

## 2017 Research Report Series

Exclusive data and analysis in a digital report from our expert research team. Maximize your thought leadership position and generate quality leads in these upcoming reports before they're gone. Below are the report descriptions. There are 4 categories of research reports: Ranking, Technology, Merchant Category and Financial.

**Limited sponsorships available and all sponsorship rates on last page**

**Ranking Reports:** Rank and profile the leaders in their respective region, or segment of the market, and take into account hundreds of metrics that the research team gathers on e-retailers around the world each year.

**Technology Research Reports:** Exclusive Internet Retailer research data and interviews with retailers and experts to provide in-depth analysis on key topics shaping the e-commerce world.

**Merchant Category Reports:** An in-depth look at a product category online, and provide exclusive benchmark data, market analysis, and interviews with category leaders.

**Financial Research Reports:** Addressing key e-commerce trends and topics from a financial and investment perspective on leading e-retailers, including quarterly earnings reports on the top 40 online retailers.

### **FEBRUARY**

#### **Digital Marketing Report**

Discover North America's leading web merchants in paid and organic search, email and social media marketing. With an in-depth analysis of the Top 1,000 web merchants' performance, this report can serve as a toolkit to help e-retailers prioritize their digital marketing programs. **(TECHNOLOGY)**

***Ad Close 1/31 Materials Due 2/14***

### **MARCH - *NEW Financial Reports***

#### **Most Valuable Online Retailers**

Private investment firms each have their own way of determining the value of a company. Internet Retailer does too. This report will use a proprietary algorithm to put a value on the top private web-only retailers in North America. **(FINANCIAL)**

***Ad Close 2/17 Materials Due 3/3***

#### **Top Investors in E-Commerce**

This report will provide a comprehensive overview of the biggest investment companies bankrolling ecommerce. It will identify the top investment firms spending the most on e-retail companies and the technology firms that support them, and provide a primer for what makes for a good bet in the e-retail world. **(FINANCIAL)**

***Ad Close 2/17 Materials Due 3/3***

## Top 1000 Research Program

### April / May

**Special Top 1000 Ranking Sponsorship Package includes the Top 1000, Top 500 and Emerging Mid-Market E-Retailer Reports. One buy into the TOP research reports !**

#### **Top 1000 Report**

Rankings of the largest 1,000 online retailers in North America. This report provides a top-line, data-rich view of the North American e-commerce markets, and highlights the growth of each product category, trends affecting online retail businesses, and the history of e-commerce penetration of retail sales by category. *(RANKING)*

*Ad Close 3/14 Materials 4/4 (Ranking)*

#### **Top 500 Guide®**

Often dubbed the “Bible of E-Commerce,” the Top 500 Guide, now in its 14<sup>th</sup> year is the quintessential ranking of America’s largest e-retailers. We draw upon more than a decade of relationships with e-retailers to pull together an in-depth report on the secrets of success among the biggest and best players in e-commerce. Rankings by category and by merchant type are included in the report, as are web sales growth numbers for each e-retailer, and a range of their web sales volume. *(RANKING)*

*Ad Close 3/28 Materials Due 4/18*

#### **Emerging Midmarket E-Retailers**

This report is an in-depth look at the midmarket of online retail, or the segment of merchants that bring in roughly \$1 million to \$30 million in online sales per year. Who are the fast movers in this market, and which categories show the most room for growth among smaller players? The report also includes a comprehensive how-to section that delves into tips for midmarket players for successful strategies in online marketing, mobile technology and omnichannel features. *(RANKING)*

*Ad Close 3/28 Materials Due 4/18*

[Internet Retailer Top 1000 Research Program \(click to full details\)](#)

### May

#### **Global Online Marketplaces**

An in-depth profiling and analysis of the top 20+ online marketplaces around the globe driving more than half of global e-retail sales. This report includes multiple case studies from online retailers, marketplace operators and exclusive metrics on each marketplace’s total sales, number of sellers and buyers, commission fees and other data. *(TECHNOLOGY)*

*Ad Close 4/5 Materials Due 4/25*

## Global Research Program

**Special Global Ranking Sponsorship Package includes the Global 1000, Europe 500, Asia 500 and the Latin America 500. One sponsorship = 4 research reports.**

### **Global 1000**

This report is a combination of all data Internet Retailer gathers on e-commerce markets around the world. It ranks the largest 1,000 merchants in the world, and includes exclusive regional and market-specific data on ecommerce sales, growth, smartphone penetration, and the percentage of retail sales transacted online, among other key metrics. Rankings by category and by merchant type are included in the report, as are web sales growth numbers for each e-retailer, and a range of their web sales volume. **Published in June**  
*(RANKING) Ad Close 5/16 Materials Due 6/6*

