



THE UK'S BIGGEST RETAIL COMMUNITY

Elevate Your eCommerce Strategy



Discover IMRG

The UK's only eCommerce association, IMRG offers the most comprehensive performance benchmarking data on the UK retail sector. Actionable insights derived from these data sets helps retailers understand how they compare to similar businesses and with recommendations on how to improve their online sales during key trading periods.

With a community of over **32,500 retailers**, IMRG provides valuable opportunities for peer-to-peer networking at live events in premium London venues, along with weekly market updates through webinars and industry reports. It is a dynamic network that brings together retailers, eCommerce solution providers, and industry experts to collaborate and innovate within the UK's online retail sector.



**ECommerce
EXPO**

Collaboration with eCommerce Expo

In 2023, IMRG partnered with eCommerce Expo, the UK's largest eCommerce event and the ultimate destination for all B2C and B2B companies that sell online in the UK.

+44 (0) 203 696 0980
www.imrg.org

IMRG member sample

IMRG brings together a dynamic community of UK retailers, all committed to sharing insights and driving innovation in the eCommerce space. Explore the diverse range of leading brands who trust IMRG for valuable data and networking opportunities.



Debenhams



ESTÉE LAUDER



hobbycraft



JIGSAW

JOHN LEWIS
& PARTNERS

MONICA VINADER

NEW LOOK

PANDORA

PRIMARK



Barbour

Robert Dyas



SELFRIDGES & CO

T.K. maxx



ZARA

ASOS

BODEN

buyagift.com

Currys

freemans

H.SAMUEL

Holland & Barrett

HOBBS
LONDON

Look Fabulous Forever

MARKS & SPENCER

THE PERFUME SHOP

REVOLUTION
BEAUTY LONDON

River Island

SCREWFIX

Superdrug

The Fragrance Shop

very

THE WHITE COMPANY
LONDON

Wickes

Digital Dashboard

All IMRGs market data and Insights are kept in our Digital Dashboard. A simple to use interface that reveals the UK's eCommerce market performance. It provides instant visual benchmarking by overlaying your sales figures vs the Market.

IMRG's market data is derived from a panel of over **220 retailers** who submit their weekly website performance figures. Together, this panel represents **more than £30 billion** in annual online spending. Membership with IMRG provides an unlimited number of logins for your team to use the Dashboard and help make data-driven decisions to boost your performance and growth.



Joining IMRGs market panel is simple. If you use Google Analytics 4 we can automate your submissions - It takes just 5 clicks with no dev required! Other analytics packages are also easy to join with IMRGs ready to use templates. We'll help onboard you with our expert data team. Your data remains anonymous and confidential, backed by years of trust from some of the UK's biggest retail players.



Effortless Onboarding and Secure Data Submission

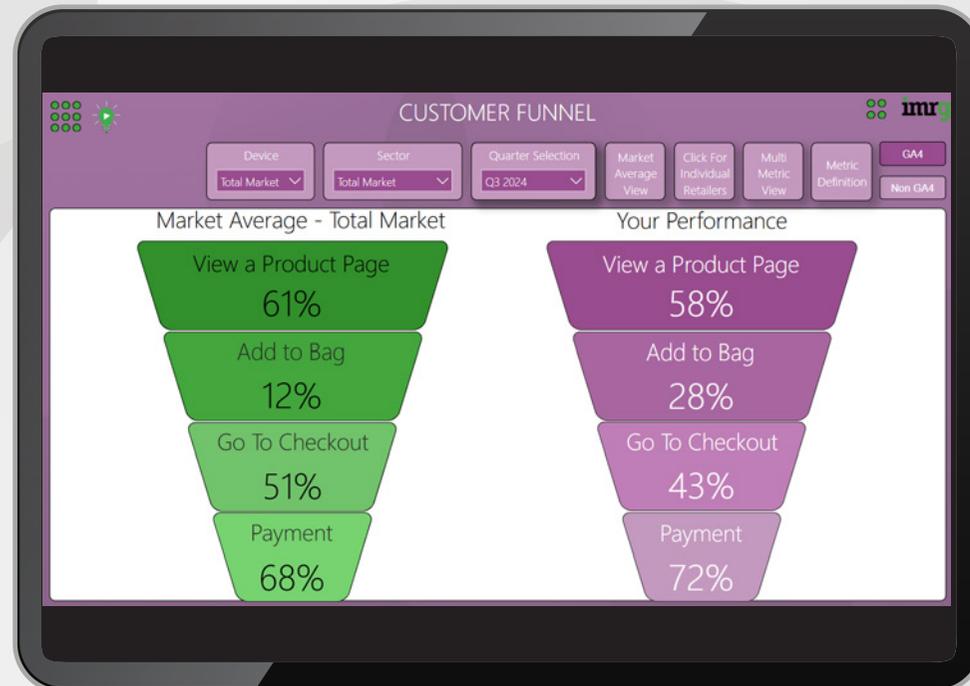
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What do we Track...

