

# 2017 Mid-Year Commerce Trend Report



Advanced Performance Examples



Digital Trailblazers



Areas of Digital Investment

## Featured Brands:



J.CREW



FIREBOX



# Actionable Intelligence to Grow Digital Success

## About NorthPage

NorthPage Digital Marketing Intelligence delivers actionable insights and pinpoints opportunities to improve digital program performance. We answer the following questions:

WHY

Why are my digital programs at current levels?

HOW

How do I drive better results?

WHO

Who is best in my space and how do I compare?

## About Our Report

The Commerce Trend Report is a collection of best-in-class digital marketing programs from Q1 & Q2 of 2017.

Here is how NorthPage built this report:

1. Just like Google, NorthPage caches public information about websites
2. We run that information against 5,000+ best practices for digital marketing
3. Our output is formatted into an easy-to-read report

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## Digital Trailblazers

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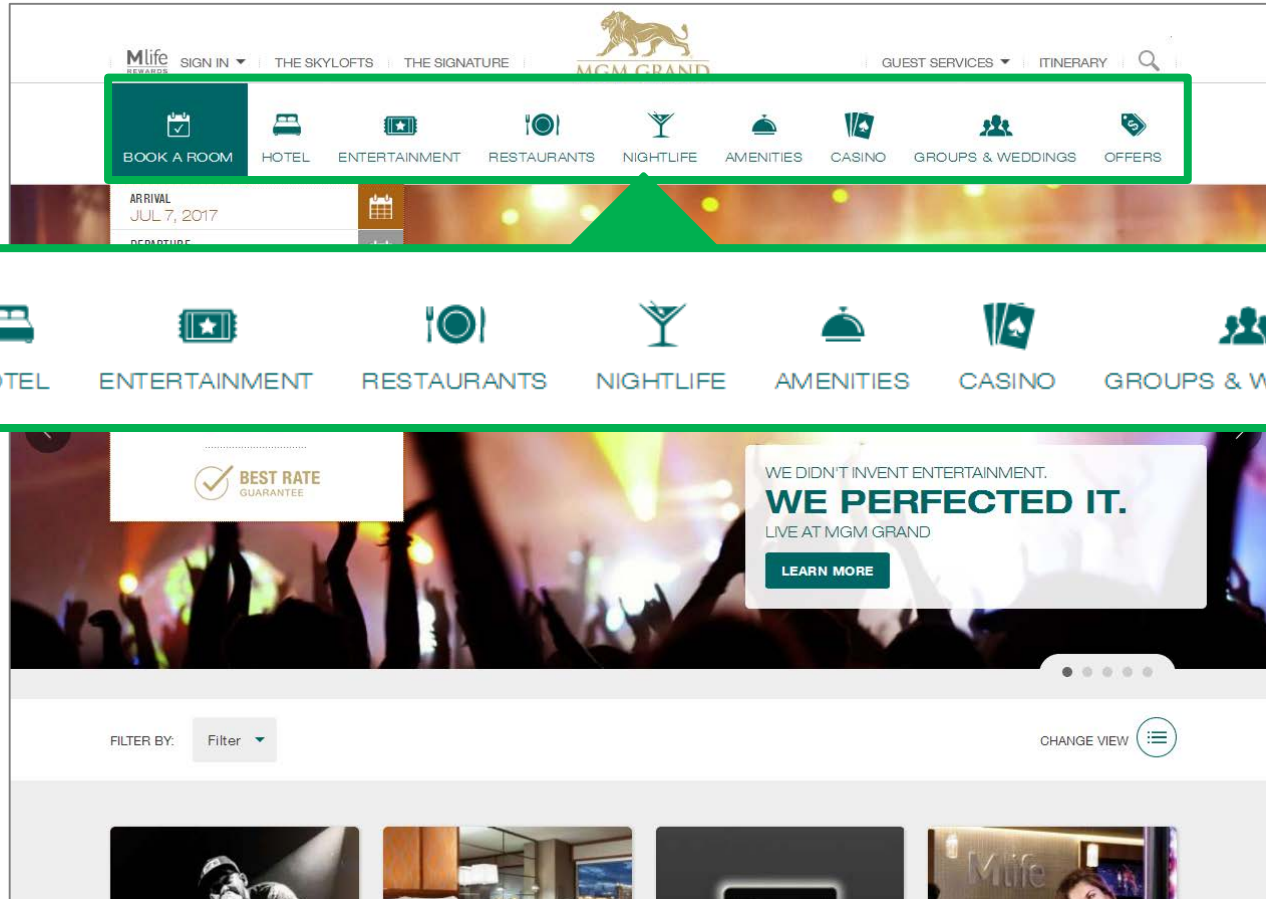


## Areas of Digital Investment

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# Advanced Iconography



The MGM Grand website uses icons to enhance product merchandising and decrease home page abandonment