### **Europe 500**

Rankings of the 500 largest online retailers in Europe, including an in-depth feature on the nuanced trends affecting each major market, and merchants that aim to sell to European shoppers online. **Published in June.** *(RANKING) Ad Close 5/31 Materials Due 6/20*

### **Asia 500**

Rankings of the 500 largest online retailers in Asia, including an in-depth feature on key trends affecting e-retailers based in Asia, and merchants in the U.S. and elsewhere who aim to sell to Asian consumers. **Published in July.** *(RANKING) Ad Close 6/12 Materials Due 6/29*

### **Latin America 500**

Critiques of top e-commerce sites by key website design experts and a wealth of how-to information on what online retailers can do to improve the online shopping experience and increase conversion. **Published in September** *(RANKING) Ad Close 8/1 Materials Due 8/22*

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## JUNE

### **Omnichannel Winners of the Top 500**

This report provides exclusive data-filled profiles on what more than two dozen of the largest U.S. retail chains are doing to link their stores with their e-commerce properties. Included are charts and tables on web sales versus store sales, a mystery shopping-type review of their Omnichannel capabilities and exclusive consumer survey data on what shoppers think of merchants' Omnichannel offerings. *(TECHNOLOGY)*  
*Ad Close 5/2 Materials Due 5/23*

## JULY

### **Online Apparel**

Apparel and accessories is by far the largest merchandising category in the Internet Retailer Top 1000, and selling clothes online carries with it a unique set of challenges. This report will draw on Internet Retailer's growing database of customer service and operational statistics on the leaders in e-commerce, plus interviews with some of the largest and fastest-growing online apparel retailers to reveal some of the more effective strategies for selling apparel on the web. Internet Retailer will reveal average conversion rates, order values and other metrics by subcategory to help apparel retailers benchmark their business. **(MERCHANT)**

*Ad Close 6/6 Materials Due 6/27*

### **Home Furnishings**

These reports are an in-depth look at the Home Furnishing category and provide exclusive benchmark data, market analysis, and interviews with category leaders. We break down online market size, growth, penetration of online sales as a percent of total retail sales, a tally of the biggest players, and key trends in the Home Furnishing category **(MERCHANT)**

*Ad Close 6/20 Materials Due 7/11*

### **2017 Amazon Prime Day**

In this first-ever report, Internet Retailer top editors and researchers will detail key components of Amazon's business that all merchants, investors and e-commerce technology providers should understand, including the ins and outs of its fast-growing Amazon Web Services business and its push into new product areas like grocery and fashion. Key data will include a comparison of sales and growth to Walmart and Alibaba, complete financials from shareholder reports, web sales by region and by product category, as well as an historical look at Amazon's share of the total U.S. retail and online retail markets. Key strategic information will also be included, such as tactics for competing with Amazon, and tips for growing sales on its marketplace. Timed for release just after Amazon Prime Day, editors will provide key stats on how the self-created holiday went for Amazon, Amazon marketplace sellers and retail rivals. **(MERCHANT)**

*Ad Close 7/10 Materials Due 7/21*

## AUGUST

### **Top Retailers in Canada**

An in-depth report on the top e-retailers in Canada. **(RANKING)**

*Ad Close 7/7 Materials 7/25*

### **Health/Beauty**

These reports are an in-depth look at the Health/Beauty online retail category and provide exclusive benchmark data, market analysis, and interviews with category leaders. We break down online market size, growth, penetration of online sales as a percent of total retail sales, a tally of the biggest players, and key trends in the Health/Beauty category. **(MERCHANT)**

*Ad Close 6/27 Materials Due 7/18*

## **Hardware/Home Improvement**

These reports are an in-depth look at the Hardware / Home Improvement category and provide exclusive benchmark data, market analysis, and interviews with category leaders. We break down online market size, growth, penetration of online sales as a percent of total retail sales, a tally of the biggest players, and key trends in the Hardware / Home Improvement category. [\(MERCHANT\)](#)

*Ad Close 7/25 Materials Due 8/15*

## **Shipping & Delivery**

Web leader Amazon.com is building up its fulfillment network at a breakneck pace. Store giants like Wal-Mart, Macy's and Home Depot are also building out new web fulfillment centers, and they are increasingly using their physical stores to ship web orders or enable in-store pickup and returns. Meanwhile, Amazon and a variety of startups are pushing same-day delivery and rivals are creating programs like Amazon Prime that offer free delivery for a year for a fee. And web retailers and delivery services like UPS and FedEx are introducing new, more convenient ways consumers can get their parcels. This report will analyze delivery times for the largest online retailers in the industry to see which ones are ahead, and which ones are behind when it comes to meeting consumer demands for fast and free shipping. It will explore how consumers are responding to these various fulfillment offers. And it will look at what everyone else in online retail are doing to keep up.

