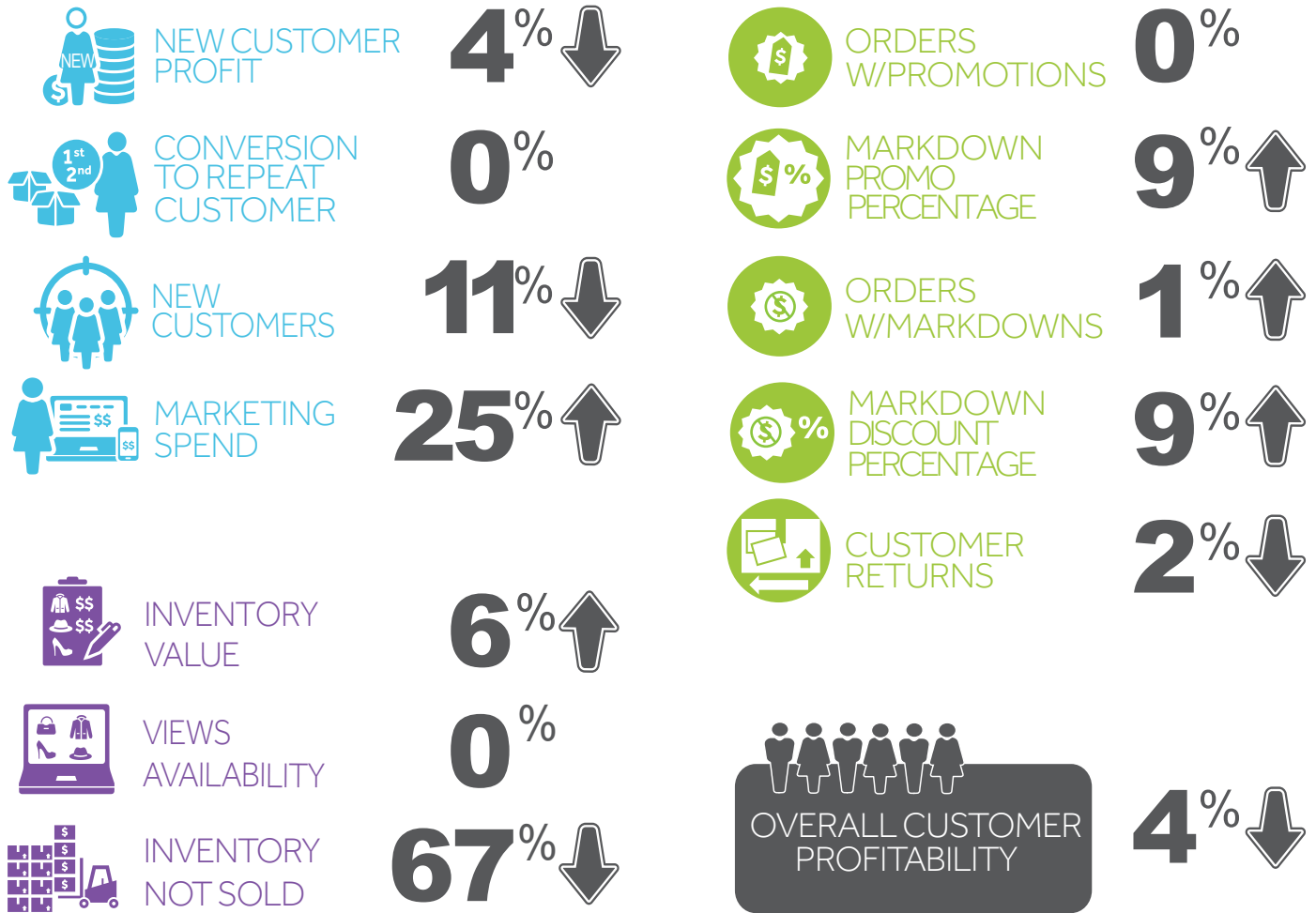


# Retail Index: Early Spring 2019

This is an analysis of \$5.3B in NA Retail transactions  
Jan. 1 to Apr. 15, 2019 vs. the same timeframe in 2018.



While retailers continue to drive conversion from 1st to 2nd time buyers, it is those shoppers that make between 6 to 10 purchases who represent the biggest profit opportunity.

Despite marketing spend increasing 25% compared to the same time last year, new customer acquisition decreased by 11%.

While the amount of inventory not being viewed by shoppers has decreased by 12% – suggesting retailers understand which items their customers are searching for – overall customer profitability continues to decrease (down by 4% year to date).

SKU availability increased by 14%, indicating shoppers are more likely to be satisfied with the size, color and style selection of the products they seek, resulting in a decrease in inventory not sold of 67%, compared to the same time last year. But this also highlights a move by North American retailers to promote more often and offer deeper discounts to deplete inventory levels.

"To stay relevant and protect profit margins, it is imperative for retailers to act at pace, constantly strive to understand the most addictive product combinations to encourage full-price sell-through, and feverishly deploy strategies offering services such as free or expedited shipping to its profitable and highly desirable customer set."

John Squire, CEO & co-founder  
DynamicAction

For more Retail Index information, see our [2018 Year in Review and 2019 Outlook](#).