



## **Online conversion in fashion**

GfK Media efficiency Panel

Laurent de Groof

# Abercrombie & Fitch

MENS | WOMENS | A&F LOOKS | EXPERIENCE A&F | [shop abercrombie kids](#)

SEARCH PRODUCTS

**A&F**

**WINTER  
SALE**

IN STORES & ONLINE

[SHOP MENS](#) | [SHOP WOMENS](#)

[FIND A STORE](#)

UP TO  
**30%  
OFF\***  
LIMITED TIME

\*SELECT STORES ONLY. [SEE DETAILS](#)



DAMES

HEREN

KINDEREN

NEWS &amp; STYLE

Schoenen

Kleding

Sports

Accessoires

Premium

Wonen

Beauty

Merken

SALE

Homepage &gt; Heren &gt; Beauty

## Categorie

## ▸ Beauty (806)

- Geuren (462)
- Gezicht (48)
- Lichaam (270)
- Zonneproducten (11)
- Haarverzorging (18)

## alle categorieën

- Schoenen (11329)
- Kleding (29706)
- Sports (10660)
- Accessoires (4021)
- Premium (2695)
- Outlet (13224)

## Prijs



€

3

-

€

200

»

Merk

Prijs

BEAUTY  
& VERZORGING

&gt; PARFUM

&gt; GEZICHTSVERZORGING

&gt; LICHAAMSVERZORGING

&gt; HAARVERZORGING

&gt; ZONNEPRODUCTEN



Any idea whose website this is?

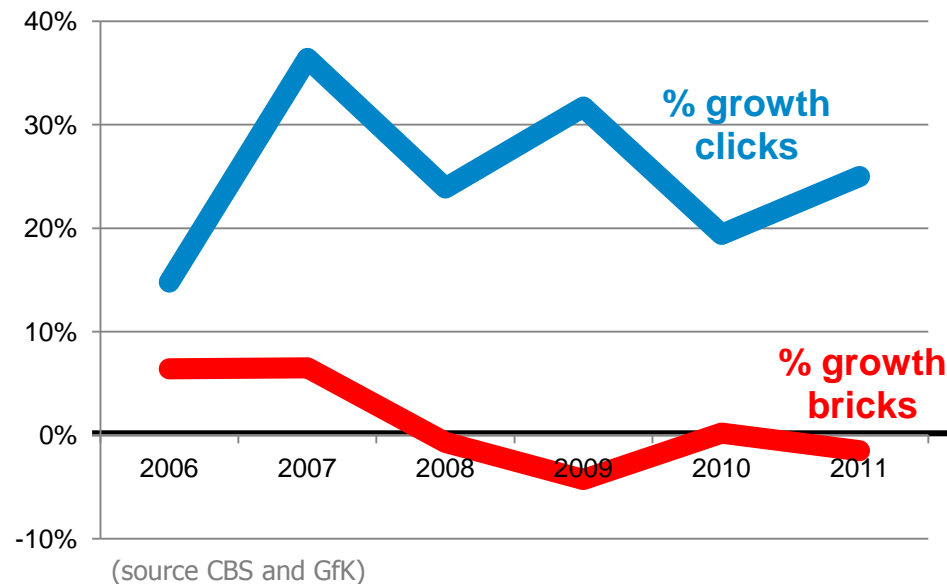
BEKLEIDUNG

> KOSTENLOSE LIEFERUNG UND RÜCKGABE  
Innerhalb von 30 Tagen - Mehr Informationen



# Online fashion market conversion

The fashion market is the third largest online market in the Netherlands. It is growing rapidly, having 25% growth in 2011. Whereas, the traditional bricks and mortar fashion market recorded major breakdown in 2008. Since then growth has been very slow or even negative.



# Research setup



## Purpose of the research



Find a explanation for the difference in the online conversion between online fashion retailers and quantify the drivers that influence this conversion



## Online retailers used in the analysis



hunkemöller



ESPRIT



zalando

Schoenen en Fashion online





# Conceptual framework: how to increase online conversion.

## Website characteristics

- Shipping costs
- Delivery time
- Returns
- Way of payment
- Number of filters
- Loading time
- Photography with fashion models
- Real time stock availability



**Conversion**



## Brand awareness and metrics

- Awareness (3)
- Shop image (12)
- Brand image (15)
- Organization image (5)

