



THE UK'S BIGGEST RETAIL COMMUNITY

Build awareness, generate leads, and grow your sales pipeline



What is IMRG?

IMRG offers the UK's most comprehensive retail benchmarking data, covering 40 categories and over 80 key performance indicators, including growth and conversion rates. This extensive data leads to high engagement with senior retail leaders. For solution providers, IMRG presents a unique opportunity to connect with highly receptive retail audiences through live events, webinars, reports, and editorial features.

Collaboration with eCommerce Expo

In 2023, IMRG partnered with eCommerce Expo, the ultimate destination for all B2C and B2B companies that sell online in the UK. This partnership expanded IMRG's reach by over 12,000 eCommerce professionals, **growing its community to more than 34,500 members.**



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

Retail members demographics



34,500+
retail members
the UK's largest
retail community



80%
budget holders
senior decision
makers



98%
membership
engagement
with IMRG content

IMRG member sample

ASDA

Director of
eCommerce

BouX
— AVENUE —

Chief Digital Officer



MICHAEL KORS
Vice President of
eCommerce



Head of Fulfilment

**ESTÉE
LAUDER**

Online Director

NEW LOOK

Digital Analyst



Head of Customer
Experience

M&S

Operations Lead

QVC

CEO

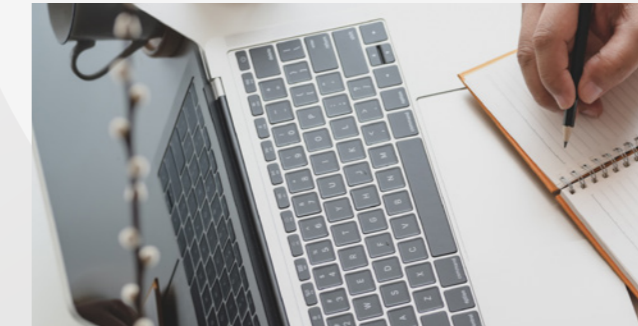
How can solution providers get involved in the IMRG community?

Live networking events



Live events are the crown jewels of IMRG, helping you build lasting relationships with top retailers in a unique, organic setting. These events include roundtables, one-on-one networking, hosted lunches, and solution provider-led content sessions.

Virtual events



Weekly webinars and virtual roundtables offer an easy way to engage with relevant audiences, ranging from 15-300+ retailers, while building your reputation in specific areas.

Industry insights reports



With over 250 average downloads, these reports, co-created with the IMRG editorial team, showcase your industry expertise and generate over 500 leads when paired with a relevant webinar.

Digital Dashboard



The Digital Dashboard offers essential market intelligence, helping your team engage more effectively with potential clients. The platform provides real-time metrics and key data & insights from over 200 retailers.

Editorial opportunities



The IMRG blog boosts your visibility, credibility, and authority in the UK retail industry. With over 1,895 monthly views, all posts are shared with our 34,500+ eCommerce community of online retailers via social media and email.

eCommerce Expo



eCommerce Expo is the UK's largest event for retailers and solution providers. Through a recent partnership, IMRG solution provider members receive a 10% discount on all sponsorship opportunities at the show.

Live networking events – sponsorship opportunities



Connect events

- **Format:** Five annual in-person conferences accompanied by an additional webinar on the same topic. These events help retailers optimise capability in areas such as delivery, customer experience, peak trading, acquisition & retention, online growth, and much more.
- **Audience:** 60+ senior managers from retail companies with £2m+ annual turnover.

Benefits	Event sponsorship	Headline sponsorship
Hosted roundtables	5	Up to 10
Receive all data (including 150+ registrations)	✓	✓
Branding on all marketing collateral	✓	✓
Dedicated social media campaigns	✓	✓
Promotion to database of 34,500+	✓	✓
Hosted lunch with branded tables	1	2
Champagne networking reception	✓	✓
Networking breakfast	✓	✓
One-to-one meetings with retail guests	5	10
Passes to the event	2	4
10-minute on-stage presentation	✗	✓
Pre-event Q&A on LinkedIn Live: Top Tips webinar	✗	✓
10-minute presentation on webinar	✗	✓
Receive all webinar data (including 200+ registrations)	✗	✓
Total cost	£16,000	£30,000

Leaders' Events

- **Format:** Leaders' events provide market insights and data for top management, which feed into growth strategies during key trading periods. Held at luxury venues in London, these events include fully catered meals and a champagne reception.
- **Audience:** 40+ leadership-level retailers (head of, director, c-suite), from companies with £10m+ annual turnover.