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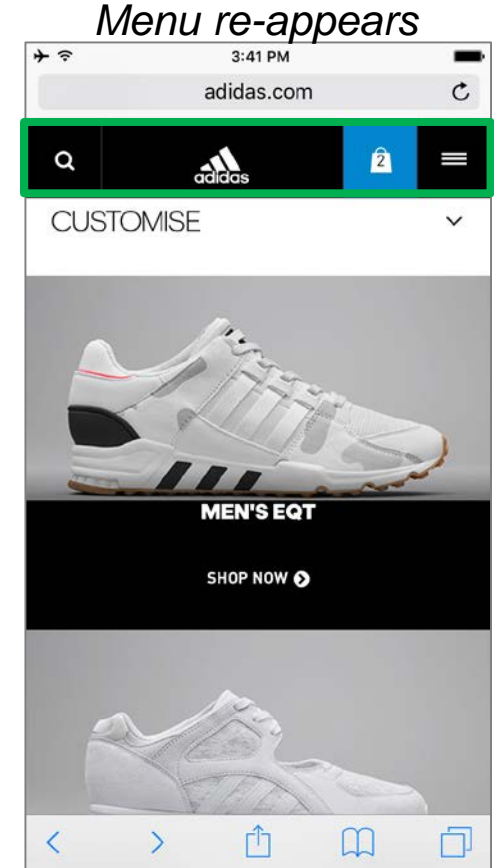
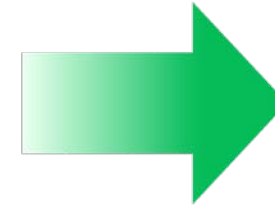
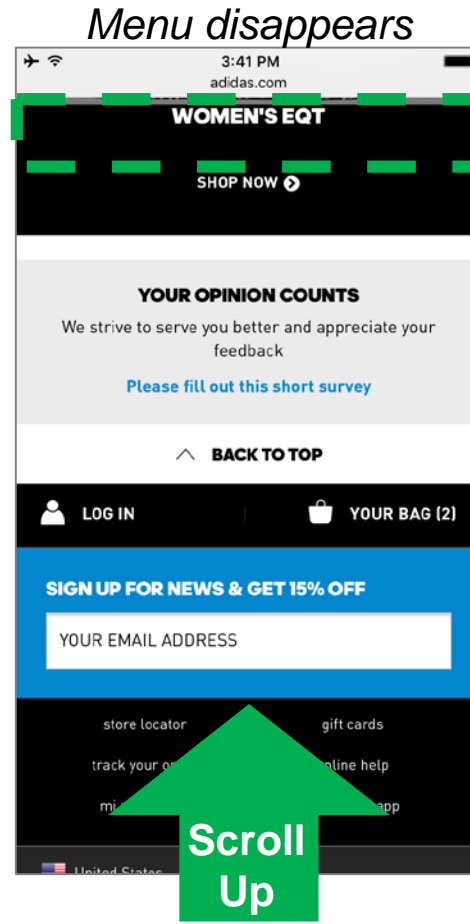
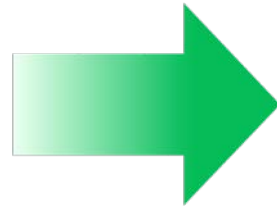
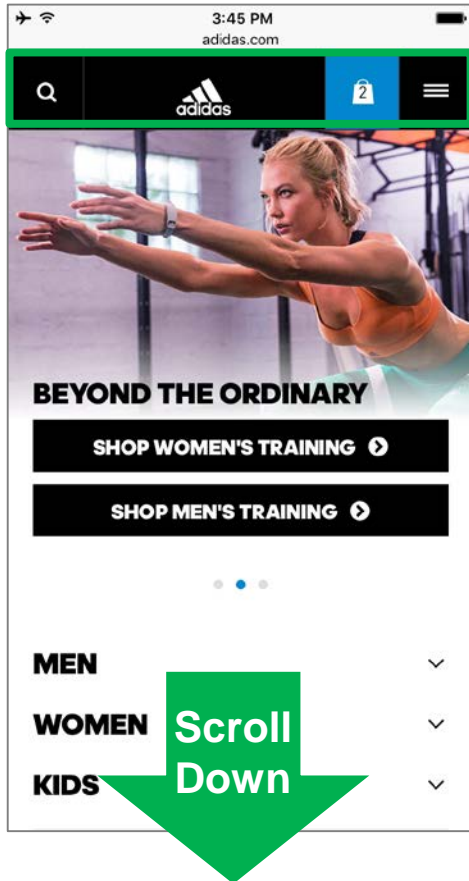
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# Advanced Mobile Usability

