AnalyticaA Online Fashion Panel
Device Report Q1 2017

Data sources

Google Analytics data from our fashion research panel.
Percentage values to even out different shop traffic volumes.
Statistical outliers are noted, if applicable, and removed from the panels values.

The Panel – a representative sample of

- Fashion online shops, active in the german market
- Monolabel or Brand flagship online shops
- Average yearly revenue € 300.000 – € 10.000.000
- Target group distiribution - female:male ~ 55:45

Aim of this analysis

To provide average comparison values for the online fashion industry in Germany

On our own behalf: AnalyticaA is always looking for more panel members
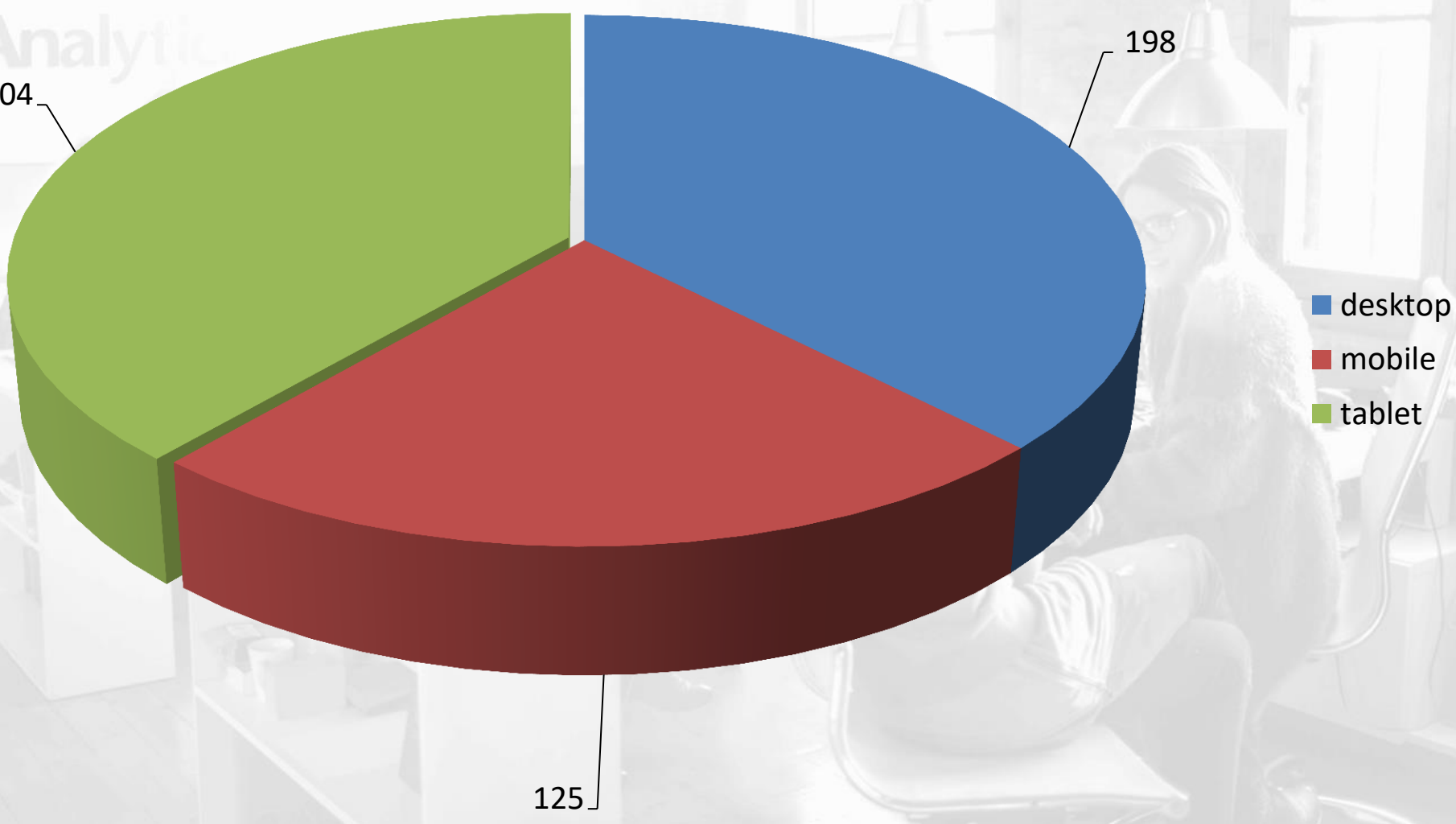
AnalyticaA Online Fashion Panel – Traffic Sources By Device Q1 2017

