

Study Profile

# Study eVisibility Clothing 2016

analysed by:  
research tools, Esslingen am Neckar

January 2016



**research tools**

Marketingmaßnahmen  
erfassen, verstehen, bewerten

Study Profile  
Study eVisibility Clothing 2016

## Selected results:

- Among the top 10 onlineshops with the strongest eVisibility there are four pure fashion retailer.
- Top 10 rankings of the four analysed eVisibility categories differ widely. Three online shops can be found in all four categories among the top 10.
- The eVisibility categories search results and comparison shopping websites each show one leading onlineshop with a strong advantage in comparison to the other shops.
- Nine of the Top 10 suppliers for fashion and clothing present themselves in all four categories of online-visibility.
- Fewer fashionshops can be found on Twitter than on Facebook. An online shop from a different sector shows the best visibility in social media.

# Information on study

## Benefits and Scope:

A detailed **analysis** focuses **100 eShops** for clothing, overall ranking comprises **281 eShops**

with the highest **eVisibility**

in **four online categories** search results, paid search, comparison shopping websites, social media on basis of **84 Top 10-Rankings**

all information on **36 PowerPoint slides**

short delivery as **PDF** and **PowerPoint file**

study is **objective, independent** and **neutral**

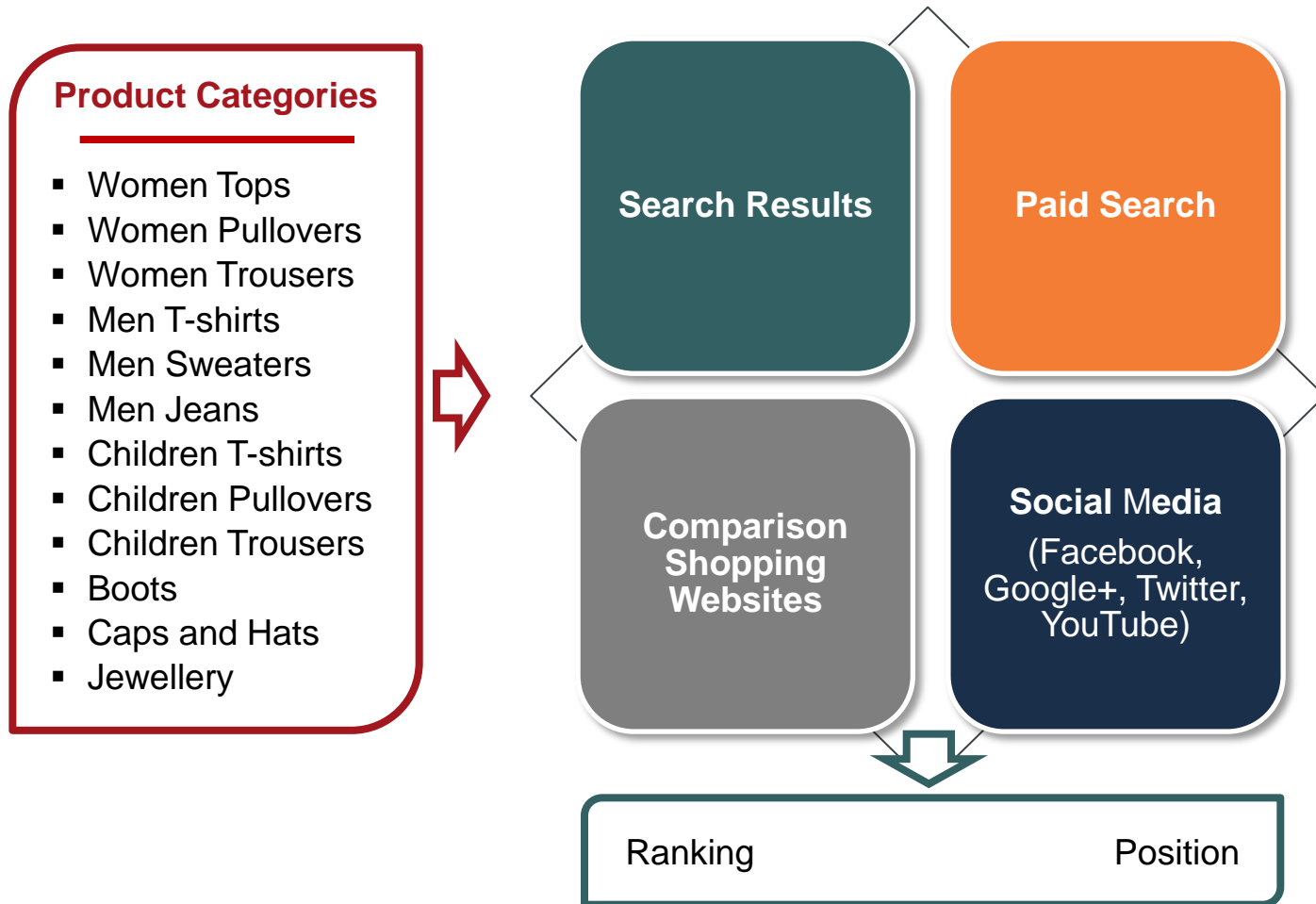
**benefits:** analysis of online-visibility, extensive competitors compendium

