

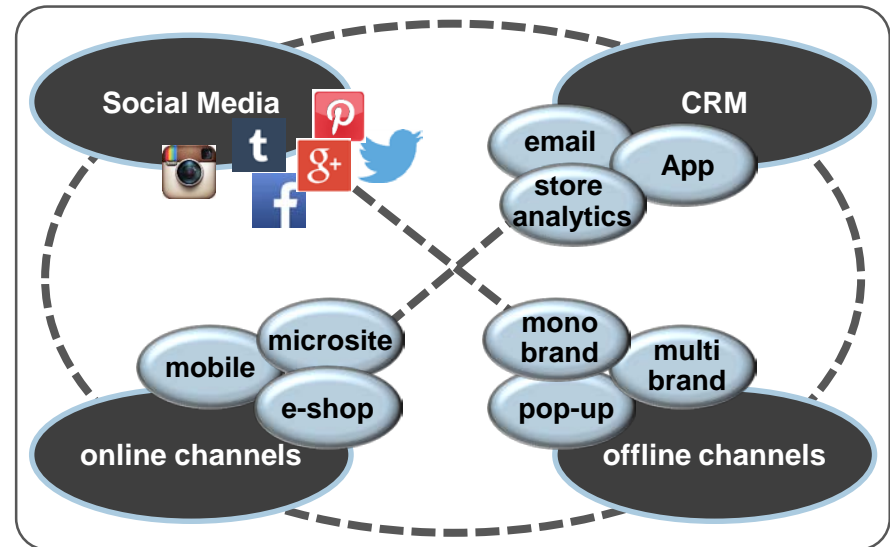


Ispira

passionate about retail

Return on Involvement

February 2016



Ispira Ltd

90 Long Acre, WC2E 9RZ, London, UK
t: +44 (0) 207 903 5385 follow on twitter
e: info@ispira.com www.ispira.com

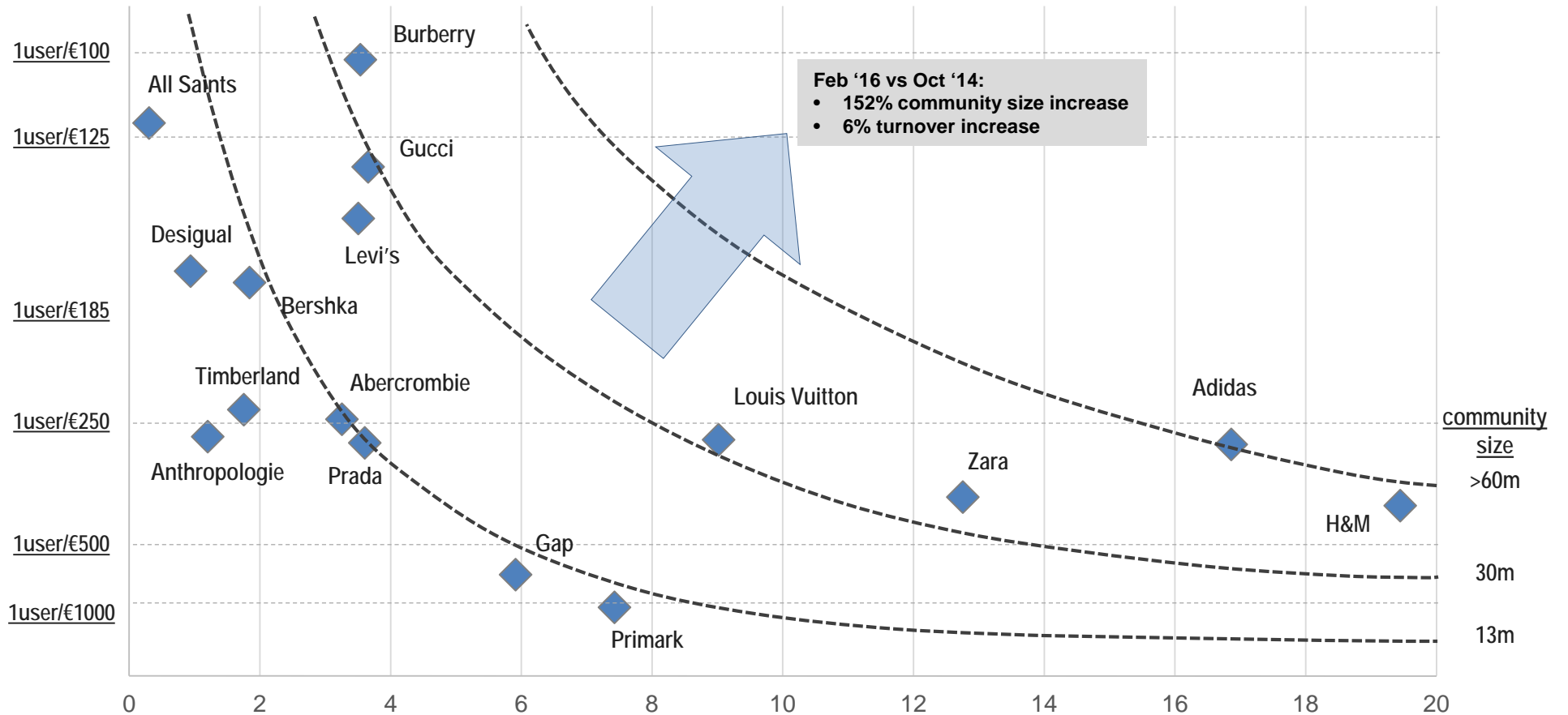
Ispira Ltd

piazza del Popolo, 18 00187 Roma, Italia
blog.ispira.com t: +39 06 3671 2395
e: info@ispira.com www.ispira.com



Return on INvolvement - ROI_n – February 2016

Return On INvolvement (ROI_n) compares the size of brand community with turnover. The higher the number of users