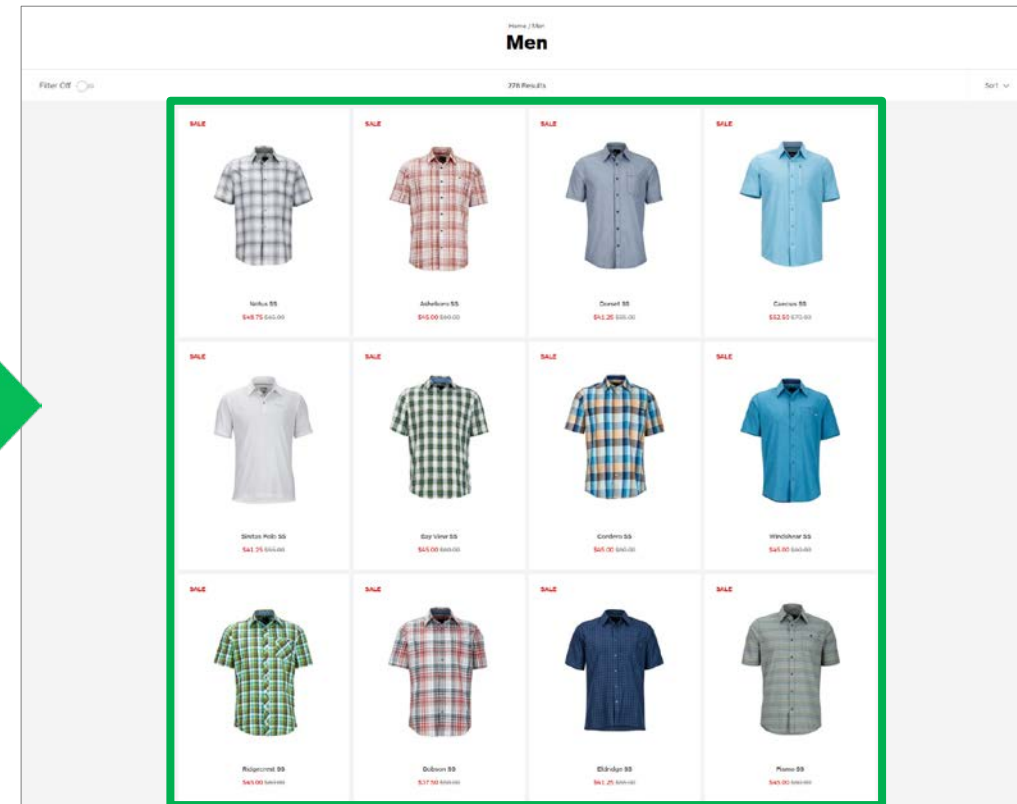
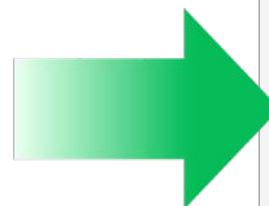
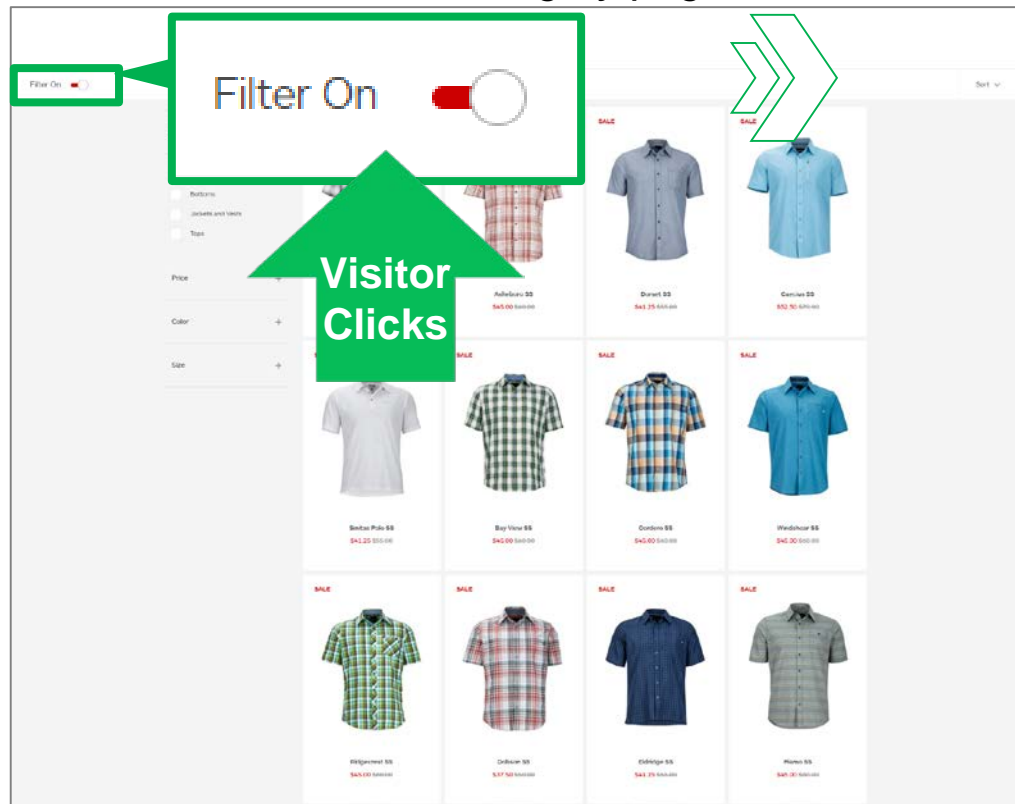


The Adidas menu header disappears as visitors scroll down to focus on page-specific content and re-appears as visitors scroll up to focus on navigation paths



# Advanced Filter Features

Men's Category page



The Marmot website has an on/off feature allowing visitors to hide filter options, enlarging product images and enhancing product discovery



