



WEBINAR
SERIES

THURSDAY 13 MAY
11 AM - 12 PM

RE-TELLING OF RETAILING



Webinar Presenters



Gai Le Roy
CEO
IAB Australia



Mark Mansour
Client Partnerships & Sales
Cartology



Dean Vocisano
Country Manager
Shopfully

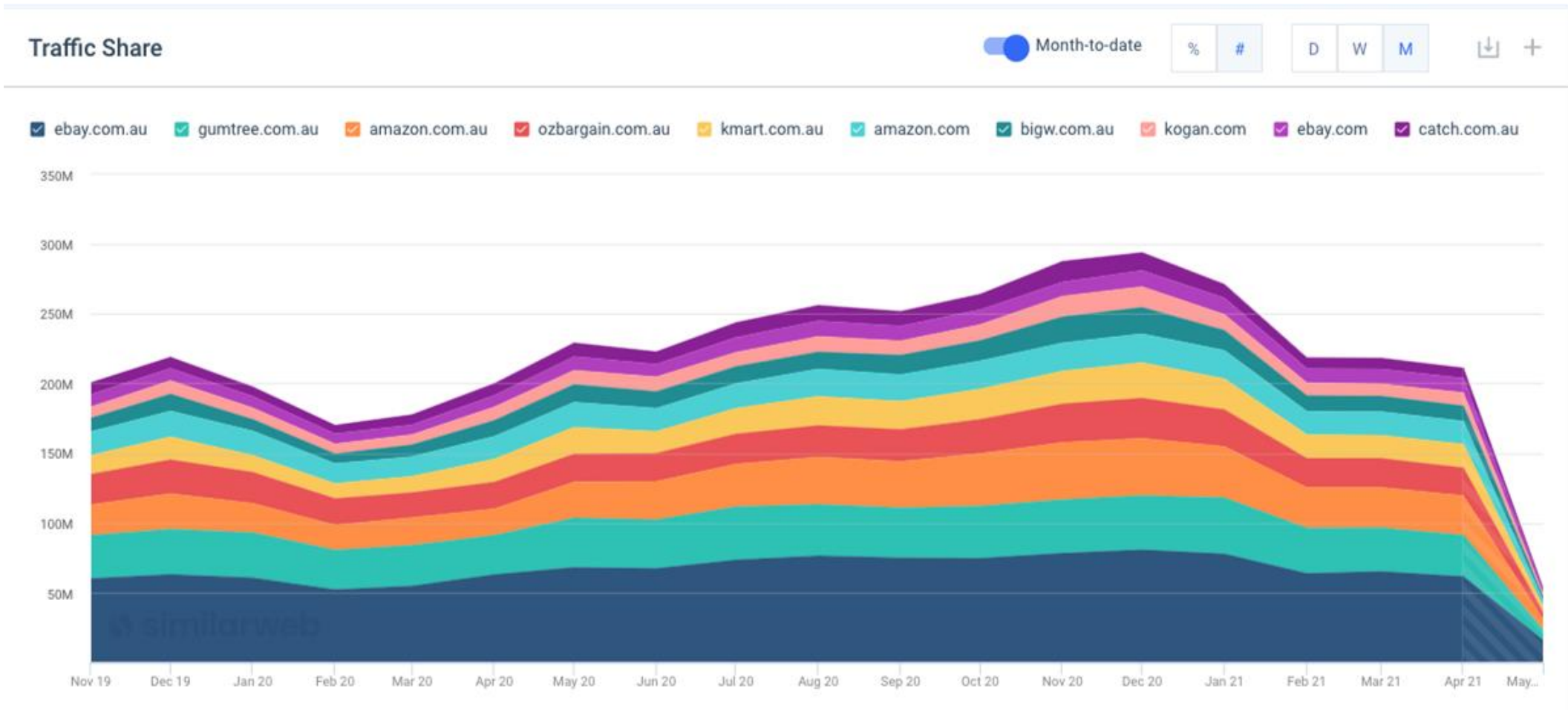


Lottie Laws
Sales Director
Pinterest

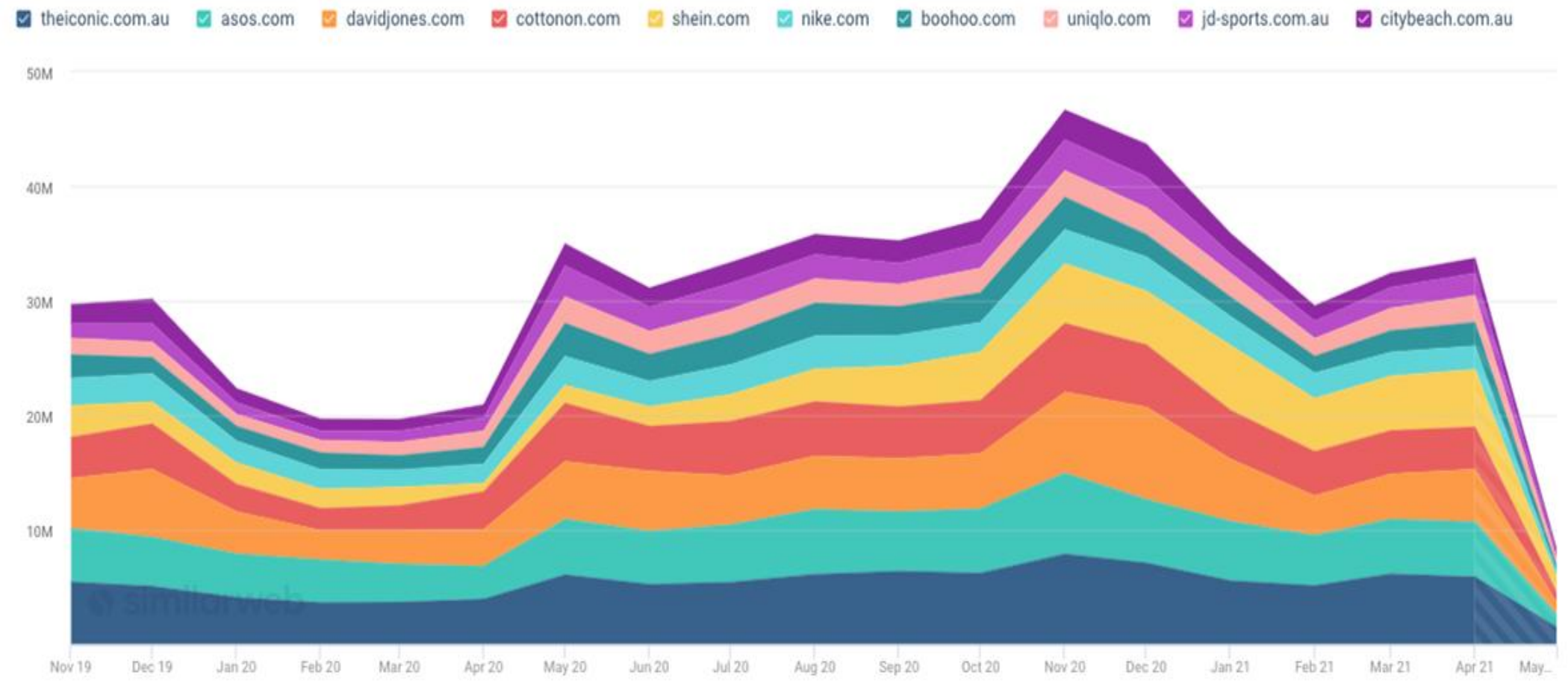


Roger Dunn
General Manager
GroupM Commerce

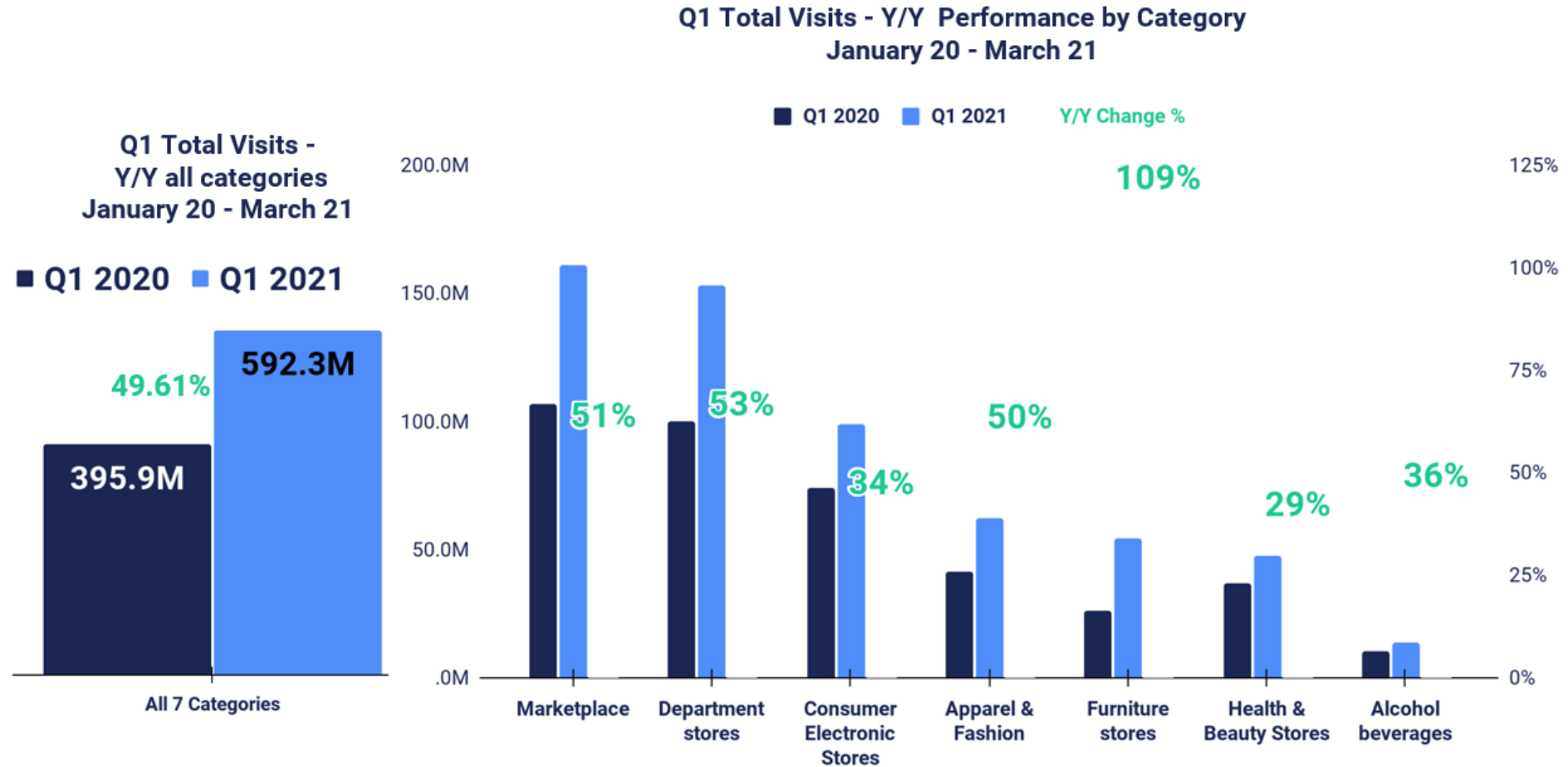