[\(MERCHANT\)](#)

*Ad Close 7/18 Materials Due 8/8*

## **Mobile 500**

A global ranking of the merchants bringing in the most sales via mobile devices. This report also includes multiple charts, case studies and articles on key mobile technology trends that are changing the way e-retailers do business online. [\(RANKING\)](#)

*Ad Close 7/11 Materials Due 8/1*

## **SEPTEMBER**

### **Food – leading online retailers**

These reports are an in-depth look at the Food category and provide exclusive benchmark data, market analysis, and interviews with category leaders. We break down online market size, growth, penetration of online sales as a percent of total retail sales, a tally of the biggest players, and key trends in the Food category. [\(MERCHANT\)](#)

*Ad Close 8/8 Materials Due 8/29*

### **Leading Vendors to the Top 1000**

This report ranks the top technology and service providers powering Top 1000 e-retail sites. It ranks the top 10 players in 30 technology categories, including e-commerce platform software and fulfillment services, by the number of Top 1000 e-retail clients they serve. [\(RANKING & TECHNOLOGY\)](#)

*Ad Close 8/22 Materials Due 9/12*

## OCTOBER

### **B2B E-Commerce 300**

The business-to-business e-commerce market is more than double the size of the B2C market, but it's also a lot more complicated and fragmented. The B2B E-Commerce 300 is the only publication of its kind that seeks to measure this market, reveal a host of exclusive data, and identify the companies leading the charge in changing the way businesses operate. The report includes a ranking of the 300 largest manufacturers, distributors, wholesalers and retailers bringing in big sales online. **(RANKING)**

*Ad Close 9/12 Materials Due 10/3*

### **Luxury Leaders in Retail**

These reports are an in-depth look at the Luxury online category and provide exclusive benchmark data, market analysis, and interviews with category leaders. We break down online market size, growth, penetration of online sales as a percent of total retail sales, a tally of the biggest players, and key trends across all luxury retailers **(MERCHANT)**

*Ad Close 9/19 Materials Due 10/10*

## NOVEMBER

### **Leading B2B Vendors**

This report ranks the top technology and service providers powering the e-commerce operations of the largest business-to-business companies. It ranks the top 10 players in more than a dozen categories, including enterprise resource planning (ERP) systems and email marketing. **(RANKING & TECHNOLOGY)**

*Ad Close 10/10 Materials Due 10/31*

## DECEMBER

### **Guide to E-Commerce Technology**

This is a directory of the 1,800+ companies that provide services and technology to online retailers, and includes profiles, pricing information and contacts. **(TECHNOLOGY)**

*Ad Close 11/7 Materials Due 11/30*

## Financial Reports

These reports address key e-commerce trends and topics from a financial and investment perspective.

## APRIL/JUNE/OCTOBER/DECEMBER

### **E-Retail Quarterly Financial Spotlight**

4 per year, following the close of quarterly earnings reporting season. These reports provide a quarterly look at the health of U.S. e-commerce market by analyzing quarterly e-commerce sales (versus store sales), total revenue, stock price, profits and other metrics for the top publicly traded retailers and e-commerce technology providers. Published in April, June, September, October.

**NOTE: One Sponsorship = promotions in all 4 reports**

*Ad Close/Materials Due: 15th of the prior month*

## Sponsorship Levels

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

### Platinum Sponsorship Program

- 150 qualified leads from report download provided to sponsor
- Lead-in article created by Internet Retailer (1-pg)
- 1-pg, 4/c ads (opp. lead-in article)
- Sponsor recognition on all digital marketing (website, newsletter, e-mail promo)
- **Sponsorship Program: \$8,500 net**

### Gold Sponsorship Program

- 75 quality leads from report download provided to sponsor
- 1pg, 4/c ad Sponsor investment: \$4,500.00
- Sponsor recognition on web site registration page
- **Sponsorship Program: \$4,500 net**

### Global Rankings Sponsorship: Includes an ad in all IR Global Ranking Reports

- Research Reports included: Global 1000, Europe 500, Latin America 500, Asia 500
- 1-pg, 4/c ad (4x)
- Sponsor logo with link on web site registration page for each report
- Sponsor recognition on all digital marketing promotions
- **Sponsorship Program: \$5,500 net**

## [Internet Retailer Top 1000 Research Program \(click to full details\)](#)

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