( ) number of statements



## Socio demo's

- Gender
- Age
- Income
- Region



# Website characteristics used in the analyses

## Delivery costs

- Free of charge
- Less than €1
- Between €1 and less than €5
- €5 and more

## Ways of payment

- PayPal
- CC
- Acceptgiro

## Delivery time

- Up to 3 days
- 3-5 days
- More than 5 days

## Return costs

- free of charge
- requires fee

## Return time

- less than 14 days
- more than 14 days



## Filters availability

- Color
- Size
- Material

## Stock availability

- Stock overall
- Color

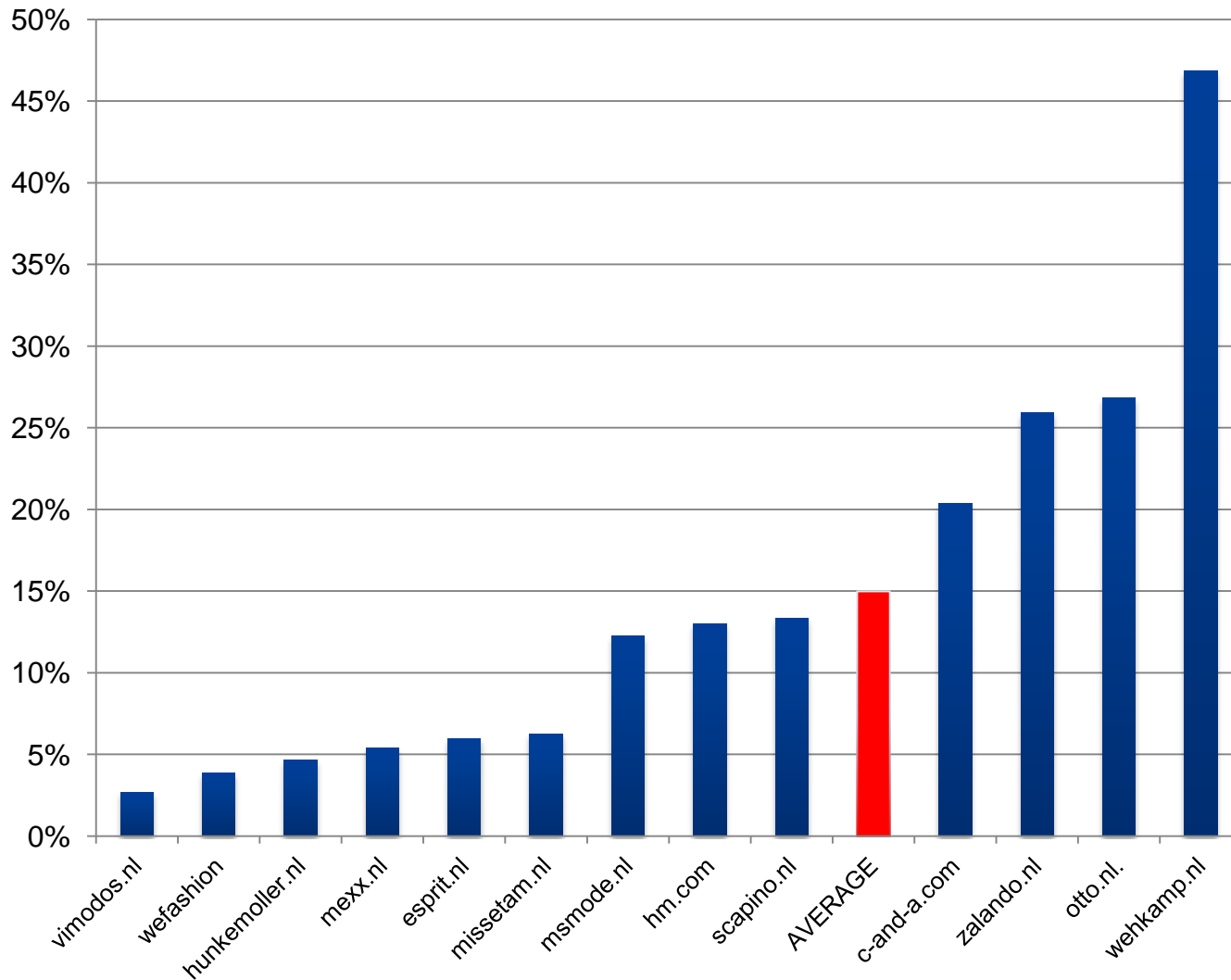
## Loading time

## Photos with models

# Reach and conversion



## Reach online retailers in Q2 2012



[HOME](#) [FASHION FINDER](#) [MERKEN](#) [WEBSHOPS](#) [FASHIONNEWS](#) [KORTINGSCODE](#) [WIN](#) [OUTFITS](#)

Shop online: [Kleding](#) [Schoenen](#) [Tassen](#) [Accessoires](#) [Sieraden](#) [Lingerie](#) [Badmode](#) [Beauty](#) [Specials](#) [Bikini](#) **TIP** [Styleguide](#) [Sale](#)

Home

Zoek kleding, schoenen, tassen, etc.

ZOEK



## FRINGES TREND 2013

Top  
The Stone



Riem  
Nelly.com



Pumps  
Intreza



Maxirok Zalando



## FASHION UPDATES



Booktype hoes met strass steentjes iPhone 4s hangt nu in de kast van Meesters 31 minuten geleden



