

**Online Retail Scheme – Progress Report**

In order to evaluate the outcome of the Online Retail Scheme and assess the impact it has on you, as a recipient retailer, please complete the following questionnaire.

All data will be anonymised and will be presented to the Department Enterprise Trade & Employment.

|  |  |
| --- | --- |
| **Company name** |  |
| **Your name** |  |
| **Your contact details** |  |
| **Project Ref No.** |  |
| **Please identify the web address of the site(s) which were the focus of the supported project:** | |
| **www:** |  |
| **Facebook:** |  |
| **Instagram:** |  |
| **Other:** |  |

**What affect has the Online Retail Scheme funding had on your business in terms of:**

|  |  |
| --- | --- |
| Lead generation |  |
| Customer Relationships |  |
| Brand recognition |  |
| Traffic |  |
| Other, please specify… |  |

|  |  |  |
| --- | --- | --- |
| **Web Traffic Metrics** | **Average monthly**  **May 2023** | **Average monthly**  **October 2023** |
| Unique Visitors |  |  |
| Bounce rate |  |  |
| Returning visitors |  |  |
| Conversion rate |  |  |
| Shopping/funnel abandonment rate |  |  |
| % traffic from PPC |  |  |
| % traffic from organic |  |  |

**Please note there are two columns indicating the Pre-grant and Post-grant comparison periods**

|  |  |  |
| --- | --- | --- |
|  | **May 2023** | **October 2023** |
| Do you have a transactional website in operation? |  |  |
| If you have international online sales, please list countries? |  |  |
| Have you sold on any marketplaces e.g. Amazon, eBay, Etsy, Zalando/ if Other please specify? |  |  |
| Does your business have staff that work on your e-commerce / social media? |  |  |
| Have you hired additional staff with digital skills dedicated to your e-commerce / digital marketing? If yes, how many? |  |  |
| Have you retrained an existing member of staff to work in the e-commerce area of your business? |  |  |
| Has your internal champion increased their time and capability over the past 5 months? |  |  |
| What were/are your monthly Online Sales in May 2023 and October 2023 in the **Republic of Ireland** ? €000 |  |  |
| What were/are your monthly **International Online Sales** in May 2023 and October 2023? €000 |  |  |

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| **What were the main business objectives of the project?** |
| **What activities were undertaken?** |
| **What has been the impact on your company (processes, management, employees, etc)?** |
| **Have you identified a product/brand which has sales potential in an international market? If so, please give details.** |
| **How are you measuring the success of your new/enhanced web presence?** |
| **What are your future online development plans?** |
| **Please use this space to share your ideas about how we could make the Online Retail Scheme more impactful to your business?** |
| **Would you consider becoming an Enterprise Ireland client company if you meet the eligibility criteria?** |
| **Do you give permission for Enterprise Ireland to contact you for future potential case studies/ PR opportunity/ other relevant supports?** |