16,87%

49,83%

33,30%

- desktop
- mobile
- tablet
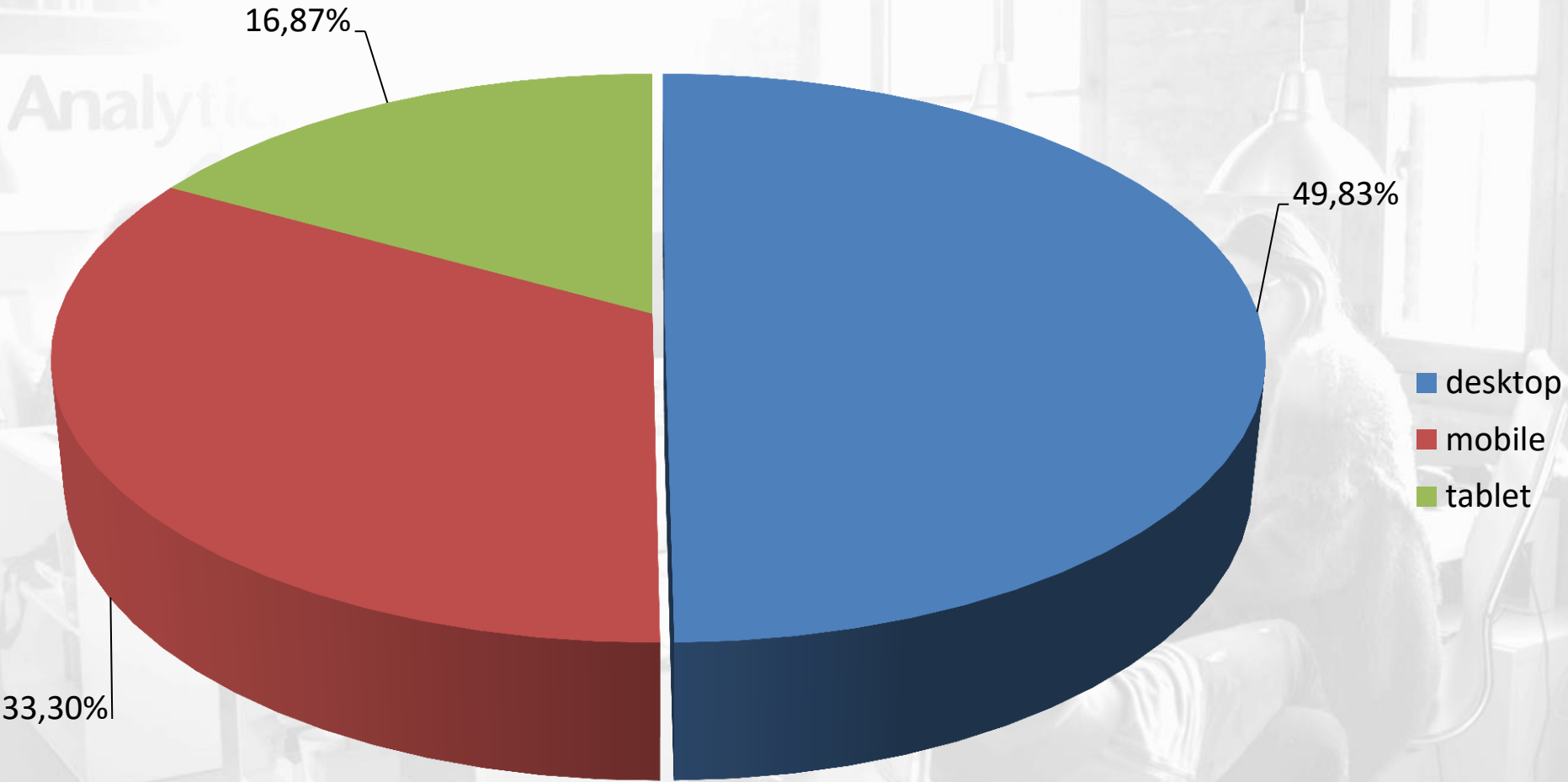
AnalyticaA Online Fashion Panel – Shop Visitor Bounces By Device Q1 2017

