

1010DATA

TickerView™ Receipt

Email receipts with item-level detail on billions of online and mobile application purchases from millions of US consumers across hundreds of ecommerce merchants



Track

Basket-Level Performance



Identify

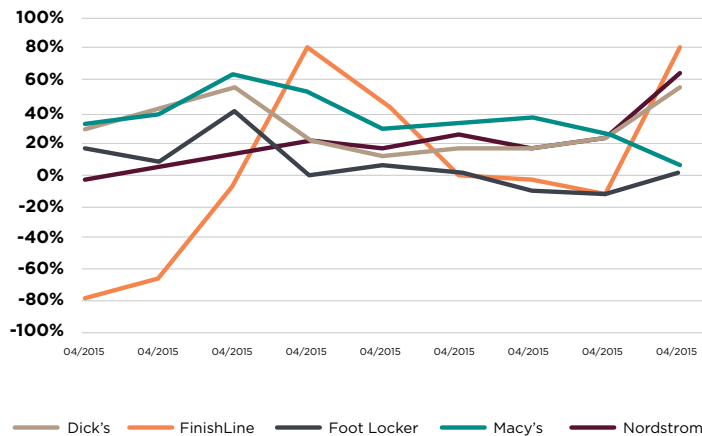
Pricing & Promotion Trends



Assess

User-Level Activity by Category

NKE Top Wholesale Channel Revenue YOY Growth



NKE: NA Revenue Turnaround

Nike growth stalled and NA revenue declined in 1Q18 prompting analysts to assert their confidence in turning growth around by 4Q18. 1010data's e-receipt data tracks the indirect channels that Nike sells through and attributes some of their turnaround to the success in these channels. Four of Nike's largest wholesale account in NA showed revenue acceleration for Nike sales in 4Q18. Their success was driven by new product launches and price stabilization, with Macy's being the only channel to decelerate that quarter.

Metrics Tracked

Dollar Sales Index
Order Total Index
Average Order Total
Average Item Spend per Order

Number of Orders Index
Average Items per Order
Average Item Spend per Customer
Average Order Total per Customer
Number of Customers Index

Average Orders per Customer
Average Items per Customer

High-Level Facts

3+
Years of Data

Daily
Data Updates

2-Day
Lag Time

2MM
Panelists Tracked