

### EDIT BENCHMARK INFO

Project name \*

Benchmark CEE 2017 PL, TUR, RUS

### ADD / EDIT BENCHMARK PHASES

- Delivery
- Tracking
- Packaging
- Returns & Refunds

### SELECT BENCHMARK COUNTRIES

Belgium	Country 1	Country 2
Country 4	Denmark	France

### SELECT BENCHMARK COMPANIES

POLAND RUSSIA TURKEY

Active.sklep.pl ✓	Adidas
Answer.pl ✓	Apple
Asos	Barcin
Boyner	Company 1
	Company 2

WEEK 3							WE	
06.02 - 12.02.							13.02.	
TU	WE	TH	FR	SA	SU	MO	TU	WE

QUESTION	SCALE				ACTIVE SKLEP.PL
	1	2	3	4	
Estimated lead time at checkout	≥ 6 days	4-5 days	2-3 days	≤ 1 day	2-3 days
What was communicated as the expected delivery lead time? In case expected delivery lead time is 2-5 days please take 5 days, number 2)					

MARKET RESEARCH STARTS WITH SETTING UP BENCHMARKING PARAMETERS SUCH AS COUNTRIES, RETAILERS, PHASES AND SCORECARD QUESTIONS. IN CASE OF A TAILORED CLIENT RESEARCH WITH TAILORED SAMPLE AND SCORECARD, CLIENT IS PROVIDED WITH A USER LEVEL AND IS ABLE TO PARTICIPATE WITHIN THE PLATFORM DIRECTLY THROUGH THE RESEARCH

**SO DIGITAL**  
BENCHMARKING PLATFORM

**Benchmark CEE 2017 PL, TUR, RUS**  
23.01.2017 - 30.04.2017

**SO DIGITAL**  
BENCHMARKING PLATFORM

**Benchmark Tier 1 2016 UK FR DE**  
01.08.2016 - 01.09.2016

**SO DIGITAL**  
BENCHMARKING PLATFORM

**Benchmark Tier 2 2015 IT, SP, DEN, BE, NL**  
01.08.2015 - 01.09.2015

**DELIVERY** TRACKING PACKAGING - OUT OF BOX EXPERIENCE RETURNS & REFUNDS

QUESTION					AMAZON	APPLE	ASOS	DECATHLON	FOOT LOCKER
	1	2	3	4					
<b>AE - Estimated lead time at checkout</b> What was communicated as the expected delivery lead time? In case expected delivery lead time is 2-5 days please take 5 days, number 2)	≥ 6 days	4-5 days	2-3 days	≤ 1 day	≥ 6 days	≤ 1 day	≥ 6 days	2-3 days	≥ 6 days
<b>AE - Order date: (mm/dd/yyyy)</b> Actual date on which the order was placed.	(mm/dd/yyyy)				02.08.2016	02.08.2016	03.08.2016	03.08.2016	04.08.2016
<b>AE - Delivery date</b> Actual date on which the first delivery attempt by the carrier was made.	(mm/dd/yyyy)				09.08.2016	03.08.2016	09.08.2016	06.08.2016	09.08.2016
<b>AE - Delivery Lead time</b> Number of days it took from Order placement until delivery	≥ 6 days	4-5 days	2-3 days	≤ 1 day	≥ 6 days	≤ 1 day	≥ 6 days	4-5 days	4-5 days
<b>AE - Order issues</b> There was an issue with the order (incorrect product, order delayed, etc). Use comments section to detail issue.	Yes there was an issue.			No there was no issue.	No there was no issue.	No there was no issue.	No there was no issue.	No there was no issue.	No there was no issue.

WITHIN INDIVIDUAL BENCHMARKING RESEARCH, USER CAN TAKE A DEEP DIVE INTO DATA POINTS OF ACTUAL DELIVERY PERFORMANCE OF INDIVIDUAL RETAILERS. 20 - 50 DATA POINTS REVEAL FUNCTIONAL ABILITIES PRESENT ON THE MARKET, SUCH AS CROSS-CHANNEL FUNCTIONALITIES, DELIVERY OPTIONS AND SPEED, NOMINATED VS. ACTUAL, OPTIONS TRY-ON-DELIVERY AND MANY OTHERS.