Lucious lip  
**SHOP HIER**

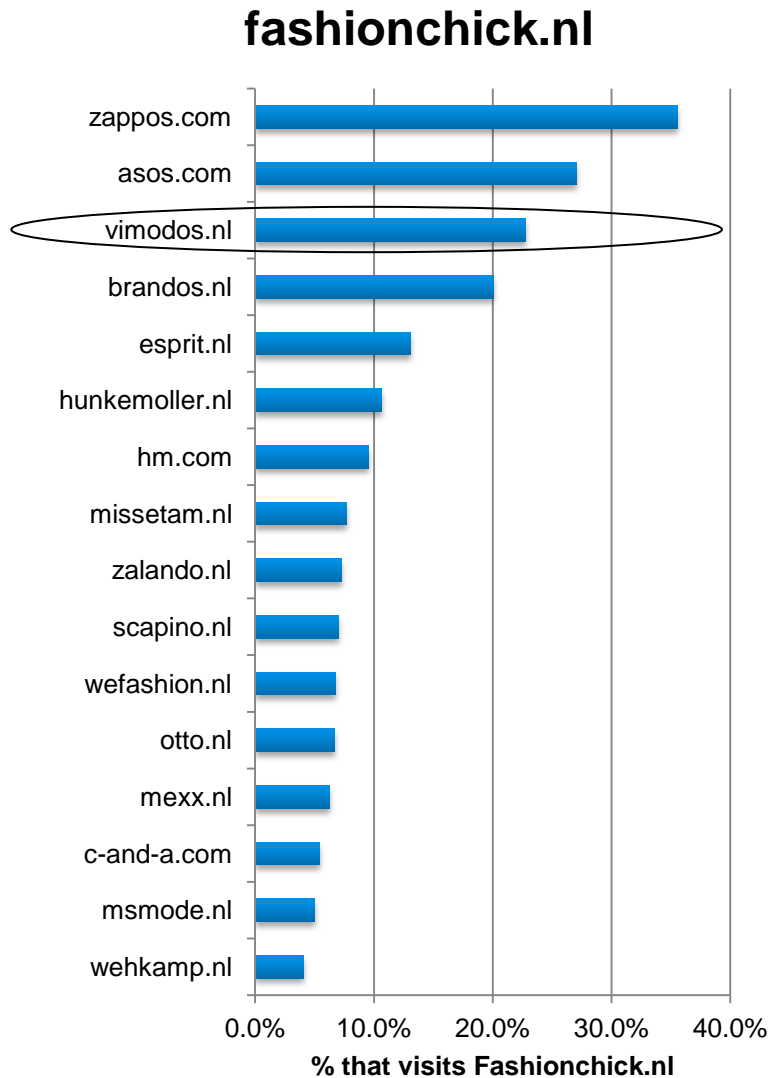
## WEBSHOP TIP VAN DE WEEK

**FIND YOUR  
STYLE!**  
SHOP TUSSEN DE  
LAATSTE TRENDS...

**NAAR SHOP ►**



Most duplication between asos.nl, zappos.com, brandos.nl ,esprit.nl and Vimodos.



Source: GfK Media efficiency Panel Q4 2012

## Definition

The percentage of visitors who take a desired action.



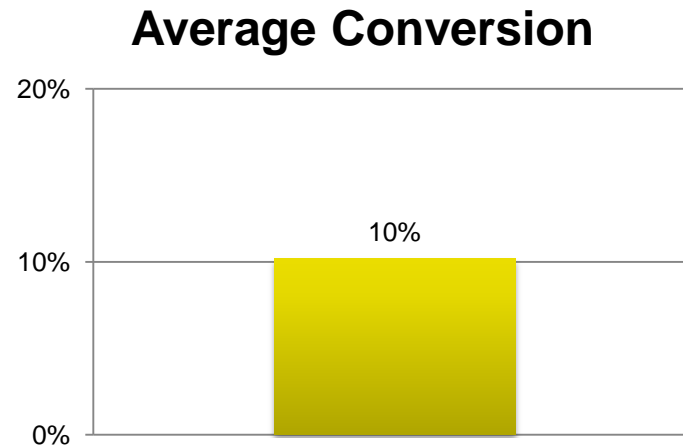
*"Confound it, Hawkins, when I said I meant that literally, that was just a figure of speech."*

## Information

A high conversion rate depends on several factors, all of which must be satisfactory to yield the desired results — the interest level of the visitor, the attractiveness of the offer, and the ease of the process.



On average 13 retailers have a conversion of 10%.\*

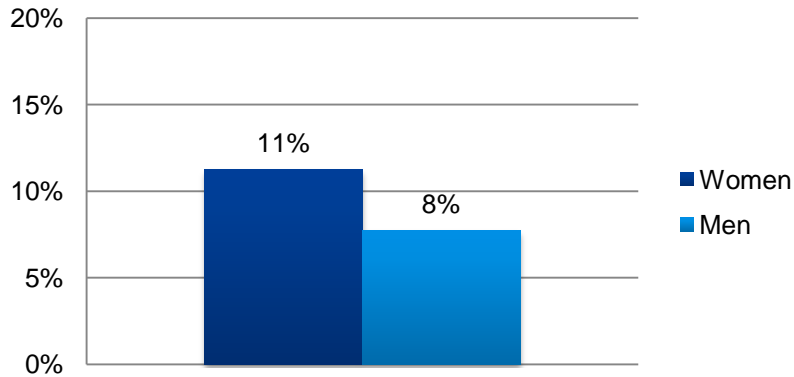


\* Online conversion rate in this research is based on visitors in Q2 2012 and cannot be compared with the general online conversion rate that is calculated based on visits

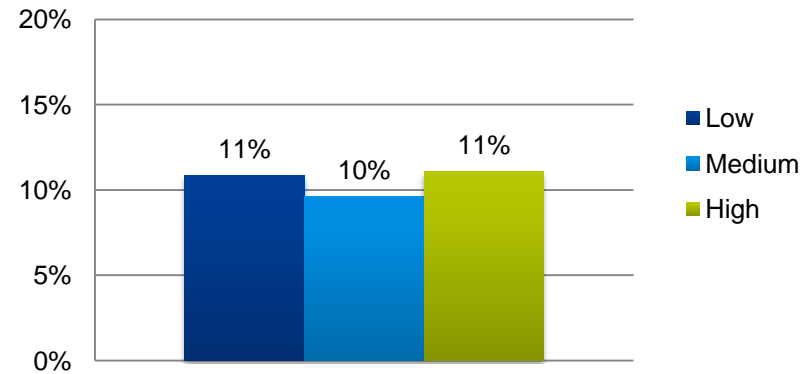
Females between 20-49 convert more. Income and region **seem less** relevant for conversion.