Marmot

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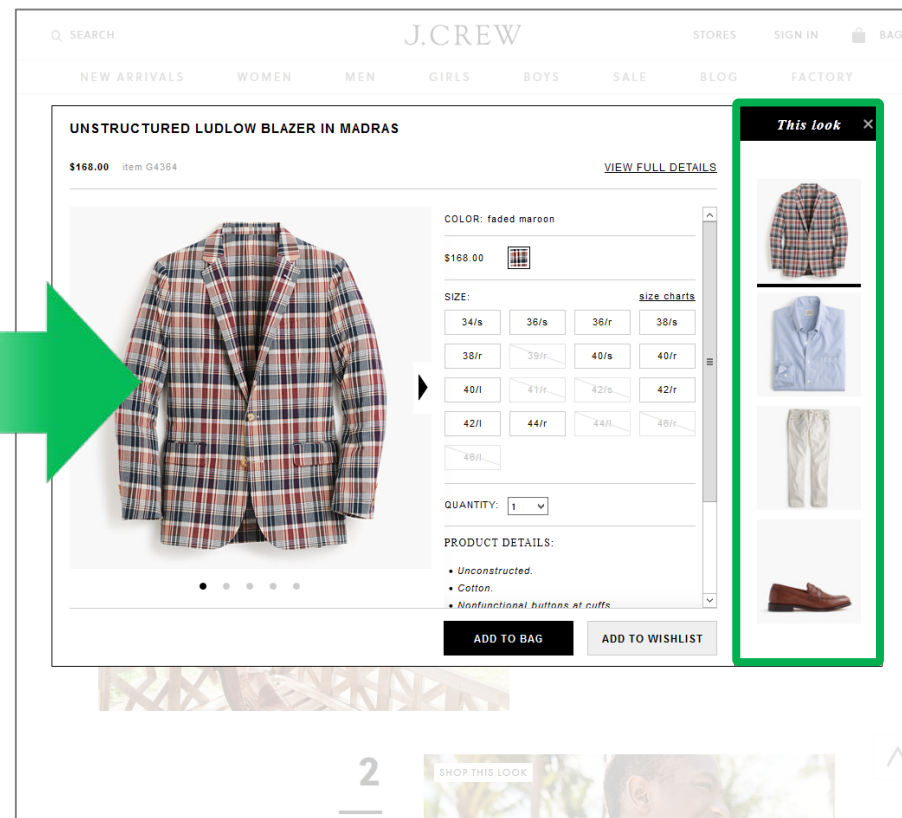
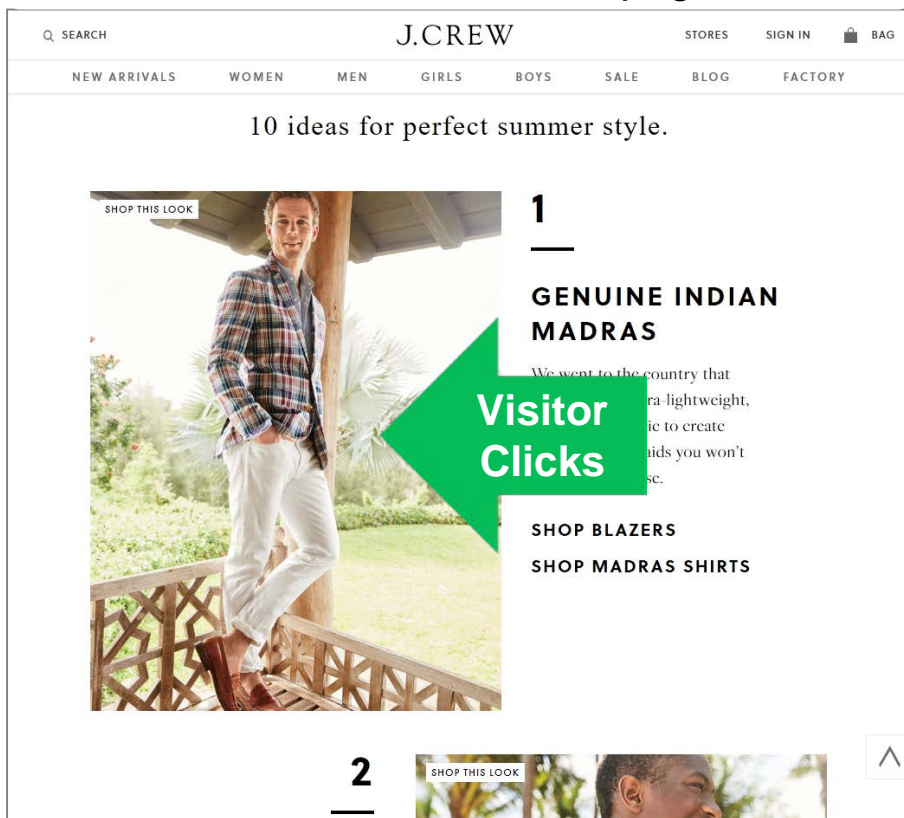
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# Advanced Product Discovery Functionality

## Summer Cheat Sheet page



The J.Crew website has a “Shop This Look” functionality enabling visitors to shop specifically for products worn by the model