**SO DIGITAL**  
BENCHMARKING PLATFORM

**Benchmark CEE 2017 PL, TUR, RUS**

23.01.2017 - 30.04.2017

**SO DIGITAL**  
BENCHMARKING PLATFORM

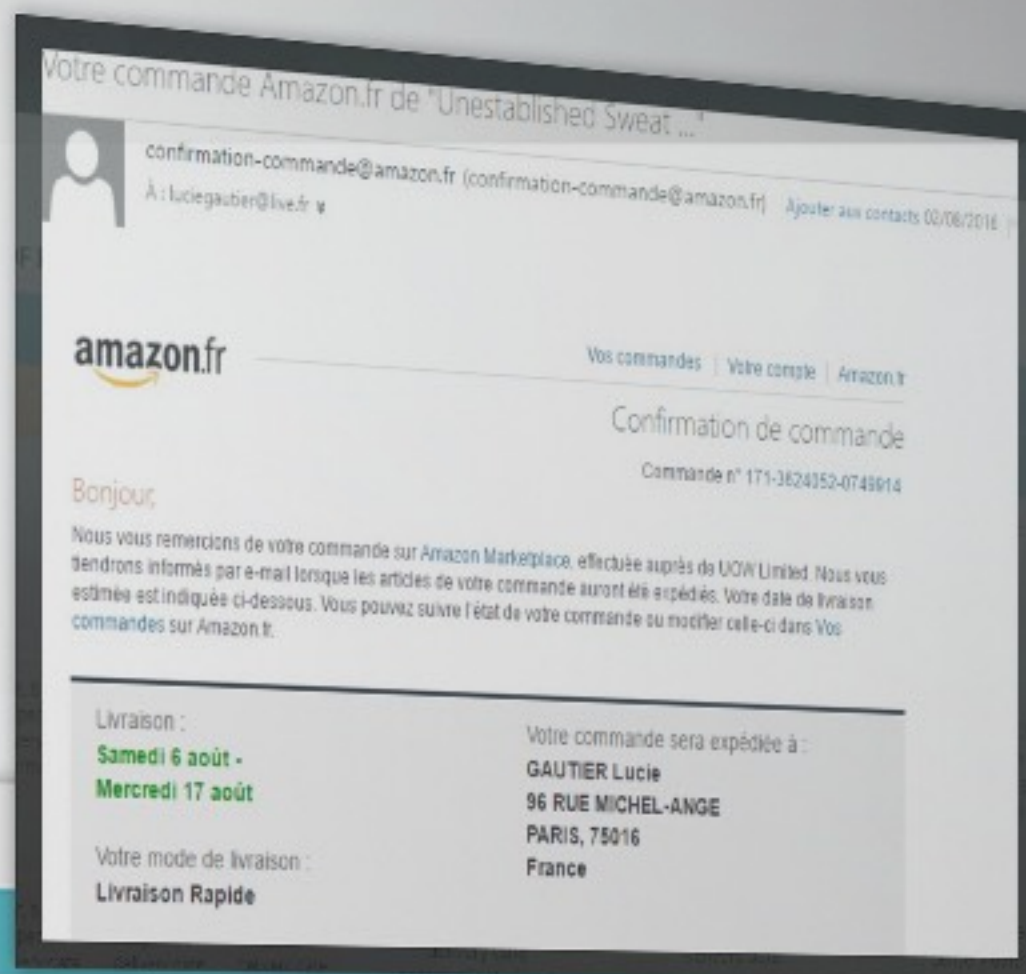
**Benchmark Tier 1 2016 UK, FR, DE**

01.08.2016 - 01.09.2016

**SO DIGITAL**  
BENCHMARKING PLATFORM

**Benchmark Tier 2 2015 IT, SP, DEN, BE, NL**

01.08.2015 - 01.09.2015



DELIVERY

TRACKING

PACKAGING - OUT OF BOX EXPERIENCE

RETURNS & REFUNDS

QUESTION	1	2	3	4	AMAZON	APPLE	ASOS	DECATHLON
<p><b>AE - Is the EDD displayed at check out?</b></p> <p>When ordering a standard order and after having filled in all address details what is the estimated delivery date. Please take screen shot of your order.</p>	Not available		Provided, expected delivery date communicated as a range (Example 2-4 days)	Provided, expected delivery date communicated as a specific date	Provided, expected delivery date communicated as range (Example 2-4 days)	Provided, expected delivery date communicated as a specific date	Not available	Provided, expected delivery date communicated as a specific date
<p><b>AE - Is the EDD displayed in the order confirmation email?</b></p> <p>Communication to consumer via email after order is placed confirming that order is received by webshop. Please take screen shot of your order confirmation email.</p>	Not sent	Sent, but no expected delivery date information	Sent, with expected delivery date communicated as a range (example: 2-4 days)	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a range (example: 2-4 days)	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a specific date
<p><b>AE - Does the consumer receive a shipment confirmation email with EDD?</b></p> <p>Communication to consumer via email</p>	Not sent	Sent, but no expected delivery date information	Sent, with expected delivery date communicated as a range	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a specific date	Sent, with expected delivery date communicated as a specific date	Sent, but no expected delivery date information	Sent, with expected delivery date communicated as a range (example: 2-4)

