



AnalyticaA Online Fashion Panel
Geo 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

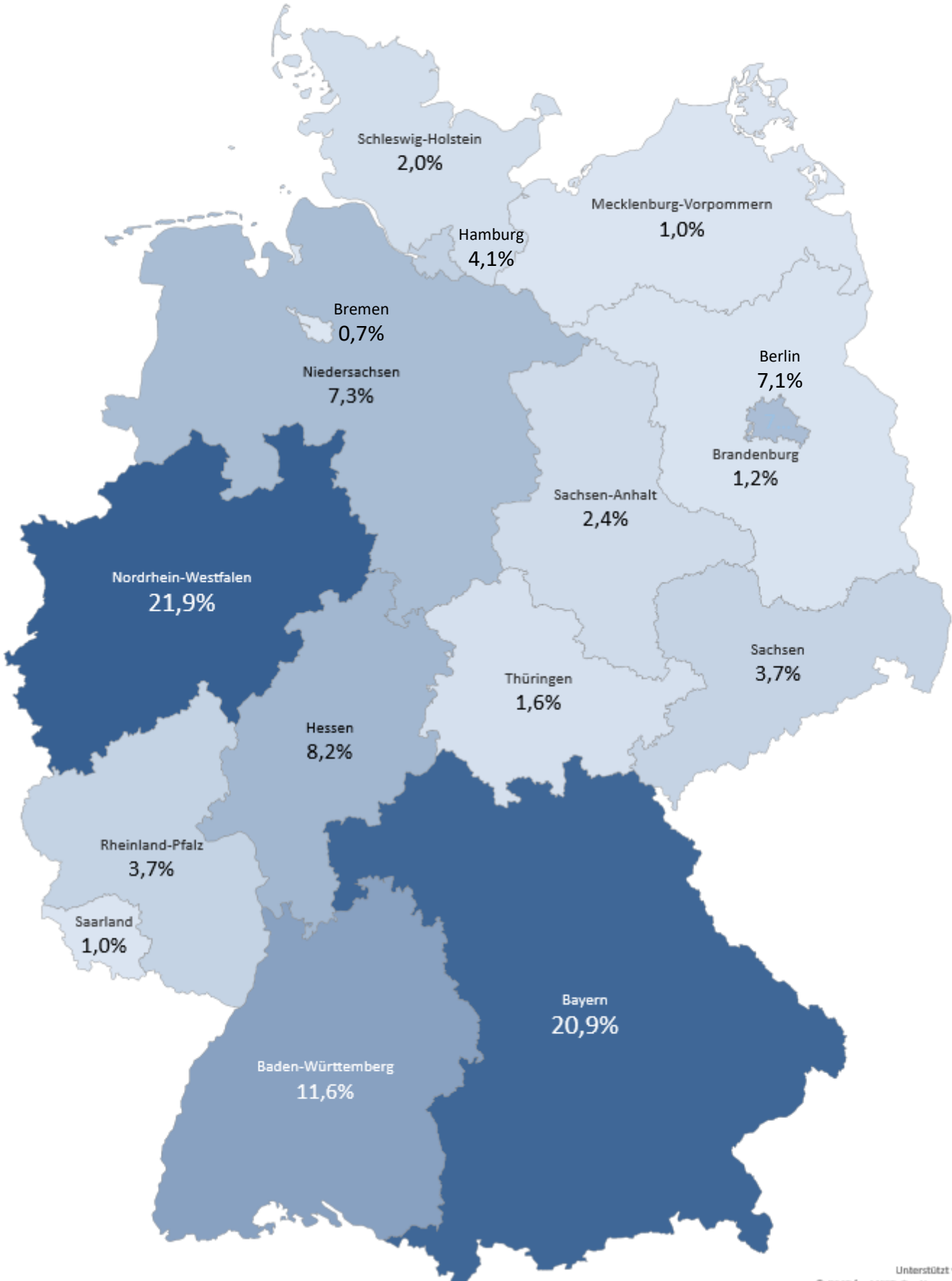
Aim of this analysis

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

On our own behalf:

AnalyticaA is always looking for more panel members

Session share 
0,7% 21,9%



Key findings session share

- 54.4% of all Q1 fashion shop sessions come from only three of Germany's federal states:
 - 21.9% North Rhine-Westphalia (21.7% of the German population*)
 - 20.9% Bavaria (15.6% of the German population*)
 - 11.6% Baden-Wuerttemberg (13.2% of the German population*)

Compared to the population, Bavaria is by far the strongest traffic source for fashion interested users.

