

# By the Numbers

The information below is based on aggregated data from ShopStyle Collective accounts during last year's Nordstrom Anniversary Sale.



Style Influencer @ljeomakola

## TOP PRODUCTS (by clicks)



**Women's Bp. Faren Bootie**  
CONVERSION RATE: 1.15%



**Women's Natori Feathers Underwire Contour Bra**  
CONVERSION RATE: 2.68%



**Women's 1.State Waylan Slip-On Sneaker**  
CONVERSION RATE: 1.74%



**Women's Ag The Legging Raw Hem Ankle Skinny Jeans**  
CONVERSION RATE: 1.05%



**Women's Lush Raw Edge Side Slit Tee**  
CONVERSION RATE: 1.45%

## TOP CATEGORIES (by clicks)

**Women's Jeans: Skinny**  
CONVERSION RATE: 1.58% AOV: \$205

**Women's Tops: Tees**  
CONVERSION RATE: 1.28% AOV: \$160

**Women's Shoes: Boots**  
CONVERSION RATE: 1.41% AOV: \$205

**Women's Shoes: Sneakers**  
CONVERSION RATE: 1.36% AOV: \$180

**Women's Pants: Leggings**  
CONVERSION RATE: 1.84% AOV: \$143

**Women's Sweaters: Cardigans**  
CONVERSION RATE: 1.76% AOV: \$179

**Women's Jeans: Distressed**  
CONVERSION RATE: 1.03% AOV: \$212

**Women's Shoes: Sandals**  
CONVERSION RATE: 1.70% AOV: \$176

**Women's Dresses: Day**  
CONVERSION RATE: 1.21% AOV: \$184

**Women's Jeans: Cropped**  
CONVERSION RATE: 1.48% AOV: \$180

## TOP BRANDS (by clicks)

**BP**  
CONVERSION RATE: 1.48% AOV: \$143

**Free People**  
CONVERSION RATE: 1.28% AOV: \$177

**Zella**  
CONVERSION RATE: 2.09% AOV: \$145

**Lush**  
CONVERSION RATE: 1.56% AOV: \$150

**Madewell**  
CONVERSION RATE: 1.11% AOV: \$197

**Topshop**  
CONVERSION RATE: 0.96% AOV: \$172

**Vince Camuto**  
CONVERSION RATE: 1.49% AOV: \$188

**Natori**  
CONVERSION RATE: 2.53% AOV: \$164

**Rag & Bone**  
CONVERSION RATE: 1.84% AOV: \$236

**1 STATE**  
CONVERSION RATE: 1.67% AOV: \$157

# By the Numbers

The information below is based on aggregated Nordstrom data from ShopStyle Collective accounts during the last three complete months this year.



Style Influencer @ljeomakola

## TOP PRODUCTS (by clicks)



**Articles of Society Sarah Skinny Jeans**

CONVERSION RATE: 1.02%



**Free People Intimately FP Adella Longline Bralette**

CONVERSION RATE: 1.40%



**Leith Ruched Body-Con Tank Dress**

CONVERSION RATE: 1.33%



**Lush Hailey Crepe Dress**

CONVERSION RATE: 1.48%



**Lush Perfect Roll Tab Sleeve Tunic**

CONVERSION RATE: 1.52%

## TOP CATEGORIES (by clicks)

**Women's Shoes: Sandals**

CONVERSION RATE: 0.99% AOV: \$161

**Women's Tops: Tees**

CONVERSION RATE: 1.25% AOV: \$101

**Women's Dresses: Day**

CONVERSION RATE: 1.07% AOV: \$138

**Women's Jeans: Skinny**

CONVERSION RATE: 1.04% AOV: \$142

**Women's Tops: Tanks**

CONVERSION RATE: 1.23% AOV: \$114

**Women's Intimates: Bras**

CONVERSION RATE: 1.13% AOV: \$115

**Women's Clothes: Shorts**

CONVERSION RATE: 1.00% AOV: \$136

**Women's Sweaters: Cardigans**

CONVERSION RATE: 1.15% AOV: \$141

**Women's Shoes: Sneakers**

CONVERSION RATE: 0.74% AOV: \$162

**Women's Shoes: Platforms**

CONVERSION RATE: 1.10% AOV: \$130

## TOP BRANDS (by clicks)

**Free People**

CONVERSION RATE: 1.16% AOV: \$129

**BP**

CONVERSION RATE: 1.31% AOV: \$88

**Lush**

CONVERSION RATE: 1.26% AOV: \$101

**Casion**

CONVERSION RATE: 1.07% AOV: \$125

**Leith**

CONVERSION RATE: 1.23% AOV: \$112

**Madewell**

CONVERSION RATE: 1.13% AOV: \$142

**Gibson**

CONVERSION RATE: 1.30% AOV: \$99

**Topshop**

CONVERSION RATE: 0.96% AOV: \$141

**Articles of Society**

CONVERSION RATE: 1.15% AOV: \$124

**Treasure & Bond**

CONVERSION RATE: 1.22% AOV: \$141