32,44%

33,61%

46,54%

desktop
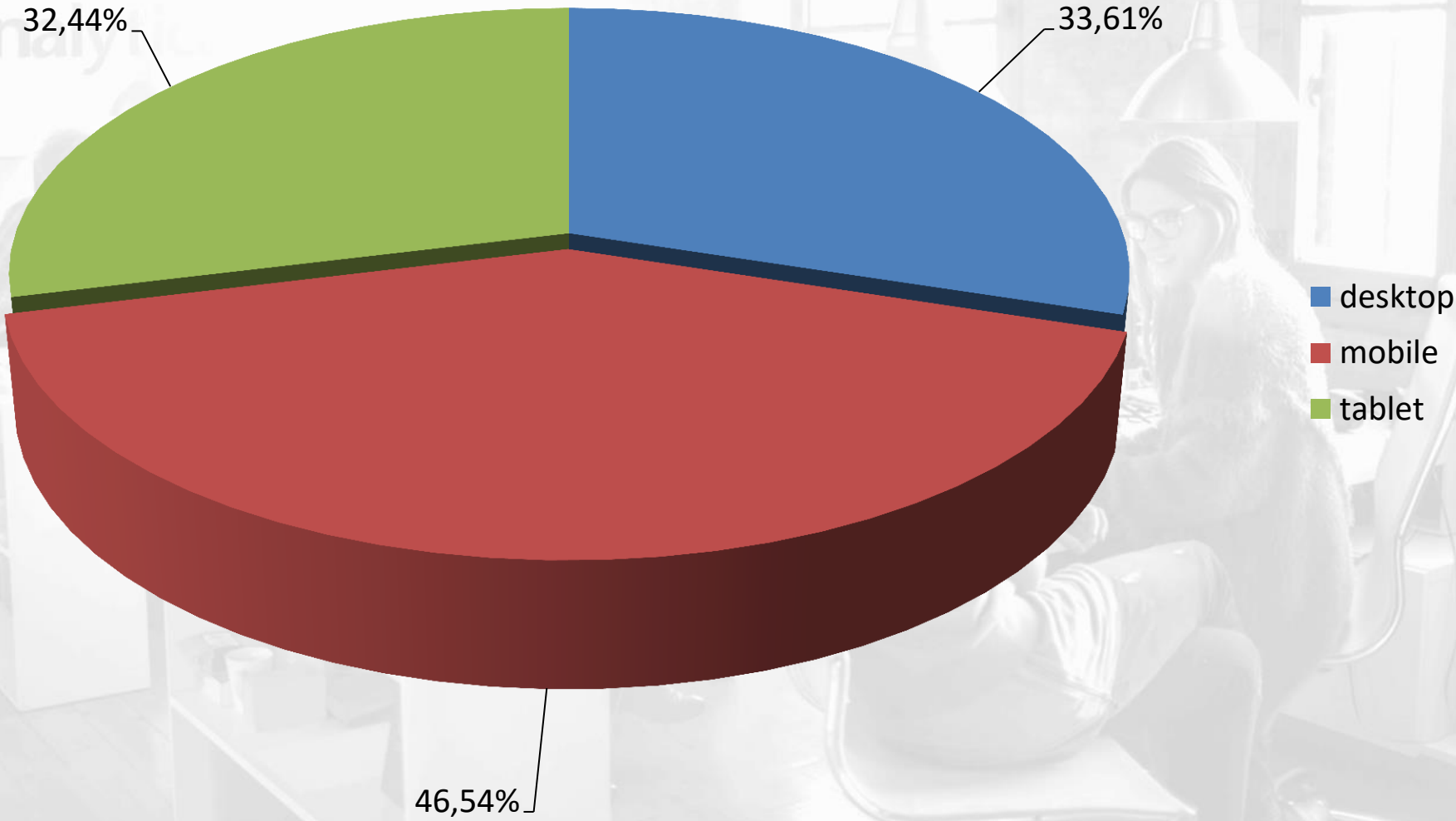
mobile

tablet

AnalyticaA Online Fashion Panel – Session Time In Seconds By Device Q1 2017

198

204

125

- desktop
- mobile
- tablet