- Over 18% of all Q1 2017 sessions come from Munich (7.35%), Berlin (6.99%) and Hamburg (4.01%). The top 10 towns have almost 31.5% of all traffic in the panel. All towns below place 10 have less than 1% of share in sessions of Q1.

In relation to the German population**:

- Munich: 1.9% population : 7.35 % session share
- Berlin: 4.3% population : 6.99% session share
- Hamburg: 2.2% population : 4.1% session share


All three cities show a higher session share in fashion traffic than their share of the German population, with Munich leading by far. By looking at these numbers, Munich is probably the most fashion relevant city, thus probably also interesting for e.g. offline flagship stores.

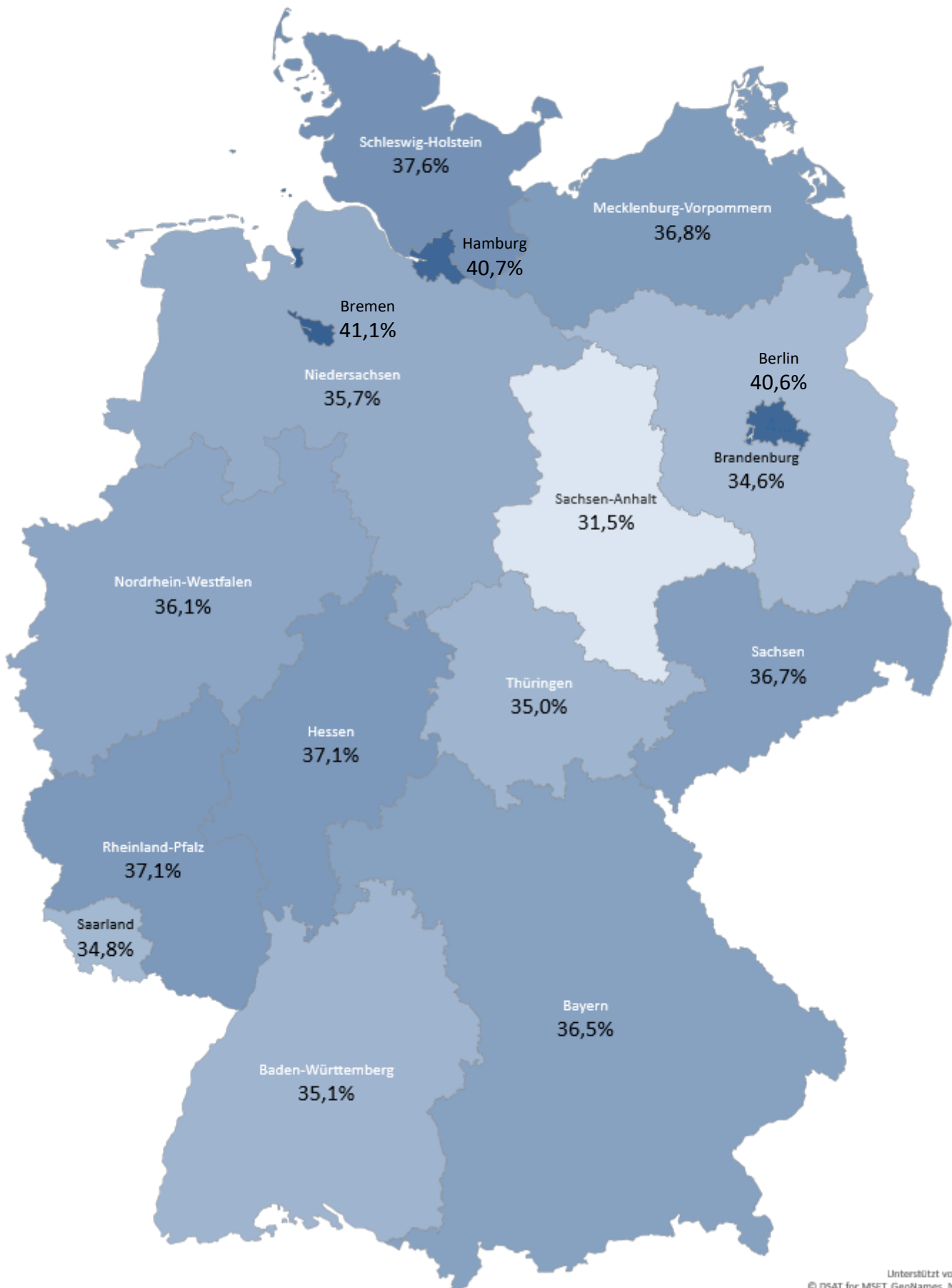
* Census Germany 2011


** Numbers from latest data on the cities' websites

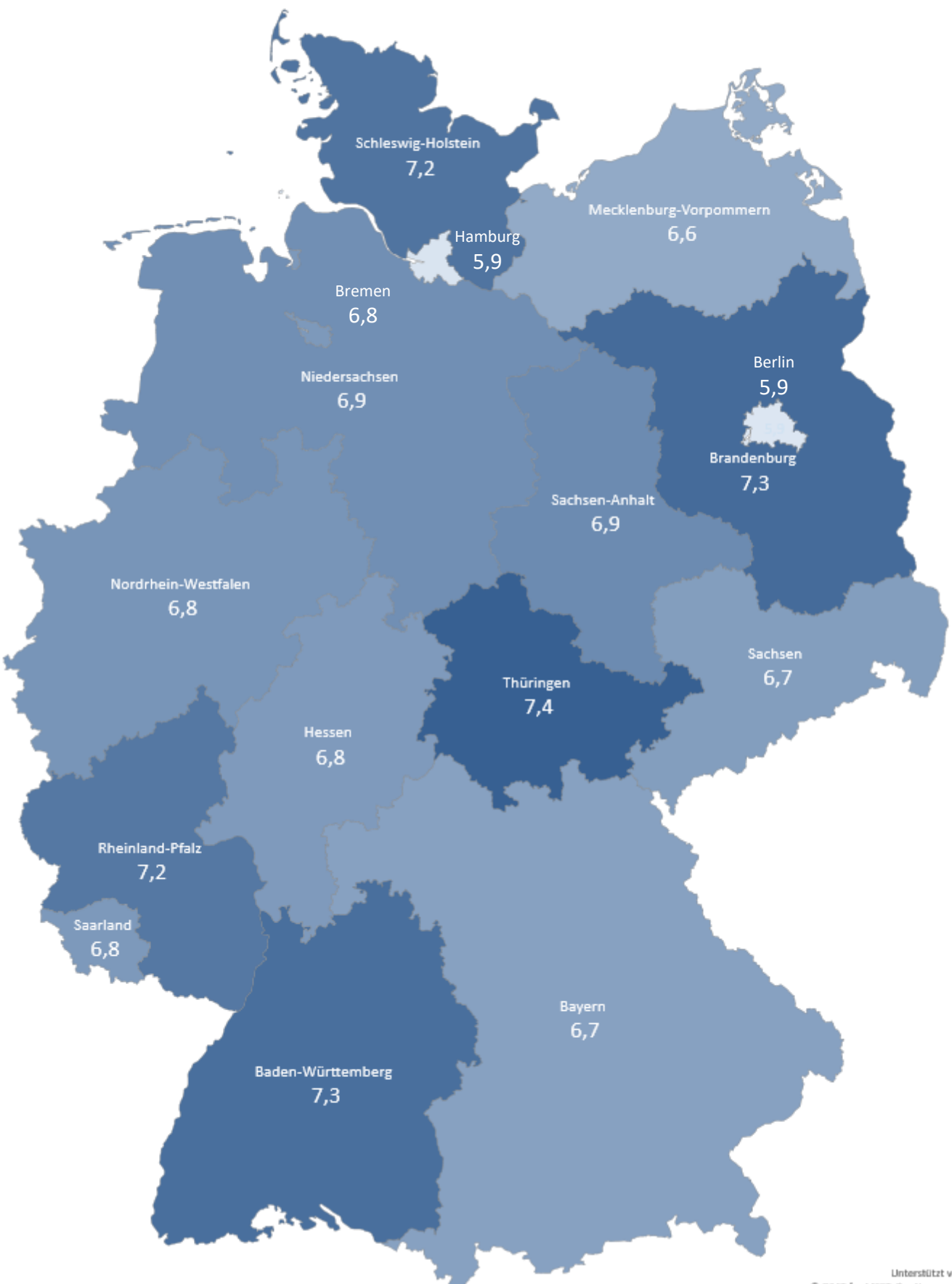
Session share of the top 50 towns in Germany