IMRG cover all the major metrics you'll want to benchmark your business against - including **Revenue Growth, Traffic volumes, Conversion Rates, Basket values, Abandonment rates, Bounce rates** and much more. We cover over 35 different product categories and 80 metrics with data updated weekly.

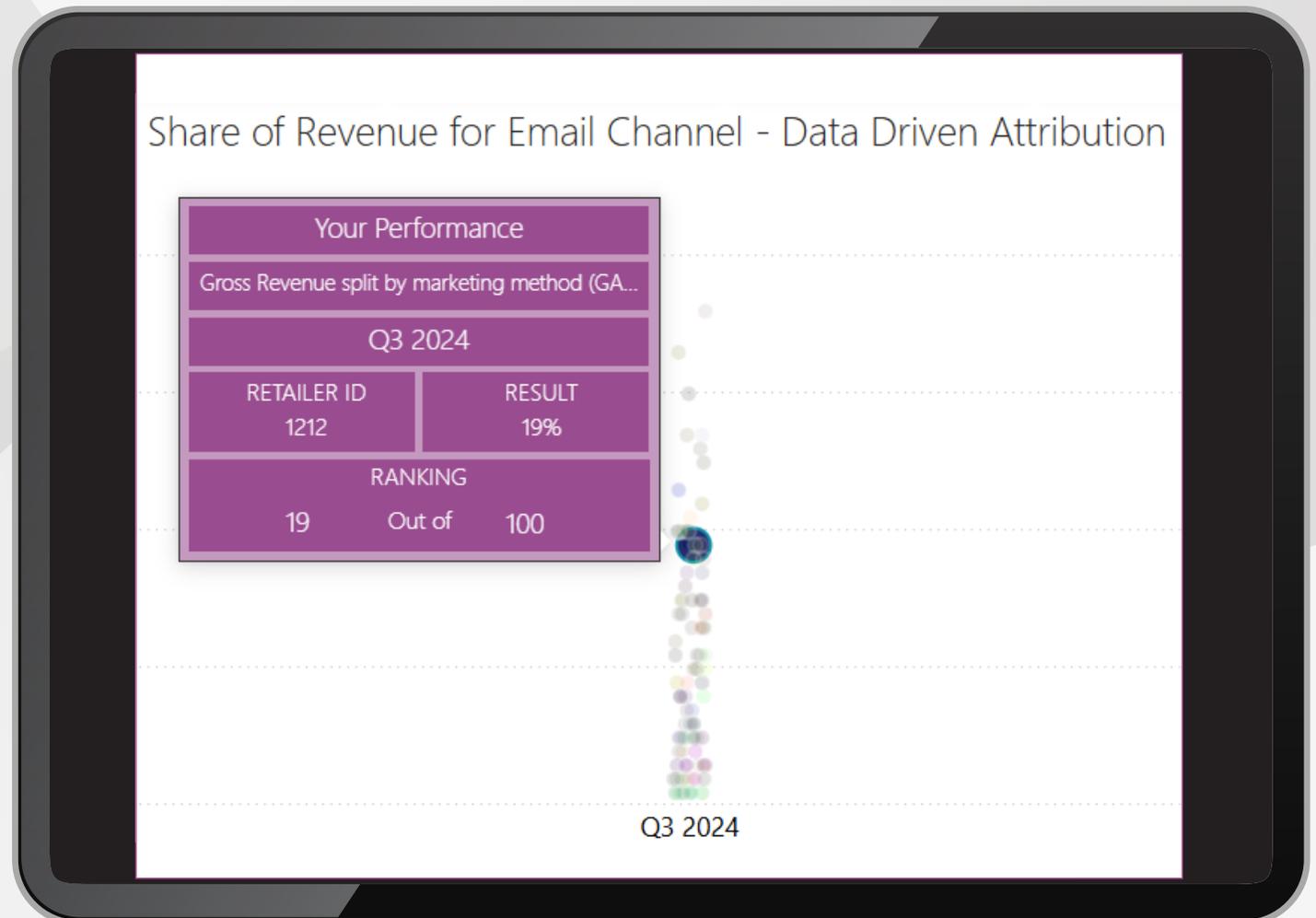


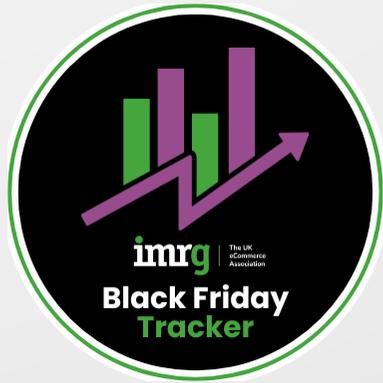
What do Retailers use IMRGs Dashboard for?...

Retailer Ranking Tool

Gain valuable insights into how you compare to **over 100 other retailers** across more than **40 key metrics**, including Basket Abandonment, Checkout Conversion, Bounce Rates, and more.

IMRG's retailer ranking tool allows you to see exactly where you stand – for example, you might be ranked 86th out of 100 retailers in checkout conversion. This ranking helps you pinpoint areas for improvement and provides clear direction on where to focus your time, money, and resources to enhance your performance and boost your position within the industry.





