



AnalyticaA Online Fashion Panel
Traffic 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

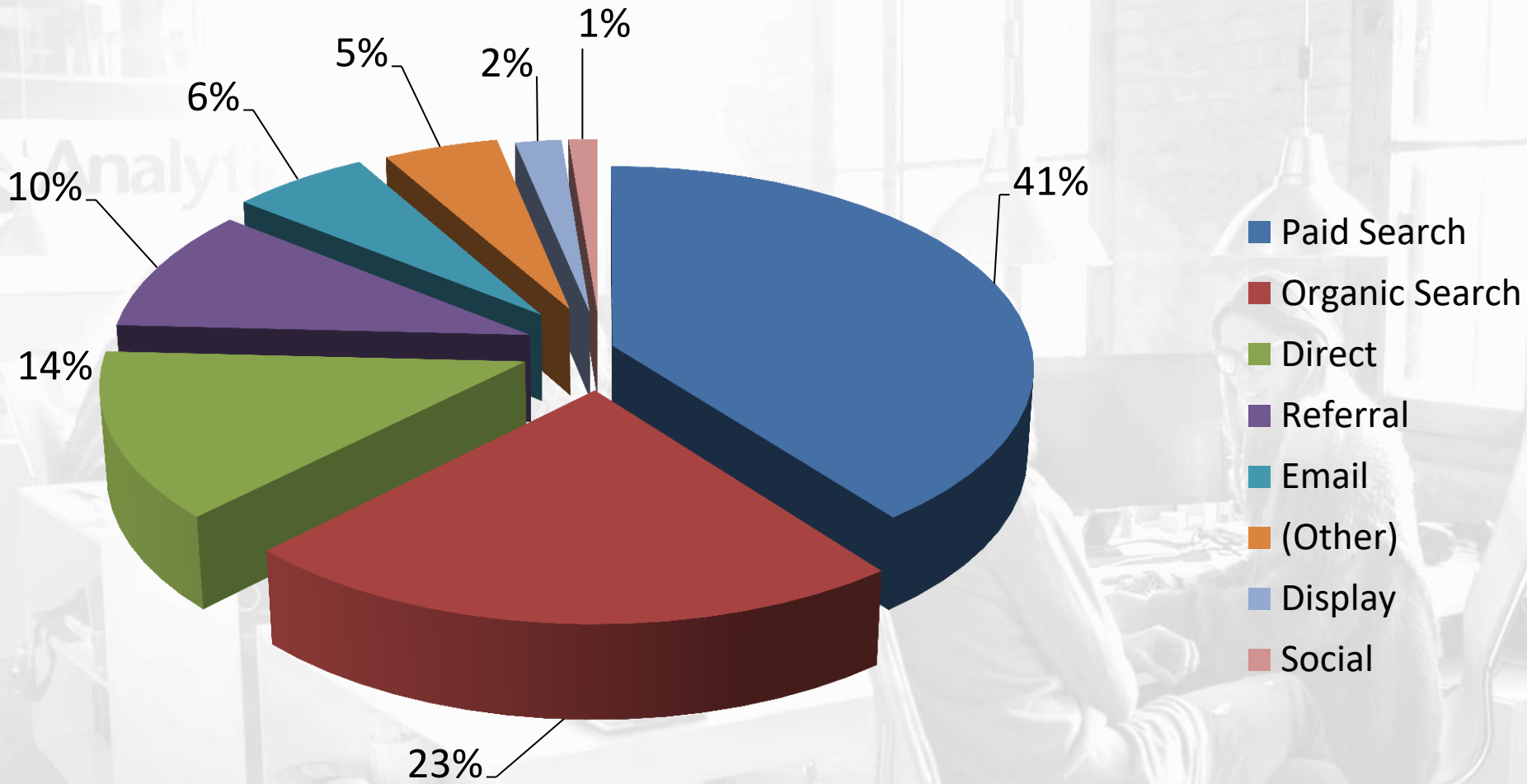
- Fashion online shops, active in the german market
- Monolabel or Brand flagship online shops
- Average yearly revenue € 300.000 – € 10.000.000
- Target group distribution - female:male ~ 55:45

