

THE SHOPPING INDEX: SPECIAL REPORT

Fashion Shopping Focus

A data-driven analysis of the global apparel industry



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Executive Summary

The global apparel market is mammoth: \$1.69 trillion (USD) in 2016 to be exact.¹ It's a huge pie, with thousands of hungry players angling for a slice. Established apparel brands not only contend with traditional competitors, they're constantly looking over their shoulder to see the footsteps of scrappy startups ready to disrupt established business models. And did we mention Amazon?

Against this backdrop, it's harder than ever to gain the attention and loyalty of apparel consumers. There's a very good chance that what worked just 18 months ago may not work today.

And that's why we've created this report. We've outlined what is happening in apparel digital commerce today including benchmarks that allow retailers to gauge their performance, as well as hot topics and case studies from two innovative apparel retailers. Simply put, this report equips apparel retailers with global data and retail success stories to inform their next investment or step.

1. Statista, 2016 Global Apparel Market Size by Region



Key Findings

The following is a summary of key trends, findings, and benchmarks in the apparel segment today.

Digital Retail Trends

- 04 **THE PRODUCT DETAIL PAGE (PDP) IS THE NEW BATTLEGROUND**
Due in part to the growing influence of fashion bloggers driving traffic from social platforms directly to a product detail page, 30% of all visits now begin on the PDP. Forty-seven percent of all shopper visits include a PDP view, up 8% year-over-year (YoY). The PDP is more impactful than ever thanks to the rise of mobile wallets like Apple Pay, which enable purchase directly from the PDP.
- 08 **ALL FASHION IS FAST**
The apparel segment has witnessed a 15% increase in unique products sold online over the last two years. And mobile has seen an astounding 49% increase in the apparel segment. Simultaneously, shopper buying frequency is up 14% YoY.
- 10 **SUBSCRIBING TO INNOVATION**
Ninety percent of apparel retailers said they do not consider subscription models a threat to their business, but one-third of those same retailers are considering a subscription model in the near future.¹ Innovators in the space are conditioning the shopper for automated shopping that removes friction – and other apparel retailers are getting on board.

Shopper Trends

- 12 **MOBILE INFLUENCE CONTINUES TO GROW**
Mobile devices continue to account for an increasing share of traffic and orders within the apparel segment. Phones drive 36% of orders and account for 56% of all traffic to apparel sites.
- 16 **APPAREL SPEND IS UP**
Year over year, spend in the apparel sector grew 13% to \$2.85 per visit online. Conversely, other retail sectors saw spend shrink 4% online.
- 23 **SOCIAL HAS ARRIVED**
Apparel sites saw 34% more traffic from social channels (4.4% overall) than other retail sites (3.3%). Almost 2% of all apparel orders are from social, far outpacing other retail segments that see less than 1% of all orders from social.

1. Survey data collected from 60 North American apparel retailers in August 2017

Methodology

This report analyzes shopping activity across more than two billion shopping visits and 40 million transactions.

The sample set of digital commerce sites included in the report represents more than 450 apparel retail sites and spans 30 regions. The top five countries – United States, United Kingdom, Germany, France, and Canada – represent approximately 56% of the sites.

To qualify for inclusion in the analysis set, a digital commerce site must have transacted throughout the analysis periods of Q2 2017 and Q2 2015, unless otherwise noted, and meet a monthly minimum visit threshold. Additional data hygiene factors were applied to ensure consistent metric calculation. Data footnotes are noted inline throughout the report to provide additional clarity on analysis.

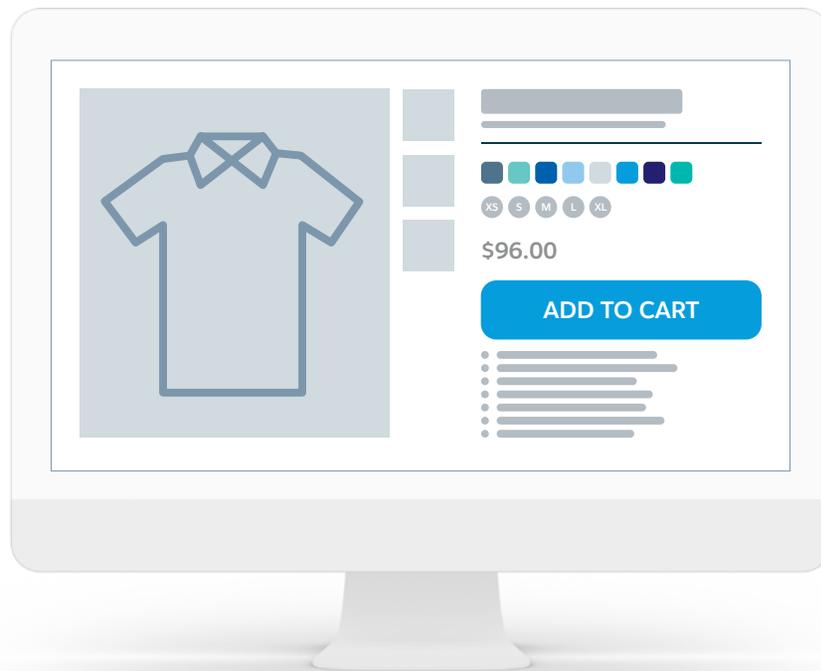
This report is not indicative of the operational performance of Salesforce Commerce Cloud or its reported financial metrics including GMV growth and comparable customer GMV growth.

This report is a companion report to the [Shopping Index](#), which identifies the trends and changes in the shopping activity of more than 500 million shoppers worldwide.



The Product Detail Page is the New Battleground

The focal point of the shopping experience has shifted from the home page to the product detail page (PDP). Over the past two years, visits to the PDP have grown to 47%, an increase of 7%. Even more noteworthy, 30% of visits start at the PDP, an increase of 5% in the first half of 2017 alone. Retailers can extract more utility from the PDP today by leveraging the opportunity to buy directly on the page.



Social channels are at the center of this move to the PDP-as-a-landing-page approach, as influencers and brands alike drive shoppers directly to the product showcased in their social posts. In fashion, this is even more critical. The share of traffic from social is 7% compared to 4% across other retail verticals.

Brands like Ivyrevel have already seen the importance of traffic from their active social communities and leverage tactics to deliver personalized onsite experiences. [See their story.](#)

With the PDP serving as the new centerpiece of the shopping experience, apparel retailers are actively testing and implementing new features.

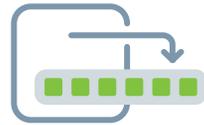
Features of Successful Apparel Site PDPs



Color swatches

% of sites using color swatches versus a drop down menu:

67% Desktop
64% Mobile



Recommendations

% of sites including recommendations on PDPs:

80% Desktop
79% Mobile



Store inventory

% of sites offering “Check in store availability”:

17% Desktop
16% Mobile



User-generated content

% of sites including user-generated content:

17% Desktop & Mobile



Reviews

Percentage of sites that have reviews on the PDP:

54% Desktop & Mobile

Elements for Positive Results

The goal is not to lavish the shopper with features, but to balance the PDP with the crucial elements that engage and convert the shopper in a frictionless manner. Further analysis of the impact of PDP features shows that certain elements drive positive results.