Commerce Site Traffic & Share Trends



Fashion Site Traffic & Share Trends

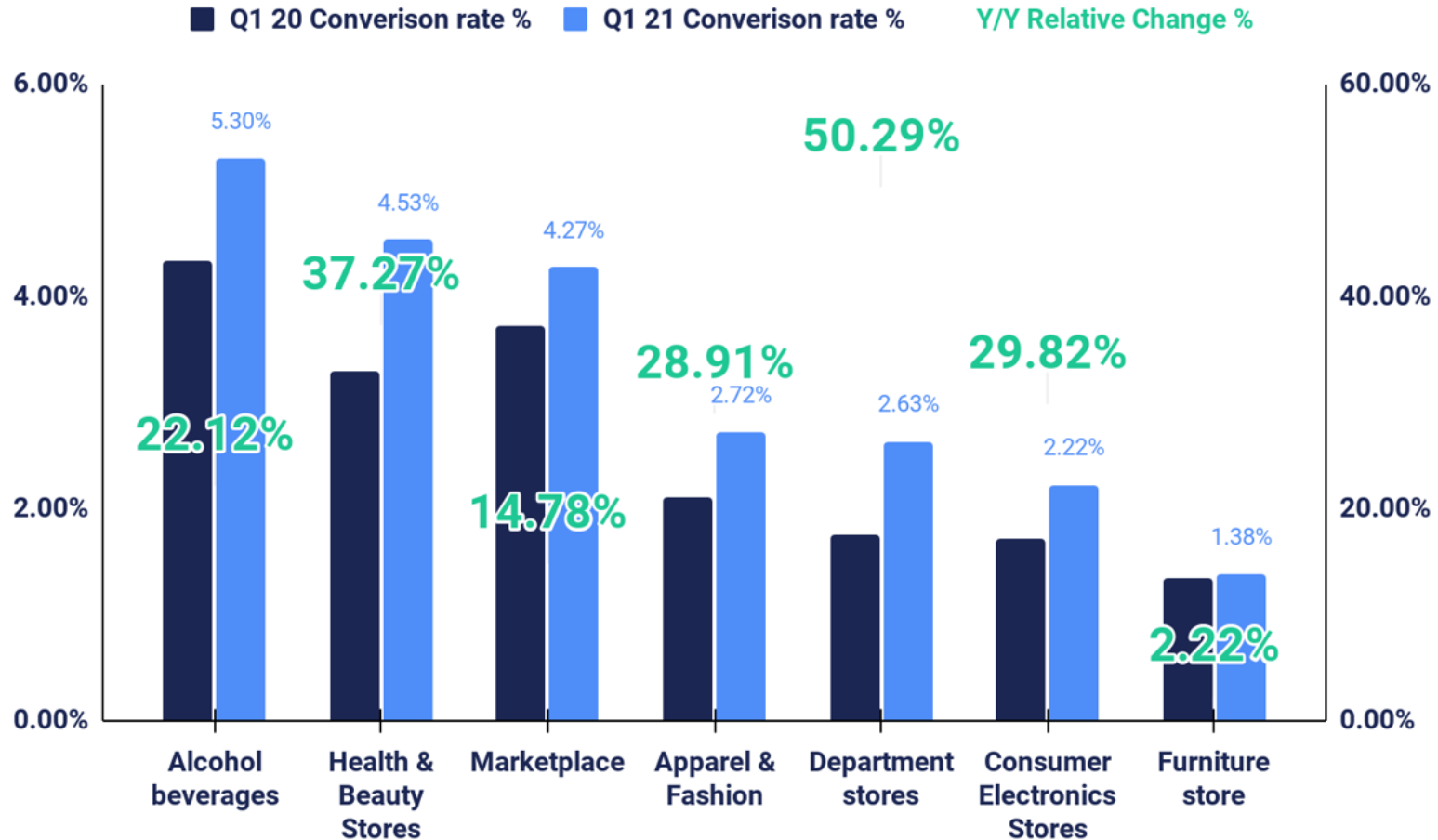


Commerce Categories Traffic Increases



Commerce Categories Conversion Increases

Q1 Conversion rate (Desktop) - Y/Y Performance by category