J.CREW

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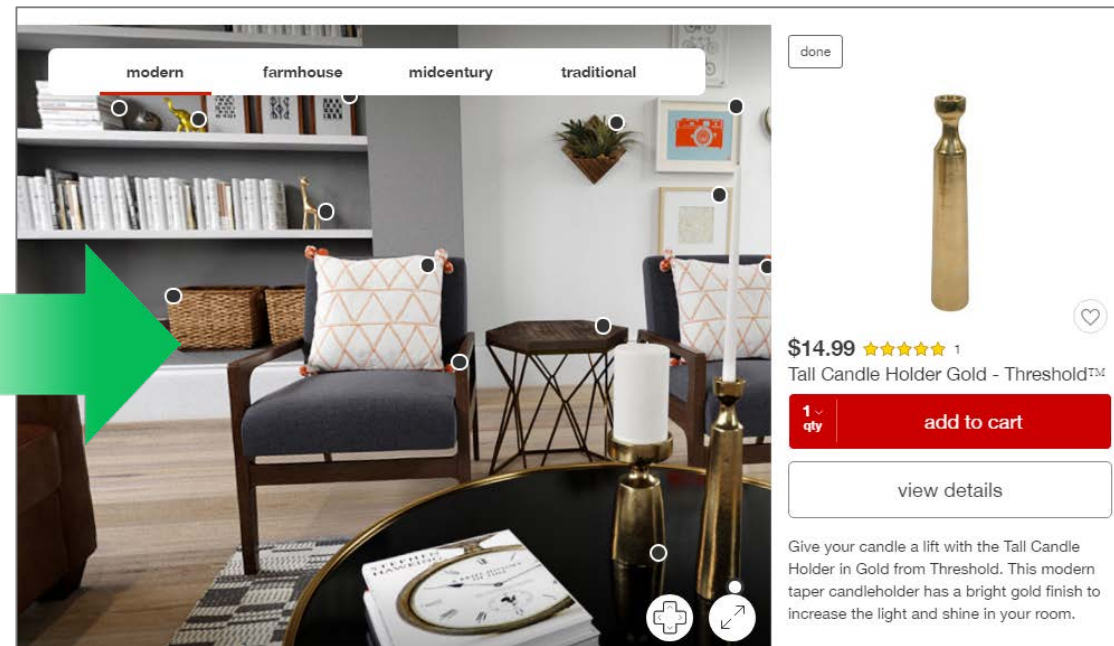
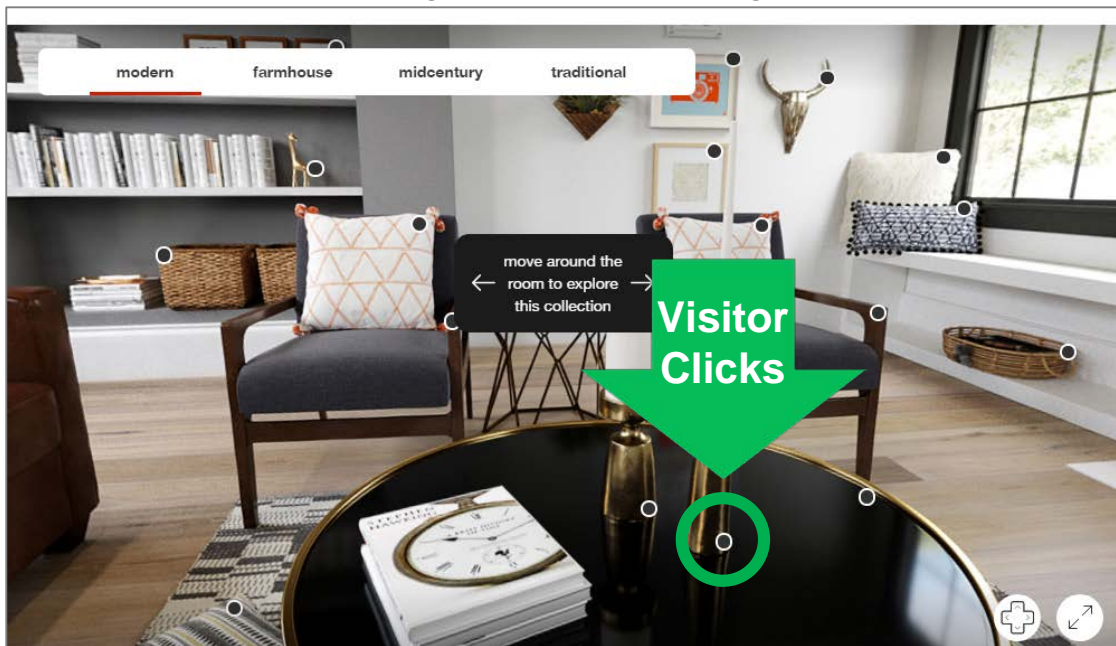
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# Interactive Product Discovery Functionality

Living Room Ideas page



Target enables visitors to select products in-use and add them directly to cart



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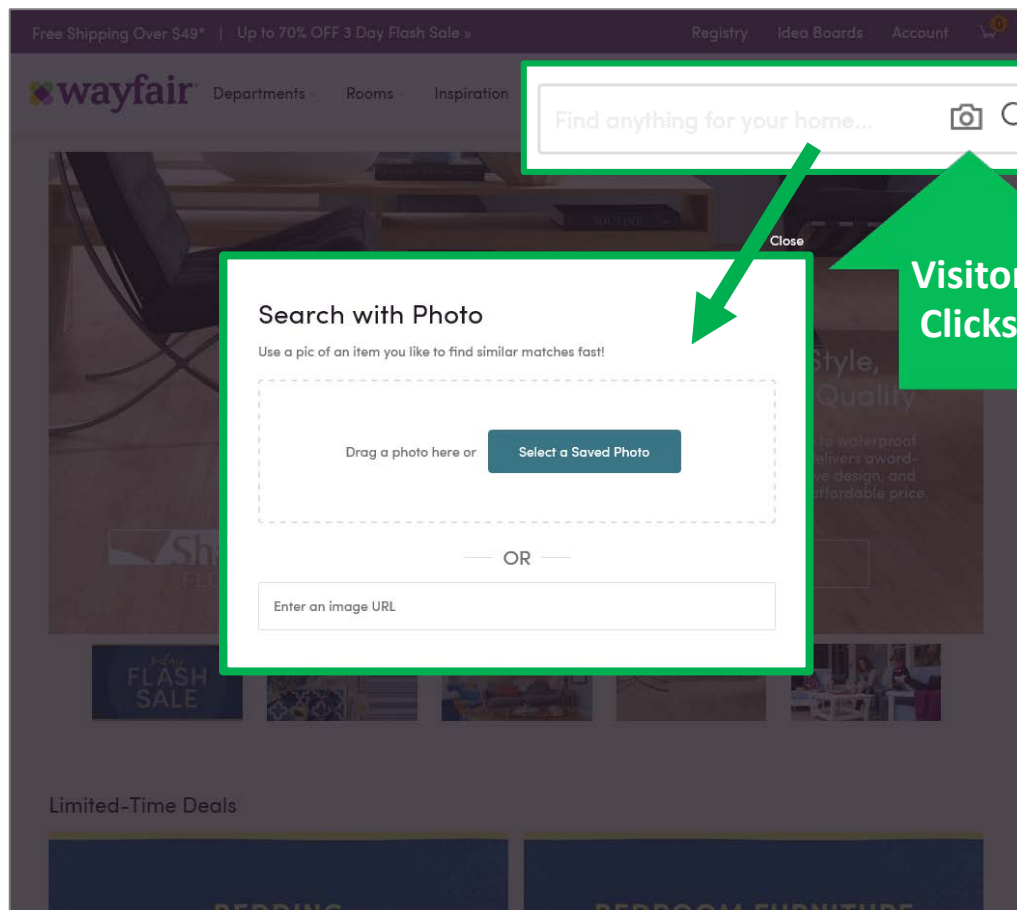
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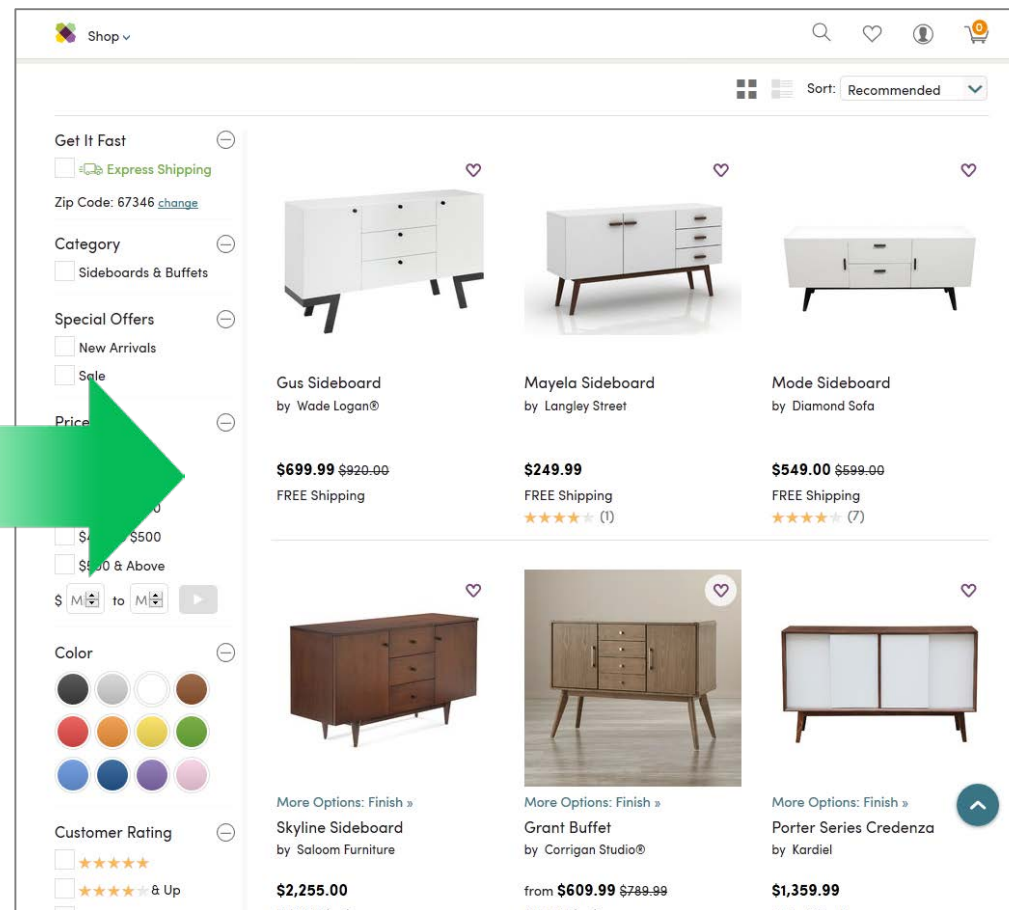




