






Nordstrom Anniversary Sale 2020 In Review

Reports based on data from 8/13/20 to 8/30/20

TOP PRODUCTS (BY CLICKS)	TOP CATEGORIES (BY CLICKS)	TOP BRANDS (BY CLICKS)
 <p>CozyChic Lite Circle Cardigan</p> <p>CONVERSION RATE: 2.13%</p>	<p>Cardigan Sweaters</p> <p>CONVERSION RATE: 2.82% AOV: \$113</p>	<p>Caslon</p> <p>CONVERSION RATE: 3.26% AOV: \$110</p>
 <p>Sarah Distressed Skinny Jeans</p> <p>CONVERSION RATE: 2.05%</p>	<p>Cropped Jeans</p> <p>CONVERSION RATE: 2.81% AOV: \$144</p>	<p>Zella</p> <p>CONVERSION RATE: 3.70% AOV: \$102</p>
 <p>Vince Camuto Arendara Bootie</p> <p>CONVERSION RATE: 1.40%</p>	<p>Tees</p> <p>CONVERSION RATE: 3.23% AOV: \$113</p>	<p>UGG</p> <p>CONVERSION RATE: 2.19% AOV: \$126</p>
 <p>SPANX Faux Leather Camo Leggings</p> <p>CONVERSION RATE: 4.85%</p>	<p>Athletic Pants</p> <p>CONVERSION RATE: 2.26% AOV: 2.26</p>	<p>Barefoot Dreams</p> <p>CONVERSION RATE: 3.13% AOV: \$102</p>
 <p>Nova Perforated Racerback Tank</p> <p>CONVERSION RATE: 3.62%</p>	<p>Bras</p> <p>CONVERSION RATE: 3.61% AOV: \$96</p>	<p>Madewell</p> <p>CONVERSION RATE: 2.92% AOV: \$116</p>
	<p>Sneakers</p> <p>CONVERSION RATE: 2% AOV: \$117</p>	<p>Vince Camuto</p> <p>CONVERSION RATE: 2.34% AOV: \$122</p>
	<p>Earrings</p> <p>CONVERSION RATE: 3.46% AOV: \$96</p>	<p>SPANX</p> <p>CONVERSION RATE: 3.76% AOV: \$122</p>
	<p>Girls Shoes</p> <p>CONVERSION RATE: 2.97% AOV: \$88</p>	<p>Halogen</p> <p>CONVERSION RATE: 3.35% AOV: \$89</p>
	<p>Leather Jackets</p> <p>CONVERSION RATE: 3.38% AOV: \$134</p>	<p>Nordstrom (Brand)</p> <p>CONVERSION RATE: 3.55% AOV: \$109</p>
	<p>Pajamas</p> <p>CONVERSION RATE: 3.42% AOV: \$122</p>	<p>KUT From the Kloth</p> <p>CONVERSION RATE: 4.05% AOV: \$129</p>