TRACKING PHASE LOOKS AT THE ORDER TRACKING EXPERIENCE AND PERFORMANCE. CHANNELS AND OPTIONS USED. PERFORMANCE ANSWERS ARE DOCUMENTED WITH PHOTOS OF THE ACTUAL TRACKING COMMUNICATIONS – IN TERMS OF CONTENT, DESIGN, AND INFORMATION PROVIDED

**SO DIGITAL**  
BENCHMARKING PLATFORM

**Benchmark CEE 2017 PL, TUR, RUS**  
23.01.2017 - 30.04.2017

**SO DIGITAL**  
BENCHMARKING PLATFORM

**Benchmark Tier 1 2016 UK, FR, DE**  
01.08.2016 - 01.09.2016

**SO DIGITAL**  
BENCHMARKING PLATFORM

**Benchmark Tier 2 2015 IT, SP, DEN, BE, NL**  
01.08.2015 - 01.09.2015



DELIVERY	TRACKING	PACKAGING - OUT OF BOX EXPERIENCE				RETURNS & REFUNDS				
QUESTION		1	2	3	4	ADIDAS	AMAZON	APPLE	ASOS	INTERSPORT
Outer carton/packaging experience What did the outer packaging look like when the order was received? Please photograph.		Opened/ product sticking out	Damaged	Undamaged/ standard carton	Undamaged/ premium presentation	Undamaged/ standard carton	Undamaged/ standard carton	Undamaged/ standard carton	Undamaged/ standard carton	Undamaged/ standard carton
Outer box branding Is the outer carton branded? Was it branded on the box or on the seal/tape? Please photograph.		Not ranked.				Yes, box	Yes, tape	No	Yes, plastic bag	Yes, box
Opening experience Was it easy to open the box? Please photograph.		No	Yes			Yes	Yes	Yes	Yes	Yes
Dunnage Dunnage		Excessive dunnage	No dunnage, product damage	Necessary amount of dunnage	No dunnage, product undamaged	No dunnage, product undamaged	Necessary amount of dunnage	No dunnage, product undamaged	No dunnage, product undamaged	No dunnage, product undamaged
Polybag Was the product protected in the box? Was it in a polybag? Please photograph.		Product not protected inside carton	Product inappropriately protected	Product appropriately protected	Product appropriately protected	Product appropriately protected	Product appropriately protected	Product appropriately protected	Product appropriately protected	Product appropriately protected

OUT-OF-BOX AND PACKAGING EXPERIENCE PROBES INTO THE FIRST PHYSICAL ENCOUNTER WITH THE PRODUCT AND THE BRAND. ASIDE OF PROVIDING STANDARDISED EVALUATION ON THE PERFORMANCE IT ALSO PROVIDES PHOTOS OF THE ACTUAL PRODUCT PACKAGING AN UNBOXING EXPERIENCE