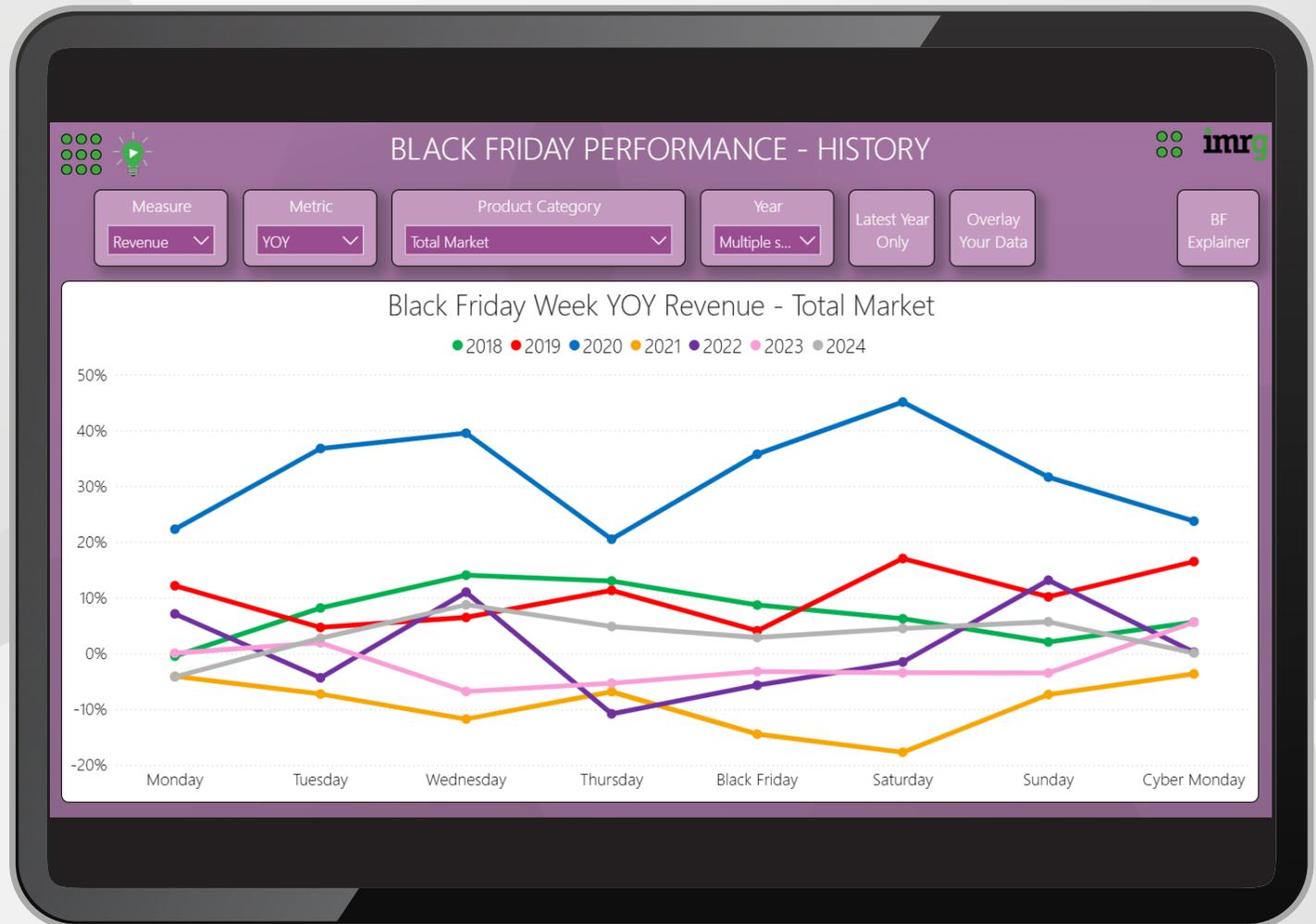
Black Friday Tracker

IMRG's Black Friday tracker provides retailers with daily insights by benchmarking daily performance against 150+ top retailers during the busiest week of the year.

Covering key metrics such as year-on-year **revenue growth, traffic trends, conversion rates, and basket values** across all product categories, the Tracker delivers invaluable data during the most critical trading period.

Retailers gain immediate visibility into market performance, helping them pinpoint opportunities and optimise their strategies in real time.

“ It allows us to provide feedback on performance from a market perspective compared to our own. Its often quite difficult to see if there are general issues in the market, so its good to have the IMRG data there to compare performance. It also allows us to provide monthly and quarterly updates, combining data from a multiple sources. ” M&S



Digital Dashboard: Product Categories

Total  Market



Beers & Wines



Gifts



Jewellery



Clothing

- Womenswear
- Menswear
- Footwear
- Accessories
- Lingerie
- Baby & Toddler
- Children's wear

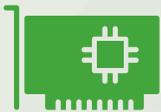


Health & Beauty

- Beauty
- Fragrance
- Haircare
- Makeup
- Skincare
- Men's Beauty
- Toiletries



Sports & Outdoors



Electrical

- Audio
- Visual & Entertainment
- Large Appliances
- Small Appliances
- Accessories & Hobbies
- Gaming & Computing



Home & Garden

- Home
- Furniture
- Homewares & Decorations
- Home Improvement
- Garden
- Garden Furnishings
- Gardening



Mobile Commerce

- Smartphone
- Tablet

All our Data Metrics