# Advanced Site Search Functionality



Visitor Clicks



The Wayfair website allows visitors to find similar products by uploading an image



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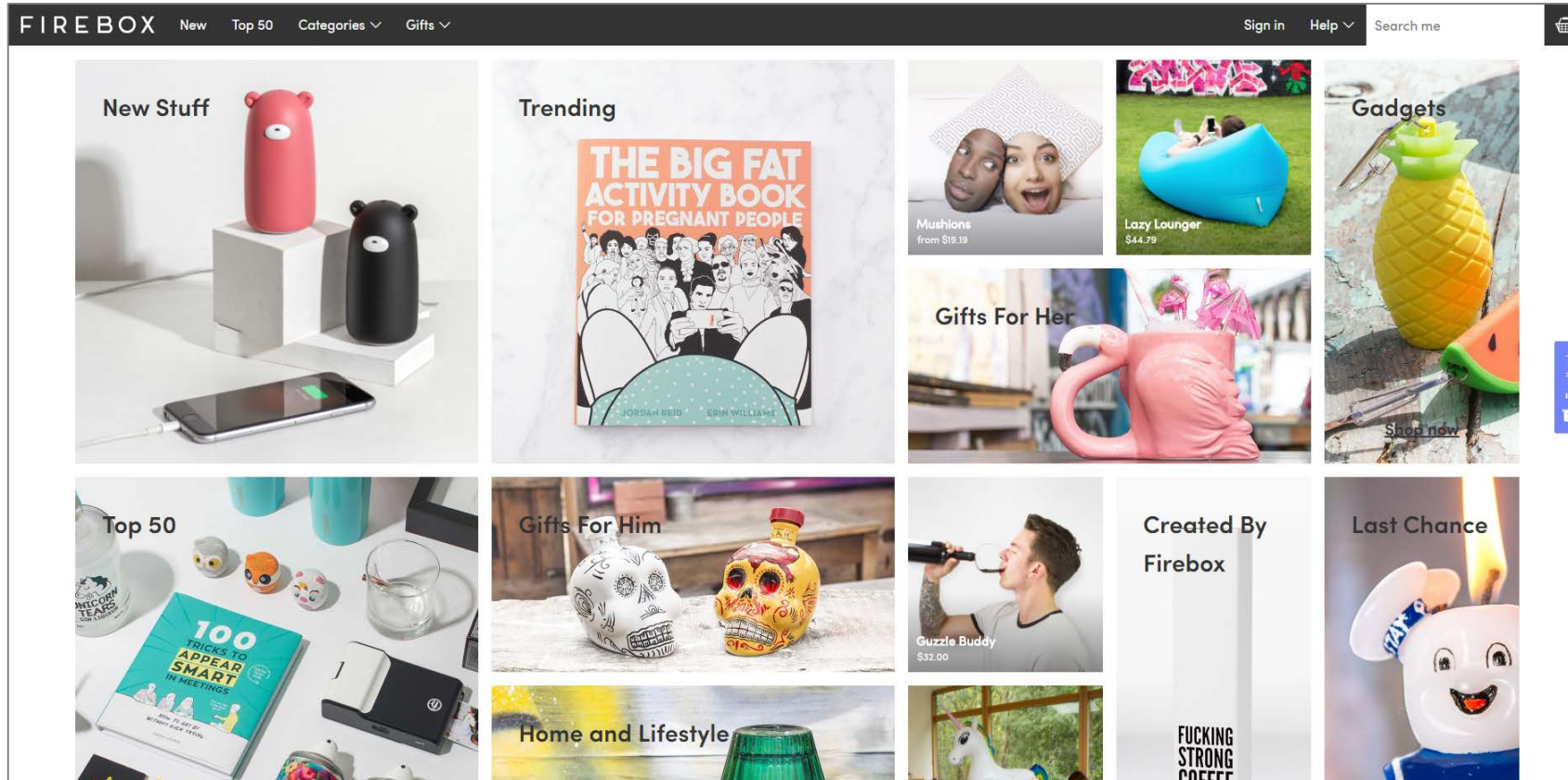
# Advanced Website Functionality

