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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 31232.2-2025

Replacing GB/T 31232.2-2014

**E-commerce statistical indicator system - Part 2: Online
marketing**

电子商务统计指标体系 第2部分：在线营销

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents". Drafting.

This document is Part 2 of GB/T 31232 "Statistical Indicator System for E-commerce". GB/T 31232 has already published the following parts.

- Part 1: Overall;
- Part 2: Online Marketing.

This document replaces GB/T 31232.2-2014 "Statistical Indicator System for E-commerce Part 2: Online Marketing", and is consistent with...

Compared with GB/T 31232.2-2014, apart from structural adjustments and editorial changes, the main technical changes are as follows.

- a) The terms "register" and "place an order" have been added (see 3.2 and 3.3);
- b) The term "trolley" has been removed (see 3.3 in the 2014 edition);
- c) Added statistical indicators. "Total number of users watching live streams," "Number of new users making purchases," "Number of product categories sold," and "Number of product categories available online." "Store sales conversion rate", "Live streaming revenue", "Total revenue", "Live streaming revenue percentage", "Number of users

purchasing through live streaming", and "Live streaming conversion rate" "Live stream clicks," "Live stream viewing duration," "Number of live stream interactions," "Average complaint handling time," and "Number of orders requiring platform intervention and refunds." "Number of refunded orders", "Refund dispute rate", "Number of positive reviews", "Number of negative reviews", "Total number of reviews", "Positive review rate", "Number of negative reviews", "Number of active users" "Number of regular customers" and "Regular customer rate" (see 5.2.1.10, 5.2.2.13, 5.2.2.16~5.2.2.23, 5.2.3.13~5.2.3.15, 5.2.4.19~5.2.4.27, 5.2.5.2, 5.2.5.5 and 5.2.5.6);

d) The definition of "ad display duration" has been changed (see 5.2.3.2, 2014 version 5.2.3.2);

e) Change "New User Cost" to "Customer Acquisition Cost" (see 5.2.5.1, 5.2.5.2 in the 2014 version);

f) "Repeat purchase rate" has been removed (see 5.2.5.5 in the 2014 version).

Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents.

This document was proposed and is under the jurisdiction of the National Electronic Business Standardization Technical Committee (SAC/TC83).

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The release history of this document and the document it replaces is as follows.

- First published in 2014 as GB/T 31232.2-2014;

- This is the first revision.

Introduction

The e-commerce statistical indicator system is an important tool for comprehensively evaluating the effectiveness of e-commerce operations, covering the entire lifecycle of e-commerce.

The indicators for each stage can comprehensively reflect the performance of the whole society and enterprises in e-commerce operations.

Online marketing-related e-commerce statistical indicator systems are useful for evaluating the effectiveness of enterprises' online marketing activities, optimizing marketing strategies, and guiding decision-making.

Developing and enhancing competitiveness is of great significance.

In recent years, driven by the rapid development of high technology, the original e-commerce statistical indicator system related to online marketing has integrated new technologies and...

The model has evolved into a more refined, personalized, and market-oriented statistical indicator system. Therefore, to ensure that the statistical indicator system keeps pace with technological advancements...

Step by step, we provide accurate and comprehensive data support for the industry, and promptly revise standards, which is beneficial for government regulation, enterprise operations, and market research.

The new data requirements for research are of great significance.

According to the statistical indicators of e-commerce in terms of overall performance, online marketing, payment, credit, and logistics, GB/T 31232 "E-commerce" The "Statistical Indicator System" is planned to consist of five parts.

- Part 1: Overview. The aim is to establish comprehensive and overall indicators and attributes that reflect the overall development of e-commerce.

- Part 2: Online Marketing. The aim is to establish metrics reflecting online marketing on e-commerce platforms, such as traffic, conversions, and promotion.

The indicators and attributes of the surface.

- Part 3: Payments. The aim is to establish payment methods, payment volumes, and payment convenience that reflect e-commerce and payments.

Indicators and attributes such as...

- Part 4: Credit. The aim is to establish reasonable credit assessment methods, measures,

and indicators that reflect e-commerce credit.

Indicators and attributes related to sex, etc.

- Part 5: Logistics. The aim is to establish indicators reflecting aspects such as logistics efficiency, traceability, and service related to e-commerce logistics. and attributes.

E-commerce statistical indicator system Part 2: Online Marketing

1 Scope

This document specifies the classification and framework of online marketing statistical indicators in e-commerce statistics, their descriptions and contents, and statistical dimensions.

The degree describes the method of expanding statistical indicators.

This document applies to the statistics, evaluation, and forecasting of e-commerce marketing information during e-commerce operations, management, and research and development.

2 Normative references

GB/T 38652-2020

3 Terms and Definitions

The terms and definitions defined in GB/T 38652-2020, as well as the following terms and definitions, apply to this document.

3.1 Independent visitor

Unique users visiting the website.

Note. Usually identified by cookies or IP address.

3.2 Register

The process by which visitors obtain a platform member account by providing relevant information as required by the e-commerce platform operator.

[Source. GB/T 38652-2020, 5.1]

3.3 Place an order

The act of a buyer clicking to confirm the purchase of goods or services on an e-commerce platform.