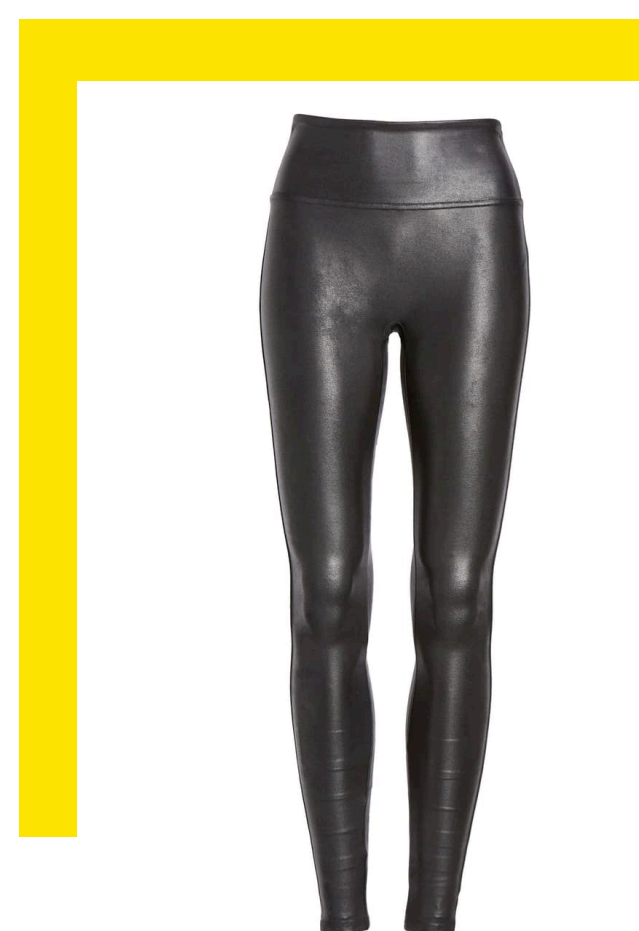


Nordstrom Anniversary Sale 2019 In Review

Reports based on data from 7/11/19 to 8/4/19.

TOP PRODUCTS

(by clicks)



**SPANX Faux
Leather Leggings**
CONVERSION RATE: **2.26%**



**Zella Live In High
Waist Leggings**
CONVERSION RATE: **2.60%**



**Natori Feathers
Underwire Contour
Bra**
CONVERSION RATE: **2.30%**



**Gibson Cozy Twist
Front Pullover**
CONVERSION RATE: **2.88%**



**Nordstrom Lingerie
Moonlight Pajamas**
CONVERSION RATE: **2.24%**

TOP CATEGORIES

(by clicks)

Women's Cardigan Sweaters
CONVERSION RATE: **1.94%** AOV: **\$149**

Women's Skinny Jeans
CONVERSION RATE: **2.39%** AOV: **\$195**

Women's Athletic Pants
CONVERSION RATE: **2.28%** AOV: **\$124**

Women's Leggings
CONVERSION RATE: **2.36%** AOV: **\$116**

Women's Tees
CONVERSION RATE: **1.98%** AOV: **\$166**

Women's Necklaces
CONVERSION RATE: **1.61%** AOV: **\$108**

Women's Pajamas
CONVERSION RATE: **2.14%** AOV: **\$172**

Women's Bras
CONVERSION RATE: **2.28%** AOV: **\$133**

Women's Cropped Jeans
CONVERSION RATE: **1.43%** AOV: **\$165**

Women's Coats
CONVERSION RATE: **1.48%** AOV: **\$204**

TOP BRANDS

(by clicks)

Halogen
CONVERSION RATE: **2.27%** AOV: **\$176**

Zella
CONVERSION RATE: **2.32%** AOV: **\$131**

Caslon
CONVERSION RATE: **2.25%** AOV: **\$130**

Nordstrom (Brand)
CONVERSION RATE: **2.64%** AOV: **\$148**

Madewell
CONVERSION RATE: **2.09%** AOV: **\$144**

BP
CONVERSION RATE: **2.22%** AOV: **\$120**

Barefoot Dreams
CONVERSION RATE: **1.59%** AOV: **\$175**

Spanx
CONVERSION RATE: **2.36%** AOV: **\$122**

Gibson
CONVERSION RATE: **2.61%** AOV: **\$130**

Topshop
CONVERSION RATE: **1.87%** AOV: **\$173**