**SO DIGITAL**  
BENCHMARKING PLATFORM

Benchmark CEE 2017 PL, TUR, RUS

**SO DIGITAL**  
BENCHMARKING PLATFORM

Benchmark Tier 1 2016 UK FR DE

**SO DIGITAL**  
BENCHMARKING PLATFORM

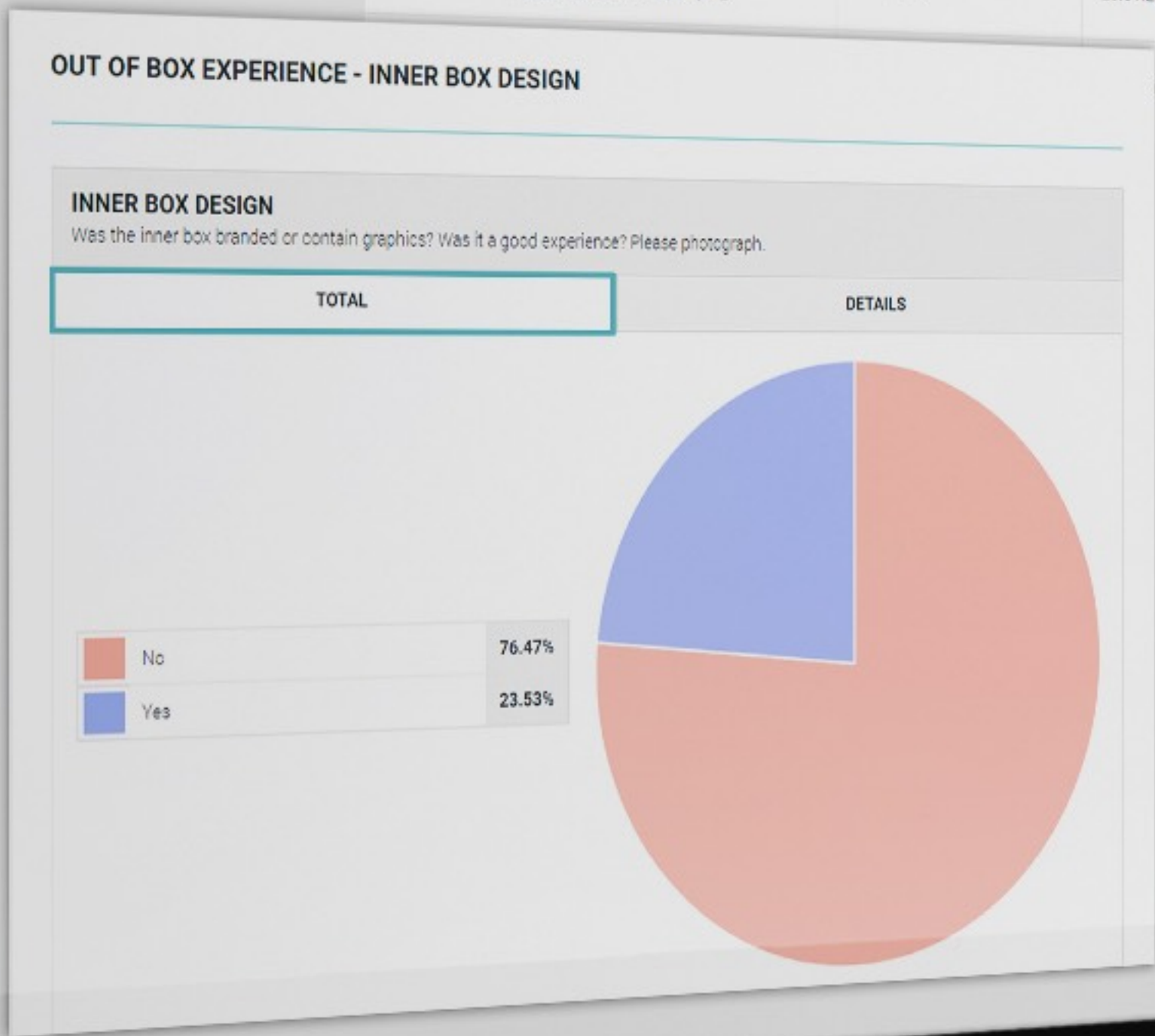
Benchmark Tier 2 2015 IT, SP, DEN, BE, NL

DELIVERY TRACKING PACKAGING - OUT OF BOX EXPERIENCE RETURNS & REFUNDS

QUESTION									
	1	2	3	4	AMAZON	APPLE	ASOS	DECATHLON	FOOT LOCKER
Return options - Drop off point <small>Possibility to drop off your return at a return point or a post office.</small>	Not possible		Drop off far from home	Drop off close to home	Drop off close to home	Drop off close to home	Drop off close to home	Drop off close to home	Not possible
Collect at home - day specific <small>Possibility to have the carrier pick up your return at your home.</small>	Not possible			Possible	Not possible	Possible	Possible	Not possible	Possible
Return in store <small>Possibility to return your online purchase in a store of the company you are ordering with. Example would be buy on Nike.com and return to a Nike store.</small>	Not possible			Possible	Not possible	Possible	Not possible	Possible	Not possible
Online return + new order online without new payment. <small>Possibility to exchange one item for another online</small>	Not possible		only possible for different color or size	Possible	Not possible	Not possible	Not possible	Not possible	Not possible
Exchange at store <small>Possibility to exchange an online purchases item for another item in the store. Example: Buy on nike.com and exchange in Nike store.</small>	Not possible		only possible for different color or size	Possible	Not possible	Possible	Not possible	Possible	Not possible