Aim of this analysis

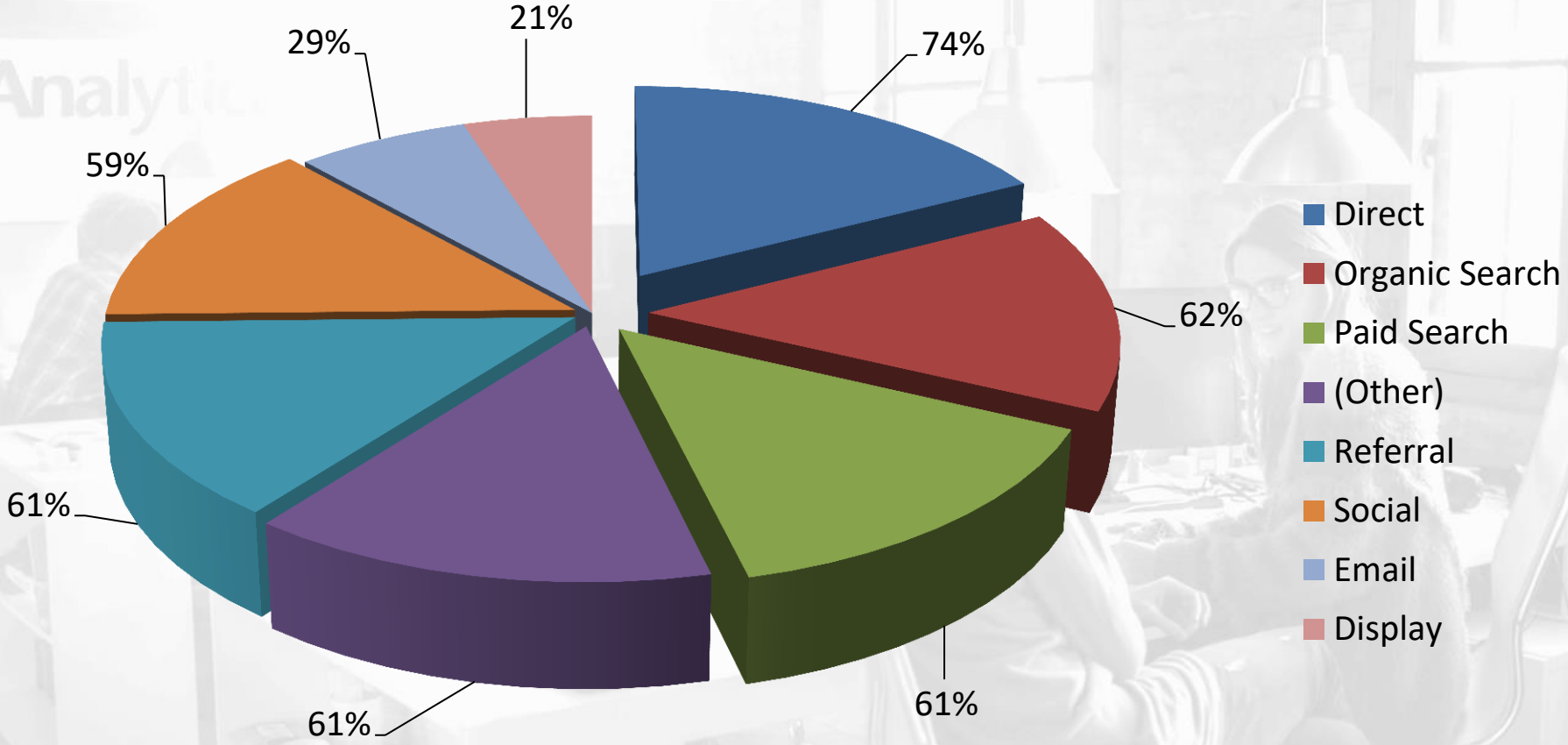
To provide average comparison values for the online fashion industry in Germany