Benefits	Event sponsorship
Five one-to-one networking sessions with retailers of your choice	✓
Receive all data (40+ attendees / 60+ registrations)	✓
Gourmet meals, refreshments and drinks included	✓
Host all guests on your table via table rotations	✓
10-minute panel/sponsor presentation on topic of your choice	✓
Frequent opportunities to engage with attendees throughout	✓
Total cost	£16,000 - £22,000

Breakfast Club events

- **Format:** Interactive group discussions over a fully catered breakfast. We reveal the latest IMRG data insights on key topics, such as: conversion rate optimisation, checkout & payment, site search & navigation, home & garden, health & beauty, peak trading/Black Friday, channel optimisation, and delivery.
- **Audience:** 40+ senior managers from retail companies with £2m+ annual turnover.

Benefits	Event sponsorship
Receive all data (40+ attendees)	✓
Gourmet meals, refreshments and drinks included	✓
Host all guests on your table via table rotations	✓
With 5 roundtables and 10 rotations	✓
Frequent opportunities to engage with attendees throughout	✓
Total cost	£7,000


Live networking events in 2025

- Network with the IMRG's most engaged retail audience.
- Receive the data of everyone who attended and registered for the event.

	Date	Event name	Event topic	Attendees
Jan	21st	Leaders' Lunch – 2024 review / 2025 forecast	Lessons for growth 2025	40+
Feb	12th	Connect - Fashion & Beauty	eCommerce best practice for the sector	60+
Mar	11th	Connect - Delivery & Cross-Border	Delivery & international expansion	60+
	26th	Breakfast Club	Insights and Learnings from Q1	40+
May	21st	Breakfast Club	Category Analysis Special	40+
Jun	17th	Connect - Customer Connect	Acquisition, conversion, retention, fulfilment	60+

View our events calendar imrg.org/imrg-events



	Date	Event name	Event topic	Attendees
Jul	9th	Leaders' Lunch - Half-Year Forecast	H1 review and H2 outlook	40+
Sept	24th	Growth Summit 	Online growth and optimisation	250+
Oct	15th	Breakfast Club	Customer Journey & Site Navigation	40+
Dec	10th	Leaders' Lunch - Black Friday Strategy	Black Friday Review	40+
	12th	Connect - Christmas Black Friday Review	Peak trading performance analysis	60+

IMRG virtual events offer access to GDPR-compliant registration data, along with extra opportunities for presentations and sharing insights.



Virtual events



Virtual Connect events

- **Format:** 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.
- **Audience:** 250+ retail professionals.

Webinars

- **Format:** 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. Popular IMRG webinars include the **Weekly Data Show** and **LinkedIn Live: Top Tips**.
- **Audience:** 175+ retail professionals.

Virtual roundtables

- **Format:** Virtual interactive roundtables, focused on key industry challenges and opportunities. Attendees are encouraged to take part in conversation and engage with solution provider hosts and industry peers.
- **Audience:** 15+ senior managers from retail companies.

GROWTH SUMMIT

24 September 2025, ExCeL London

The First Retail Event
Powered by Data
Intelligence

Exclusive, invitation-only event connecting 250+ senior retail leaders from the UK's top brands.

Why Sponsor:

- **Direct Access to High-Calibre Retailers** – Meet C-level executives, directors, and senior managers from brands with £21M+ turnover.
- **Lead-Focused Engagement** – Pre-arranged 1:1 meetings and curated roundtables ensure targeted conversations.
- **Limited Sponsorships Available** – Secure quality interactions and guaranteed lead generation.
- **A Unique Opportunity** – Unlike traditional expos, Growth Summit's roundtable format ensures meaningful discussions with retailers actively searching for solutions.



At the Heart of the Event:

IMRG's groundbreaking benchmarking tool provides retailers with market insights across 40+ key eCommerce metrics, highlighting where they need to improve – but not how. This is where you come in.



Sponsorship Opportunities

Headline Sponsorship
(Premium Exposure & Engagement)

£30,000
max of 3 headline sponsors



- Host up to 10 rotating roundtables
- Receive full opt-in attendee data
- Branding on all marketing materials & social media campaigns.
- 10-minute on-stage presentation
- Branded networking lunch tables
- 10 pre-arranged 1:1 meetings
- Includes 4 sponsor host passes.