RETURN AND REFUNDS PROCESS IS EXAMINED BY RECORDING ACTUAL EXPERIENCE, PROCESS AND POLICIES. SEAMLESS RETURNS, RETURN FEES AND OPTIONS, DETAILED PROCESS STEPS LIKE RETURN LABEL AND BOX AS WELL AS REFUND LEAD TIMES ARE JUST SOME OF THE ELEMENTS WE LOOK AT.

NAME	OWNER	CREATED	LAST UPDATE	ACTIONS
<a href="#">Out of Box Experience - Inner Box Design</a> Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf	20.08.2018 at 18:46	20.08.2018 at 18:46	
<a href="#">Out of Box Experience Germany</a> Benchmark Tier 1 2016 UK FR DE	Aida Wolf	15.02.2018 at 19:00		
<a href="#">Tracking performance in France 2016</a> Benchmark Tier 1 2016 UK FR DE	Aida Wolf	15.02.2018 at 19:00		
<a href="#">Footlocker vs Zalando in Germany</a> Benchmark Tier 1 2016 UK FR DE	Aida Wolf	01.02.2018 at 01:00		
<a href="#">New Report 23.01.2018</a> Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	23.01.2018 at 21:00		



### OUT OF BOX EXPERIENCE - INNER BOX DESIGN

**INNER BOX DESIGN**  
Was the inner box branded or contain graphics? Was it a good experience? Please photograph.

TOTAL

Country / Company	No	Yes
<a href="#">Poland / Active.sklep.pl</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Adidas</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Anwear.pl</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Apple</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Bonprix</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Decathlon</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Deezee.pl</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Empik.pl</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Eobuwie.pl</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Intersport</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Next</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / H&amp;M</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Nelly.com</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Nike</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<a href="#">Poland / Yoox</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Poland / Saturn.de</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