## Conversion rates\*

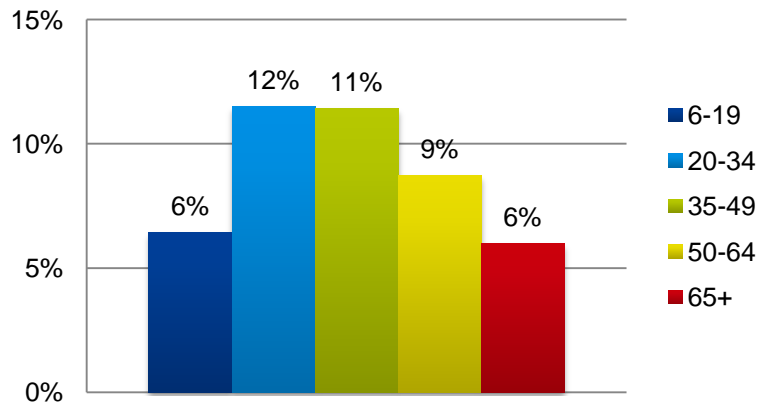
### Gender



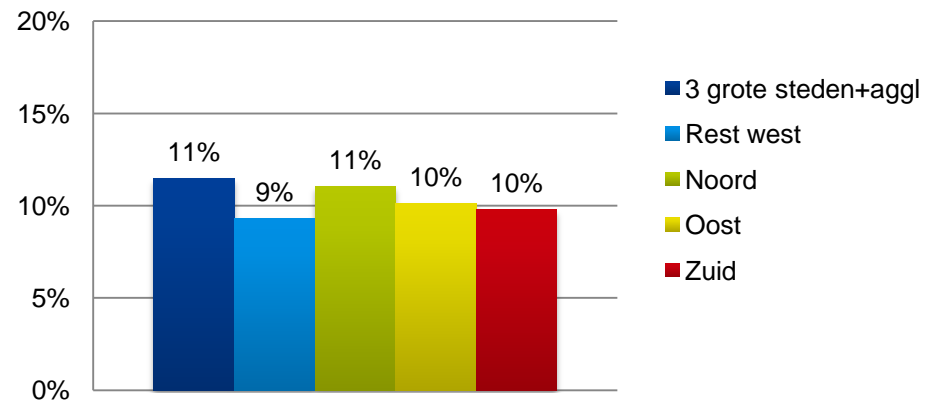
### Income Level



### Age group



### District



\* Online conversion rate in this research is based on visitors in Q2 2012 and cannot be compared with the general online conversion rate that is calculated based on visits

What are the retailers with the highest conversion?