AnalyticaA Online Fashion Panel – Conversionrate By Device Q1 2017

1,81%

2,13%

0,78%

- desktop
- mobile
- tablet
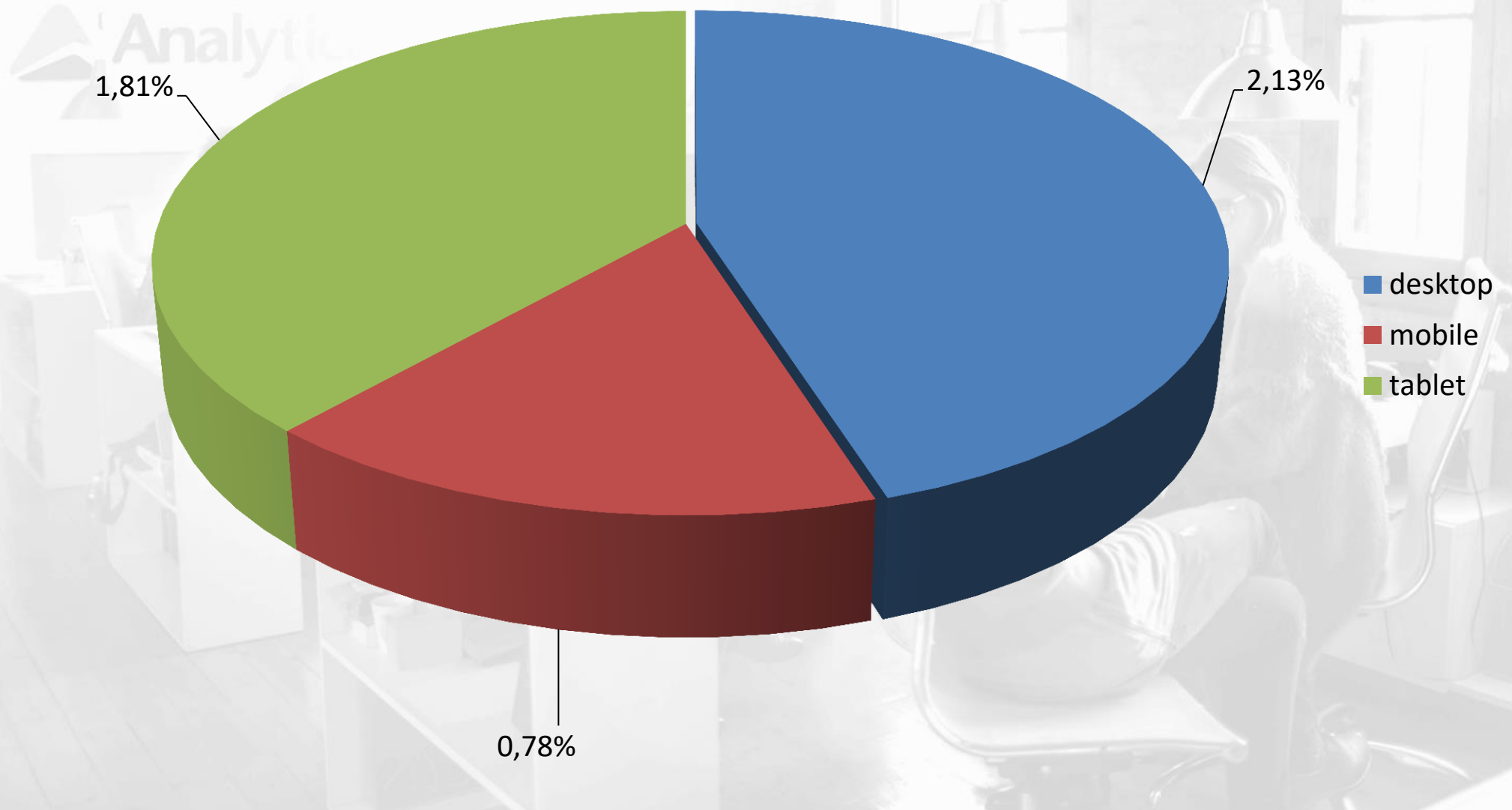
AnalyticaA Online Fashion Panel – Mobile Device Traffic By Brand Q1 2017