The screenshot shows the Texas Instruments website interface. At the top, there is a navigation bar with links for Products, Applications & designs, Tools & software, Support & training, Order Now, About TI, and My History. A green arrow points to the 'My History' link, which is labeled 'Visitor Clicks'. Below the navigation bar, there are three columns of history items: 'End Equipments you viewed' (listing IP Phone: Wired and Head-Up Display), 'Purchases & samples' (listing 'No purchases & samples in your history'), 'Documents you viewed' (listing 'No documentation in your history'), 'Support & training you viewed' (listing 'No support & training in your history'), 'Reference designs, tools & software you viewed' (listing 'No tools & software in your history'), and 'Products you viewed' (listing 'No products in your history'). Below these columns, there are recommendations from TI.com, including 'Reference designs selected for you', 'Products of interest for you', and 'Top technical documents for you'. The main content area features a 'Multi-phase power quality measurement with isolated shunt sensors reference design' with a list of bullet points: 'Easily add new Power Quality features to smart electric meters', 'Total Harmonic Distortion (THD)', 'Isolation up to 7kV(Peak)', and 'Protects against and detects magnetic tamper attacks'. There is a 'View design now' button and a 'TI Designs' logo. Below the main content area, there is a navigation bar with links for Products, Applications & designs, Tools & software, Support & training, Order now, and About TI. The bottom section includes a 'Browse products' menu with categories like Amplifiers, Audio, Data Converters, Die & Wafer Services, Power Management, Embedded Processors, Calculators & Education Technology, and New products. There is also a 'WEBENCH® Designer' section with a 'Power' tab and a form to enter power supply requirements, showing 'Min 14.0 V' and 'Max 22.0 V' for Vin.

The Texas Instruments website has History functionality that indexes a visitor's previous pages, purchases, and samples. This improves conversion rates and user experience.



# Tile-Format Home Page Design



Firebox deploys a tile-formatted home page design

**FIREBOX**

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John Ellertson | [jellertson@northpage.com](mailto:jellertson@northpage.com) | 203-405-2261 | [NorthPage.com](http://NorthPage.com)

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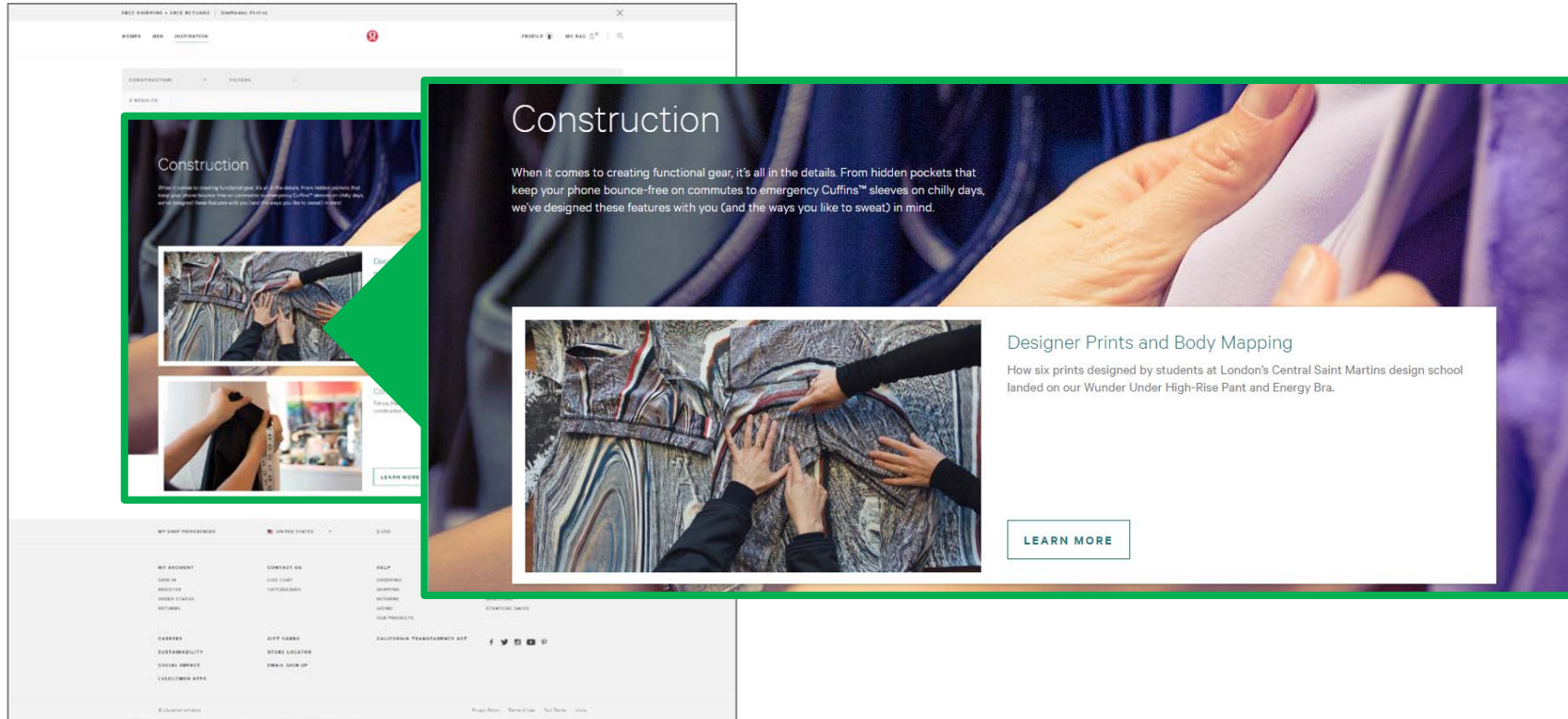
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# Design Page