Enhancing the PDP is a balancing act, and certainly varies based on factors like business model (pureplay vs. omni-channel retailer), product spec requirements, and other nuances specific to your brand. However, with the increased importance of the PDP, testing and optimizing, and re-testing and re-optimizing, is a must.

Product images

Sites that have additional product images on the left side of the main image get a 5x better click rate compared to product images featured below the main image.

Recommendations

Sites that include recommendations on the PDP see a 9% higher add-to-cart rate.

Recommendations without price

Sites with recommendations that did not display price had a 6% higher add-to-cart rate than those that displayed price.

Reviews

Sites that include reviews on the PDP see a 7% higher add-to-cart rate.

5 Ways to Win on the PDP

1 **Be Smart About Personalization.** Because only **35% of shoppers scroll past the 'add to cart' button**, consider moving your recommendation above the fold to increase visibility. Also, don't be tempted to offer too many recommendations – sites that offered between five and nine recommendations saw the highest add-to-cart rates. Finally, be mindful about how the recommendation relates to the product the shopper is viewing. Recommending too many similar products may actually reduce a shopper's ability to decide. Strike a balance between similar and complementary products.

2 **Optimize Through Testing.** Despite best intentions, most PDPs are not shopper-friendly. A/B testing is a great way to assess the overall efficiency of your PDP and the features within it. Here are a few key best-practices from UX guru Jeff Dearing, courtesy of Commerce Cloud, to keep in mind when designing your PDP:

- Calls to action (CTA) should contrast with the rest of the content on your page. Test the colors of your CTA to see what most effectivity increases your add-to-cart rates.
- Design for the common screen size, not the size that a developer works on in the office
- Include the most important details above the fold. **83% of a shopper's time is spent above the fold.**
- Pay attention to product image placement. Where and how alternate images are displayed can affect whether or not users see important images.

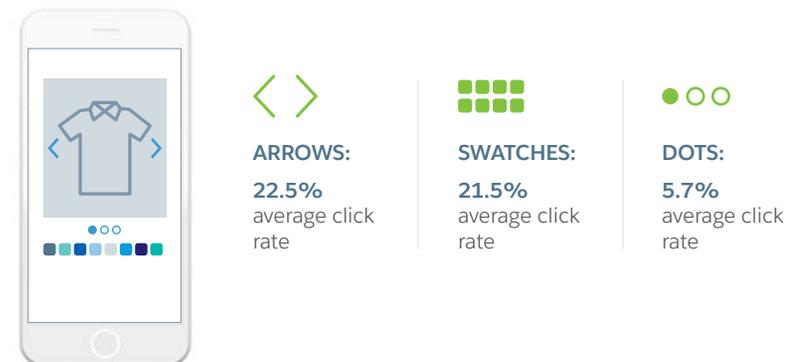
IMAGE CLICK RATE BY PLACEMENT ON DESKTOP

Click rate varies by placement of alternative images:



IMAGE CLICK RATE BY PLACEMENT ON MOBILE DEVICES

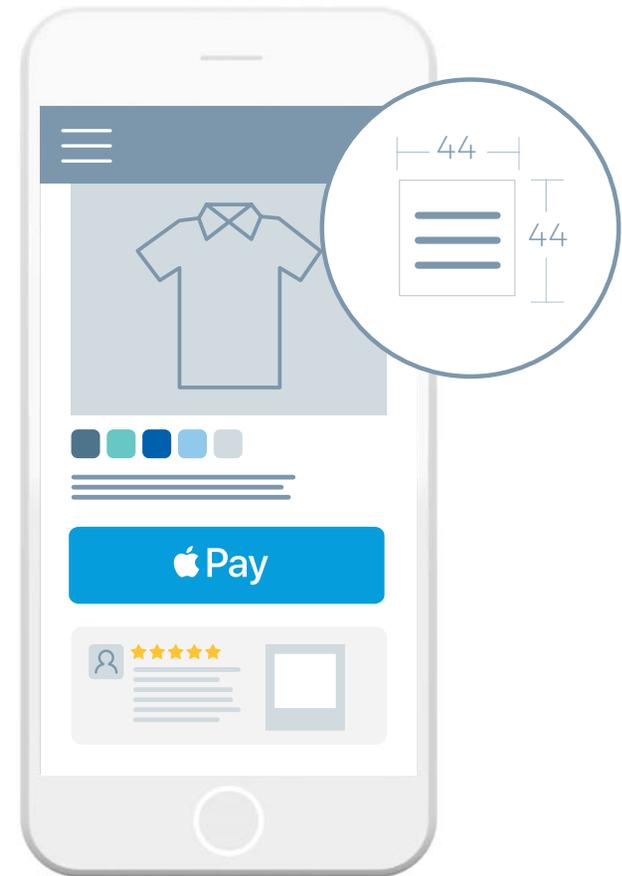
Click rate varies by placement of alternative images:



3 **Ease Mobile Payment Friction.** Mobile wallets are a great way to ease the friction of the checkout process, and now you can enable them directly on the PDP. In fact, after enabling Apple Pay, Deckers saw a 21% increase in mobile conversion rate, with 27% of all engagement with Apple Pay happening directly on the PDP.

4 **Showcase Your Shoppers.** Consider featuring user-generated content on your PDP. Data shows that sites that include user-generated content have 3x longer page visit durations and increased conversion rates by 9.6%.

5 **Embrace the Tap.** As of Q2 2017, mobile accounted for 56% of all traffic to apparel sites. As mobile's influence on the digital landscape continues to grow, use buttons or swatches instead of drop downs. Buttons are more user friendly and get a better click-rate than drop downs. Aim to keep your button size to 44px by 44px to fit the average finger size.



Is All Fashion Fast?

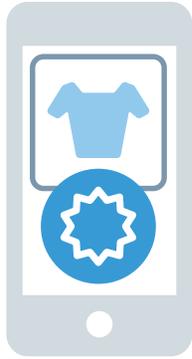
Fast fashion generated significant buzz over the past few years, and rightfully so, as the top fast fashion brands are growing overall sales at a rate of 44% per year according to Internet Retailer. In the 2017 Specialty Retail Digital IQ Index, L2 reported fast fashion players increased their Digital IQ by 25% year over year compared to traditional apparel retailers that remained relatively flat.

Due to fast turns, high margins, fresh styles, and short lead times, the impact of fast fashion is undeniable, and has sent shock waves across all apparel retail. Our analysis shows three consumer and retail trends that highlight the evolution of all fashion to fast fashion.

“ Fashion brands are struggling - arguably a result of not only Amazon’s impact on retail overall but fast fashion’s ascent. Fast fashion retailers were late to ecommerce and initially struggled digitally. [...] Now, these brands are experiencing not only revenue growth, but digital growth tactics – using digital to in fact highlight the exclusivity and scarcity – that are incenting shoppers to act with even more immediacy. ”

– Lauren Kaufman Witten, Head of Retail, L2 Inc.





1 Preference for New Products

The growth of fast fashion is linked with shoppers chasing the newest thing. Two-thirds of digital shoppers said they were more likely to visit a site where there are new products. Within the physical store, 74% of shoppers reported that they would be more likely to visit if there were new products.²



2 Expanded Catalog

Apparel retailers are responding by expanding their product catalogs. Over the last two years, the apparel segment has seen a 15% increase in unique products purchased, with positive growth in each of the last nine quarters. This trend is even stronger for shoppers using their phones to shop, as unique products purchased rose by 49% in the last two years.