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

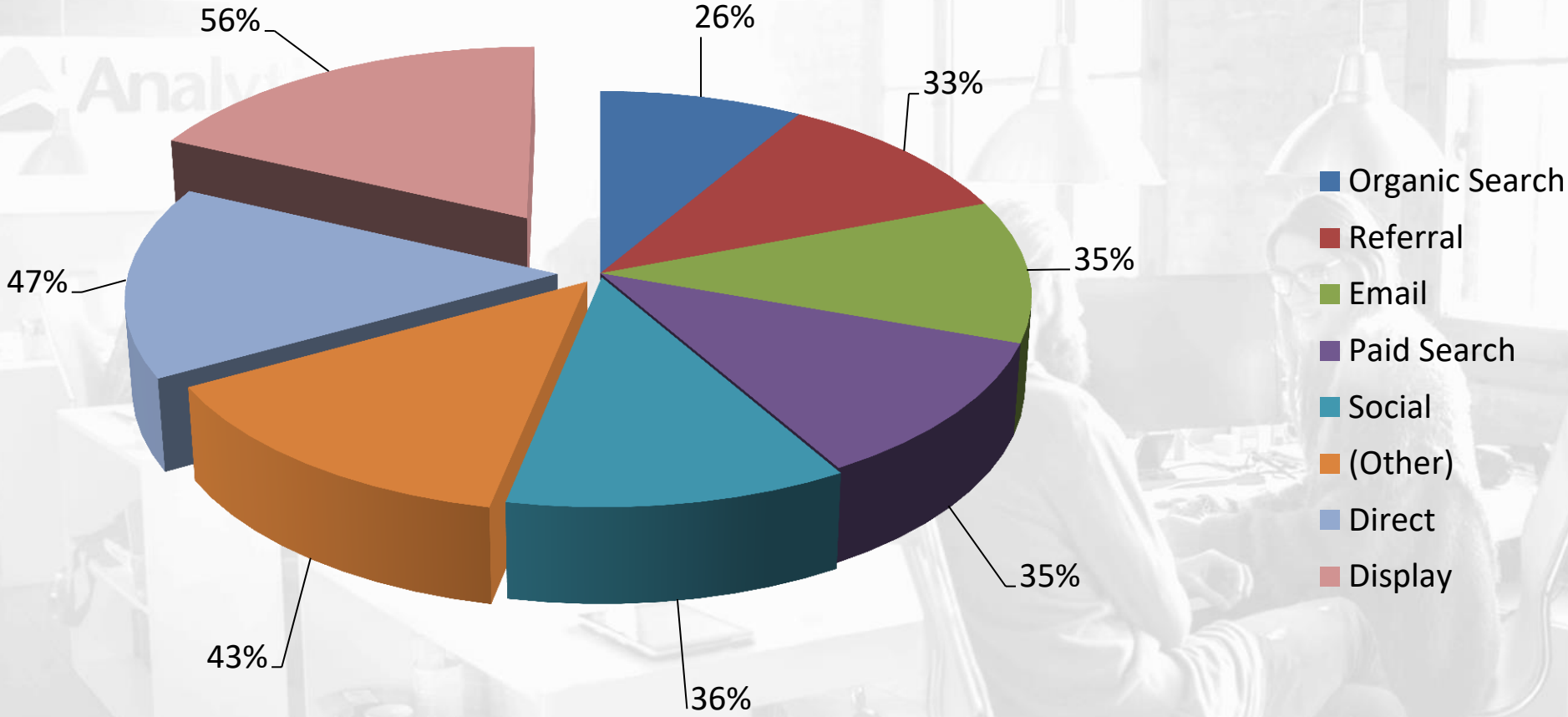
AnalyticaA Online Fashion Panel – Traffic Sources Q1 2017



