



asos



***WHICH BRANDS ARE
NEW CUSTOMERS
MORE LIKELY TO BUY?***

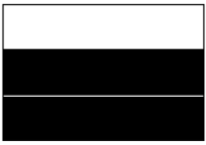
NEW CUSTOMERS TOP BRANDS

New customers - Top brands	
	Mix
ASOS	37.47%
New Balance	3.49%
New Look	3.25%
ASOS Petite	2.36%
ASOS Maternity	2.17%
ASOS Tall	1.89%
River Island	1.81%
Dr Martens	1.71%
Boohoo	1.69%
ASOS Curve	1.46%

ACTIVE CUSTOMERS TOP BRANDS

Active Customers - Top Brands	
	Mix
ASOS	36.46%
New Look	3.31%
New Balance	2.31%
ASOS Petite	2.08%
ASOS Curve	2.06%
River Island	2.00%
ASOS Tall	1.82%
Boohoo	1.68%
Ted Baker	1.43%
Nike	1.43%

RUSSIA - WW



New customers are **more** likely to buy:

New Customers are more likely to buy...	
	First Time Mix
Chi Chi London	1.15%
Dr Martens	1.71%
TFNC	0.31%
ASOS Maternity - Nursing	0.31%
ASOS Maternity	2.17%
Hunter	0.29%
Needle & Thread	0.50%
Boohoo Petite	0.25%
Vans	0.42%
Public Desire	0.55%
Reebok	0.89%
The Ordinary	0.28%
Lacoste	0.34%
New Look Wide Fit	0.26%
Truffle Collection	0.71%
Timberland	0.43%
Little Mistress	0.40%
Yoki Fashion	0.22%
Fiorelli	0.23%
Faith	0.21%
Le Coq Sportif	0.32%
New Balance	3.49%
Daisy Street Tall	0.23%
Adidas	1.14%
New Look Petite	0.20%

New customers are **less** likely to buy:

New Customers are less likely to buy...	
	First Time Mix
Ted Baker	0.93%
Free People	0.15%
Whistles	0.12%
ASOS White	0.57%
ASOS Curve	1.46%
Weekday	0.19%
Selected	0.35%
Cheap Monday	0.15%
French Connection	0.29%
G-Star	0.13%
Calvin Klein	0.87%
Jack Wills	0.18%
Religion	0.20%
Vero Moda	0.81%
Beauty Extras	0.17%
Abercrombie & Fitch	0.15%
Closet London	0.27%
Hollister	0.12%
Kendall + Kylie	0.15%
New Look	3.25%
Liquor & Poker	0.17%
Y.A.S Tall	0.13%
Leather Satchel Company	0.15%
Hilfiger Denim	0.18%
New Look Plus	0.14%

NEW CUSTOMERS TOP BRANDS

New customers - Top brands	
	Mix
ASOS	29.75%
Nike	4.13%
New Balance	4.01%
adidas Originals	3.87%
Dr Martens	2.23%
Reebok	1.87%
Polo Ralph Lauren	1.86%
Vans	1.79%
The North Face	1.78%
Puma	1.78%

ACTIVE CUSTOMERS TOP BRANDS

Active Customers - Top Brands	
	Mix
ASOS	30.88%
New Balance	2.96%
Nike	2.94%
adidas Originals	2.36%
Brave Soul	1.95%
Polo Ralph Lauren	1.78%
Jack & Jones	1.69%
New Look	1.65%
Religion	1.52%
River Island	1.45%

RUSSIA - MW

New customers are **more** likely to buy:

New Customers are more likely to buy...	
	First Time Mix
The North Face	1.78%
Vans	1.79%
Ellesse	1.37%
Stussy	0.37%
HUF	0.40%
Dr Martens	2.23%
Reebok	1.87%
Asics	0.61%
Fjallraven	0.30%
Nike SB	0.36%
Puma	1.78%
Lyle & Scott	0.41%
Hilfiger Denim	0.38%
Herschel Supply Co	0.36%
Carhartt WIP	0.49%
Le Coq Sportif	0.35%
Alpha Industries	0.33%
Casio	0.63%
Only & Sons	0.84%
Nike	4.13%
Penfield	0.24%
Base London	0.34%
Dickies	0.20%
Fred Perry	0.98%
Armani Exchange	0.41%

New customers are **less** likely to buy:

New Customers are less likely to buy...	
	First Time Mix
Brave Soul	1.54%
Jack & Jones	1.51%
French Connection	0.85%
Religion	1.14%
Diesel	0.73%
Ray-Ban	0.21%
Original Penguin	0.62%
River Island	1.48%
Farah	0.22%
United Colors of Benetton	0.27%
Tokyo Laundry	0.22%
Wrangler	0.30%
Selected Homme	0.90%
G-Star	0.35%
New Look	1.61%
Calvin Klein	0.90%
Sixth June	0.33%
Marc Jacobs	0.13%
Threadbare	0.25%
New Balance	4.01%
Selected	0.12%
Reclaimed Vintage	0.79%
Devils Advocate	0.07%
Noose & Monkey	0.32%
Quay Australia	0.09%