3 Increased Order Frequency

Shoppers are responding positively to the expanded catalog offerings. In fact, over the last year, shoppers increased online order frequency by 14%. The average shopper makes more purchases over the course of a year thanks to the increased selection of available new products.



A Path to Fast – Subscription Models

With fashion moving faster, retailers must also consider how to make all that product accessible. Enter the subscription model. Subscription models are by no means new to consumers (remember those music and book clubs of yesteryear?), but they are new to apparel.

Innovators like Stitch Fix and Nordstrom-owned Trunk Club deliver highly personalized and automated shopping experiences to the consumer's front door via subscriptions. More discerning than ever, the shopper is growing accustomed to curated and personal interactions with brands.

And while shoppers are asking for subscriptions – monthly visits to U.S. subscription sites grew by 3,000% over the past three years³ – the apparel sector hesitates. When polled, 90% of apparel retailers did not consider subscription models a threat to their business. And, only **35% either plan to or are already participating in subscription models.**⁴

Clearly, the subscription model is still considered unique in the apparel sector. However, there are several benefits retailers should consider.

3. "Hitwise Analysis Shows Visits to Subscription Box Sites up 3,000%," Hitwise, accessed August 7th, 2017

4. Survey data collected from 60 North American apparel retailers in August 2017

5. "How Much the Average Amazon Prime and Non-Prime Member Spends Each Year," Fox Business, accessed August 2, 2017

6. "How Kate Hudson's Fabletics is Taking on Amazon," Forbes, accessed August 2, 2017

Subscriber frequency is high. The Amazon Prime effect is a great example of subscriber loyalty; Prime members spend \$1,300 a year compared to \$700 a year for non-Prime members.⁵ Additionally, subscription model services tend to be leaner than non-subscription peers. Fabletics, an active apparel retailer that operates a subscription service as well as a traditional retail model, accredits their subscription service with allowing them to operate at half the cost of their peers.⁶ With a deeper relationship also comes deeper data, which leads to more relevant product offers and reduced returns.

Retailers agree on the benefits of subscriptions. "We're seeing an emerging interest among apparel companies to look beyond "boxes" and broaden their scope for how subscriptions can better engage their best customers across all channels, moving from a transactional approach to one that builds relationships with their most valuable customers", says Greg Alvo, CEO and founder of OrderGroove, the leader in relationship commerce. "Having apparel merchandise available on subscription locks in recurring revenue versus a one-time purchase. This is a tremendous opportunity to grow share of wallet and lock in customer loyalty."

Fashion is getting faster. Fashion is getting faster thanks to changing shopper demand and innovative offerings like subscription-based services. Investments in speed, automation, and personalization will be key to providing the shopper with the experience she expects. While evolving into a fast fashion brand or starting a subscription service are not the right shifts for every brand, there are changes you can make today to help you take advantage of the shopping behavior born out of the newest innovations.

3 Tips to Get 'Fast'

- 1 Build for Speed**

Make it easier for shoppers to find new products. Consider implementing a 'since you've been gone' page to allow shoppers to browse new products that have come on site since they last visited. Also consider dedicating space for a "new arrivals" category in your emails and website navigation menu.
- 2 Create Urgency**

Accelerate sales by creating a sense of urgency around your product inventory. Display items that have sold out on the page, and badge products that are reaching low inventory. Create even greater urgency by triggering a low stock notification for products viewed and/or in the cart.
- 3 Accelerate the Supply Chain**

Hindrances to the supply chain can plague apparel retailers and prevent them from being agile. Learn how to optimize your supply chain for even faster fashion.

For more on optimizing your supply chain for even faster fashion [read this](#).

Is a Subscription Model Right For Me?

A successful subscription program is a lot more than simply curating and shipping items. Here are a few best practices to consider from the experts at OrderGroove.

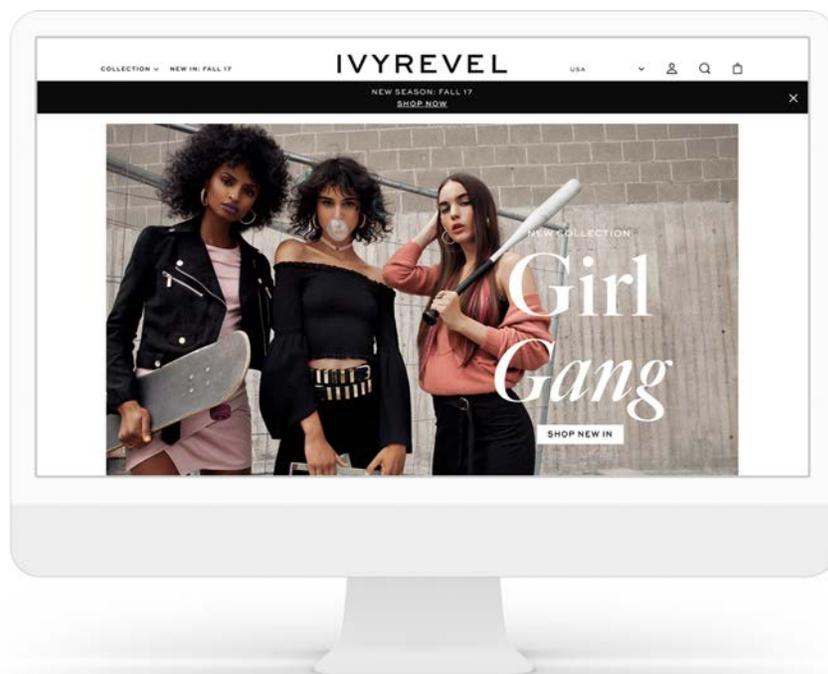
- Make enrollment easy
- Give customers control over managing their account
- Personalize touch points
- Make packaging part of the brand experience
- Integrate an email communications plan
- Promote the program, don't hide it on your site
- Create powerful offers – free shipping, percent discounts, etc.
- Link to loyalty programs
- Integrate product upsell
- Plan for data collection and analysis
- Test, test, and test again

PROVIDED BY



Mastering Social – and Mobile

There aren't many fashion retailers whose moves make news in Women's Wear Daily as well as TechCrunch. Yet that's the story of Ivyrevel, which bills itself as a "digital fashion house" tailored for a digital native generation.



Founded in 2013 and later gaining the backing of the Swedish powerhouse H&M Group, Ivyrevel is an online-only retail brand that leverages social media and mobile to stay acutely in tune with its audience. In fact, mobile makes up 50% of its sales and more than 70% of its visits, says Fredrik Östling, Commerce Manager at Ivyrevel. Both figures are well above the industry average.

Central to their success is Ivyrevel's approach to connecting with customers – meeting her where she lives. In this case, it's primarily social platforms such as Instagram and Snapchat. Ivyrevel enjoys a cadre of brand influencers (a mix of paid and organic) on Instagram, who directly impact not only site traffic, but also the styles that customers and potential customers are buying.

“It's our ambition to be a pure mobile player. Young customers don't even know what a laptop is anymore.”