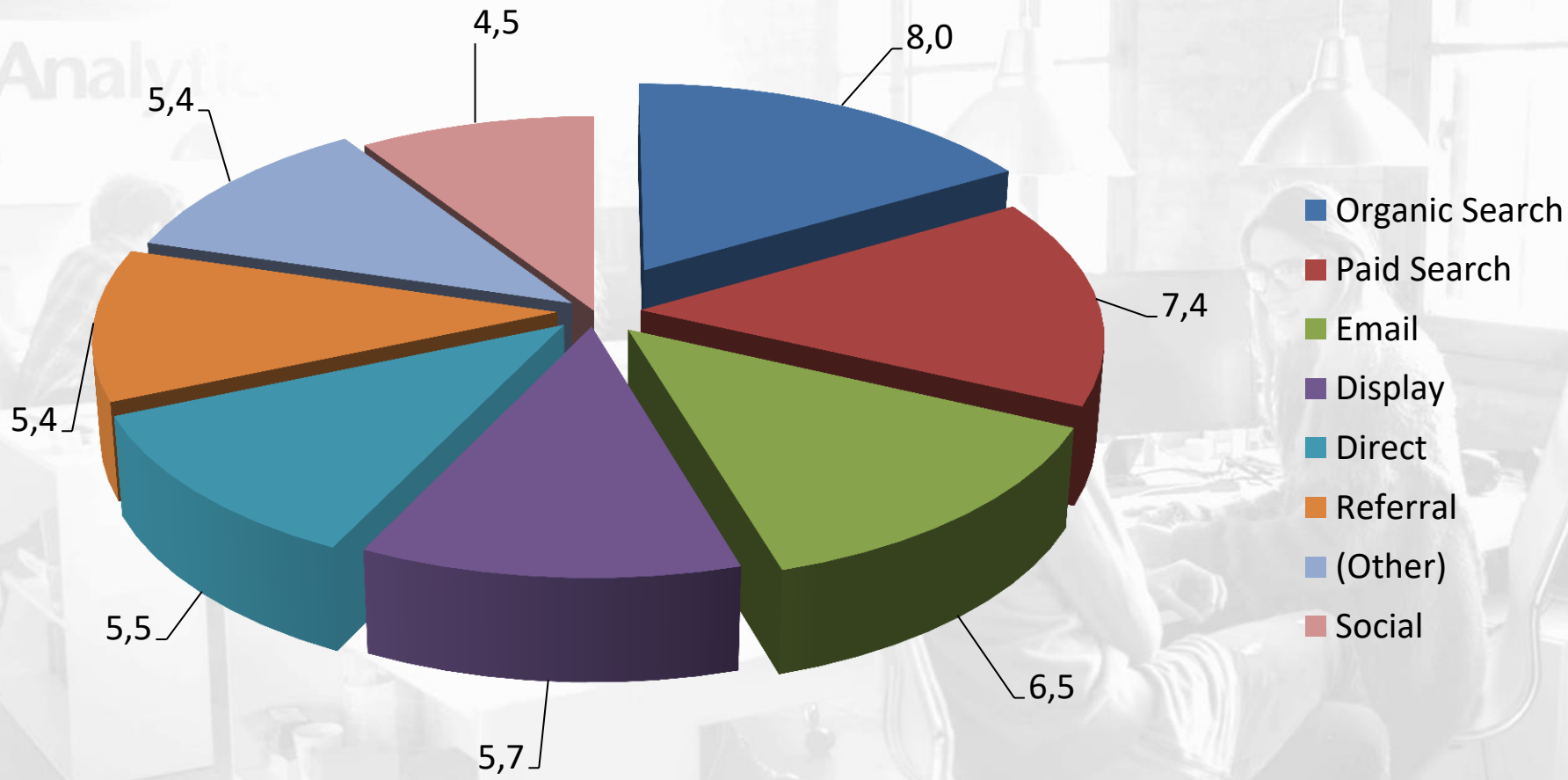
AnalyticaA Online Fashion Panel – New Shop Sessions By Channel Q1 2017



