

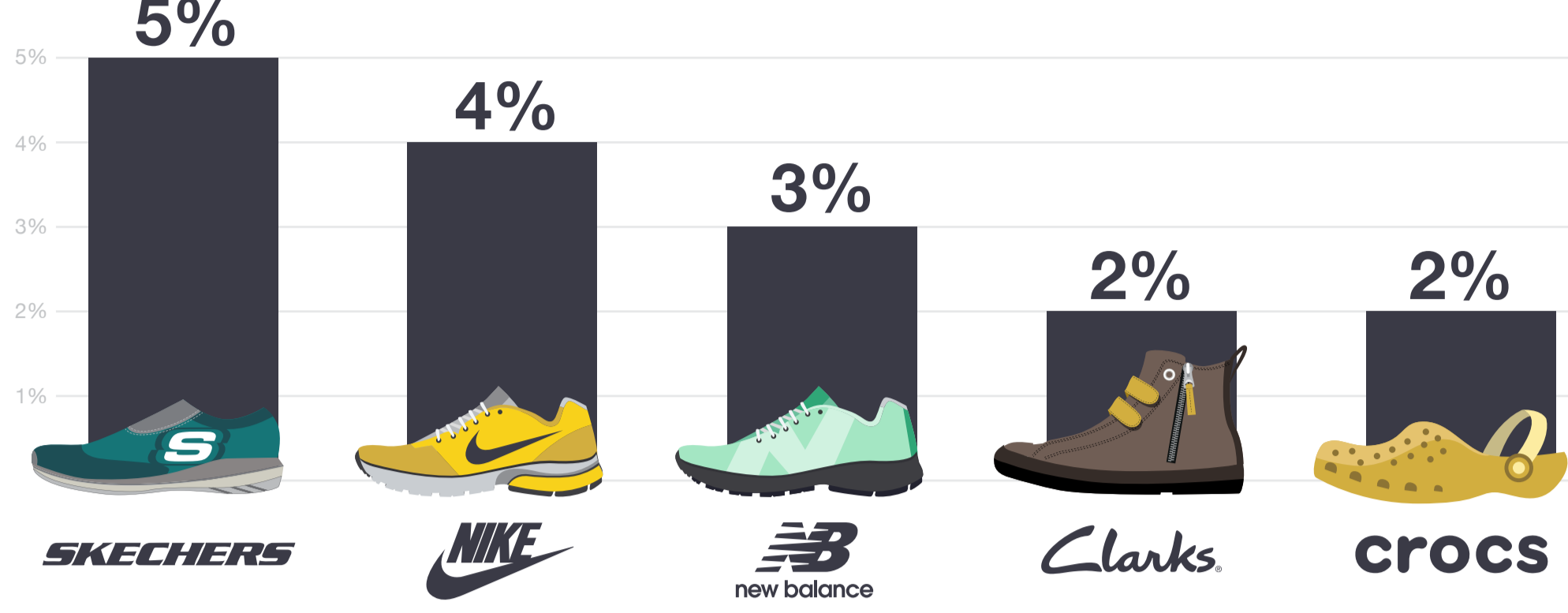
jumpshot presents

Step into the world of online shoe sales



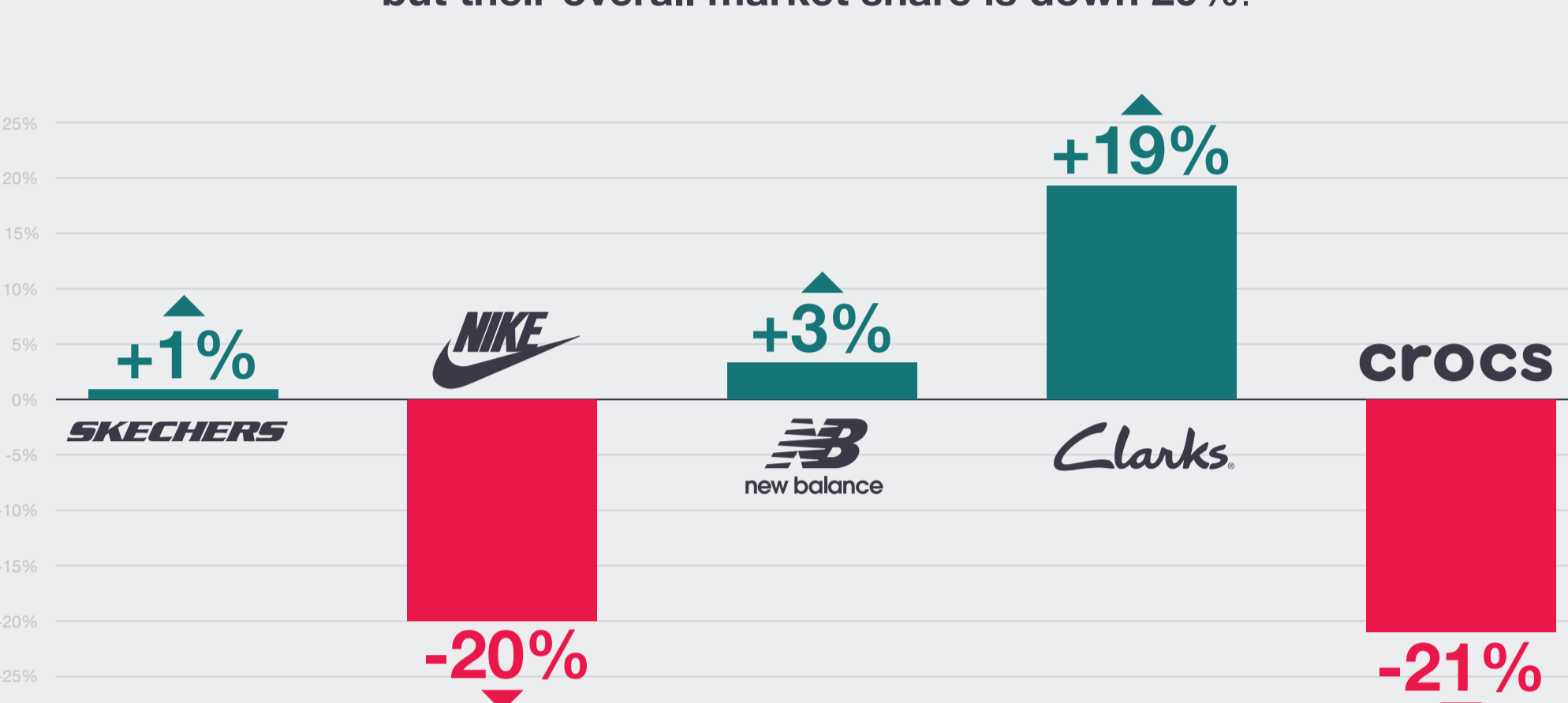
Market Share for Top Shoe Brands

Sketchers overtook Nike for the largest market share in Q2 2018.



YoY Change in Market Share