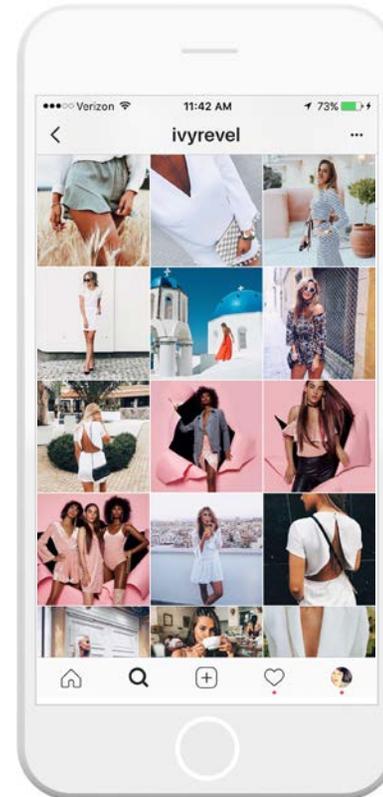
From the beginning, Ivyrevel understood the sensibilities of its audience, and geared all marketing, merchandizing, and promotions accordingly. One example: it eschews digital display ads in favor of personalized, regular communications with its customers. Why?

“It’s a different shopping experience,” Östling says. “Rather than have them browse the entire catalog, we tell them which product is right for them based on browsing history. They’re more likely to buy a product if they see it on someone who looks like them versus a model.”

In addition to its mobile-centric marketing strategy – email and social media campaigns, and content – the company is currently focusing its efforts on three main areas:

- Personalizing the products shown to customers as they arrive to the site from an external social media channel
- Streamlining checkout so that shoppers “don’t even have to take out their wallet”
- Implementing more effective marketing techniques including wish lists and cart abandonment communications including voice and video cart abandonment messages

Ivyrevel is a true 21st century brand, and because it’s so new, it has the benefit of building every aspect of its business from the ground up to support mobile, social media, and personalization. However, there are some aspects of its strategy that even the biggest brands can emulate.



IVYREVEL’S CUSTOMERS LIVE ON THEIR PHONE: 80% of its email sessions are on phones – and the bulk of the company’s development resources are dedicated to mobile.

“ Customers want to engage with influencers and the social community, so we as a brand often step aside to let them speak. By stepping out of the way a bit, and giving our customers the opportunity to connect with each other, Ivyrevel hasn’t lost any brand equity. In fact, it appears to be garnering more brand loyalty because of it. ” – Fredrik Östling, Commerce Manager, Ivyrevel

Creating Uncommon Growth

In just a few short years, Stance has turned socks into one of the world's most exciting fashion accessories by embracing “the uncommon thread” as their mantra. The brand has built a loyal following and is now available in more than 50 countries. The digital team, led by Paul Zaengle, EVP direct to consumer, has succeeded by finding white space in the market and bucking some traditional axioms.

Zaengle shared three key initiatives that have unlocked growth for Stance:

1 Extending the Brand Through Collaboration
Stance has developed collections with other great brands like Adidas, Brixton, Libertine, and New Balance. Stance also relies on its “Punks and Poets”, influencers who contribute design and inspiration for products. The scarcity of these limited-edition runs has driven urgency and buzz in the market. Additionally, partnerships with the NBA (official on-court sock), MLB (official on-field sock), and Disney (yes, you can get Yoda socks) are attracting a diverse set of shoppers.

2 Redrawing the Marketing Mix
While Stance certainly employs 'traditional' digital marketing tactics, the team has found growth by taking a forward-thinking path to driving traffic, starting with a commitment to an authentic social presence, and a willingness to test and fail on new methods. Zaengle adds, “We lead with brand, follow the ROI, and this means constantly redrawing the mix, and never getting too attached to any one tactic.”

3 Developing the Retailing Formula
Stance's retailing mix includes a strong online presence and selective distribution into strategic retail partners. Zaengle provides a view into some of the new opportunities on the horizon: “The brand can shine in company-owned stores, so we're also investing in developing our physical presence. We'll continue to strengthen our relationship with Stance fans and provide them more options, including offering a subscription service this year.”

Stance has achieved growth by taking an uncommon approach to customer engagement. By partnering on design collaborations, uncovering high-performing marketing channels, and selecting the right place to engage with consumers, the brand is transcending basic apparel to encourage expression.

Measuring Up: Fashion Benchmarks

This section provides digital commerce benchmarks across fashion, including active apparel, luxury apparel and general apparel. These benchmarks cover the most critical digital metrics that are driving the change and growth in digital commerce today.

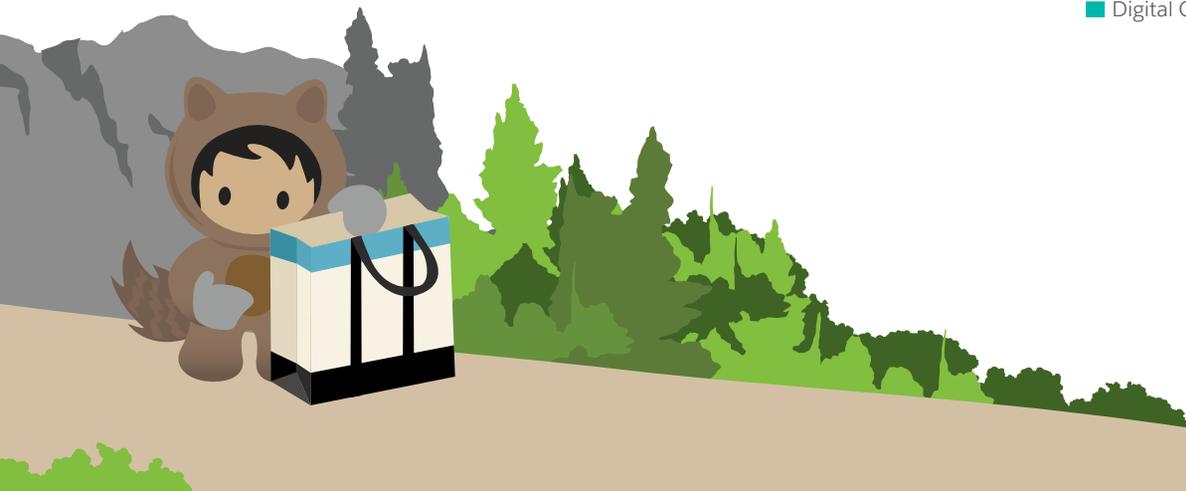
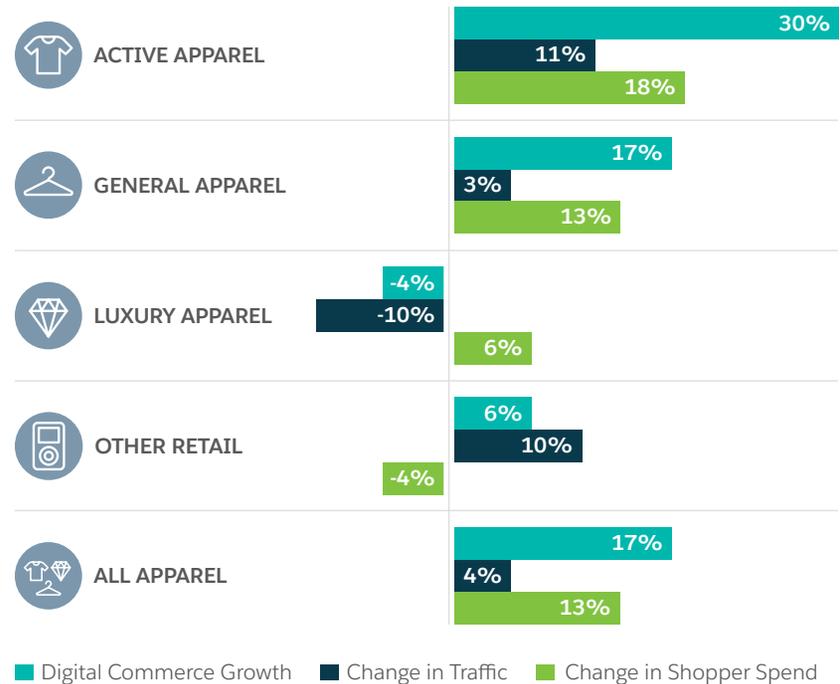


