

Nordstrom Half Yearly Sale By the Numbers

**Reports based on data from last year's Nordstrom Half-Yearly Sale,
from May 23rd 2018-June 18th 2018.*

TOP PRODUCTS

(by Orders)



BP. Twist Front Tee

CONVERSION RATE: **3.28%**



Lush Raw Edge Side Slit Tee

CONVERSION RATE: **1.61%**



BP. Twist Hem tank

CONVERSION RATE: **1.89%**



Lush Perfect Roll Tab Sleeve Tunic

CONVERSION RATE: **2.16%**



Gibson x LIY Cassidy French Terry Skirt

CONVERSION RATE: **3.65%**

TOP CATEGORIES

(by Orders)

Women's Tops

CONVERSION RATE: **1.47%** AOV: **\$99**

Women's Dresses

CONVERSION RATE: **1.02%** AOV: **\$155**

Women's Sandals

CONVERSION RATE: **1.19%** AOV: **\$169**

Women's Jeans

CONVERSION RATE: **1.15%** AOV: **\$188**

Women's Intimates

CONVERSION RATE: **1.51%** AOV: **\$101**

Women's Jackets

CONVERSION RATE: **1.38%** AOV: **\$176**

Women's Beauty: Makeup

CONVERSION RATE: **1.26%** AOV: **\$98**

Women's Pants & Shorts

CONVERSION RATE: **1.39%** AOV: **\$164**

Women's Sweaters

CONVERSION RATE: **1.53%** AOV: **\$170**

Women's Jewelry

CONVERSION RATE: **1.50%** AOV: **\$144**

TOP BRANDS

(by Orders)

BP

CONVERSION RATE: **2.08%** AOV: **\$60**

Lush

CONVERSION RATE: **1.65%** AOV: **\$73**

Caslon

CONVERSION RATE: **1.20%** AOV: **\$120**

Leith

CONVERSION RATE: **1.44%** AOV: **\$99**

Free People

CONVERSION RATE: **1.24%** AOV: **\$107**

Gibson

CONVERSION RATE: **1.76%** AOV: **\$87**

Topshop

CONVERSION RATE: **1.08%** AOV: **\$156**

Treasure & Bond

CONVERSION RATE: **1.41%** AOV: **\$136**

Halogen

CONVERSION RATE: **1.59%** AOV: **\$125**

Madewell

CONVERSION RATE: **1.27%** AOV: **\$134**