



SAMPLE

WorldWatchReport™

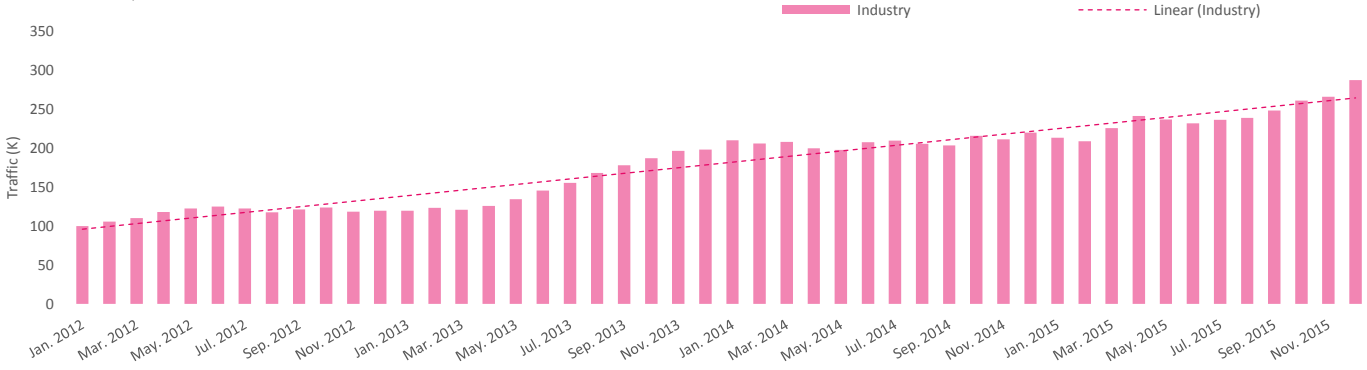
Digital Analytics

Benchmark Report

MAIN INSIGHTS

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Median Traffic Evolution
Source: WorldWatchReport™



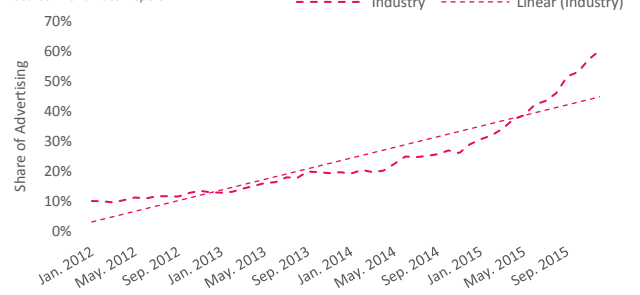
MAIN INSIGHTS

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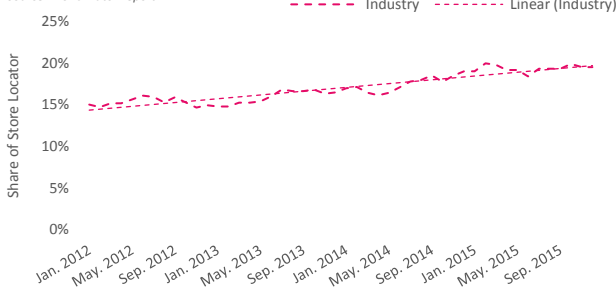
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Share of Advertising Traffic
Source: WorldWatchReport™



Share of Store Locator Traffic
Source: WorldWatchReport™



OPPORTUNITIES: TOP HIGHLIGHTS

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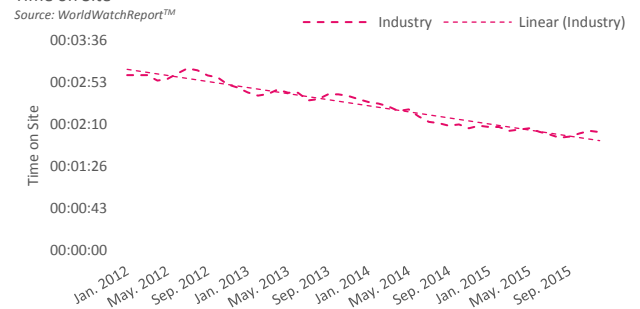
CHALLENGES: TOP HIGHLIGHTS