Growth

Shopper Spend Carries Growth

Shoppers are shifting how they engage online. Previously, traffic was the source of digital growth. Now shopper spend, the amount spent per visit, is the leading source of growth. Across all sub-segments, digital apparel grew 17% year-over-year (YoY), thanks to a 13% increase in shopper spend. Active apparel continues to be the strongest performing sub-segment with 30% growth driven by an 18% increase in spend.

DIGITAL GROWTH BY SECTOR

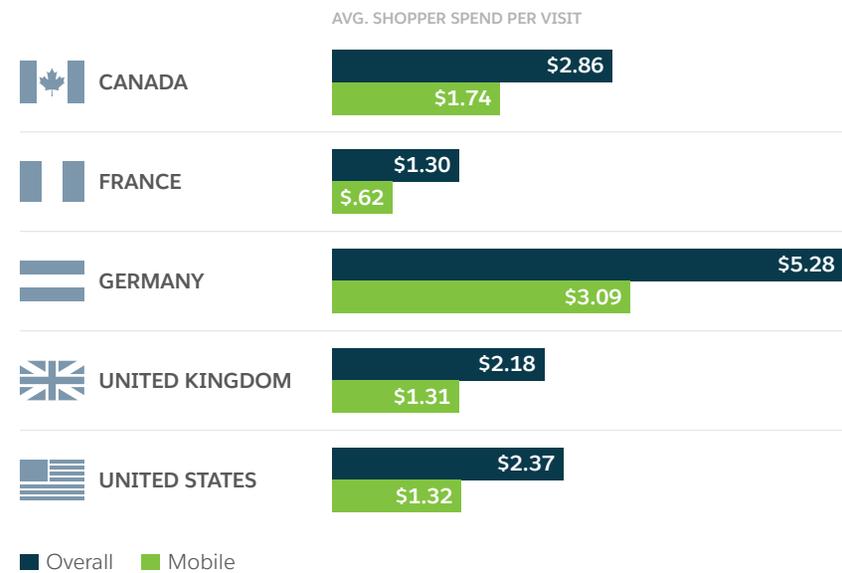


The analysis reflects a comparison of digital commerce sites transacting in Q2 2017 and Q2 2016.

Shopper Spend

Apparel Shoppers Make the Most of their Visits

Shopper spend is the average amount spent by a shopper per visit. Apparel shoppers lead the industry in shopper spend at \$2.85. That is more than \$1 higher than other retail sectors that see an average of \$1.78 per visit. Mobile sessions are also generating \$0.89 more per session in the apparel sector. In addition to pure spend, apparel is outpacing other sectors in YoY spend growth, at 13% growth compared to -4%.



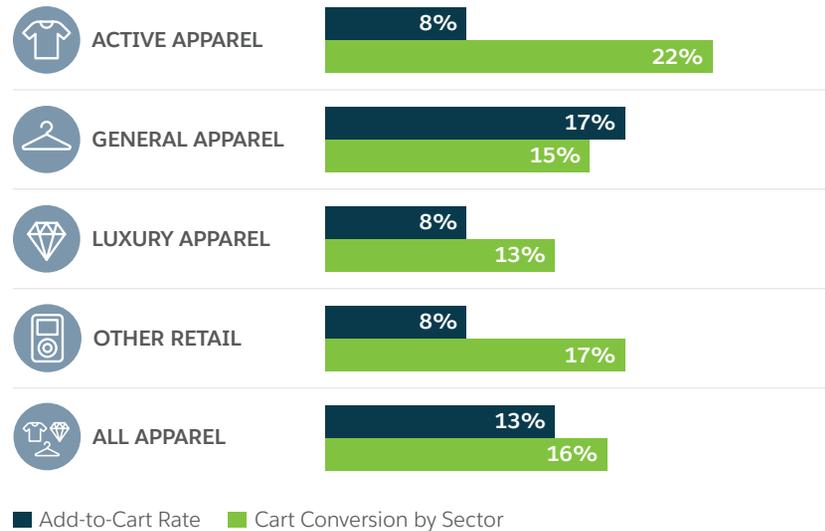
The analysis reflects a comparison of digital commerce sites transacting in Q2 2017 and Q2 2016.

Shopper Journey

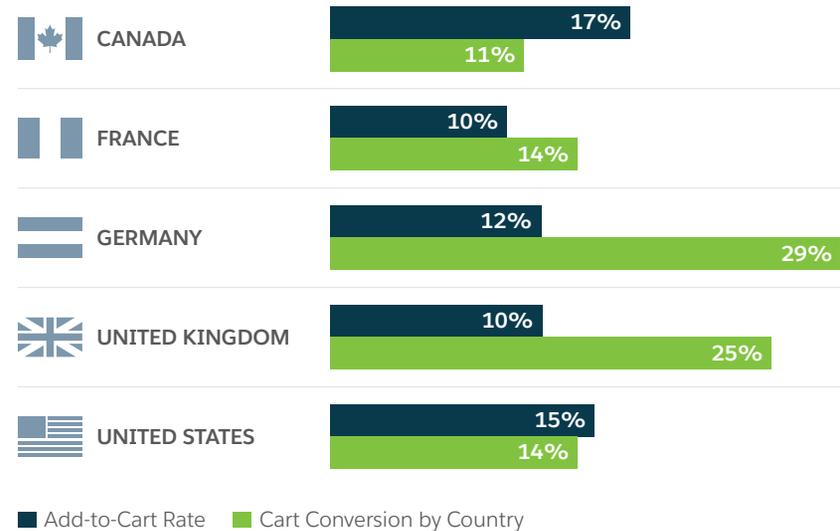
Apparel Shoppers Fill the Cart

Apparel shoppers are adding to cart more than ever, with add-to-cart rates increasing by 13% YoY. This is a striking comparison to the 6% decline in other retail sectors. As seen in the past, general apparel shoppers are more likely to add-to-cart during their visit but active apparel shoppers are more likely to take that cart to checkout. Luxury was the only sector where shoppers increased the rate of converting a cart into a checkout, up 6% YoY.

ADD-TO-CART RATE AND CART CONVERSION RATE BY SECTOR



ADD-TO-CART RATE AND CART CONVERSION RATE BY COUNTRY



The analysis reflects a comparison of digital commerce sites transacting in Q2 2017 and Q2 2016.