Track vital eCommerce metrics across devices, including desktop, tablet, and smartphone. Gain a comprehensive view of website performance, customer behaviour, and marketing effectiveness to benchmark and refine your strategies.



Website Performance

- Revenue, Orders Traffic
- Year-To-Date
- Year-on-Year
- Average Order Value
- Week-on-Week
- Conversion Rate
- Month-on-Month



Customer Funnel

- View a product page
- Go to check out rate
- Add to bag rate
- Checkout to payment rate



Site navigation

- Average engagement time
- Product page start rate
- Home page bounce rate
- Product page exit rate
- Home page start rate
- Home page exit rate
- Site search percentage
- Site search exit rate



Device Share

- Percentage of sales
- Percentage of sessions



Website Performance

- Visitor bounce rate
- Checkout abandonment
- Basket abandonment



Customer acquisition & retention

- New customers percentage



Commercial

- Average selling price per item
- Average order value



Order fulfilment

- Number of items / products per order



Geographical split

- Percentages of sessions within the UK
- Percentage of sessions rest of the world
- Percentages of sessions within the EU



Marketing performance

- Share of revenue, orders and traffic per marketing channel
- Organic shopping
- Affiliates
- Organic social
- Audio
- Organic video
- Cross-network
- Paid other
- Direct
- Paid search
- Display
- Paid shopping
- Email
- Paid social
- Mobile Push Notifications
- Paid video
- Organic search
- Referral
- SMS

IMRG Live Networking Events

At IMRG's premier eCommerce events, our experts breakdown benchmarking data into actionable steps, helping retailers analyse and enhance their performance during critical sales periods.