per euro of turnover, the higher the brand attraction and the viral potential. Our Oct '16 update for our 17-brand panel shows 48% growth in total community size compared to October 2014 and 13% increase on revenue. On average there is now 1 member of community every €260 of turnover





Return on INvolvement - ROI_n – February 2016

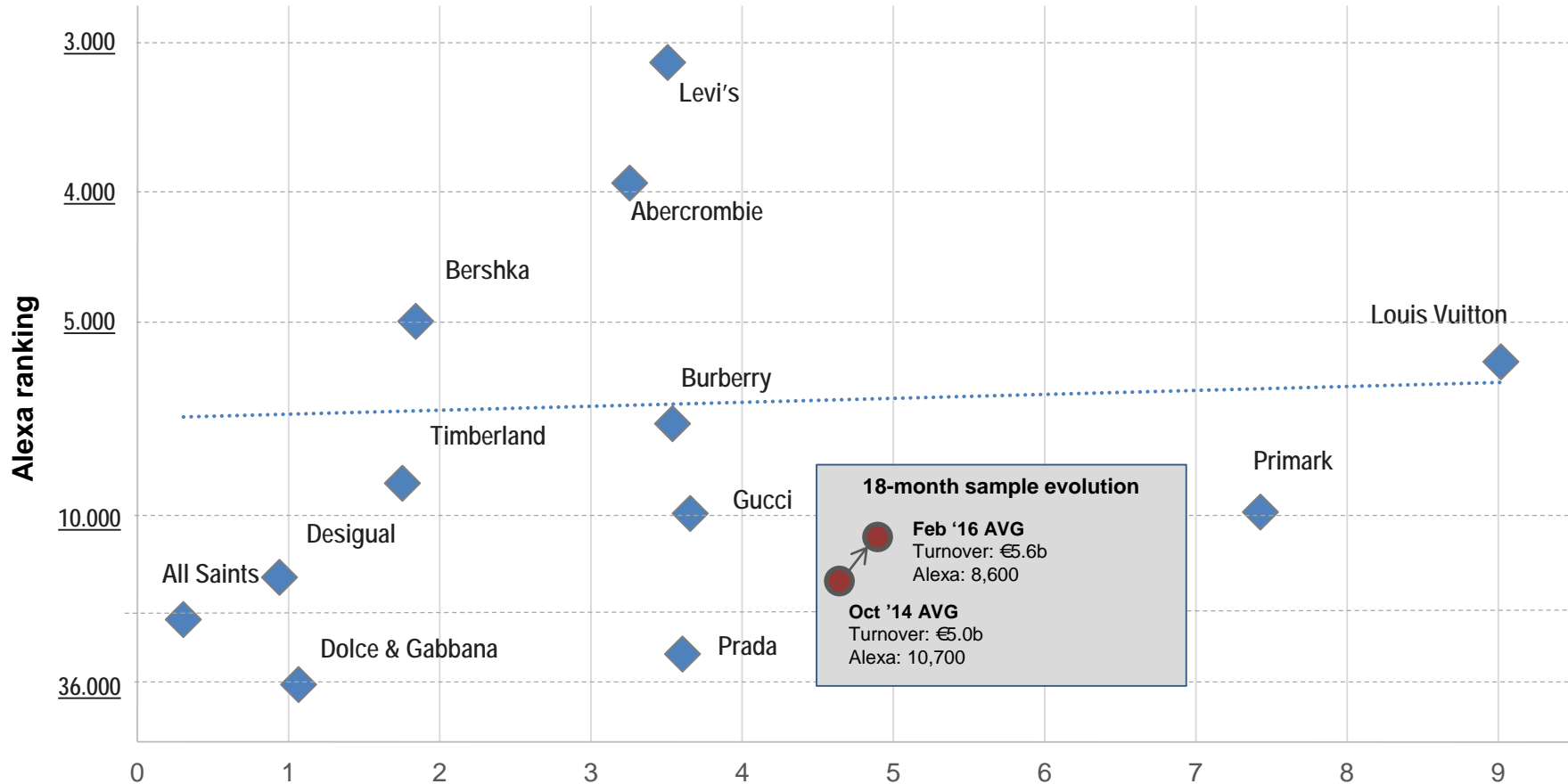
Return On INvolvement compares the size of a brand community to turnover; ROI_n is a driver to measure omnichannel presence and engagement. Dolce & Gabbana records 1 user every €46 of net sales