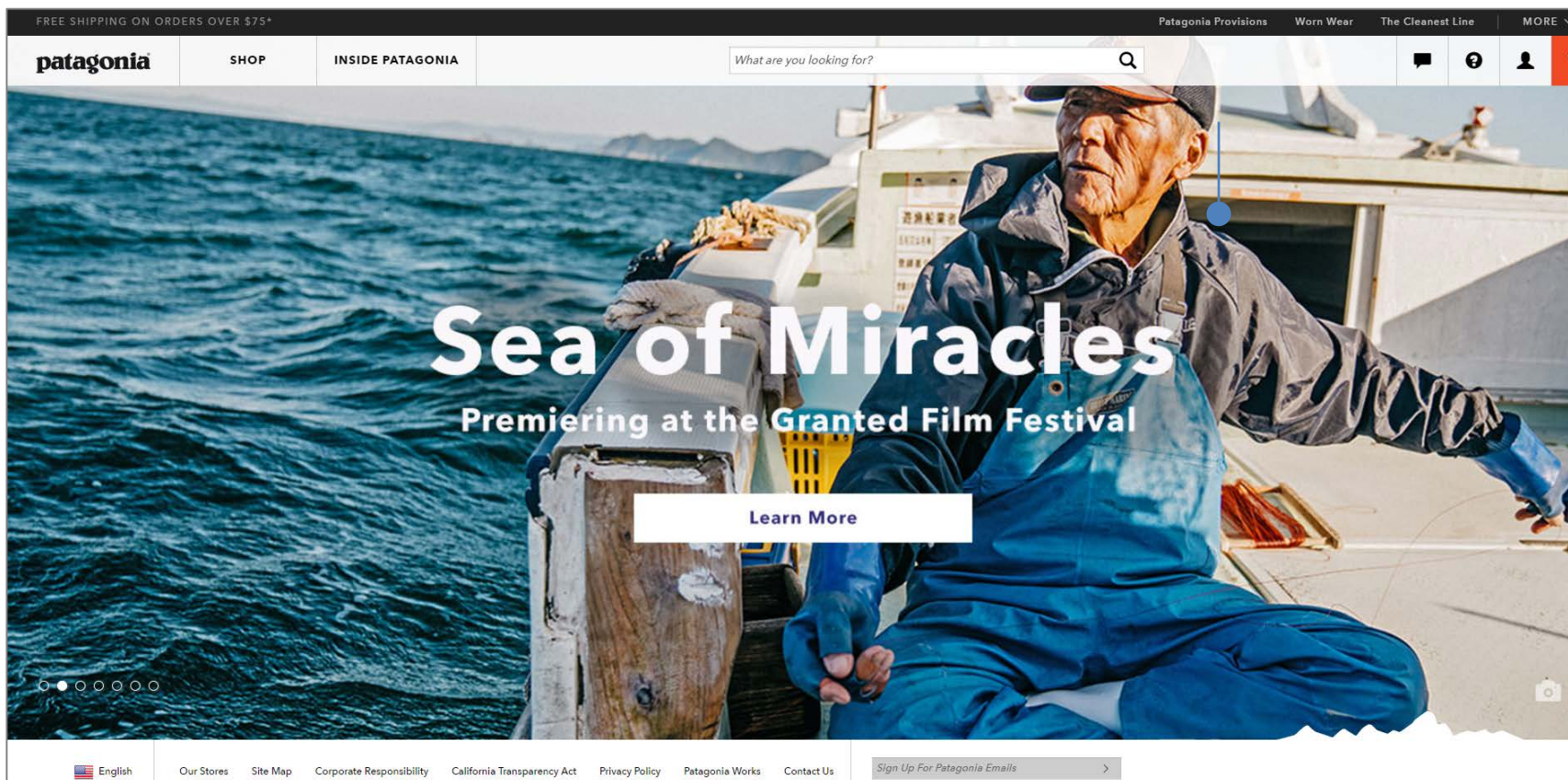
## Lululemon Construction page



Retailers are investing in design pages that explain the significant technologies in the products and how they are made



# In Depth Content Promotion



Retailers are integrating content into home pages, including short films and rich imagery, to enhance brand merchandising



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# Thank you

## This Trend Report is just a small sample of the information NorthPage provides

To learn more about NorthPage and our solutions, please contact:

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[jellertson@northpage.com](mailto:jellertson@northpage.com)  
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