## Analysed Clothing eShops:

- ...
- baur.de
- bench.de
- ...
- bonbrix.de
- breuninger.com
- ...
- jackjones.de
- jeans.ch
- jeans-direkt.de
- jeans-fritz.de
- jeans-manufaktur.de
- ...

# Research Design

## Research Design:



# Information on study

The study analyses the following **aspects**:

- which shops are dominating the market within the eVisibility category search results?
- which shops are listed on top in the overall ranking?
- which competing shops are listed in comparison shopping websites?
- which shops call attention in social media?
- which shops show eVisibility in all four categories?
- which share of the entire eVisibility holds each single category for Top brands?
- where within the top 281 shops are the big brands listed?

The **36 pages containing study costs 380 EUR** plus VAT.

## **Design of research:**

For the most important product categories research tools identifies important associated search terms and analyses on this basis eVisibility for the clothing industry in the internet. eVisibility includes the online presence expressed in the positioning of search results, paid search, comparison shopping websites and social media. The results of every eVisibility category are merged into an overall ranking. The study is objective, independent and neutral and is published in January 2016.

# Content

➤ Management Summary	4
➤ Research Design	7
➤ eVisibility-Rankings:	10
▪ Search Results	11
▪ Paid Search	13
▪ Comparison Shopping Websites	15
▪ Social Media	17
▪ Overall Ranking in Order of Online Categories	19
▪ Overall Ranking Ranks 101 and following	30
➤ eVisibility-Positioning	32
➤ Contact	35





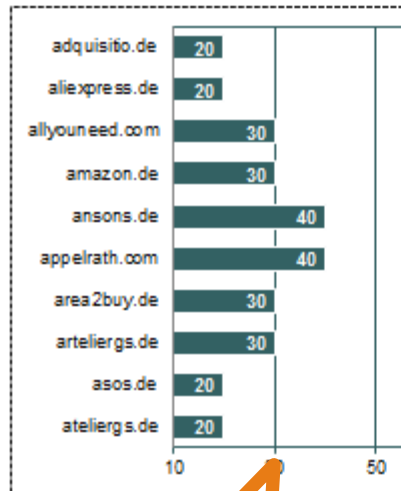
# Study Extracts (1)

Please note: extracts show fictional data

## eVisibility-Rankings

Search Results

Ranking Search Results (top 10)



## eVisibility-Rankings

Comparison Shopping Websites

Ranking Comparison Shopping Websites (top 30)

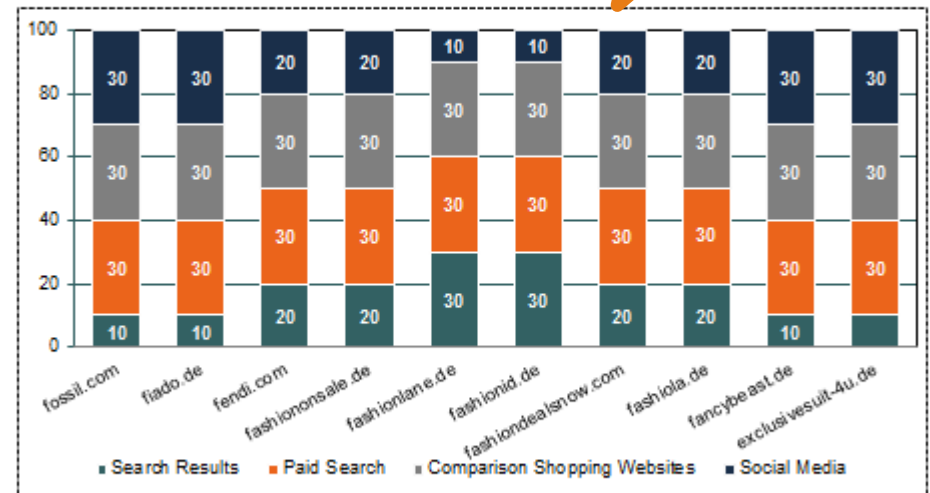
Rank	eShop	Pos
1	bonprix.de	256
2	breuninger.com	151
3	brands4friends.de	107
4	buffalo-shop.de	106
5	burberry.com	81
6	calistam.de	63
7	campdavid.de	57
8	camycat.de	58
9	casual-fashion.com	37
9	catfootwear.de	37
11	cecil.de	36
12	closed.com	31
13	cordon.de	30
13	c-und-a.com	30
15	daughtersandsons-meerbusch.de	28

Which of the four eVisibility categories are focused by the onlineshops?