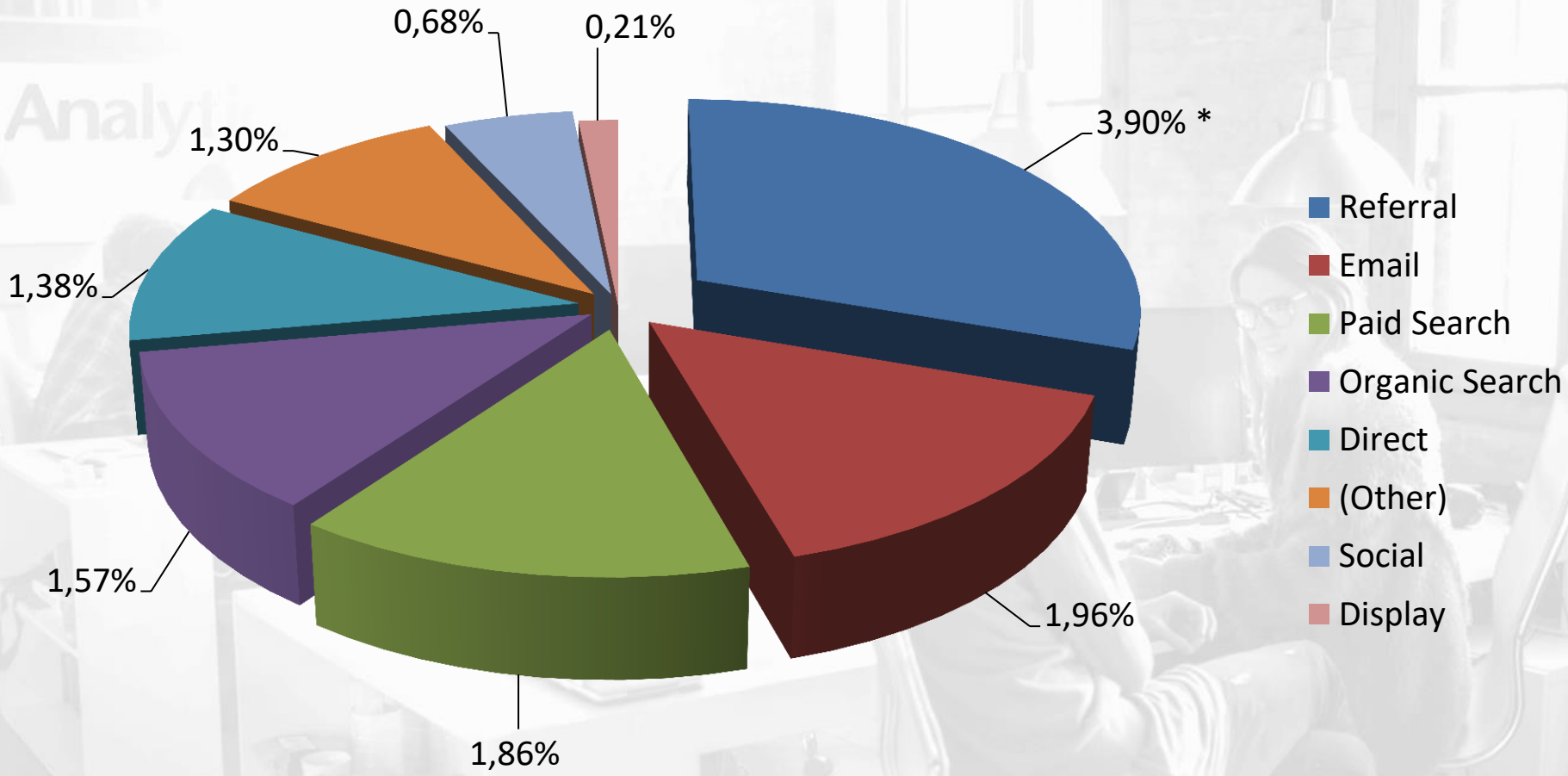
AnalyticaA Online Fashion Panel – Shop Visitor Bounces By Channel Q1 2017



AnalyticaA Online Fashion Panel – Visited Pages Per Session Q1 2017



AnalyticaA Online Fashion Panel – Conversionrate per Channel Q1 2017



* Referral contains non filtered payment redirects in some panel cases and is thus not an average market value



5 Key findings - Q1 2017

- Paid Search (PPC): With avg. 41% of all visits, Paid Search is again the number one traffic source, but it lost 5% to other channels this quarter in percentage values – in numbers it is also at -5% total visitors. The channel conversionrate grew by +6,8%, mostly due to the sale phases in Jan & Feb 2017. This continues the two year trend of shifting budget & traffic from Paid Search to other channels and diversifying ad spend.
- Organic Search: is stable at 23% traffic share and the second best traffic source in Q1 2017. It's conversionrate is also slightly better due to the sale phase.
- E-Mail: is still the channel with the best conversionrate, but the average value dropped in Q1 2017. Our research shows, that the Q4 2016 E-Mail promotions of a significant number of panel members converted better than the sale newsletters in Q1 2017. Especially pre-sale offers for existing clients in december 2016 worked very well.
- Pages per Session: user engagement grows from quarter to quarter and most channels show growing numbers in pages per session overall. Panel members state, that this development helps with growing their SEO traffic, as it is considered an important user signal for Google.
- The panels total traffic grew +2% in total compared to the last quarter and +14% compared to Q1 2016. The mobile share of traffic grows steadily. To analyze this more in detail, we will provide a separate device report, starting Q1 2017.

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



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