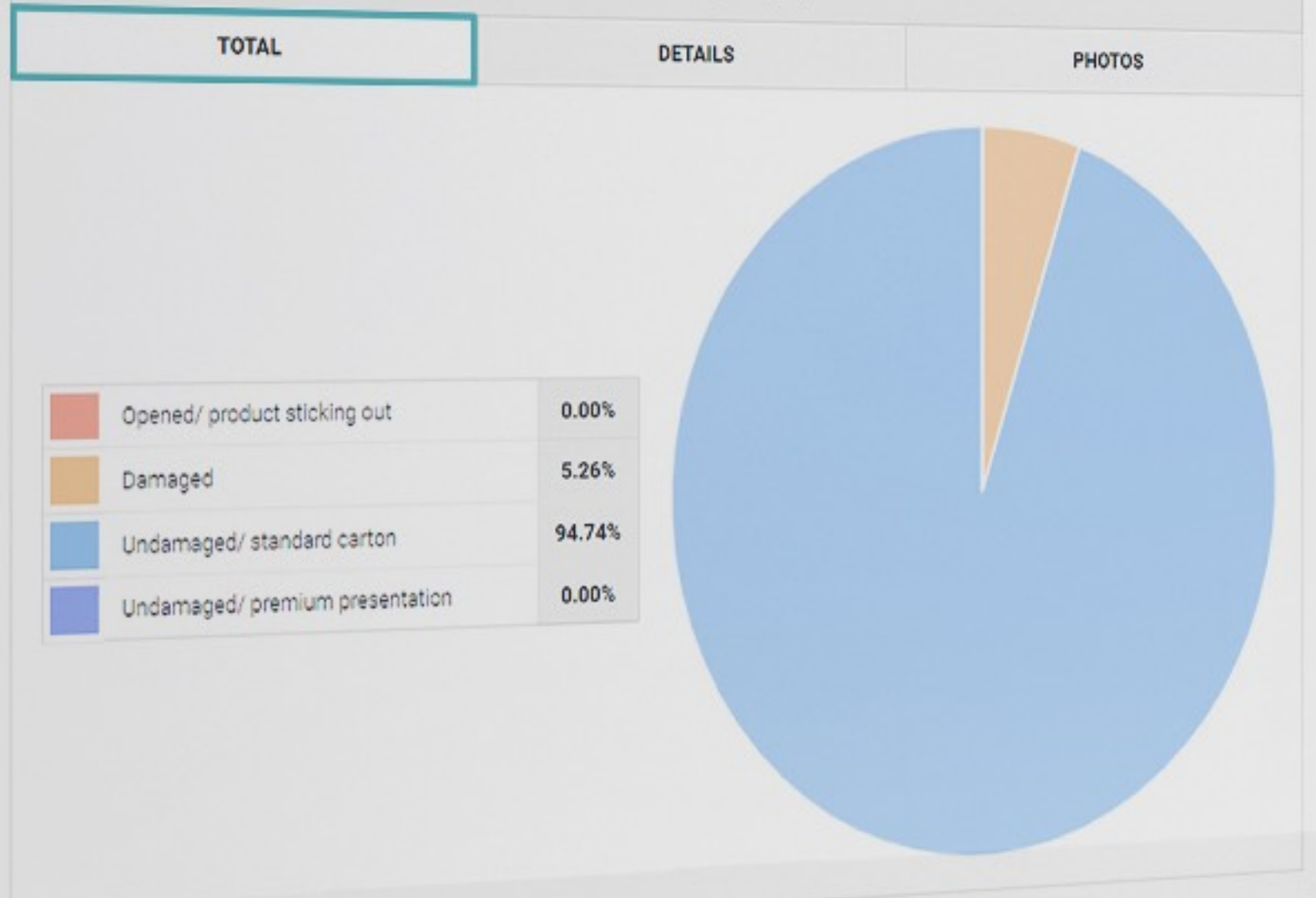
REPORTING PART OF THE PLATFORM IS WHERE BUSINESS INSIGHTS ARE DERIVED. ABLE TO COMPARE INDIVIDUAL RETAILERS PER DIMENSION OF POST-PURCHASE AS WELL AS MARKET LEVEL AVERAGE PERFORMANCE, USERS ARE ABLE TO FEED THEIR E-COMMERCE STRATEGY FORMULATION & OPTIMISATION ACTIVITIES WITH ACTUAL MARKET DATA

NAME	OWNER	CREATED	LAST UPDATE	ACTIONS
<a href="#">Out of Box Experience - Inner Box Design</a> Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf	20.08.2018 at 18:46	20.08.2018 at 18:46	
<a href="#">Out of Box Experience Germany</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:17	15.02.2018 at 19:17	
<a href="#">Tracking performance in France 2016</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:10	15.02.2018 at 19:10	
<a href="#">Footlocker vs Zalando in Germany</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	01.02.2018 at 01:43	01.02.2018 at 01:43	

OUT OF BOX EXPERIENCE GERMANY

OUTER CARTON/PACKAGING EXPERIENCE

What did the outer packaging look like when the order was received? Please photograph.



OUT OF BOX EXPERIENCE GERMANY

OUTER CARTON/PACKAGING EXPERIENCE

What did the outer packaging look like when the order was received? Please photograph.

TOTAL	DETAILS	PHOTOS		
Country / Company	Opened/ product sticking out	Damaged	Undamaged/ standard carton	Undamaged/ premium presentation
<a href="#">Germany / Adidas</a>			✓	
<a href="#">Germany / Amazon</a>			✓	
<a href="#">Germany / Apple</a>			✓	
<a href="#">Germany / Asos</a>			✓	
<a href="#">Germany / Decathlon</a>			✓	
<a href="#">Germany / Foot Locker</a>			✓	
<a href="#">Germany / H&amp;M</a>			✓	
<a href="#">Germany / Intersport</a>			✓	
<a href="#">Germany / JD Sports Fashion</a>			✓	
<a href="#">Germany / Next</a>		✓		
<a href="#">Germany / Outfitter GmbH</a>			✓	

REPORT OF INDIVIDUAL POST-PURCHASE DIMENSION PER MARKET CONTAINS INSIGHTS OF THE AVERAGE MARKET PERFORMANCE AS WELL AS HOW EACH INDIVIDUAL RETAILER PERFORMS ON A SELECTED DIMENSIONS.