Event Sponsorship
(Targeted Engagement & Thought Leadership)

£16,000



- Host up to 5 rotating roundtables
- Receive full opt-in table and meeting data
- Branding across marketing & social media
- Branded networking lunch table
- 5 pre-arranged 1:1 meetings
- Includes 2 sponsor host passes.

Discuss Sponsorship Opportunities

Download VIP Visitor Sample

Industry reports and content marketing

Partner with IMRG to create prestigious and authoritative content assets that will generate brand awareness, position your business as a thought leader, and drive unparalleled lead generation.

Key topics which you can be involved in:



Delivery



Returns



Packaging and Sustainability



Cross-border



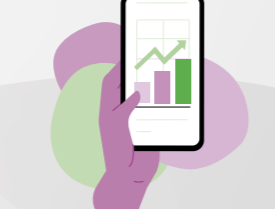
Marketing



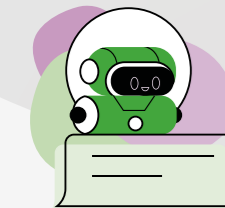
Merchandising



Customer service



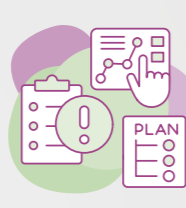
Platform & performance



AI and personalisation



Payment



Risk management



Marketplaces

“IMRG reports provide unparalleled brand awareness on topics that are relevant to our business. They also help to feed our pipeline with relevant leads.”



Industry insights reports



Views per year across the whole site



Downloads per industry report



Views on report pages per month



Leads generated across report campaign

Blogs and social media

1,895 blog views per month



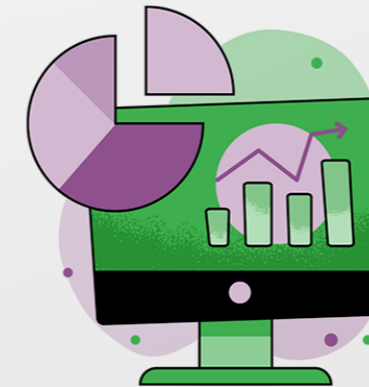
in 4,500+

in 6,600+

X 5,800+

X 14,900+

Digital Dashboard



IMRG Digital Dashboard

The Digital Dashboard provides instant market intelligence on specific segments, offering detailed data from over 200 retailers across 100 different metrics. Access key performance indicators such as year-over-year revenue growth, conversion rates, basket values, checkout abandonment rates, and marketing channel revenue share, among many others.

“We are so glad to be a part of the IMRG community. We feel we’re strong partners and the collaboration has been immensely valuable. The support we’ve received from IMRG has helped us during the course of our membership.”

RTBHOUSE =

You’ll be in good company:



Membership packages

Membership benefits	Bronze membership Enhance your eCommerce influence	Silver membership Step up your engagement and impact	Gold membership Build more valuable business relationships	Platinum membership Maximum lead generation, business relationships, and brand awareness
Unlimited access to Digital Dashboard	✓	✓	✓	✓
Unlimited blogs	✓	✓	✓	✓
LinkedIn Live: Top Tips	1	1	1	2
Virtual Roundtable	1	2	2	2
Webinar	3	3	3	4
Breakfast Clubs	✗	1	1	1
Connect Event (Live)	✗	✗	1	1
Industry Insights Report	✗	✗	✗	1
Number of leads	500+	600+	750+	1250+
Price	£14,000	£18,000	£32,000	£48,000

By purchasing a package, you can save up to £24,000 compared to buying individual products and services separately.

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Individual pricing



Service & sponsorship	Price
Unlimited access to Digital Dashboard	£4,000
LinkedIn Live: Top Tips	£2,000
Virtual roundtable	£4,000
Webinar	£4,000
Breakfast Club	£7,000
Connect Headline Sponsorship	£30,000
Connect event sponsorship	£16,000
Leaders' Event	£16,000 - £22,000 (depending on the venue)
Industry insights report	£18,000

“ I enjoyed the format of the day, it worked really well and had a good mix of presentations, networking, discussion and debate. The food & beverages were excellent and the setting perfect – so many people turned up! ”

Scurri

Join the IMRG community today and benefit from:

- Access to 34,500+ decision-makers in retail
- Brand exposure at networking events, webinars, and conferences
- Unparalleled lead generation and relationship building opportunities
- Improved customer funnel throughout a 12-month marketing cycle
- Exclusive membership discounts at eCommerce Expo (12,000+ attendees)



**Get in touch with the
IMRG team today!**

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