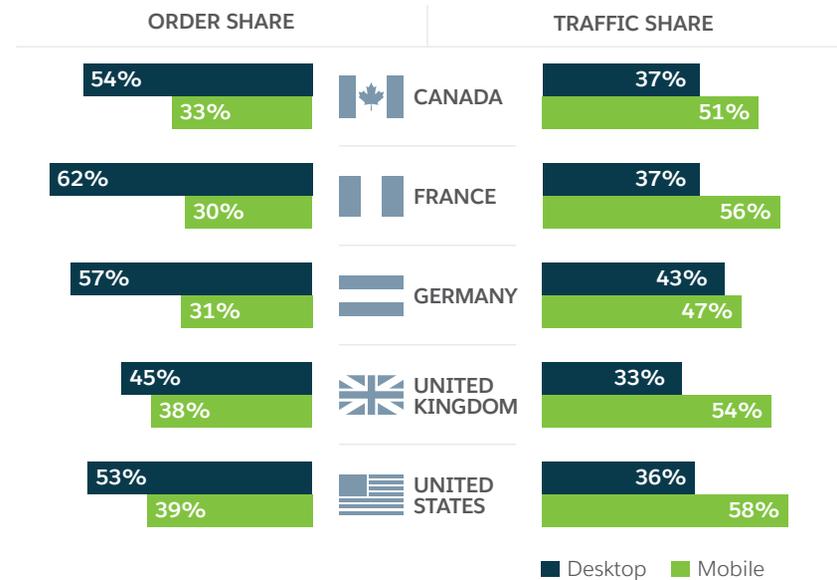
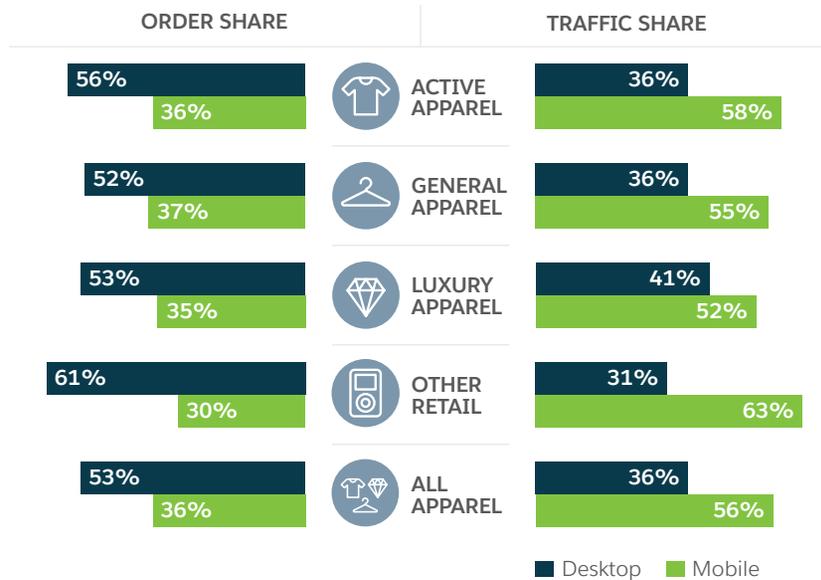
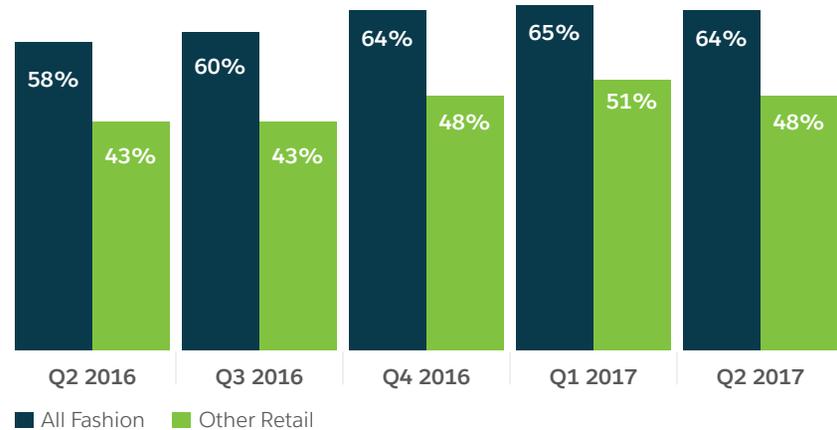
Device Trends

Apparel Shoppers Are Mobile Buyers

Purchasing from a mobile device by apparel shoppers is more common than ever, especially for luxury. Apparel shoppers are 33% more likely to convert using their phone than shoppers in other retail sectors. Yet despite order share outpacing the rest of the industry, the apparel sector still lags behind in mobile traffic share. Mobile is taking traffic share from desktop and tablet devices, which saw a 15% and 16% YoY decline respectively. However, other retail sectors are gaining mobile traffic share from other devices more aggressively, with desktop share falling 20%, and tablet share dropping by 22%.

MOBILE CONVERSION INDEX, FASHION VS OTHER RETAIL

Conversion Index = (Order Share by Device/Traffic Share by Device)



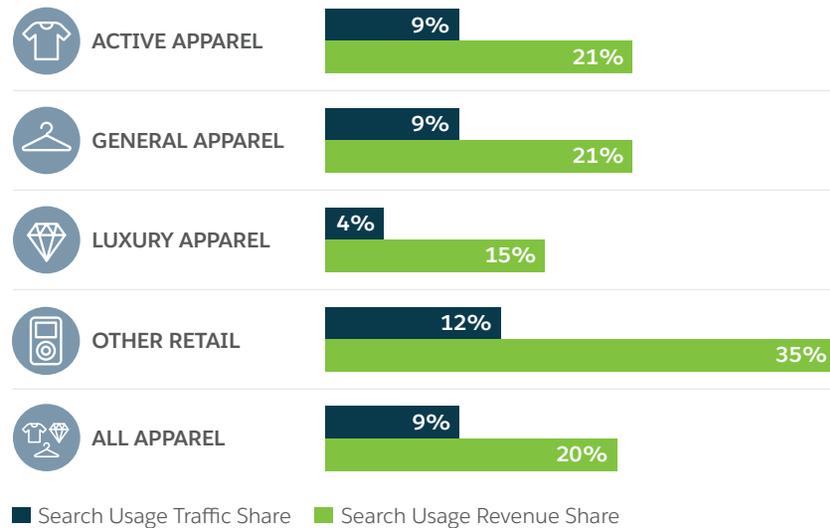
The analysis reflects a comparison of digital commerce sites transacting in Q2 2017 and Q2 2016.

Site Search

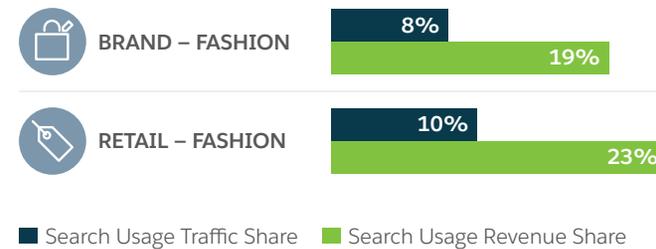
Luxury Shoppers Search Less but Convert Better

Site search is a critical component in the apparel merchandising mix. In sum, search drives 20% of revenue. Even in luxury, where search is not as widely used, shoppers are 34% more likely to convert when searching compared to other retail sectors. When comparing searches by device, active apparel shoppers are more likely to turn to their mobile device. Luxury shoppers use search more often on tablet devices, but they show the highest search conversion on desktop devices.