January 20 - March 21

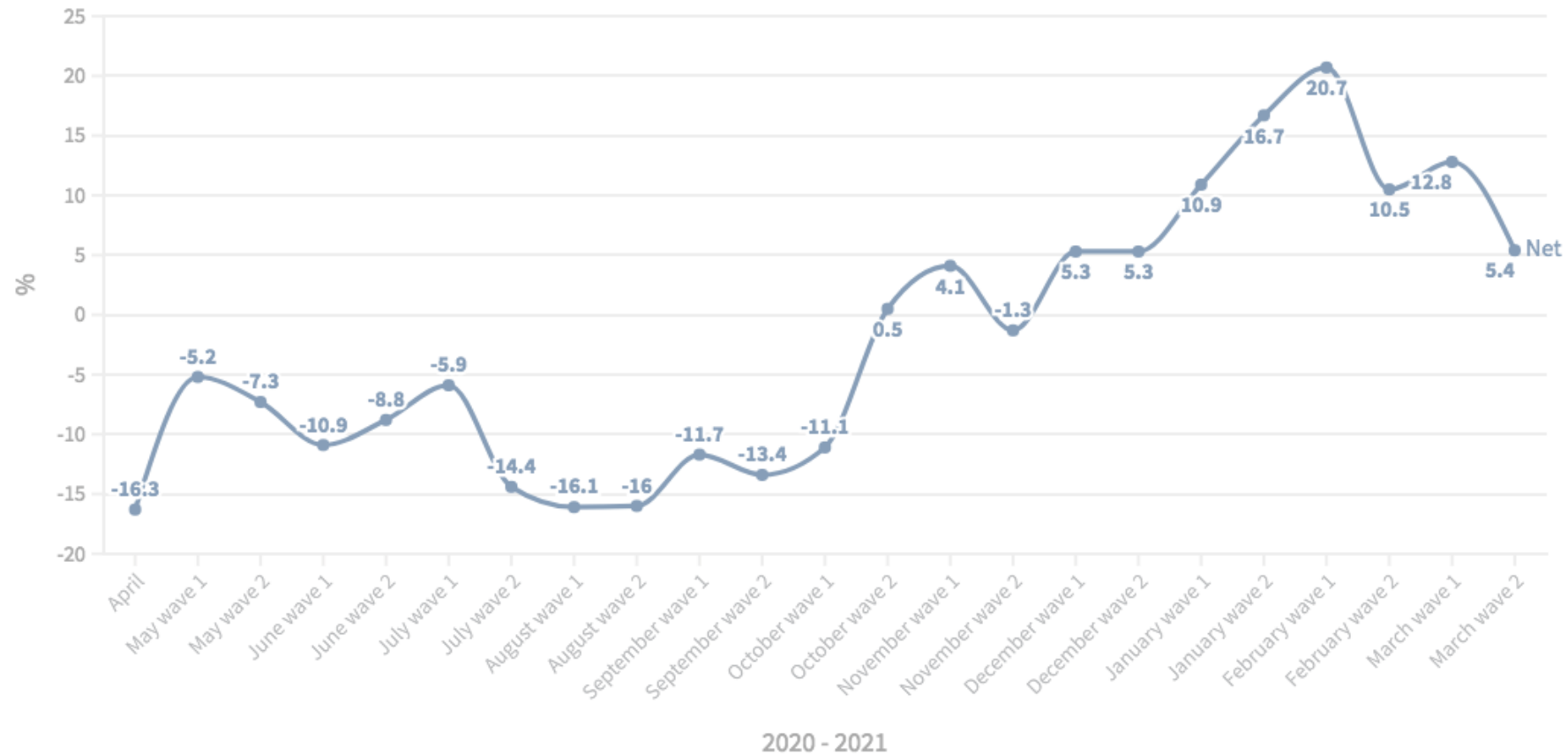


Dips in confidence roughly align with minor COVID setbacks



Question 1 – net sentiment

How do you feel about the Australian economy?