## eVisibility-Rankings

Overall Ranking in Order of Online Categories

Ranking Total eVisibility in Order of Online Categories (top 10)



Which onlineshop attracts the most attention via top search results?



research tools  
Marketingmaßnahmen  
erfassen, verstehen, bewerten



research tools  
Marketingmaßnahmen  
erfassen, verstehen, bewerten

Study eVisibility  
Clothing 2016

# Study Extracts (2)

Please note: extracts show fictional data

## eVisibility-Rankings

Overall Ranking in Order of Online Categories

Ranking eVisibility Total in Order of Online Categories (top 100)

Rank	eShop	P
1	hm.com	14
2	hollisterco.com	2
3	hse24.de	3
4	hugoboss.com	8
5	hut-kaufen.de	4
6	hutschopping.de	8
7	imnou.de	4
8	imwalking.de	
9	inside.danto.de	1
10	intersport.de	1
11	ital-design.de	4
12	jacadi.de	2
13	jacke.nutzshopping.de	
14	jackjones.de	
15	jades24.com	1

## eVisibility-Positionierung

Positionierung/Ähnlichkeit der Anbieter



Which performance show the Top 10 eVisibility-shops in detailed rankings?

## eVisibility-Rankings

Overall Ranking in Order of Online Categories

Ranking Total eVisibility in Order of Online Categories (top 10)

Rank	eShop	Search results		Paid search		Comp. Shop. W.		Social Media		Total
		Pts.	Rank	Pts.	Rank	Pts.	Rank	Pts.	Rank	
1	sportimus.de	142,4	1	10,8	36	151,1	2	177,8	2	481,8
2	spreadshirts.de	28,7	10	34,8	5	256,0	1	160,6	3	480,3
3	steinbicher-austria.com	37,8	7	68,1	1	107,5	3	193,9	1	407,5
4	stiefelparadies.de	81,8	3	16,6	11	106,0	4	130,3	5	334,8
5	stilnest.com	42,4	6	59,0	2	81,81	5	63,6	9	246,9
6	stoffhalle24.de	83,3	2	7,5	51	56,0	8	89,3	7	236,3
7	street-one.de	83,9	4	4,5	65	7,5	56	140,9	4	196,9
8	stylefruits.de	0	325	18,1	10	57,5	7	66,6	8	142,4
9	stylight.de	19,3	15	15,1	15	63,6	6	39,3	16	135,8
10	tausendkind.de	15,1	20	10,6	37	37,8	9	53,0	11	116,1

Which positioning and focus show the onlineshops within competitive environment?



Study eVisibility Clothing 2016



# Order form

**FAX: 0049 711 – 55090384**

**Contractor:**

research tools, Kesselwasen 10, D-73728 Esslingen am Neckar, Germany

We hereby order the **Study eVisibility Clothing 2016**  
at a price of 380 EUR plus VAT.

**Customer:**

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Position: \_\_\_\_\_

Date, Place, Signature: \_\_\_\_\_

# Contact / Experience

## Contact:

### Uwe Matzner



Managing Director  
Diplom-Kaufmann, Marktforscher BVM  
Tel. +49 711 - 55090381, Fax +49 711 - 55090384  
E-Mail: [uwe.matzner@research-tools.net](mailto:uwe.matzner@research-tools.net)

research tools  
Kesselwasen 10, D-73728 Esslingen am Neckar, Germany  
[www.research-tools.net](http://www.research-tools.net)

research tools: Marketingmaßnahmen erfassen – verstehen – bewerten

### eVisibility / clothing studies we released lately:

- Studie eVisibility Haushaltsgroßgeräte 2015
- Studie eVisibility Buchhandel 2015
- Studie eVisibility Fotografiebedarf 2015
- Studie eVisibility Babybedarf 2015
- Study eShop-Analysis Department Stores 2015
- Study eShop-Analysis Clothing 2014

Since 2005 research tools is market-orientated and takes an expert position in the collection, comprehension and evaluation of companies' marketing-methods. With about 50 released marketing studies per year, research tools is one of the most productive market study publishers in Germany.