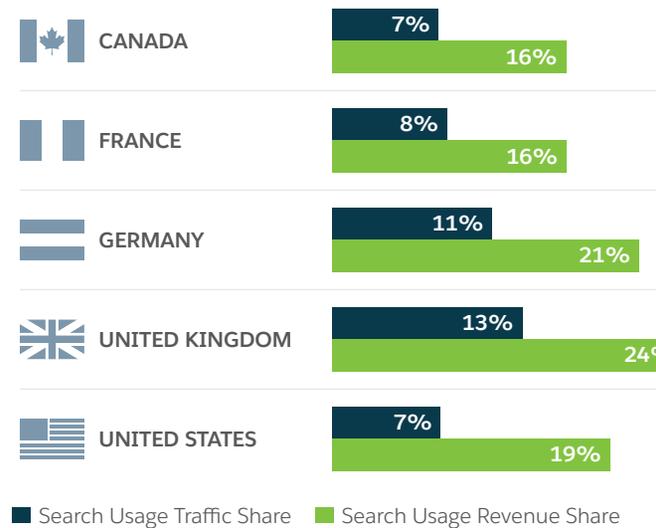
SEARCH USAGE TRAFFIC SHARE AND REVENUE SHARE BY SEGMENT



SEARCH USAGE TRAFFIC SHARE AND REVENUE SHARE BY CHANNEL



SEARCH USAGE TRAFFIC SHARE AND REVENUE SHARE BY COUNTRY

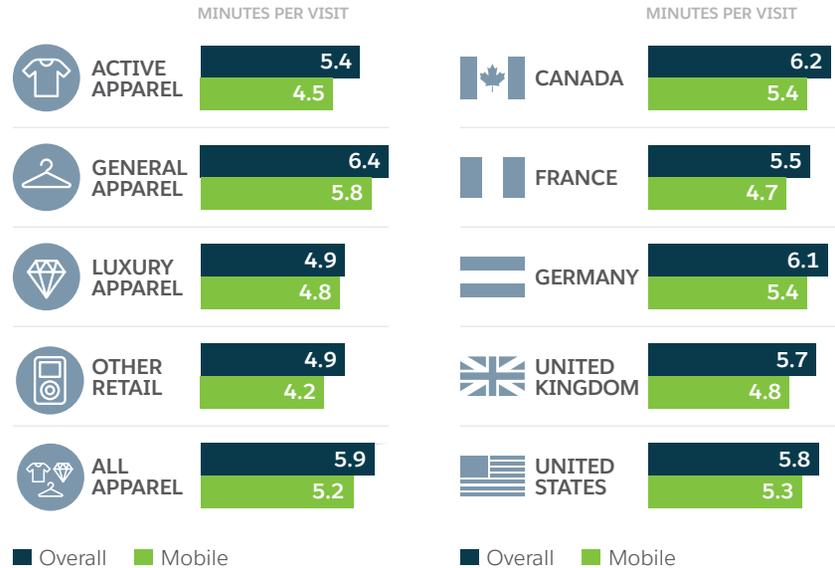


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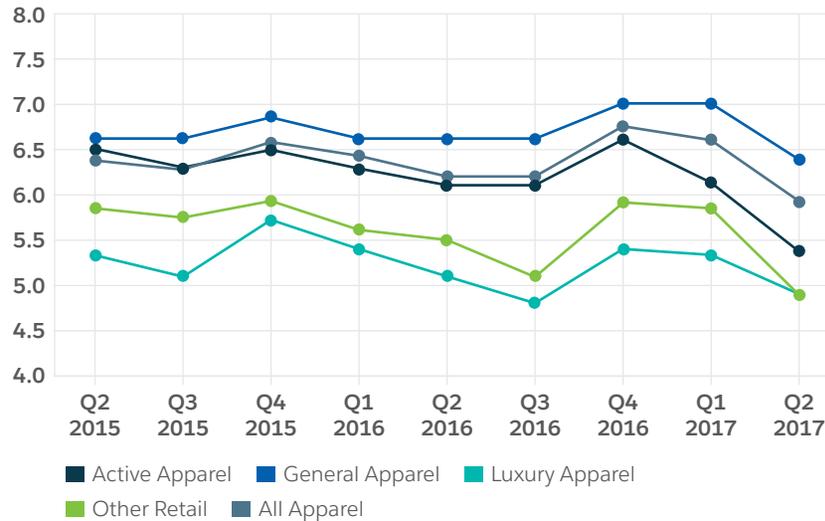
Visit Duration

Visits are Getting Quicker

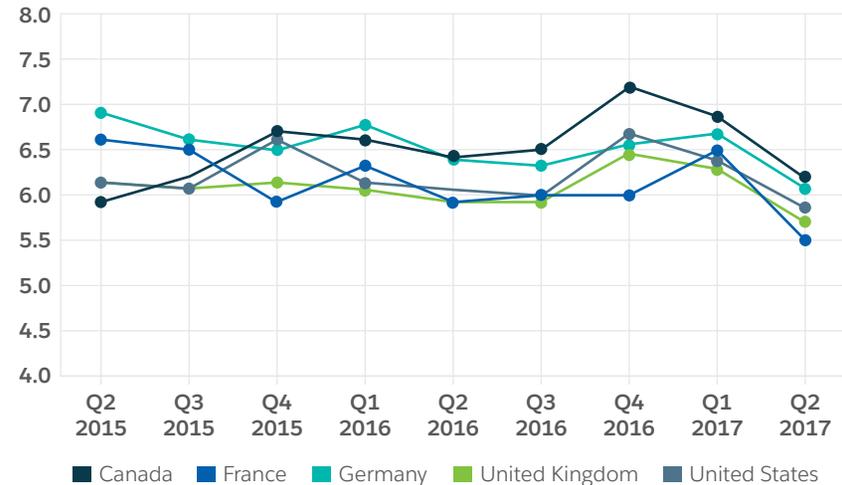
The average length of the shopping session for the apparel shopper has decreased by 6% overall and 7% for mobile over the past year. Other retail sectors have seen a much more drastic decrease in the length of shopping sessions with a 10% decline overall and a 15% decline for mobile sessions. Luxury apparel shoppers spend a whole minute and half less on site than their general apparel peers. As sessions become more fleeting, retailers must engage the shopper more effectively and try to bridge the gap between disjointed shopping sessions.



MINUTES PER VISIT BY QUARTER



MINUTES PER VISIT BY QUARTER



The analysis reflects a comparison of digital commerce sites transacting in Q2 2017 and Q2 2016.