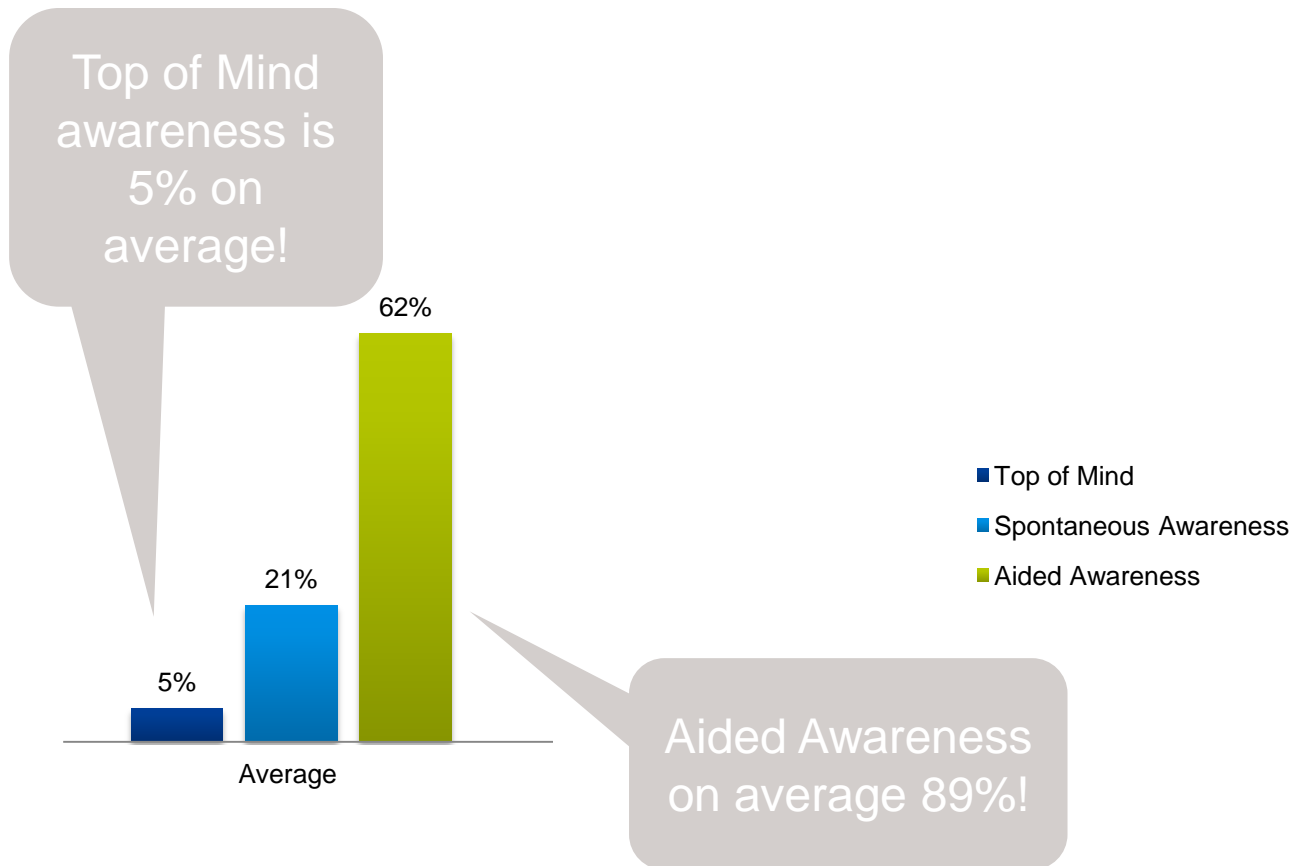


# Awareness and image

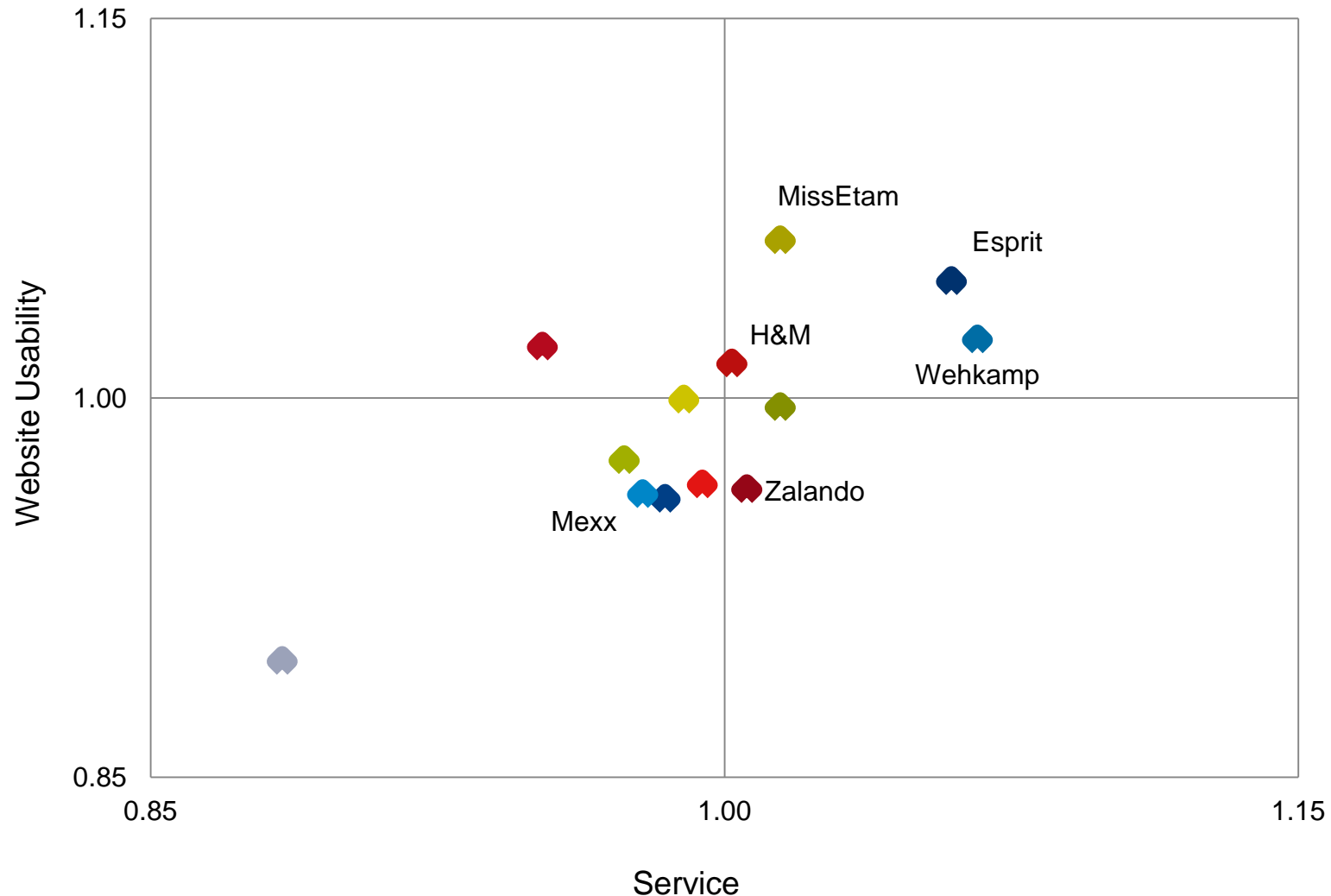


On average of 13 fashion retailers, only 5% of the population has one Top of Mind.

