

Irish E-Commerce Survey

Basic Company Information

1. In what general industry sector does this company compete? What areas of specialization within this sector does the company compete?
Apparel: *Intimate, Jewellery and Accessories, Kid's, Men's, Shoes, Women's, Other*
Electronics: *Cameras, Computing & Accessories, Gaming, Home Entertainment, Phones and Accessories, Other*
Entertainment: *Art, Books, Movies, Music, Theatre, Other*
Financial Services: *Accounting Services, Company Formations, Consulting, Insurance, Tax, Other*
Food & Beverage: *Beer & Wine, Confectionery, Gourmet, Groceries, Hampers, Organic, Other*
Health & Beauty: *Organic, Bath & Body, Fragrance, Healthcare, Makeup & Cosmetics, Other*
Home and Garden: *Do-It-Yourself and Tools, Electrical & Home Appliances, Furniture, Garden & Outdoor, Kitchenware, Soft Furnishings, Other*
Niche Retail: *Antiques, Arts & Crafts, Flowers, Gifts, Holiday, Special Occasion, Other*
Office Supply: *Furniture, Gadgets, Stationary, Supplies, Other*
Sports & Outdoor: *Equipment, Exercise & Fitness, Sports & Leisurewear, Other*
Travel & Tourism: *Destination, Flights, Hotel, Trip Planning, Other*
Other: _____
2. Where is this company headquartered?
3. In terms of employees, what is the size of this company?
4. What was the company's total turnover for FY 2010? (Euros)
5. In your opinion, what is the total size of the general [Insert Industry] market in Ireland in terms of annual revenue generated? (Euros)
6. In your opinion, what is the total size of the specialized [Insert Industry & Specialisation] market in Ireland in terms of annual revenue generated? (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, registrations)?
3. In your opinion, what is the size of Ireland's [Insert Industry] *online* market in terms of a percentage of total revenue generated by this industry?
4. In your opinion, what is the size of Ireland's [Insert Industry & Specialisation] *online* market in terms of a percentage of total revenue generated by this industry?
5. Are you currently satisfied with this company's share of the *online* market in Ireland?
6. What is this company's goal market share of the *online* market? (Percentage)
7. What 3 countries comprise the bulk of this company's e-commerce activities?
8. What percentage of the company's revenue comes from each country?

E-Commerce Statistics

1. What is the traffic in terms of visits in FY 2010 to the company's website(s)?
2. How many total orders were transacted through the website(s) in FY 2010?
3. What was the average conversion rate for this company's website(s) in FY 2010?
4. What was the turnover through the website(s) in FY 2010?

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 FY 2010 on online marketing efforts?
3. What was the company's Google AdWords expenditure in FY 2010?
4. What was the conversion rate for Google AdWords in FY 2010?
5. What was the company's Facebook clickthrough-rate in FY 2010?