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NetRatings, Inc.

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**ONLINE RETAIL REPORT CARD: HIGHEST CONVERSION RATES AMONGST
NON-BRICK-AND-MORTAR RETAILERS, ACCORDING TO NIELSEN//NETRATINGS
MEGAVIEW ONLINE RETAIL**

NEW YORK – April 7, 2005 – Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, released the first Internet retail report card today from the MegaView Online Retail service. The report card highlights the top 10 online retailers ranked by sales conversion rates, and top 15 product categories ranked by average order size during February 2005. Nielsen//NetRatings MegaView Online Retail service tracks online consumer retail activity and purchasing behavior, and offers marketers competitive benchmarking, dollar spending insights and buyer conversion rates.

Nielsen//NetRatings found that among the top 10 online retailers ranked by conversion rates in February 2005, only Coldwater Creek has a significant brick-and-mortar presence. The remaining nine retailers are comprised of a television shopping network, catalogs and online-only retailers.

Table 1. Top 10 Online Retailers Based on Conversion Rate, February 2005

eCommerce Site	Conversion Rate (%)
QVC	16.3
Lands' End	14.8
sportsmansguide.com	13.5
FTD.com	13.4
llbean.com	13.4
Amazon	12.8
Coldwater Creek	12.7
eBay	12.3
Yahoo! Shopping	12.1
proflowers.com	11.8

Source: Nielsen//NetRatings MegaView Online Retail, April 2005

QVC marked the highest conversion rates out of approximately 117 online retailers, turning 16.3 percent of its site shoppers into purchasers. Lands' End followed by converting 14.8 percent of its visitors into buyers, with Sportsman's Guide ranking third by converting 13.5 percent. The average conversion rate is 4.9 percent among the top 100 retailers, as reported in the MegaView Online Retail service.

"Brick-and-mortar retailers are noticeably absent among the top performers in online sales conversion rates. While traffic is high to popular brick-and-mortar Web sites, visitors are often researching purchases to be made offline," said Heather Dougherty, senior retail analyst, Nielsen//NetRatings. "Customers visiting a catalogers' Web site already have the information they need about the product, and therefore, are ready to make an immediate purchase."

Table 2. Top 15 Online Retail Categories Based on Average Order Size, February 2005

Product Category	Average Order Size (US\$)
Computer Hardware	584.47
Event & Movie Tickets	121.60
Automotive	119.23
Office Supplies	102.47
Consumer Electronics	99.12
Child/Baby Care	86.13



Sporting Goods & Outdoor Activities	74.15
Home & Garden	69.99
Shoes & Athletic Footwear	53.14
Flowers, Greetings, & Specialty Gifts	51.61
Computer Software	46.76
Jewelry & Watches	46.62
Health/Wellness/Beauty	45.94
Apparel & Accessories	44.68
Toys, Games & Hobbies	40.41

Source: Nielsen//NetRatings MegaView Online Retail, April 2005

About MegaView Online Retail Service

MegaView Online Retail service is based on the Nielsen//NetRatings' MegaPanel®, which provides retailers with the most comprehensive intelligence on online consumers by linking past surfing behavior from the panel's large sample with current opinions through real-time surveys. By combining these survey results with the actual surfing habits of the respondents, retailers and marketers are able to better understand how consumers are spending online. MegaView Online Retail is the third product introduced from MegaPanel®, an online syndicated suite of services that provides comprehensive Internet market research for key vertical industries including financial services, search and online retail.

About Nielsen//NetRatings

Nielsen//NetRatings, a service provided by NetRatings, Inc. (Nasdaq: NTRT), is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan, WebRF, MegaPanel and SiteCensus services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

Editor's Note: Please source all data to Nielsen//NetRatings.

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