Nike's sales increased compared to Q2 2017, but their overall market share is down 20%.



Men

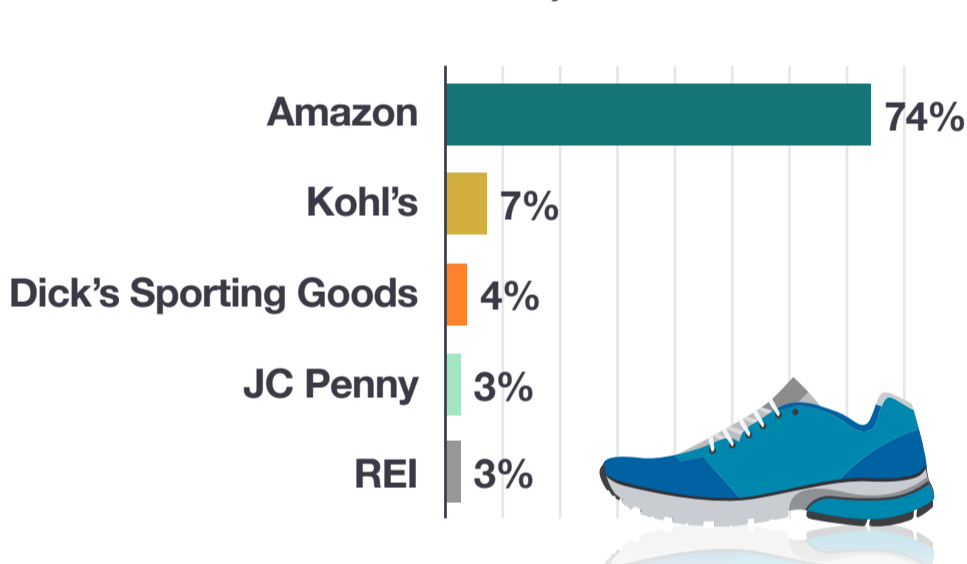
Men purchase **18x more** athletic shoes than dress shoes.

Women

Nordstrom sells **19x more** sandals than boots.

