

# Irish E-Commerce Survey

## Basic Company Information

1. In what general industry sector does this company compete? What areas of specialization within the sector does this company compete?

**Apparel:** Intimate, Jewellery and Accessories, Kid's, Men's, Shoes, Women's, Other

**Charity / Non-Profit:** Civic, Social and Youth Organisation, Philanthropic Organisation, Religious Organisation, Social Advocacy Organisation, 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, Stationery, Supplies, Other

**Online Services:** Online Dating, Software Products, Telecommunications, Internet Service Providers, Hosting Services, Online Auctions, Online Education Courses, 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 Financial Year 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)
7. 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?
8. 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?

## **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 long has this company operated an e-commerce website?
2. How many websites does this company operate?
3. What aspects of e-commerce conversion do these websites target (*i.e. shopping cart purchases, subscriptions, donations, reservations, registrations, ticket sales, voucher purchases*)?
4. What 3 countries comprise the bulk of this company's e-commerce activities?
5. What percentage of the company's revenue comes from each country?

## **E-Commerce Statistics**

1. What was the turnover through the website(s) in Financial Year 2010?
2. What was the traffic in terms of visits in Financial Year 2010 to the company's website(s)?
3. How many total orders were transacted through the website(s) in Financial Year 2010?
4. What was the average conversion rate for this company's website(s) in Financial Year 2010?
5. What was the average basket value for this company's website(s) in Financial Year 2010?
6. What was the company's bounce rate over all e-commerce sites?
7. What was the average number of pages viewed per visit on the company's website(s)?
8. What was the average time spent on the website(s) per visit?

## **Other E-commerce Information**

1. What analytics software does this company use?
2. Do you have e-commerce tracking within the web analytics package?
3. How much did the company spend in Financial Year 2010 on *online* marketing efforts (*i.e. Google Adwords, Facebook Advertising*)?
4. How much did the company spend in Financial Year 2010 on *offline* marketing efforts for the website (*i.e. Television, Radio, Newspapers*)?
5. How much did the company spend in Financial Year 2010 on the *website* (*i.e. Development & Design, Maintenance, Hosting, Transaction Related Fees, Staffing*)?
6. What was the conversion rate for Google AdWords in Financial Year 2010?
7. Does this company have an affiliate program?

8. Rank these channels in the order in which they generate sales for this company (*direct traffic, search engine traffic from organic listings, paid search engine traffic from Google Adwords, email newsletter, social media, referral traffic from other websites, affiliate*).

### **Social Media**

1. Does this company have a Facebook and / or Twitter account?
2. How often does this company use Facebook and / or Twitter?
3. How many Facebook fans does this company have?
4. How many Twitter followers does this company have?
5. What was the company's Facebook click-through-rate in Financial Year 2010?
6. Does this company have a blog?
7. Does this company currently run a social commerce store?
8. Why does this company use social channels (*i.e. build brand awareness, build relationships, comment, gather customer information, listen and monitor*)?

### **General Information**

1. Does this company have a newsletter that it sends to customers?
2. How many subscribers has this newsletter produced?
3. What areas of online business does this company outsource (*i.e. graphic design, online marketing, e-commerce development, email marketing, content writing*)?
4. What is the biggest challenge this company faces in running an e-commerce website(s)?