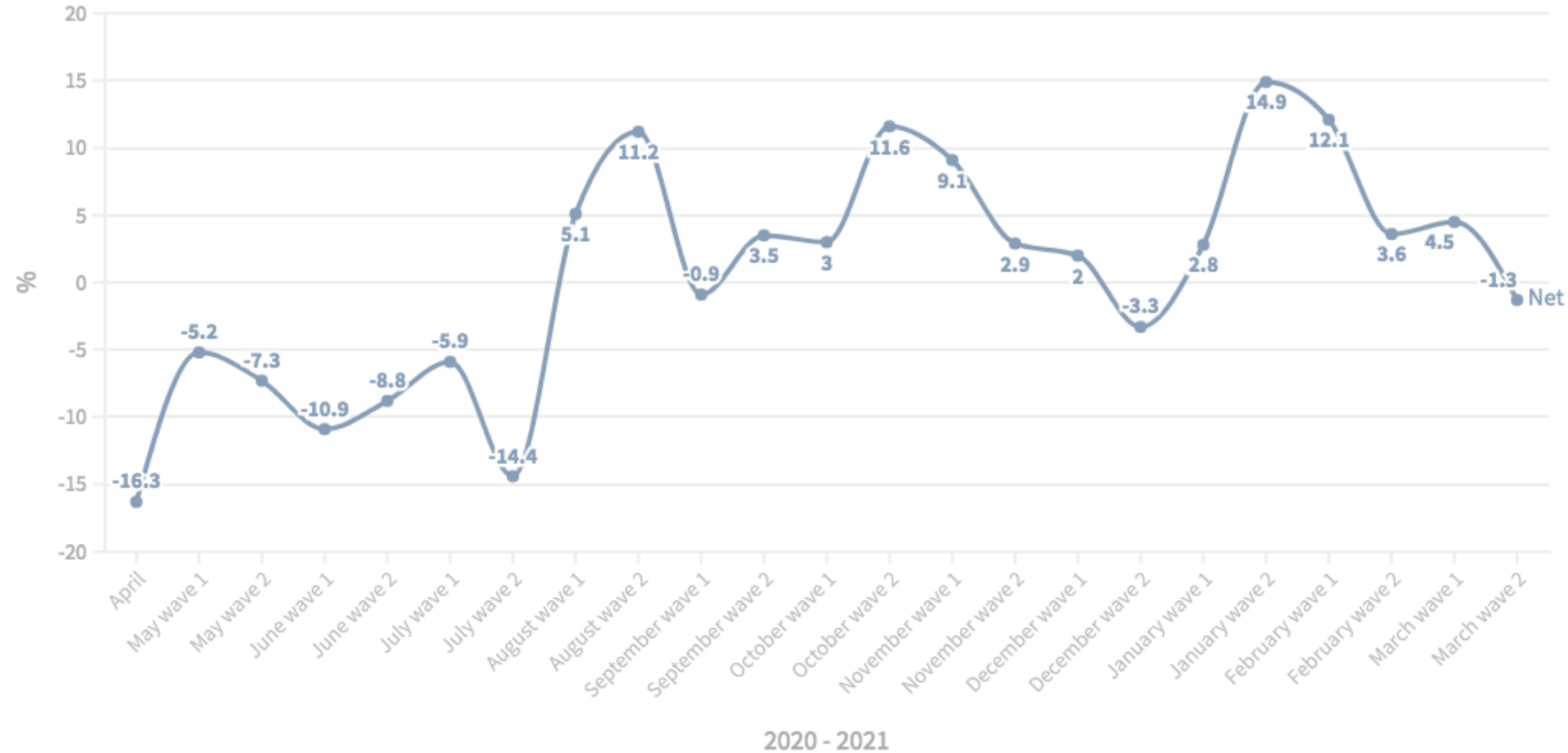


Dips in confidence roughly align with minor COVID setbacks



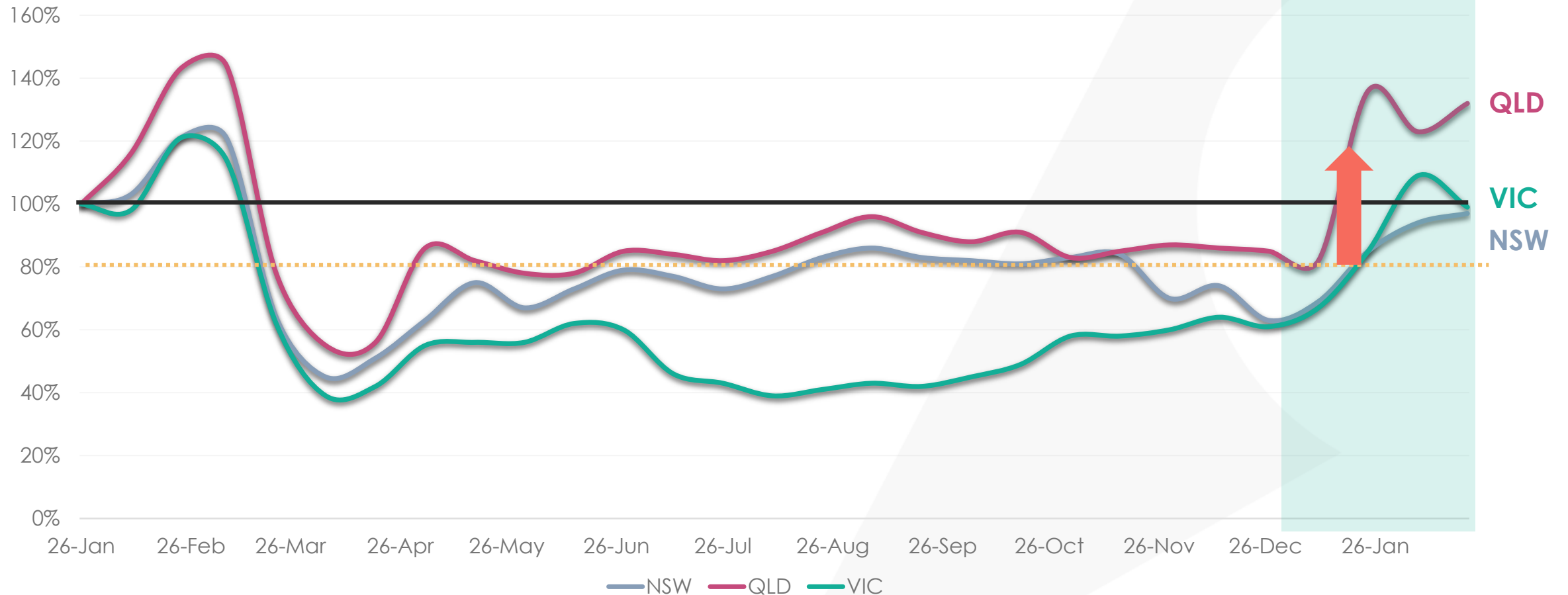
Question 2 – net sentiment

How do you feel about your household financial situation?



Fashionably late: It took a vaccine rollout and months of near elimination to convince **cautious laggards** to return

Indexed footfall (vs January 2020) | Retail



Other IAB Commerce Resources