| Town | Sessions share | Avg. bounce rate | Avg. pages per session | Avg. conversion rate |
|-----------------|----------------|------------------|------------------------|----------------------|
| Munich | 7,35% | 40,4% | 5,8 | 1,5% |
| Berlin | 6,99% | 40,1% | 5,8 | 1,4% |
| Hamburg | 4,01% | 40,2% | 5,9 | 1,6% |
| Cologne | 3,29% | 38,6% | 6,2 | 1,7% |
| Frankfurt | 2,51% | 41,0% | 5,9 | 1,5% |
| Nuremberg | 1,84% | 33,2% | 6,6 | 1,7% |
| Stuttgart | 1,74% | 36,3% | 6,8 | 1,8% |
| Dusseldorf | 1,45% | 37,0% | 6,4 | 1,8% |
| Dortmund | 1,20% | 36,7% | 6,4 | 1,5% |
| Dresden | 1,06% | 35,3% | 6,6 | 3,7% |
| Halle (Saale) | 0,99% | 28,8% | 6,4 | 7,5% |
| Hanover | 0,95% | 37,8% | 6,5 | 1,8% |
| Essen | 0,90% | 38,0% | 6,2 | 1,4% |
| Leipzig | 0,78% | 37,3% | 6,6 | 1,5% |
| Augsburg | 0,64% | 32,5% | 7,5 | 2,0% |
| Bremen | 0,61% | 39,8% | 6,7 | 1,7% |
| Osnabruck | 0,60% | 37,9% | 6,5 | 1,9% |
| Regensburg | 0,59% | 33,7% | 7,3 | 2,2% |
| Mannheim | 0,59% | 35,0% | 6,9 | 2,5% |
| Karlsruhe | 0,58% | 36,3% | 6,9 | 2,2% |
| Bielefeld | 0,52% | 33,2% | 6,9 | 2,0% |
| Passau | 0,50% | 32,3% | 6,5 | 1,8% |
| Bochum | 0,48% | 40,0% | 6,5 | 1,7% |
| Kassel | 0,48% | 34,8% | 6,8 | 2,5% |
| Bonn | 0,48% | 29,5% | 7,7 | 2,6% |
| Duisburg | 0,47% | 42,9% | 5,9 | 1,5% |
| Oldenburg | 0,45% | 36,4% | 6,7 | 1,8% |
| Brunswick | 0,42% | 41,1% | 6,5 | 1,9% |
| Kiel | 0,40% | 36,7% | 7,5 | 2,0% |
| Freiburg | 0,40% | 30,6% | 6,9 | 1,8% |
| Chemnitz | 0,39% | 37,2% | 7,5 | 1,5% |
| Wurzburg | 0,39% | 33,2% | 7,0 | 2,0% |
| Monchengladbach | 0,36% | 37,2% | 6,2 | 1,7% |
| Ingolstadt | 0,36% | 31,6% | 6,9 | 1,5% |
| Aachen | 0,36% | 36,1% | 6,7 | 1,8% |
| Ulm | 0,35% | 33,1% | 8,5 | 2,0% |
| Erfurt | 0,34% | 34,2% | 6,5 | 1,7% |
| Wiesbaden | 0,34% | 35,2% | 7,1 | 1,8% |
| Trier | 0,33% | 37,7% | 7,4 | 2,1% |
| Mainz | 0,33% | 36,7% | 6,7 | 1,7% |
| Wuppertal | 0,32% | 33,8% | 6,4 | 2,4% |
| Paderborn | 0,32% | 38,2% | 6,5 | 1,4% |
| Bayreuth | 0,31% | 36,9% | 6,5 | 1,3% |
| Magdeburg | 0,30% | 33,2% | 6,7 | 1,7% |
| Saarbrucken | 0,29% | 33,2% | 6,7 | 1,3% |
| Munster | 0,29% | 32,8% | 7,8 | 3,5% |
| Weiden | 0,29% | 31,0% | 6,9 | 1,2% |
| Erlangen | 0,29% | 33,8% | 7,2 | 1,8% |
| Darmstadt | 0,28% | 34,9% | 6,6 | 2,1% |
| Krefeld | 0,26% | 35,8% | 6,5 | 2,1% |