brand	turnover, €m	community size	1 user every €
Abercrombie	3,256	13,100,000	249
Adidas	16,859	61,200,000	276
All Saints	304	2,600,000	115
Anthropologie	1,203	4,500,000	267
Bershka	1,841	11,400,000	162
Burberry	3,539	34,200,000	104
Desigual	939	6,000,000	158
Dolce & Gabbana	1,067	23,400,000	46
Gap	5,910	9,400,000	630
Gucci	3,655	29,200,000	125
H&M	19,447	51,900,000	375
Levi's	3,507	25,100,000	139
Louis Vuitton	9,016	33,400,000	270
Prada	3,604	13,200,000	274
Primark	7,426	7,500,000	931
Timberland	1,753	7,300,000	240
Zara	12,753	35,700,000	357

Website INvolvement – February 2016

Website involvement compares website popularity and turnover

Brands above the trend line as Levi's and Abercrombie have a higher website traffic than the sample average. On the other side brands below the trend line get fewer visits than the sample average. The average ranking of our 18-brand panel is 8,600 compared to 10,730 in Oct '14





Website INvolvement – February 2016

Return On INvolvement compares the size of a brand community to turnover; ROIn is a driver to measure omnichannel presence and engagement

brand	community size	1 user every €
Abercrombie	13,100,000	3,800
Adidas	61,200,000	2,600
All Saints	2,600,000	17,200
Anthropologie	4,500,000	2,400
Bershka	11,400,000	5,000
Burberry	34,200,000	6,600
Desigual	6,000,000	12,800
Dolce & Gabbana	23,400,000	36,700
Gap	9,400,000	400
Gucci	29,200,000	9,200
H&M	51,900,000	400
Levi's	25,100,000	3,100
Louis Vuitton	33,400,000	5,500
Prada	13,200,000	23,900
Primark	7,500,000	9,100
Timberland	7,300,000	8,100
Zara	35,700,000	600

Ispira Ltd

United Kingdom

90 Long Acre
WC2E 9RZ, London
t: +44 20 7903 5385

Italy

piazza del Popolo, 18
00187 Rome, Italia
t: +39 06 3671 2395



www.ispira.com



blog.ispira.com



info@ispira.com



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