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Time on Site
Source: WorldWatchReport™



OVERVIEW

Traffic & Quality

Behavior

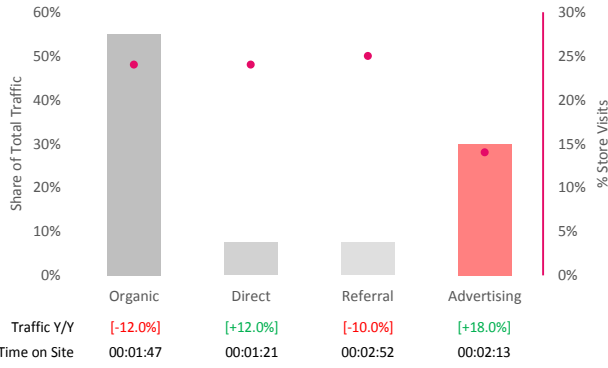
Mobile

Organic & Advertising

	MEDIAN TRAFFIC	TIME ON SITE	BOUNCE RATE	% COLLECTION	% STORE LOCATOR	% MOBILE	% ADVERTISING	% ORGANIC
	2'000'000	00:02:30	40%	50%	20%	50%	30%	55%
Y/Y	[+5.0%]	[-5.0%]	[0.0%]	[+10.0%]	[+20.0%]	[+30.0%]	[+18.0%]	[-12.0%]

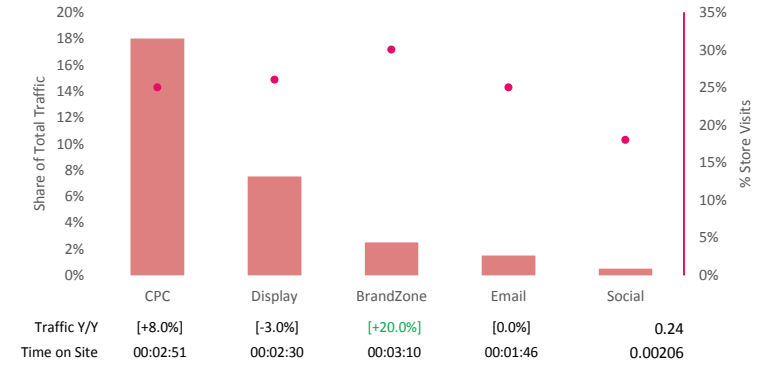
TRAFFIC SOURCES

Traffic & Store Locator Visits Per Traffic Source
Source: WorldWatchReport™



ADVERTISING + SOCIAL

Traffic & Store Locator Visits Per Traffic Source
Source: WorldWatchReport™



GEOGRAPHICAL BENCHMARK

Market KPIs

Source: WorldWatchReport™

Country	Y/Y Traffic Change	Share of Total Traffic	% Mobile	% Advertising	% Store Locator
United States	[-1.0%]	24.7%	51%	44%	16%
Japan	[-8.0%]	17.1%	42%	43%	17%
China	[+15.0%]	14.4%	60%	43%	21%
United Kingdom	[+23.0%]	7.2%	40%	37%	14%
Russia	[+20.0%]	5.4%	46%	29%	13%
France	[+24.0%]	4.5%	59%	36%	27%
Spain	[+20.0%]	3.6%	55%	22%	10%
Hong Kong	[+1.0%]	2.7%	45%	22%	23%
Taiwan	[-4.0%]	1.8%	60%	42%	12%
Switzerland	[+22.0%]	1.7%	47%	29%	27%
Italy	[+20.0%]	1.6%	51%	9%	14%
Germany	[+5.0%]	1.5%	47%	44%	24%
India	[+4.0%]	1.4%	58%	27%	17%
Canada	[+23.0%]	1.4%	51%	12%	12%
South Korea	[-1.0%]	1.3%	59%	2%	16%
Australia	[+12.0%]	1.2%	43%	33%	30%
Brazil	[+18.0%]	1.1%	57%	5%	17%
Saudi Arabia	[-1.0%]	1.0%	56%	40%	26%
Singapore	[+9.0%]	0.9%	53%	7%	16%