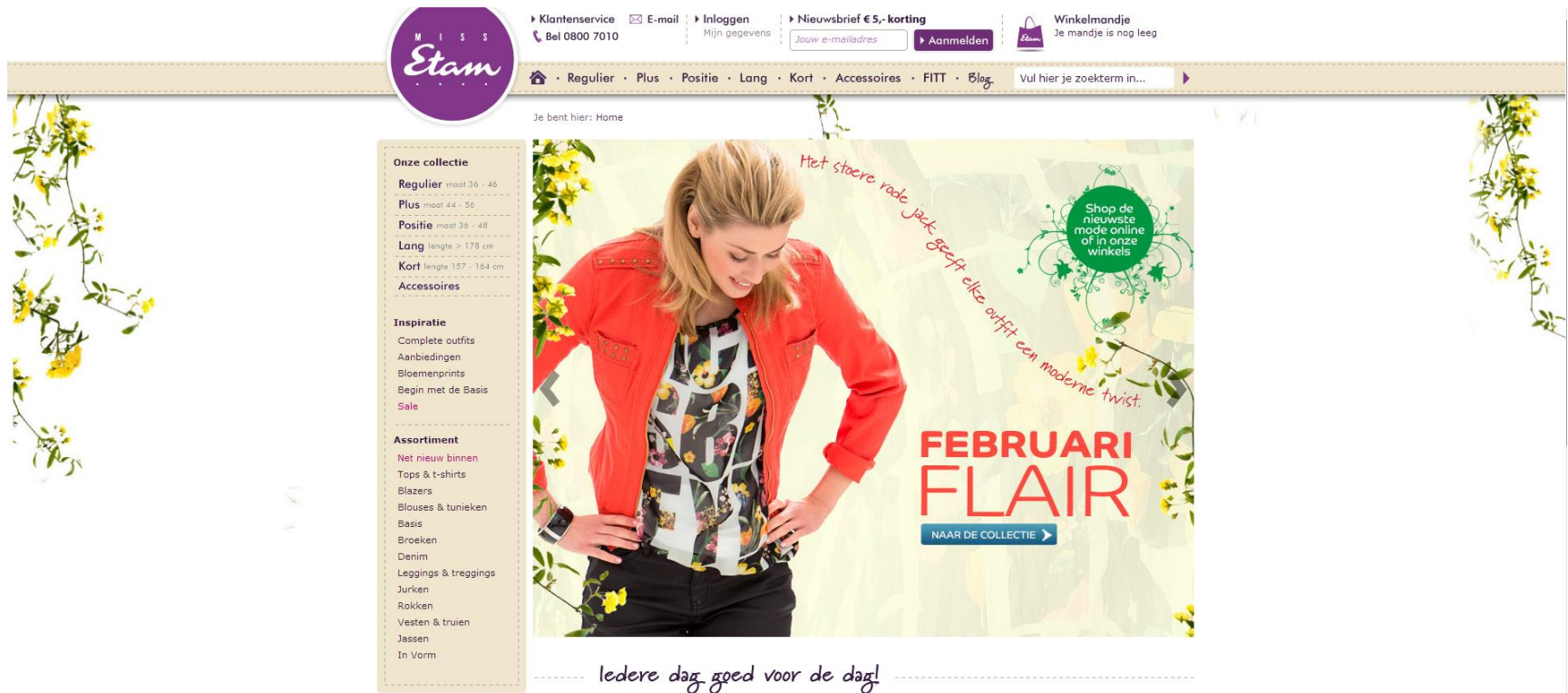
## Awareness



While Wehkamp has the best service (with flexible returns, in time delivery, easy canceling) Miss Etam has the best website usability (nice design and well structured)



The website design of MissEtam scores well on both design and well structured!



The screenshot shows the MissEtam website homepage. The header features the MissEtam logo, navigation links (Klantenservice, E-mail, Inloggen, Nieuwsbrief € 5,- korting, Winkelmandje), and a search bar. The main content area is divided into a left sidebar and a central banner. The sidebar lists categories like 'Onze collectie', 'Inspiratie', and 'Assortiment'. The central banner features a woman in a red jacket and a large 'FEBRUARI FLAIR' text, with a call to action 'NAAR DE COLLECTIE'.

**MISS Etam**

Klantenservice ☎ Bel 0800 7010 E-mail Inloggen Mijn gegevens Nieuwsbrief € 5,- korting Jouw e-mailadres Aanmelden Winkelmandje Je mandje is nog leeg

Regulier Plus Positie Lang Kort Accessoires FITT Blog Vul hier je zoekterm in...

Je bent hier: Home

**Onze collectie**

- Regulier maat 36 - 46
- Plus maat 44 - 56
- Positie maat 36 - 48
- Lang lengte > 178 cm
- Kort lengte 157 - 164 cm
- Accessoires

**Inspiratie**

- Complete outfits
- Aanbiedingen
- Bloemenprints
- Begin met de Basis
- Sale

**Assortiment**

- Net nieuw binnen
- Tops & t-shirts
- Blazers
- Blouses & tunieken
- Basis
- Broeken
- Denim
- Leggings & treggings
- Jurken
- Rokken
- Vesten & truien
- Jassen
- In Vorm

Met stoere rode jacks geeft elke outfit een moderne twist.

