

Irish E-Commerce Survey

Basic Company Information

1. In what industry does this company operate? In what area of this industry does this company specialize?

Apparel (Intimate, Jewelry and Accessories, Kid's, Men's, Shoes, Women's, Other)

Electronics (Gaming, Home Entertainment, Other)

Entertainment (Arts, Music, Theatre, Other)

Financial Services (Accounting Services, Company Formations, Consulting, Insurance, Tax, Other)

Health and Beauty (Organic, Other)

Home (Do-It-Yourself, Furniture, Home Appliances, Soft Furnishings, Other)

Niche Retail (Flowers, Gifts, Holiday, Other)

Office Supply (Furniture, Gadgets, Stationary, Other)

Pets (Accessories, Health-care, Other)

Retail (Department Store, Food, General Merchandiser, Other)

Travel and Tourism (Destination, Flights, Food and Beverage, Hotel, Other)

Other____

2. Where is this company headquartered?
3. In terms of employees, what is the size of this company?
4. What was the turnover of this company in FY2010? (Euros)
5. In your opinion, what is the total size of this market in Ireland in terms of annual revenue? (Euros)

Participant Information

1. How long have you been with this company?
2. How many years of experience do you have in this industry?

Online Business Information

1. How many websites does this company operate?
2. What aspects of e-commerce conversion do these websites target (i.e. shopping cart purchases, subscriptions, reservations)?
3. In your opinion, what is the size of Ireland's *online* market in terms of a percentage of total revenue generated by this industry?
4. Are you currently satisfied with this company's share of the *online* market in Ireland?
5. What is this company's goal market share of the *online* market? (Percentage)

6. What 3 countries comprise the bulk of this company's e-commerce activities? What percentage of the company's revenue comes from each country?

E-Commerce Statistics

1. Will statistics pertaining to e-commerce activity be based off of all company websites or only one?
2. What is the traffic in terms of visits in FY2010 to the company's website(s)?
3. How many total orders were transacted through the website(s) in FY2010?
4. What was the average conversion rate for this company's website(s) in FY2010?
5. What was the turnover through the website(s) in FY2010?

Other E-commerce Information

1. What is the company's bounce rate over all e-commerce sites?
2. How much did the company spend in FY2010 on online marketing efforts?
3. What was the company's Google AdWords expenditure in FY2010?
4. What was the conversion rate for Google AdWords in FY2010?
5. What was the company's Facebook clickthrough-rate in FY2010?