IMRG's live events are highly popular, with registration on a first-come, first-served basis. Becoming a member guarantees you a seat at all Breakfast and Connect events, while senior leaders also gain access to the exclusive Leaders' Lunches.



Connect Events

IMRG Connect events, which are in-person conferences with 60+ retailers, offer an unparalleled opportunity for you to network with your industry peers and hear the latest insights from IMRG. These events help retailers optimise capability in areas such as delivery, customer experience, peak trading, acquisition & retention, online growth, and much more.



Breakfast Clubs

Interactive group discussions with 20+ likeminded Retailers. These events offer an intimate setting to hear in depth from other retailers and discuss a specific topic with your peers. Key discussions include Black Friday, conversion rate optimisation, checkout & payment, site search & navigation, and more.



Leaders' Events

Premium events for top management-level retailers. An exclusive opportunity to connect with 40+ high-level retail leaders at luxury venues in London. With a focus on delivering critical market insights and data that drive growth strategies during key trading periods.



Growth Summit

Exclusive to Top 500 UK retailers and IMRG members, the Growth Summit on 24th September at ExCel London offers a comprehensive 'health-check' of attendees' eCommerce funnels, backed by a year's worth of data, enabling optimisation of growth strategies for peak trading and the year ahead.



View our events calendar imrg.org/imrg-events



Virtual events

From intimate roundtables with 15+ retailers to large-scale conferences with 250+ attendees, and weekly webinars, these events offer invaluable data, actionable strategies, and the convenience of joining from anywhere. Stay ahead of the curve and connect with the eCommerce community without leaving your desk.

15+
RETAILERS



Virtual Roundtable

Virtual sessions with 15+ retailers. Informal yet hugely insightful discussions for an hour covering a wide range of topics. Held frequently throughout the year, these sessions will always deliver helpful data & insights and let you discuss detailed trading matters.

250+
PROFESSIONALS



Virtual Connect events

Virtual session with 250+ retail professionals. Five annual virtual conferences that act as an extension of the live Connect events and cover the topics: delivery, customer experience, acquisition, retention, and online sales optimisation.

WEEKLY
UPDATES



Webinars

Weekly webinars provide regular updates on the eCommerce market, offering the latest insights on performance and top tips for handling the most common challenges in retail.

Membership features



Digital Dashboard

Receive immediate weekly market intelligence across specific market segments, with detailed benchmarking against 220+ retailers. With powerful filtering tools, you can quickly move from data to insights to decisions. Membership includes unlimited company logins to the dashboard.



Performance benchmarking

Access week-on-week, month-on-month, and year-on-year sales data, including metrics like Revenue Growth and Conversion Rates. Overlay sales performance for an immediate visual benchmark, and export data to Excel for ease of use.



Black Friday Tracker

During Black Friday week, receive daily eCommerce sales updates, including Black Friday and Cyber Monday insights. This tool offers daily data on the year's peak eCommerce period.



Live IMRG Events

In-person events give members extensive networking and learning opportunities with peers and industry experts. IMRG speakers share actionable insights, fostering peer discussions over gourmet food and champagne. Members receive priority access, staying connected and competitive year-round.



Virtual IMRG Events

IMRG's virtual events allow you to gain valuable eCommerce insights and discover emerging trends all from the comfort of your home or workplace.



Growth Summit

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Quarterly Benchmarking Reports

The Quarterly Benchmarking Reports provide detailed analysis of eCommerce metrics—from market performance and customer acquisition to Black Friday and mobile optimisation—offering insights to refine business strategies.

Price £000

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Get full access to all IMRG features and benefits for 12 months with a single subscription. Stay connected, informed, and ahead in eCommerce.

Want to discuss the detail behind these benefits?



Access to benchmarking data across 80+ performance metrics



A program of networking events, webinars, and conferences



Immediate and granular intelligence on specific market sectors



Identification of success factors behind top-performing retailers



Independent analysis of trends across all sectors of the market



Tailored recommendations to aid online business growth



Contact me

Danny Eversley

Sales specialist, IMRG
Closer Still Ecommerce

danny.eversley@imrg.org

+44 (0)20 3696 0980

+44 (0)7914 643 44

imrg.org

ecommerceexpo.co.uk

technologyformarketing.co.uk