NAME	OWNER	CREATED	LAST UPDATE	ACTIONS
<b>Out of Box Experience - Inner Box Design</b> Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf	20.08.2018 at 18:46	20.08.2018 at 18:46	
<b>Out of Box Experience Germany</b> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:17	15.02.2018 at 19:17	
<b>Tracking performance in France 2016</b> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:10	15.02.2018 at 19:10	
<b>Footlocker vs Zalando in Germany</b> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	01.02.2018 at 01:43	01.02.2018 at 01:43	
<b>New Report 23.01.2018</b> Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	23.01.2018 at 21:39	23.01.2018 at 21:39	
<b>Bol.com</b> Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	12.01.2018 at 00:43	12.01.2018 at 00:43	

WHERE APPLICABLE, INDIVIDUAL AND MARKET LEVEL REPORTS, ASIDE OF NUMERICAL RESULTS, CONTAIN PHOTOGRAPHS OF THE ACTUAL EXPERIENCE SUCH AS OUT-OF-BOX EXPERIENCE, FOR EVERY BENCHMARKED RETAILER AND PRODUCT ORDERED.

OUT OF BOX EXPERIENCE GERMANY

**OUTER CARTON/PACKAGING EXPERIENCE**  
What did the outer packaging look like when the order was received? Please photograph.

TOTAL DETAILS **PHOTOS**

Germany / Adidas / Undamaged / standard carton

OUT OF BOX EXPERIENCE GERMANY

**OUTER CARTON/PACKAGING EXPERIENCE**  
What did the outer packaging look like when the order was received? Please photograph.

TOTAL DETAILS **PHOTOS**

Germany / Adidas / Undamaged / standard carton

OUT OF BOX EXPERIENCE GERMANY

**OUTER CARTON/PACKAGING EXPERIENCE**  
What did the outer packaging look like when the order was received? Please photograph.

