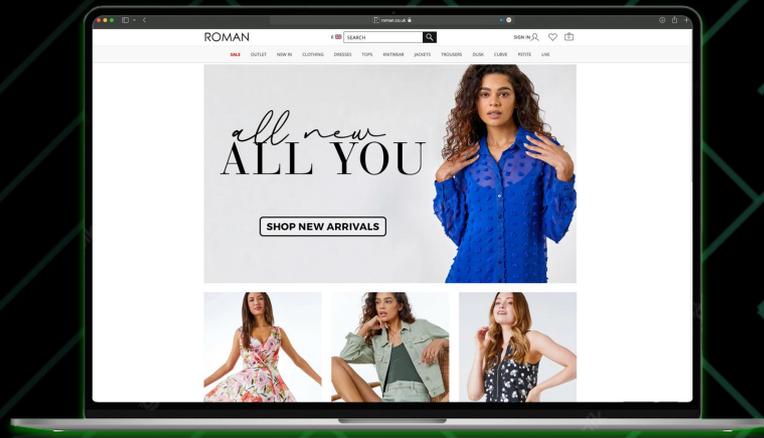
In 2022, the business completed a rapid migration to the Remarkable Commerce Platform and realised the commercial benefits immediately. In fact, after just a few months, it is already enjoying a 20% year on year conversion uplift and **42% rise in revenue from organic search traffic.**

For more information watch Catherine Giles, Managing Director at Joseph Turner and Matt Henton, Head of eCommerce at Moss talk about the benefits of a move to Remarkable Commerce:

Watch the Testimonial Video



In action: Roman



"The expertise, communication and patience has been amazing from project conception to launch and beyond. We're confident we've chosen the right platform and people to help us continue our growth online. Remarkable have helped us become a stronger retailer, with excellent support, agile developments and their unique approach."

Ian Johnson, Head of eCommerce, Roman

Having sold online for some time, Roman Originals had outgrown its ecommerce site. Built on old tech, it hampered efforts to innovate and optimise conversion, offered no support for mobile commerce and had become increasingly unstable - as a newsworthy event had made all too clear.

Roman Originals chose the Remarkable Commerce platform as the ideal foundation for reimagined digital channels - a rapid migration coupled with headless architecture and lightning fast, stable performance made it the ideal choice.

- Immediate 30% conversion rate improvement
- 81% mobile conversion rate uplift
- Consistent revenue growth
- Warehouse management integration drives efficiency and underpins the best delivery proposition on the market
- Organic (SEO) traffic grew by 1 mill visitors within 12 months

Is checkout the issue?

When reviewing performance, it is very important to recognise that your ecommerce platform checkout might be failing you and could not be 'up to scratch' - losing more sales than you realise.

If your platform forces you to rely on a templated, inflexible checkout, or requires expensive, time-consuming developer expertise to customise your checkout, some of the strategies here may be out of reach.

While platforms are waking up to the impact rigid and complex checkout flows can have on conversion, problems remain – few offer the endless flexibility required to deal effectively with basket abandonment rates. We can easily demonstrate that with a side-by-side review of the native checkout functions that retailers often compare.

	 <i>shopifyplus</i>	 BIGCOMMERCE	 Magento Commerce	<i>Remarkable</i> COMMERCE
Add new payment types within days	✗	✗	✗	✓
Custom journey (headless, SDK or custom flow)	✗	✓	✗	✓
Innovate with new functionality within days	✗	✗	✗	✓
Custom Click & collect functionality	✗	✗	✓	✓
Shared basket across multiple sites	✗	✗	✗	✓
Custom checkout fields	✗	✓	✓	✓
Auto-add items based on basket contents	✗	✗	✓	✓
Transaction fee or GMV (either % of sales, or tiered license)	1-2% of revenue	1-2% of revenue	2-3% of revenue	Fixed Fee, based on traffic, not revenue

Introducing Remarkable Commerce

Remarkable Commerce is an eCommerce platform and services provider offering a commerce platform designed for mid-sized retailers. The Remarkable Commerce Platform is endlessly customisable and highly scalable, perfect for retailers seeking to rapidly transform eCommerce performance.

Our mission is to give more retailers access to the benefits of headless, API-driven commerce by removing skills, technology and cost barriers to adoption. Unlike other headless platform providers, we combine our platform with a pre-integrated, endlessly customisable frontend accelerator, an intuitive, drag-and-drop CMS with 30+ pre-build components, and a wealth of in-house technical, developer, engineering, UX, and SEO skills to support a managed migration and ongoing innovation.

As a result, replatforming projects can be delivered within three months, and retailers realise rapid ROI – typically seeing online turnover triple within two years.

Established in 1999 and with a track record in the fashion sector, our team of 70+ Nottingham-based specialists support many leading UK retailers.

Trusted by...

MOSS ROMAN

YOURS BEN SHERMAN®

LONG TALL SALLY LONDON - 1976 PURE COLLECTION

ABSOLUTE-SNOW.co.uk DIRECTSOCCER

WoolOvers EST. 1989 SUIT DIRECT

SAINT-GOBAIN Pragnell

WESTBROOK CYCLES SUIT DIRECT

JOSEPH TURNER YORKSHIRE JEFF BANKS LONDON

& many more



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Watch our Platform Demo

Watch on YouTube

As a retailer, your time is precious. Let us show you how to become more efficient, reduce costs, and grow revenue - in no time at all, using the Remarkable Commerce platform.

[Watch the demo](#)

[Get in touch](#)

Additional resources



Whitepaper: A Complete Guide to eCommerce Replatforming

It's a fact of life that most successful digital stores will outgrow their ecommerce platforms eventually. It's a situation that can throttle growth through degrading site performance, weak customer experience and a lack of innovation agility, while eating into margins thanks to rising operating costs.

This guide is designed to help you get it right, and realise commercial gains from replatforming, fast – helping you to choose the right platform at the right time and manage a smooth, low risk transition so your commercials can hit the ground running when you're live on your new platform.

[Download](#)



Whitepaper: Expert Strategies to Boost Checkout Conversion

This is no secret for business leaders and marketing teams, who know that checkout pages outstrip all other pages when it comes to abandonment rates – getting the checkout experience right is crucial to driving sales, but what are the right strategies for checkout optimisation?

We've hand-picked the checkout strategies and optimisations that are proven in the wild – read on to find out how they could help you reduce checkout abandonment rates and deliver more sales.

[Download](#)