Discounts and Free Shipping

Free Shipping is the Expectation

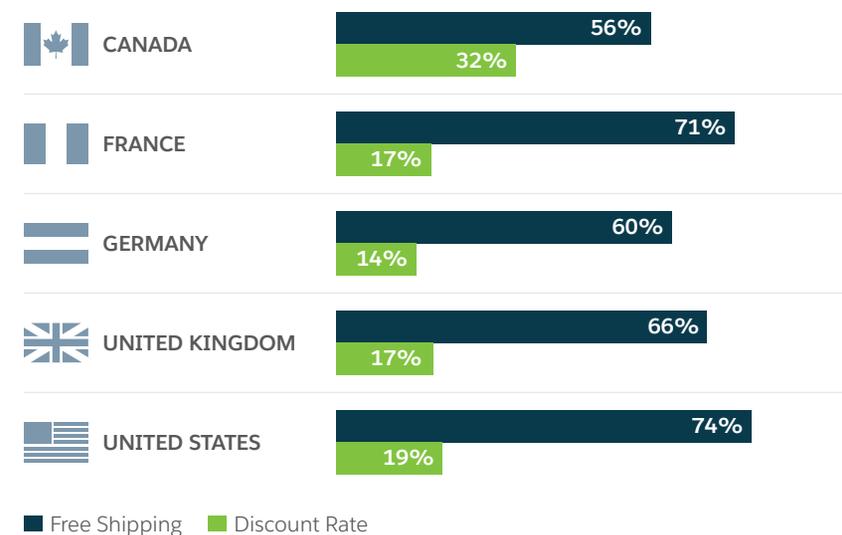
The apparel sector tends to see the greatest discount rates and share of orders shipping for free compared to their other retail counterparts. Free shipping rates are similar to holiday rates in the first half of 2017, suggesting a shift in the industry towards anytime free shipping. The luxury apparel segment is most likely to offer free shipping, while unsurprisingly offering the least discount. Conversely, general apparel sites offer the deepest discount, but are the least likely to offer free shipping compared to their apparel peers.

Discount rate is calculated as the discount on merchandise purchased and does not include items previously marked down.

FREE SHIPPING AND DISCOUNT RATE BY SECTOR



FREE SHIPPING AND DISCOUNT RATE BY COUNTRY



The analysis reflects a comparison of digital commerce sites transacting in Q2 2017 and Q2 2016.

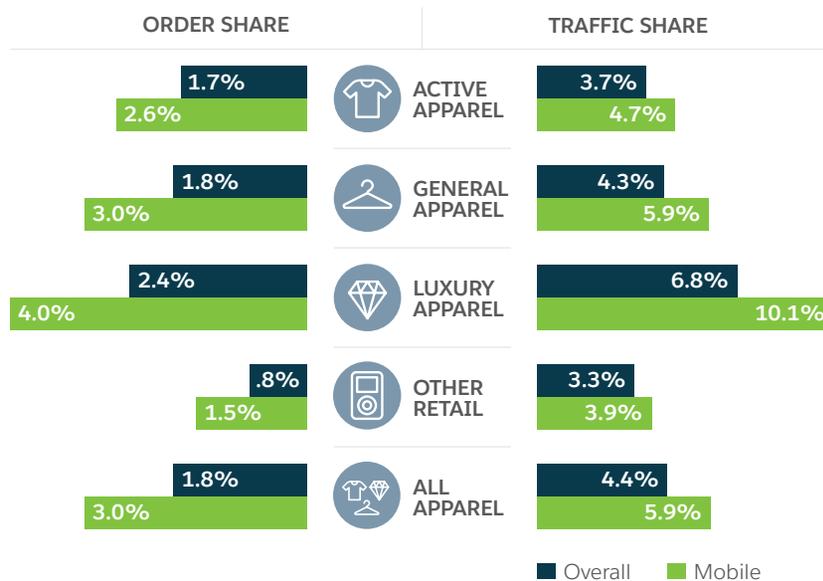
Social Traffic

Social Traffic Increases

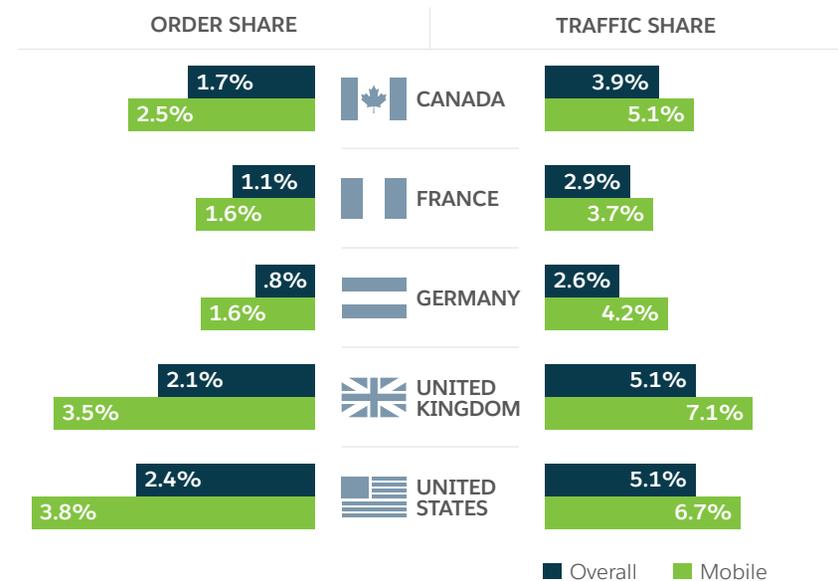
Social channels are becoming increasingly more important to apparel shoppers and traffic data certainly supports this claim. Apparel sites saw 34% more traffic from social channels than other retail sites in Q2 2017. Social is shaping up to be an important tool for mobile strategy with fashion sites 51% more likely to see mobile traffic from social channels. Luxury stands out with the greatest interest from

social at almost 7% of overall traffic and over 10% of mobile. Order share from social channels is also growing strong with a 53% yearly increase for the apparel segment. This growth far outpaces other retail sectors that saw a 24% increase this year. Overall, traffic and orders from social is poised for strong future growth after witnessing 43% YoY growth.

SOCIAL TRAFFIC SHARE AND ORDER SHARE BY SEGMENT



SOCIAL TRAFFIC SHARE AND ORDER SHARE BY COUNTRY



The analysis reflects a comparison of digital commerce sites transacting in Q2 2017 and Q2 2016.

6 Key Takeaways

- 1 Optimize and Test Your PDP.** The PDP is the new battleground, thrust back into the spotlight due to changing shopping activity. Focus on implementing UX design elements to increase your engagement and draw greater attention to your main calls to action. And don't forget to test!
- 2 Harmonize Mobile Shopping.** With 56% of all apparel visits coming from a mobile device, it's more imperative than ever to implement a strong mobile strategy. Innovations like Apple Pay are helping retailers flatten the funnel for mobile shopping.
- 3 Build a Strong Social Foundation.** While only a small percent of overall traffic, social's influence is one of the fastest growing platforms especially for mobile. Consider how social will fit into your overall mobile strategy with "shop now" and influencer relationships.
- 4 Accelerate Your Shopping Experience.** Innovations in speed and automation are driving consumer expectations. Consider tactics that increase urgency such as a "since you've been gone" feature and inventory status flags.
- 5 Personalization is Key.** Investments in personalization will be important to the future of your digital strategy. Stay ahead of shopper expectation and increase spend with a well-planned AI implementation.
- 6 Fashion Growth Requires Unique Ingredients.** Brands like Stance are unlocking growth by applying forward thinking tactics to their overall strategy. Develop your own formula, consider collaborations to extend your reach, and redraw your marketing to unlock your own success.

 Check out our [2017 Shopping Index](#) to get details on trends and changes in the shopping activity of more than 500 million shoppers worldwide.