Shop de nieuwste mode online of in onze winkels

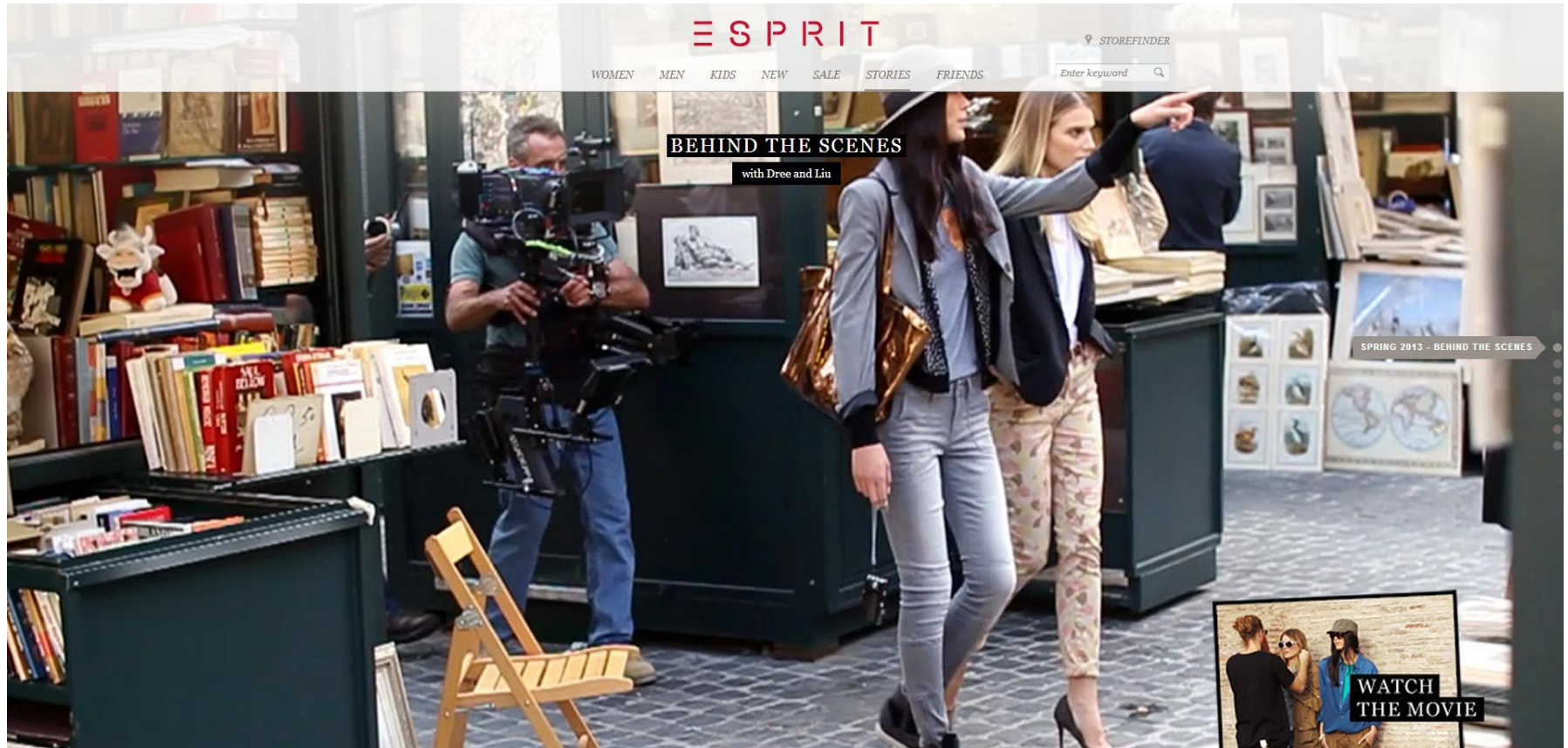
**FEBRUARI FLAIR**

NAAR DE COLLECTIE

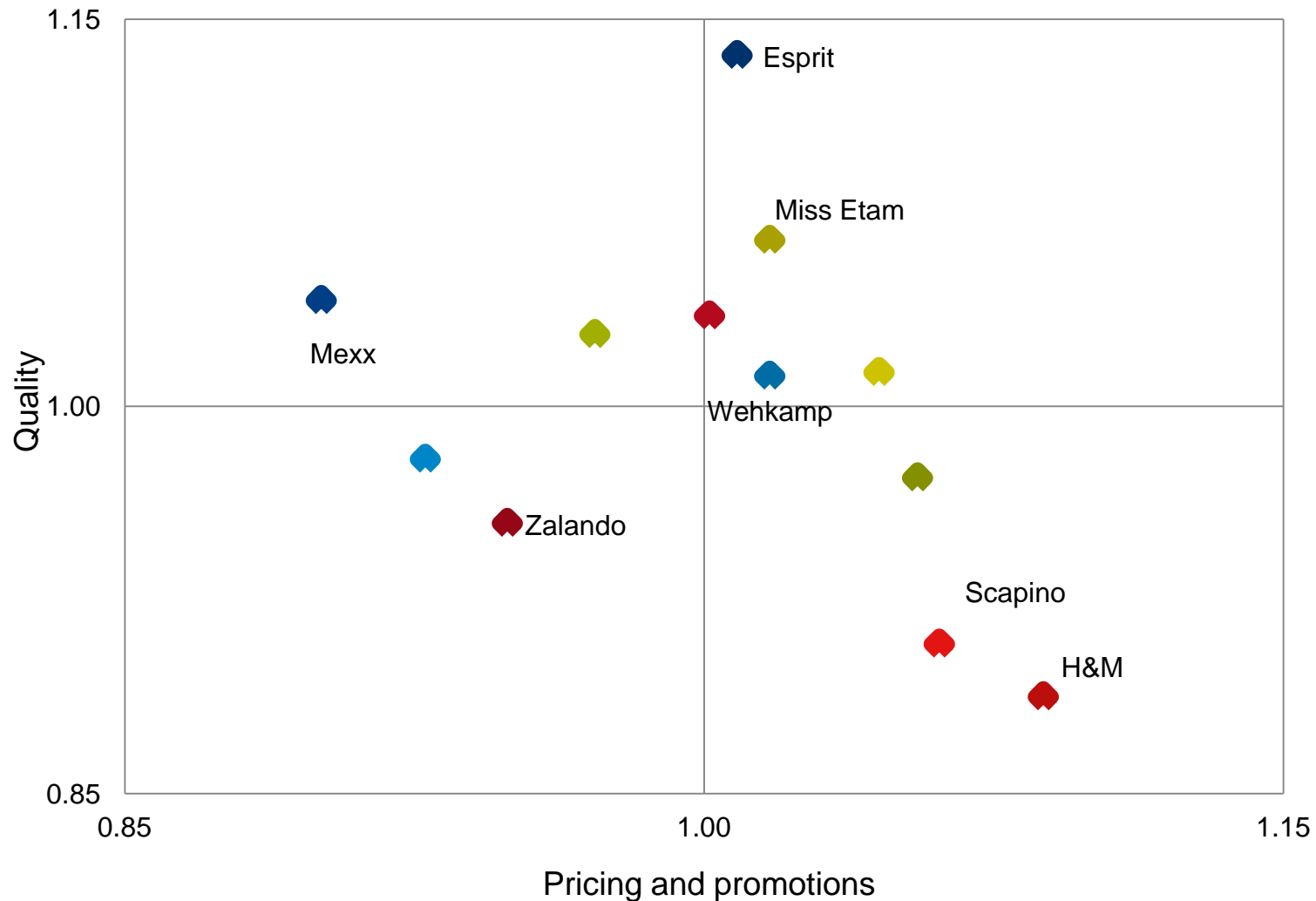
ledere dag goed voor de dag!



The website design of Esprit has the highest score on design!



On Price and Promotions H&M and Scapino have the highest scores.



# SCAPINO

Dat Loont.



Zoek jouw winkel



Winkeltas  
0 producten

Home

Dames

Heren

Kinderen

Sport

Merken

Outlet

✓ Gewoon de laagste prijs

✓ Topmerken voor iedereen

✓ Alleen de beste kwaliteit

# WERELD MERKEN

20%  
KORTING



## GRATIS VERZENDING



## NIEUWE COLLECTIE



10%  
KORTING  
OP JONGENS  
SCHOENEN





► Klantenservice  
Bel 0800 7010

✉ E-mail

► Inloggen  
Mijn gegevens

► Nieuwsbrief € 5,- korting

► Aanmelden



Winkelmandje  
Je mandje is nog le...