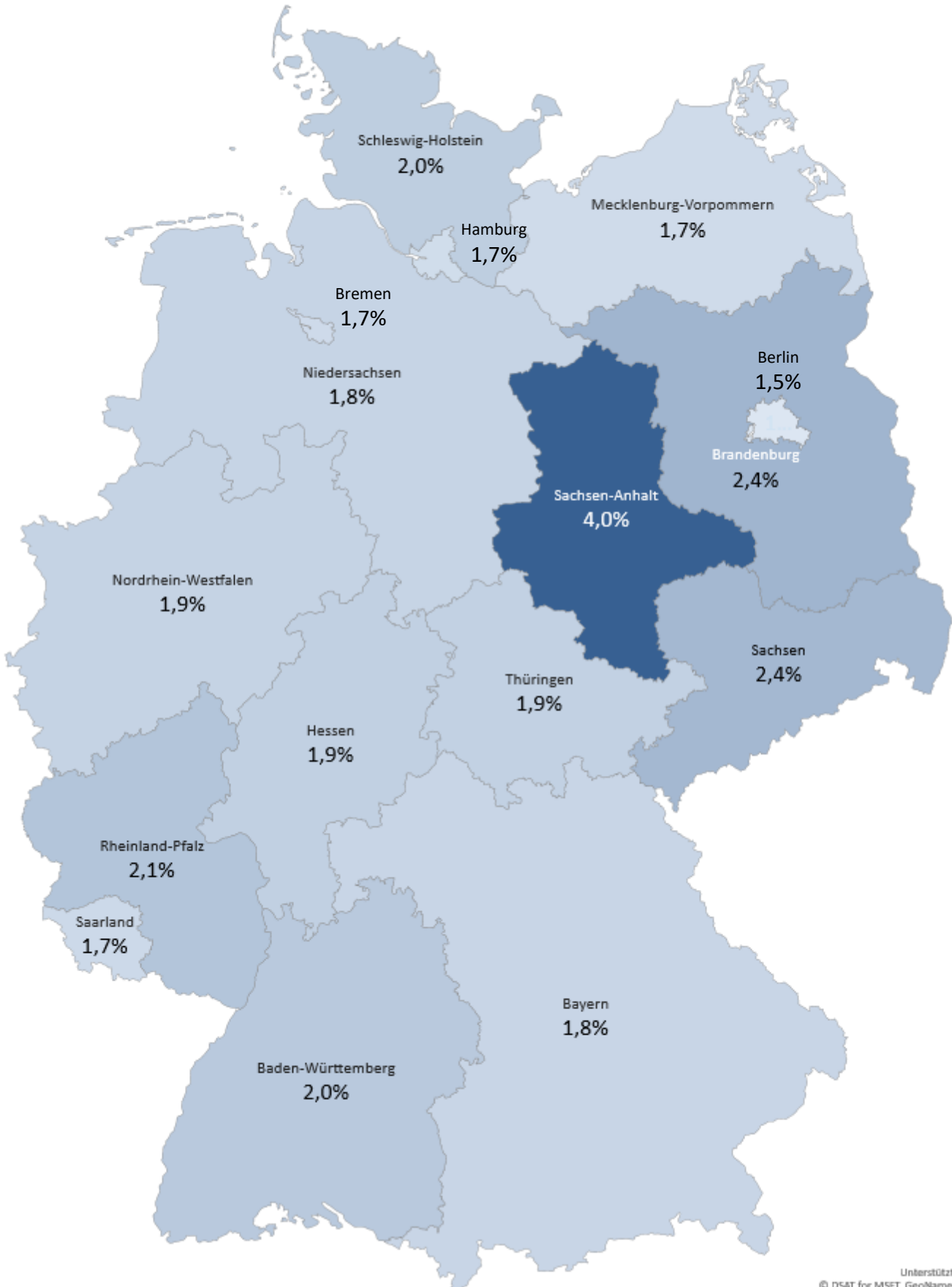
Average bouncerate 
31,5% 41,1%



Average ages per session 
5,9 7,4



Average conversionrate by federal state



More key findings Q1 2017

- Only 1.1% of all users have chosen to anonymize their geo location tracking (=not set). This means geo targeting via google's platforms is still very accurate in Germany.
- The average pages viewed per session are very similar in all federal states. There are no statistical outliers to be noted.
- There is a significant difference of the conversion rate between parts of eastern Germany and western Germany.

Most western federal states have a conversion rate between 1.5% and 2.1%. The leading federal states regarding the conversion rate are Saxony (2,4%), Brandenburg (2,4%) and finally Saxony-Anhalt with 4% conversion rate.

According to the panel members, the sale phase of Q1 worked especially well in these federal states.

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



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