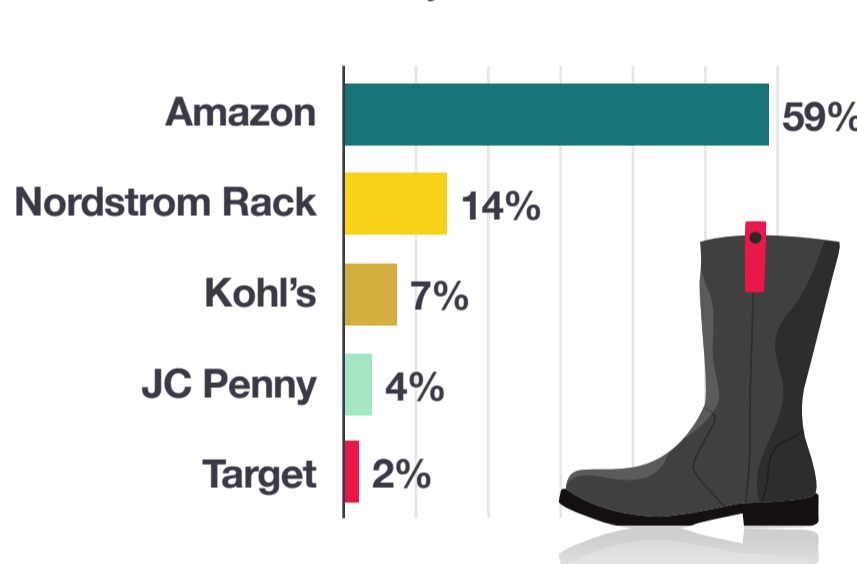
Athletic Shoes

Market Share by Retailer



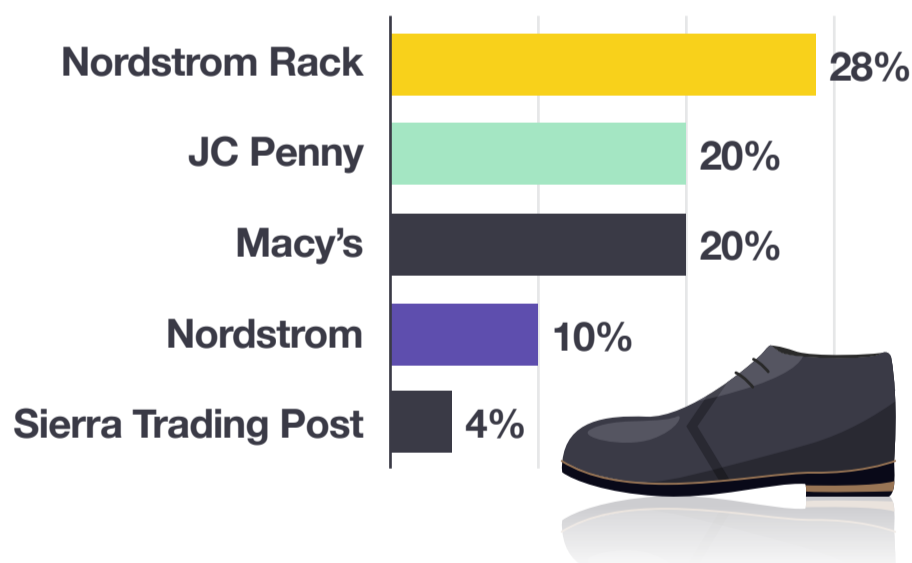
Boots

Market Share by Retailer



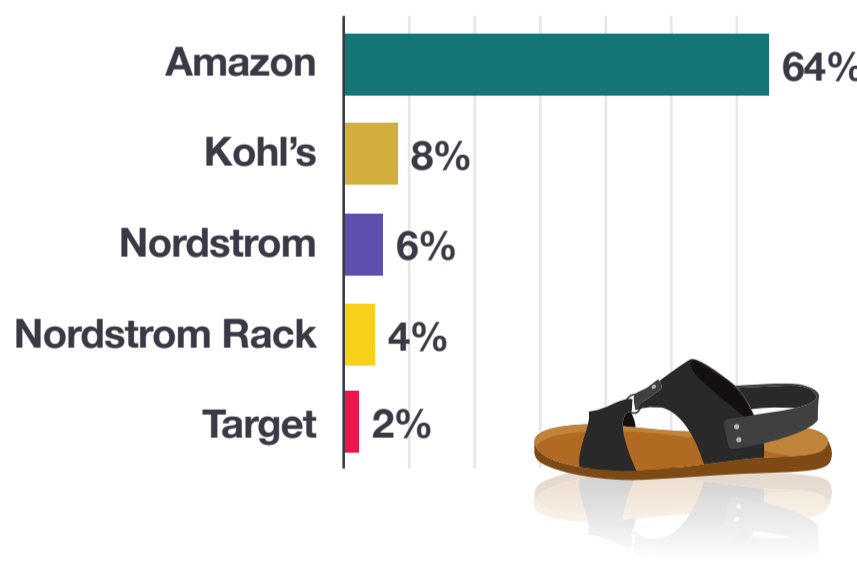
Dress Shoes

Market Share by Retailer



Sandals

Market Share by Retailer



The highest converting shoe brand is Cherokee.

(a beloved, comfortable shoe targeted for nurses)

Shoppers who view Cherokee shoes purchase **30% of the time**, compared to an average of **13%** for shoes in general.



84% of marketers say they lack insights into e-commerce marketplaces.

Marketers need:



A detailed understanding of the competition and their tactics



A comprehensive view of all eCommerce retailers



A full perspective of customer path to purchase

Jumpshot is the only company that unlocks walled-garden data across all e-commerce marketplaces.

Learn more at

jumpshot.com

Jumpshot studied anonymous consumer actions within 500 online eCommerce sites and marketplaces in Q2 2018 and analyzed visits and purchases of different brand categories across these sites.

Our real-time, global panel of 100 million devices tracks 5 billion actions a day to deliver insights into online behavior from every consumer action.

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