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2017 Editorial Report Series

Exclusive data and analysis in a digital report from our expert editorial team. Maximize your thought leadership position and generate quality leads in these upcoming reports before they're gone. Limited sponsorships available.

FEBRUARY
Mobile Needs to know
This executive report will feature seven key tactics online retailers need to know about mobile commerce right now. The report will touch on the latest trends on mobile site design, how e-retailers are getting their mobile website super speedy, how the latest Google algorithm change will impact mobile marketing and the most recent ways shoppers want to pay online.
Ad close 1/25 Materials Due 2/15

MARCH
How to win more sales on Amazon
Amazon's marketplace is a growing sales channel for many online retailers and brands. This report will outline the most effective strategies for maximizing sales and profits on Amazon. Strategies to be covered include pricing, customer service, Fulfillment by Amazon and how to sell on Amazon's fast-growing international marketplaces. Additionally, it will provide a buyer's guide for marketplace sellers by profiling the technology and service providers that help sellers on Amazon.
Ad close 2/24 Materials Due 3/15

APRIL
Retail E-Commerce Innovators
Innovation, imagination and determination, and often a bit of luck, are keys to success in e-commerce. The individuals creating successful new companies and leading transformations and established ones come from all kinds of backgrounds. What they have in common is they don't settle for the same old, same old: They've all taken original ideas and made them a success. This report will feature 10 of the brightest lights in e-commerce and describe how they came up with their big idea.
Ad close 3/24 Materials Due 4/13

MAY
Analytics & Site Performance
Consumers expect using a retail site to be fast and easy. However, a recent study by Aberdeen Research finds that 43% of website users are unsatisfied by web performance. The good news is there are performance and analytics vendors to help meet these shopper needs. This report will look at fresh ways retailers are optimizing their desktop and mobile sites to speed performance and the new tools available on the market to help. It will also look at new ways retailers are employing analytics, for example, by using machine learning and artificial intelligence to more quickly compare large amounts of page elements in user testing. Brands, in order to

succeed, need to give the customer what they want; even if the bar is set painfully high. This report will explain how retailers can keep potential customers content and coming back for more.
Ad close 4/21 Materials Due 5/12

JUNE

How to Market to Millennials

How do you reach the coveted millennial generation? By meeting them where they are: on mobile devices, on social media and on search. Find out what types of ads resonate with millennials and how to get this generation to pay attention. Mobile devices are a key part of the answer.
Ad close 5/31 Materials Due 6/19

JULY

3rd Annual IR Excellence Awards: Special Edition

Internet Retailer will produce the 3rd annual awards issue recognizing all 2017 IR Excellence Award nominees and winners to share with the entire Internet Retailer community and IRCE attendees. This special edition will provide an in-depth look at all the nominees and winner – who they are, why they were nominated, best practices, insights from the winners, photos and more.   Some of the 2016 winners included Wayfair, Grainger, Dollar Shave Club, Target and more.
Ad close 6/23 Materials Due 7/14

A clear view of the cloud

This report will detail vendor players and their clients who are moving to the cloud and what the slew of new cloud-based acquisitions mean for this technology. It will also uncover new types of cloud offerings as retailers and companies of all kinds are making use of the resources available in the cloud to do all kinds of things, from testing new applications to ensuring easy connectivity to fast-moving social networks. (Magento just launched its first cloud e-commerce offering. Oracle did as well in 2015 and just acquired NetSuite (a cloud veteran) to help in its endeavor. Demandware, a cloud e-commerce vet was just bought by cloud player Salesforce giving it a lot of cloud services under one umbrella).
Ad close 6/19 Materials Due 7/14

AUGUST

Digital Marketing Trends

Marketers have little choice but to find the most effective means for their marketing spend and strategy and must juggle digital marketing channels ranging from email to paid search to social media. In the 3rd Annual Digital Marketing Trends Survey, Internet Retailer will explore the latest trends and practices that the industry marketers are executing in 2017 and beyond to help marketers.
Ad close 7/28 Materials Due 8/17

SEPTEMBER

Online Marketplaces in North America

This report will analyze the largest online shopping portals in North America, including those operated by Amazon, eBay and Wal-Mart. It will dive into the strategic shifts by marketplace operators working to make up ground against Amazon and the new opportunities they represent for marketplace sellers. The report will include a buyer's guide, summarizing technology and service providers for marketplace sellers.

Ad close 8/24 Materials Due 9/14

OCTOBER

Key trends in e-commerce fulfillment

Fulfillment and delivery options are only growing as consumers demand more choices and greater transparency about where their orders are in transit and when, precisely, their packages will arrive. Meanwhile, a growing number of retailers with stores are using those physical locations as fulfillment centers for online orders and offering their customers the option to pick up online orders in-store to avoid shipping fees. And drones may soon be delivering e-commerce orders. This report will dig into Top 500 data to spotlight the key trends in e-commerce fulfillment.

Ad close 9/22 Materials Due 10/12

NOVEMBER

Vetting Vendors

Many retailers are all too familiar with getting burned by choosing a vendor that is not right for their business and their needs. This report will cover questions to ask potential vendors, what to really look for (beyond the obvious) and require in a request for proposal and the fee structures best for various sizes/types of retailers. It will also include discussions from industry players on their biggest mistakes, wins and lessons learned in choosing e-commerce vendors.

Ad close 10/12 Materials Due 11/3

DECEMBER

Black Friday/Cyber Monday Results & Analysis

Internet Retailer's editors will provide real-time reporting on sales for the entire Thanksgiving holiday weekend, including "Cyber Five" coverage, the period from Thanksgiving to Cyber Monday. This exclusive report will recap the winners and losers from the peak of the 2017 holiday season, the big strategic shifts and the lessons retailers can learn for the rest of the season and for 2018.

Ad close 11/14 Materials Due 12/7

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