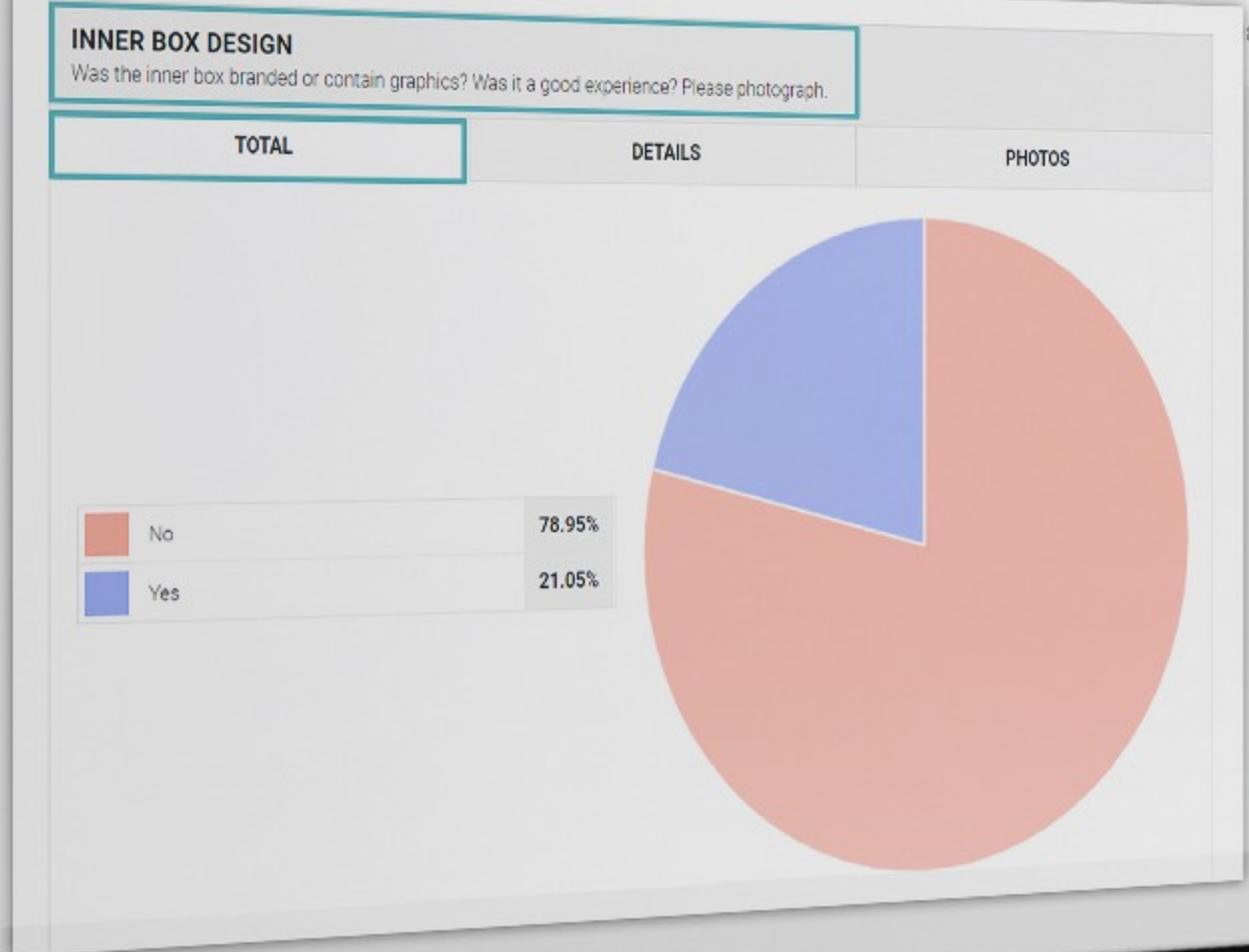
TOTAL DETAILS **PHOTOS**

Germany / Asos / Undamaged / standard carton



NAME	OWNER	CREATED	LAST UPDATE	ACTIONS
<a href="#">Out of Box Experience - Inner Box Design</a> Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf	20.08.2018 at 18:46	20.08.2018 at 18:46	
<a href="#">Out of Box Experience Germany</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:17	15.02.2018 at 19:17	
<a href="#">Tracking performance in France 2016</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:10	15.02.2018 at 19:10	
<a href="#">Footlocker vs Zalando in Germany</a> Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	01.02.2018 at 01:43	01.02.2018 at 01:43	
<a href="#">New Report 23.01.2018</a> Benchmark Tier 2 2015 IT, SP, DEN, BE, NL	Aida Wolf	23.01.2018 at 21:39	23.01.2018 at 21:39	

COUNTRY LEVEL REPORTS ON QUESTION SETS THAT MAY INCLUDE PHOTOGRAPHS WILL HAVE 'TOTAL' OR AVERAGE – SUMMATIVE RESULTS, DETAILED LIST OF PERFORMANCE FOR INDIVIDUAL RETAILER COMPOSING THE 'TOTAL' RESULT AS WELL AS INDIVIDUAL PHOTOGRAPHS FOR EACH RETAILER / PRODUCT / EXPERIENCE DETAIL



### INNER BOX DESIGN

Was the inner box branded or contain graphics? Was it a good experience? Please photograph.

TOTAL	DETAILS	PHOTOS
Country / Company	No	Yes
<a href="#">Germany / Adidas</a>		✓
<a href="#">Germany / Amazon</a>		✓
<a href="#">Germany / Apple</a>		✓
<a href="#">Germany / Asos</a>	✓	
<a href="#">Germany / Decathlon</a>	✓	
<a href="#">Germany / Foot Locker</a>	✓	
<a href="#">Germany / H&amp;M</a>	✓	
<a href="#">Germany / Intersport</a>	✓	
<a href="#">Germany / JD Sports Fashion</a>	✓	

NAME	OWNER	CREATED	LAST UPDATE	ACTIONS
Out of Box Experience - Inner Box Design Benchmark CEE 2017 PL, TUR, RUS	Aida Wolf	20.08.2018 at 18:46	20.08.2018 at 18:46	
Out of Box Experience Germany Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:17	15.02.2018 at 19:17	
Tracking performance in France 2016 Benchmark Tier 1 2016 UK, FR, DE	Aida Wolf	15.02.2018 at 19:10	15.02.2018 at 19:10	

**INNER BOX DESIGN**  
Was the inner box branded or contain graphics? Was it a good experience? Please photograph.

TOTAL DETAILS PHOTOS

Germany / Adidas / Yes

**INNER BOX DESIGN**  
Was the inner box branded or contain graphics? Was it a good experience? Please photograph.

TOTAL DETAILS PHOTOS

Germany / Pro Direct / No

IN CASE OF SCORECARD QUESTIONS REFERRING TO SPECIFIC SUBSET OF EXPERIENCE, SUCH AS INNER BOX DESIGN, SURPRISE GIFT, MARKETING MESSAGING ETC. PHOTOGRAPHS ARE ALSO PROVIDED.