



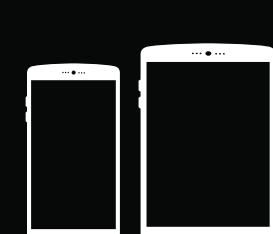
FASHION Barometer 2017

Fashion Facts



1,9

Produkte pro Warenkorb



24,5%

Bestellungen über mobile Endgeräte



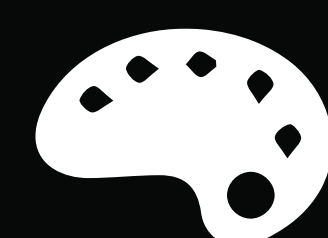
72,64

Warenkorbhöhe



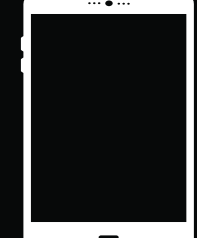
56%

Smartphone



Grün

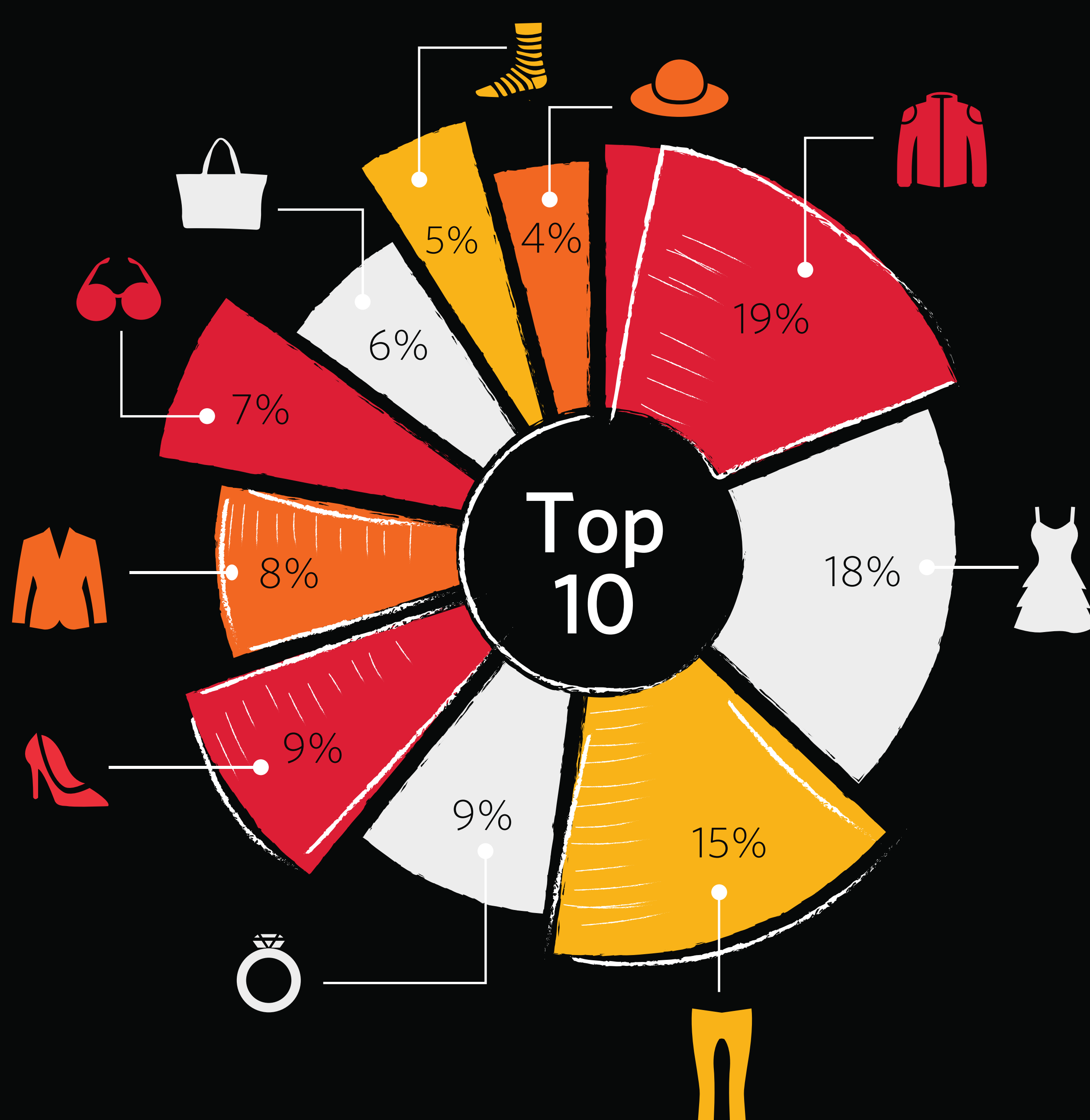
Trendfarbe 2017



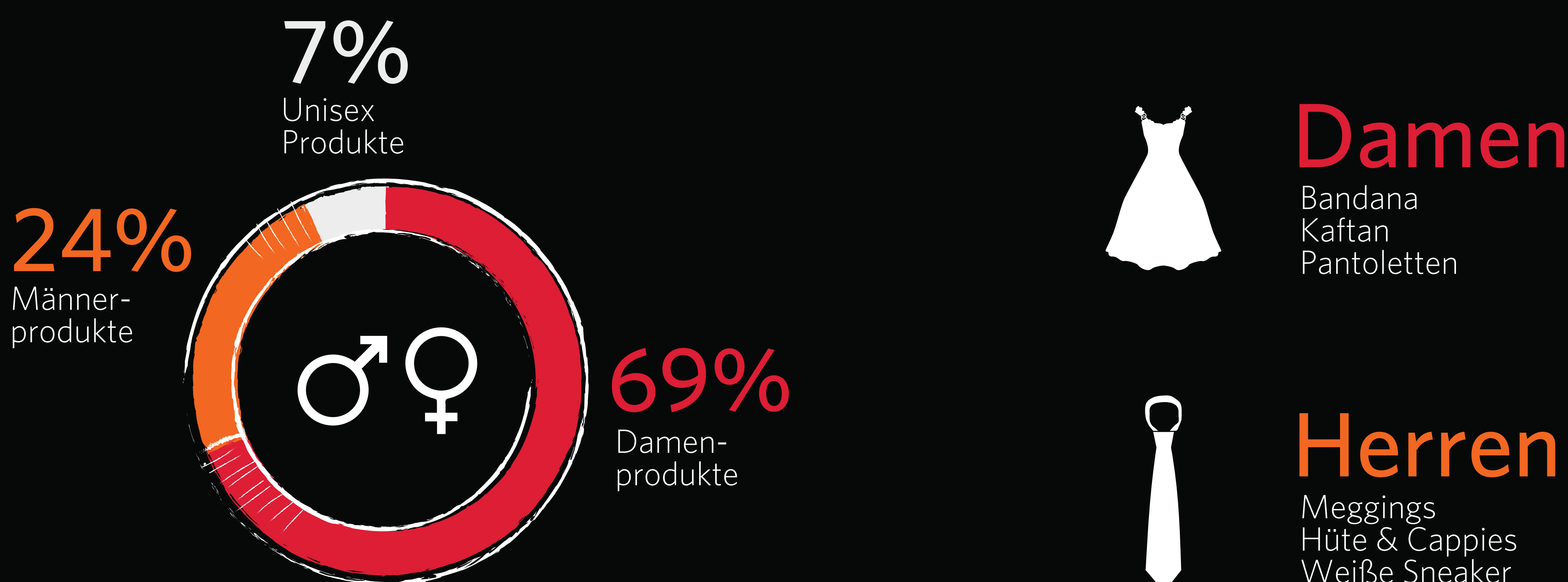
44%

Tablet

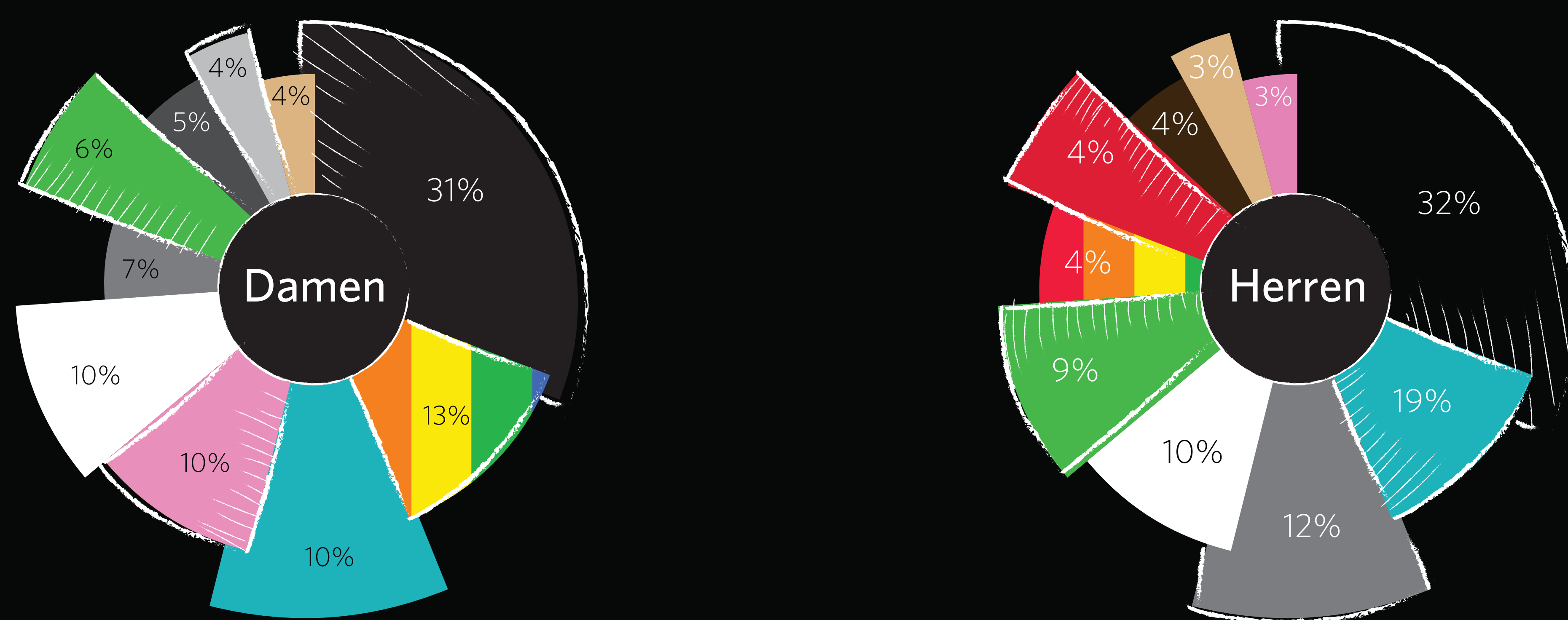
Fashion Produkte



Fashion Trends: Damen & Herren



Beliebteste Farben



Publisher Facts



Blogs und Contentseiten



Cashback- und Loyaltypseiten



Gutschein- und Vergleichsseiten

Klick zu Kauf

1,3 Tage

0,3 Tage

0,7 Tage

Warenkorbhöhe

67€

78€

84€

Neukundenrate

21%

11%

32%

Top Produktkategorie

15%
Oberbekleidung

16%
Kleider & Röcke

17%
Hosen