• Regulier • Plus • Positie • Lang • Kort • Accessoires • FITT • Blog

Vul hier je zoekterm in...

Je bent hier: Home

### Onze collectie

**Regulier** maat 36 - 46

**Plus** maat 44 - 56

**Positie** maat 36 - 48

**Lang** lengte > 178 cm

**Kort** lengte 157 - 164 cm

**Accessoires**

### Inspiratie

Complete outfits

Aanbiedingen

Bloemenprints

Begin met de Basis

**Sale**

### Assortiment

Net nieuw binnen

Tops & t-shirts

Blazers

Blouses & tunieken

Basis

Broeken

Denim

Leggings & treggings

Jurken

# OPRUIMING

NAAR DE OPRUIMING ►



de laatste artikelen voor de laagste prijzen

# What made the difference in online conversion?





- Security payable is mentioned in 28% of the cases as a hurdle to shop online. Reliability is mentioned in 28% of the cases;
- Websites that allow Acceptgiro have a significantly higher conversion rate than retailers that don't allow Acceptgiro,.
- For retailers that accept Paypal or Credit Card no significant differences in conversion rate are measured;
- If a website allows Acceptgiro as a way of payment online conversion could be increased with 4%.

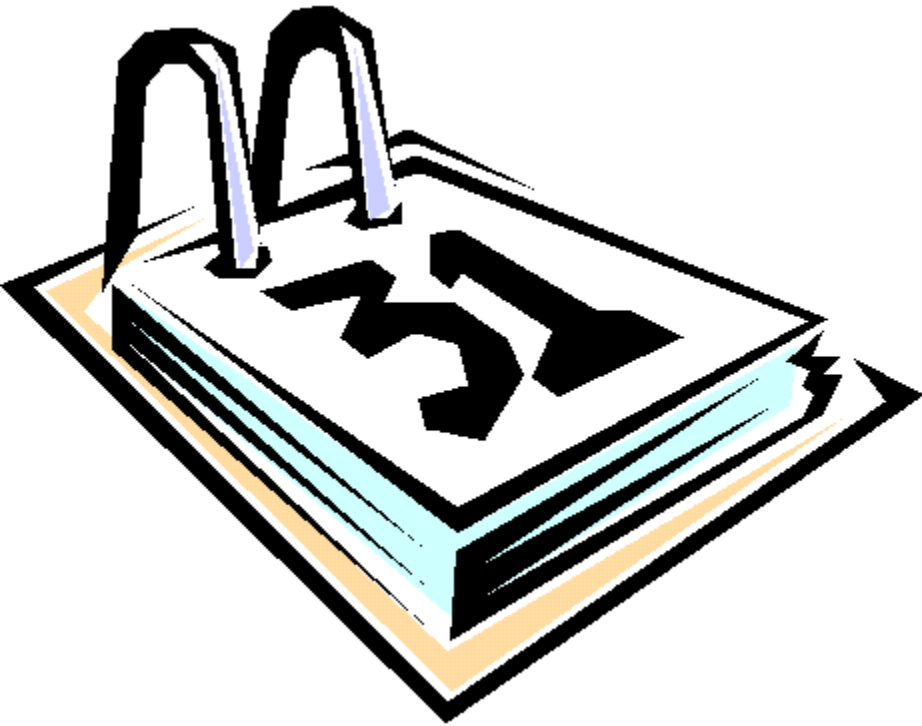
## Delivery costs



- Based on the stated behavior, 64% (Thuiswinkel markt monitor 2011) of the online shopper think that delivery cost is the biggest hurdle for online shopping;
- There are large differences between retailers concerning delivery costs. Mexx charges €3.95 while Zalando and Esprit deliver free of charge. Wehkamp and Otto charge more than € 5 for a delivery;
- Based on the model developed for 13 online retailers, there is no indication that lowering the delivery cost for Mexx.nl would increase the online conversion rate.



## Delivery time



- Based on stated behavior, 18% of the online shopper population thinks delivery time is a hurdle for online shopping;
- There are large differences between delivery time and retailers. Most fashion retailers have a delivery time up to 3 days. Only Zalando, C&A and Otto need more than 5 days to deliver the order;
- Webshops with a delivery time less than 5 days have a 0,5% higher conversion rate.

# Awareness



- Differences on Awareness between the 13 fashion retailers are large. While Scapino, Hunkemoller and Vimodos have scores below 1% on top of mind, Zalando scores 15% and Wehkamp even 30% on Top of Mind.

- Awareness is one of the biggest drivers for online conversion. If you are not in the evoked set of the consumer you will not be considered by the consumer to purchase online;

If a fashion retailer improves their Top of Mind awareness conversion rate goes significantly up! For each % growth in Top of Mind awareness conversion rate grows with 0,5%

## Online service image



- Service in the form of easy returns, flexible service and fast/in time delivery is an important driver for online conversion.
- While Miss Etam and Mexx have scores above average on service. Mexx, Vimodos and Otto score below average on in-time delivery, flexibility of changing & returning service.
- An improvement of online service to the average score, the conversion rate would go up by one percent.

## Price & Promotions



- Prices are commonly mentioned as a big hurdle for online conversion.
- 37% of the online population see high prices as a hurdle for online shopping\*.
- Retailer like H&M, Scapino and C&A score above average on price and promotion, While Mexx and Otto under perform on price and promotion.

Retailer that score above average on price and promotion have a significant higher conversion rate than retailers that underperform at the price and promotion policy.



Product Quality is not often mentioned as a driver of online sales. But without the look and feel of a “real” store, quality becomes more important when products are purchased via the internet.

- Esperit, MissEtam and Maxx scores above average on product quality. H&M, Scapino and Zalando underperform on product quality
- An underperformance on product quality has a negative effect on the online conversion.

# All results per retailers can be obtained when you leave your business card!!

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