



Retail Roundup: Hitwise Examines Online Shoppers' Habits, PC Retailers Strategize, and More

Hitwise measures how long Internet users stay on retailers' sites — As e-commerce continues to grow in popularity, [retailers are fighting to keep shoppers on their sites longer](#), but only a few can boast great success. Recent measurements from Hitwise revealed that e-retailer **ShoeMetro.com** posted the biggest gain in its shoppers' average session length — a 101 percent boost from 3 minutes and 6 seconds in 2007 to 6 minutes and 13 seconds for 2008. Other e-retailers who were able to increase their average session length included **CSN Stores** and **Diapers.com**. Meanwhile, **Guess? Inc.** and **NetShops Inc.** posted some of the biggest time losses. [Source: [internetretailer](#)]

Retailer	2008 Average Session	2007 Average Session	% Increase
Shoe Metro	6 minutes 13 seconds	3 minutes 06 seconds	101%
GameFly Inc	8 minutes 30 seconds	5 minutes 07 seconds	66%
The Great American Hanger Co.	3 minutes 54 seconds	2 minutes 21 seconds	66%
Bowflex.com (Nautilus Inc.)	4 minutes 10 seconds	2 minutes 33 seconds	63%
Gateway Inc.	15 minutes 27 seconds	9 minutes 28 seconds	63%
VistaPrint Ltd.	16 minutes 11 seconds	10 minutes 20 seconds	57%
CSN Stores Inc.	6 minutes 56 seconds	4 minutes 29 seconds	55%