3,4%

2,6%

2,5%

2,2%

2,1%

1,3%

0,9%

0,9%

47,2%

32,2%

- Apple
- Samsung
- not set
- Sony
- Huawei
- LG
- Google
- Lenovo
- Motorola
- Microsoft
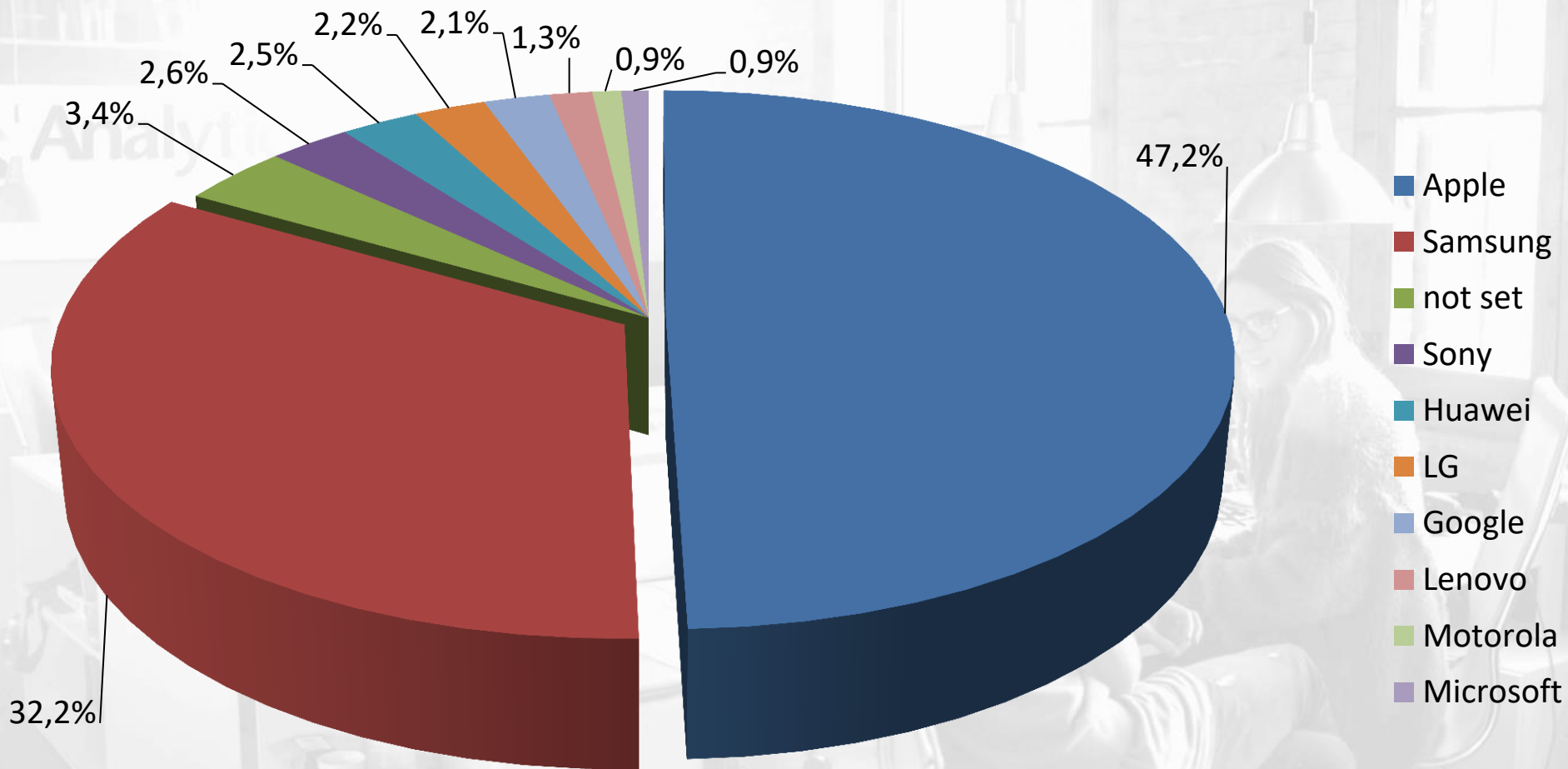
Includes 95,3% of all tablets & mobile phones. 4,7% traffic share goes to other brands like amazon, Medion, HTC, OnePlus, Acer and Asus.

Key findings Q1 2017

- Only 8 Panel members state, that they have a mobile optimized shop. Bounces are supporting this, as mobile phones have the highest bouncerates of all devices. These 8 Brandshops that are optimized show significantly better bouncerates on mobile devices – similar to tablets and desktop pcs.

- Session time also shows, that many shops are still not optimized for mobile phone viewing. The mobile phone users stay almost half as long as with the other device categories.

- The best conversionrate is still on desktop devices. With almost 50% traffic share, it is the most important device category. Tablets are right behind desktops, with only 15% lower conversionrate. Mobile phones are showing a significantly lower conversionrate, 63% lower than desktop devices. This also supports the thesis, that mobile optimization is still lacking in the panel.

- Looking at the device brands of mobile devices, 47% of all visitors of the fashion panel shops use Apple tablets or phones, followed by Samsung with 32%. Optimizing for these devices is strongly recommended. Compared to the market shares of Apple and Samsung (both ~18% according to statista), these numers show that german Apple and Samsung users have a very high affinity to buying fashion online.

On our own behalf: AnalyticaA is always looking for more panel members

More Information On The Online Fashion Industry For Germany & The EU

Contact the AnalyticaA
research team

Call us
+49 89 381 53 53 50

Write us
fashionpanel@AnalyticaA.com

Visit our Site:
www.AnalyticaA.com

AnalyticaA