

DATA ASSOCIATE

Data Associate membership provides you with a platform to share your expertise, network with your peers, and learn best practice from leading retailers across all categories. The best part is that it's **completely free to join!**

RETAIL MASTER

Our Retail Master membership unlocks weekly granular benchmarking data, giving you access to tailored insight that can help you to identify areas for improvement and optimise your entire customer funnel.

Benefit	Data Associate	Retail Master
Weekly Data Show	✓	✓
Live and Virtual Conferences	✓	✓
Virtual Roundtables	✓	✓
Directors in Focus	✓	✓
Monthly market tracker	✓	✓
Website user login		✓
Bespoke data requests		✓
KPI Hub		✓
Digital Dashboard		✓
Data and Insight Vault		✓
Black Friday daily market tracker		✓
Pricing	Free	Enquire

DIGITAL DASHBOARD

Benchmark your performance

Gain valuable daily insights into your market performance with a deep dive into revenue, order metrics, and website traffic across 25 market categories.

Boost your key online metrics

Explore industry benchmarks for Average Basket Values and Conversion Rates within your specific product categories, market tiers, and retail formats.

Understand your customers

Dive deep into your audiences behaviour with access to 80+ ecommerce metrics, enabling you to tailor your strategies for maximum impact.

Recognise opportunities during peak trading

Benchmark your daily performance against 150+ top retailers during Black Friday. Recognise opportunities from past Black Fridays to enhance your strategies for future success.

TRACK KEY METRICS:



Online traffic



Sales revenue



Conversion rate



Add-to-Bag Rate



Order volumes



Average basket value



Black Friday tracker



Site navigation



Marketing performance



NETWORKING EVENTS

Weekly webinars

Empower your team and stay informed about the latest ecommerce trends, ensuring you're always one step ahead with the latest benchmarking data.

Virtual and in-person roundtables

Join your retail peers to tackle common challenges, share valuable insights, and discover innovative strategies to aid business growth.

Connect conferences

The pinnacle of IMRG's events are a dynamic two-day virtual and in-person experience, featuring unseen data, roundtables, fine dining, and networking.

Breakfasts, lunches and dinners

Network with industry leaders and retail peers while delving into the latest ecommerce trends. From director-level dinners, to lunches at exquisite venues, these events offer a blend of industry trends, IMRG insights, and fruitful networking.



JOIN US
TODAY



+44 (0) 203 696 0980



membership@imrg.org

A WORLD OF DATA AND INSIGHT

Access a wealth of knowledge

From webinars to insight reports, you'll gain access to a extensive pool of valuable resources that can enhance your understanding of the ecommerce landscape.

Unveil trends and strategies

Uncover trends, challenges, and strategic pathways from an extensive bank of insight reports. You'll equip yourself with the knowledge needed to make informed decisions.

Insights at your fingertips

Our blog provides valuable insights into popular trends and best practices to stay ahead in the industry and empower your team to succeed.

Stay up-to-date with current trends

Access IMRG's complete library of webinar and conference recordings, ensuring you and your team remain up-to-date with the latest ecommerce trends.



"Great webinars, in-person events and everyone who's anyone in retail is part of the IMRG community."



"IMRG have enabled us to have a trusted source of data for benchmarking business performance and providing context into the market."

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UNLOCK PERSONALISED INSIGHTS WITH RETAIL MASTER +

Deep-dive into your data: Annual presentation:

- A 90-minute deep-dive into your data metrics, offering personalised analysis that unveils your performance ranking.
- Gain invaluable insights into your standing within the market through a thorough competitor comparison.
- Use this opportunity to align your team, enhance data-driven decision-making, and formulate actionable strategies.

Expert guidance for your success: Quarterly strategy sessions

- Our data and insight experts provide tailored guidance on your chosen ecommerce topic.
- We offer you a competitive edge, helping you improve your position within the market.
- Elevate your strategy, outperform the competition, and achieve your ecommerce goals with personalised insights.

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WANT TO DISCUSS THE DETAIL BEHIND THESE BENEFITS?

- Access to **benchmarking** data across 80+ performance metrics
- Immediate and granular **intelligence** on specific market sectors
- Independent **analysis** of trends across all sectors of the market
- A program of **networking** events, webinars, and conferences
- Identification of **success** factors behind top-performing retailers
- Tailored recommendations to aid online business **growth**

CONTACT ME

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