

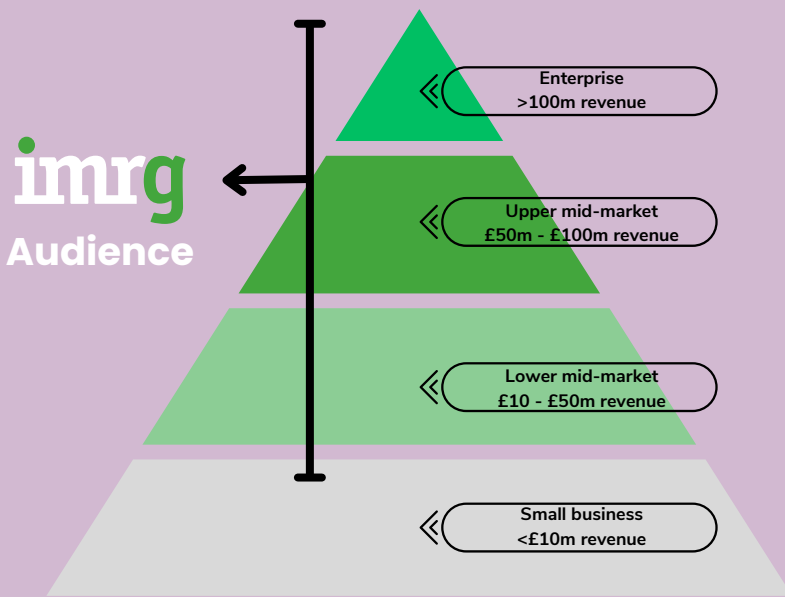
IMRG Audience Breakdown

IMRG, the UK's largest online retail association, is built on the power of the UK's most comprehensive retail benchmarking data. With insights spanning 40 categories and over 80 key performance metrics, including growth and conversion rates. IMRG have cultivated the largest and most engaged community of senior retail leaders. IMRG events aren't just networking opportunities; they're where retailers come to access unique market intelligence and use data insights to shape their strategies in a rapidly evolving market.

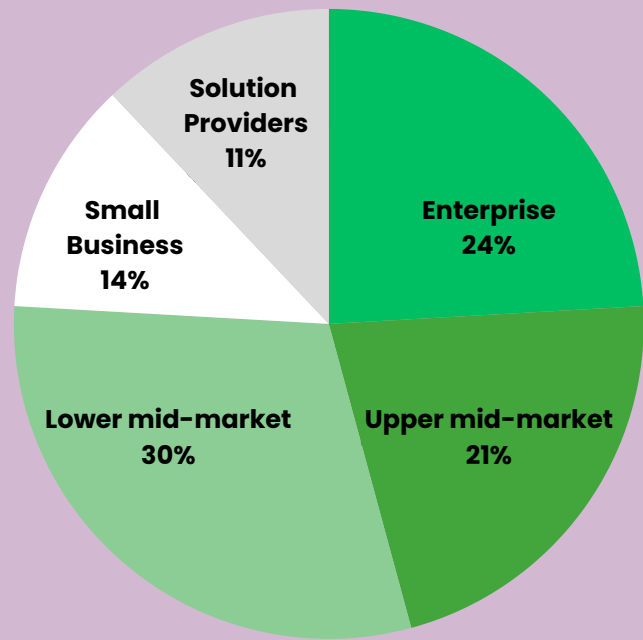
IMRG Community Numbers

The IMRG community consists of over 34,000 professionals from more than 5,000 brands, making it the largest network of its kind in the UK. The majority of retail brands within our community are in the enterprise and mid-market category. This substantial pool allows us to leverage significant event attendance and engage a diverse digital audience for reports, webinars, and roundtable discussions.

Audience Valuation Pyramid



Audience Distribution



98% membership
engagement rate



80% budget
holders



Audience Member Sample



Industries We Cover and Community Job Titles

The IMRG eCommerce community encompasses a wide array of retail industries, including:

Fashion & Apparel

Electronics & Technology

Health & Beauty

Home & Furniture

Sports & Outdoor

Luxury Goods

Toys & Games

Jewellery

Office Supplies

Beers & Wines

Books & Media

Gifts

DIY & Tools

This broad spectrum highlights the diversity of our community, which includes not only eCommerce professionals but also those from marketing, logistics, finance, and more. Within this extensive network, you will encounter a variety of influential decision-makers. By connecting with these senior leaders across multiple sectors, solution providers gain direct access to the individuals who are shaping business strategies and driving innovation in the retail landscape.

*eCommerce Director
Head of eCommerce
Head of Online Trading
Digital Director
eCommerce Manager
Senior Digital Manager*

*Chief Financial Officer
Finance Director
Head of Commercial Finance
Senior Commercial Manager*

*Chief Marketing Officer
Head of Digital Marketing
Marketing Director
Marketing Manager
Marketing Analytics Manager*

*Chief Operating Officer
Head of Supply Chain
Logistics Director
Operations Director
Logistics Manager*

Audience Samples from IMRG Events

See audience samples from our in-person and virtual events for a closer look at who we engage with.

Connect events – [Download Audience Sample here](#)

Breakfast Clubs – [Download Audience Sample here](#)

Leaders' Events – [Download Audience Sample here](#)

Industry Insights Report – [Download Audience Sample here](#)

Webinars – [Download Audience Sample here](#)

Virtual Roundtables – [Download Audience Sample here](#)

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