

PLUS SIZE FASHION IS NO PETITE OPPORTUNITY



AN EXCLUSIVE SNEAK PEEK INTO THE WORLD OF PLUS,
COURTESY OF ARTIFICIAL INTELLIGENCE FROM DEMANDJUMP.

INDUSTRY SNAPSHOT

MARKET SIZE

\$20B

INCREASE IN SALES ('15-'16)

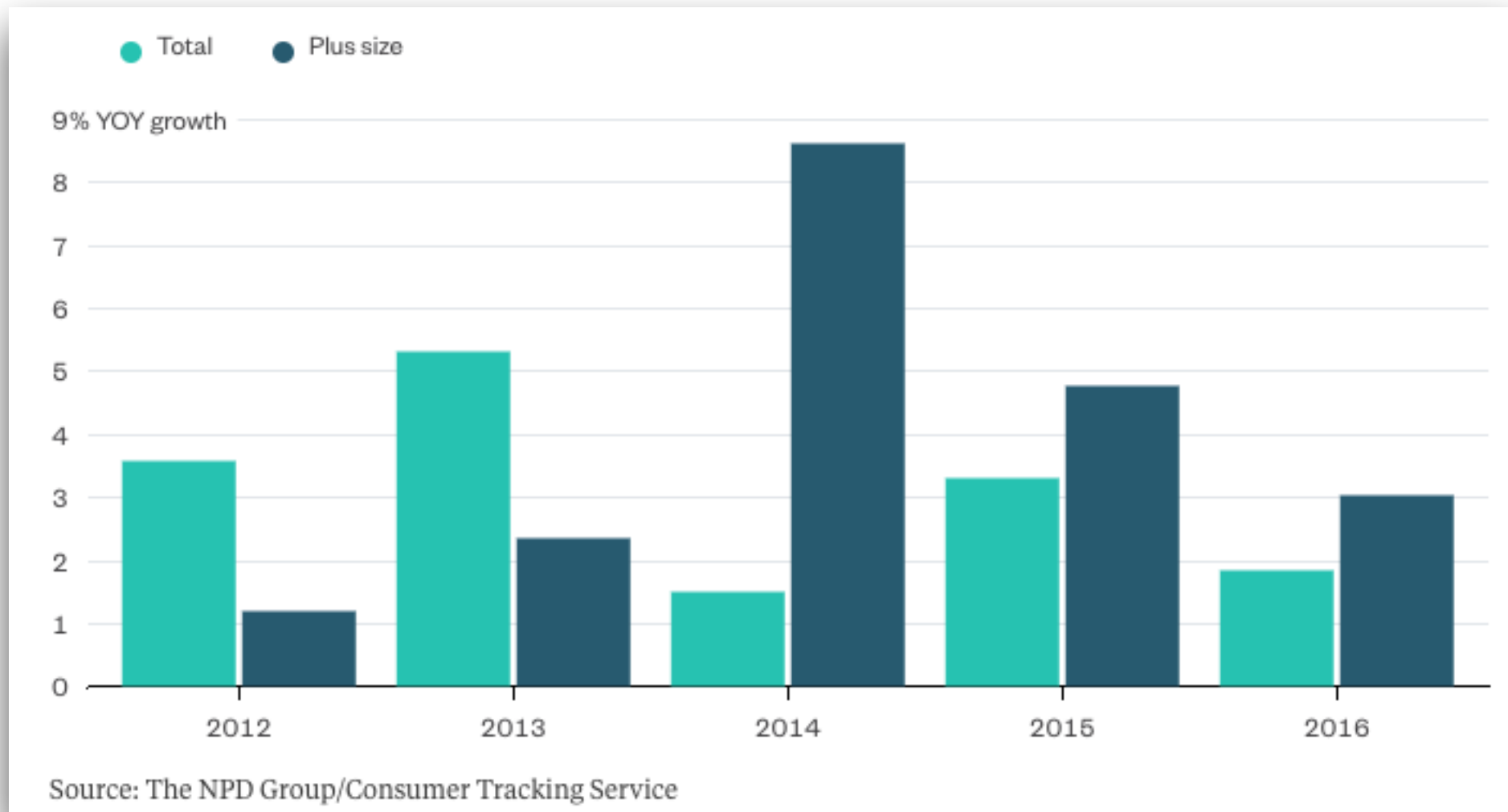
17%

KEY PLAYERS

**LANE BRYANT, TORRID,
ASHELY STEWART**



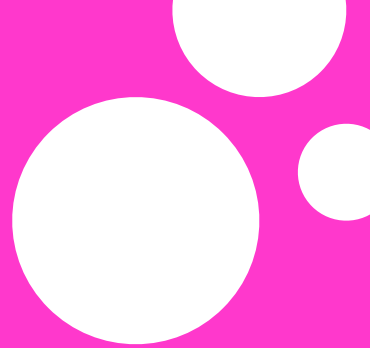
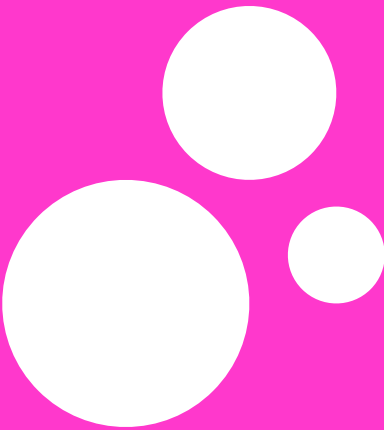
YOY GROWTH IN PLUS SIZE HAS OUTPACED THE APPAREL INDUSTRY AVERAGE SINCE 2014



Graph via Bloomberg Gadfly: <https://www.bloomberg.com/gadfly/articles/2016-05-10/plus-size-could-save-retailers>

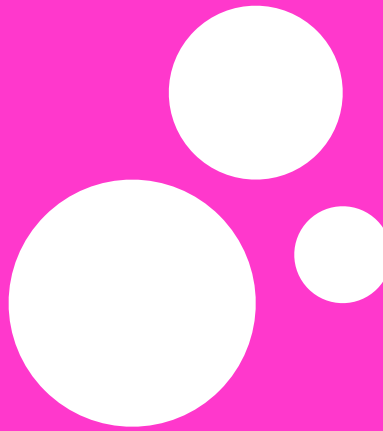
AVERAGE SIZE OF AN AMERICAN WOMAN IN 2016

16-18
PLUS SIZE 20W



So what's the point?

It's time to get serious about
PLUS SIZE FASHION



While a handful of Plus sized retailers are showing signs of promise, **DemandJump** has identified compelling gaps across the entire Plus size category.

FOR EXAMPLE

1

2

3

Less than 10% of specialty Plus competitors are seriously engaged with any of the top five referring blogs (aka traffic drivers) in the category.

1

2

3

No one except Lane Bryant and Torrid are driving more than 200K annual visits from any of the top 7 affiliates in the category.

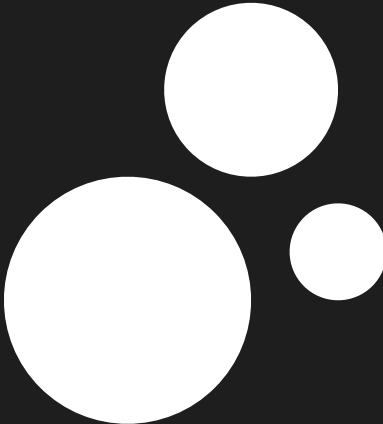
1

2

3

There are millions of dollars in incremental revenue available from social channels, particularly Facebook, Pinterest, and YouTube.

ADDITIONALLY...



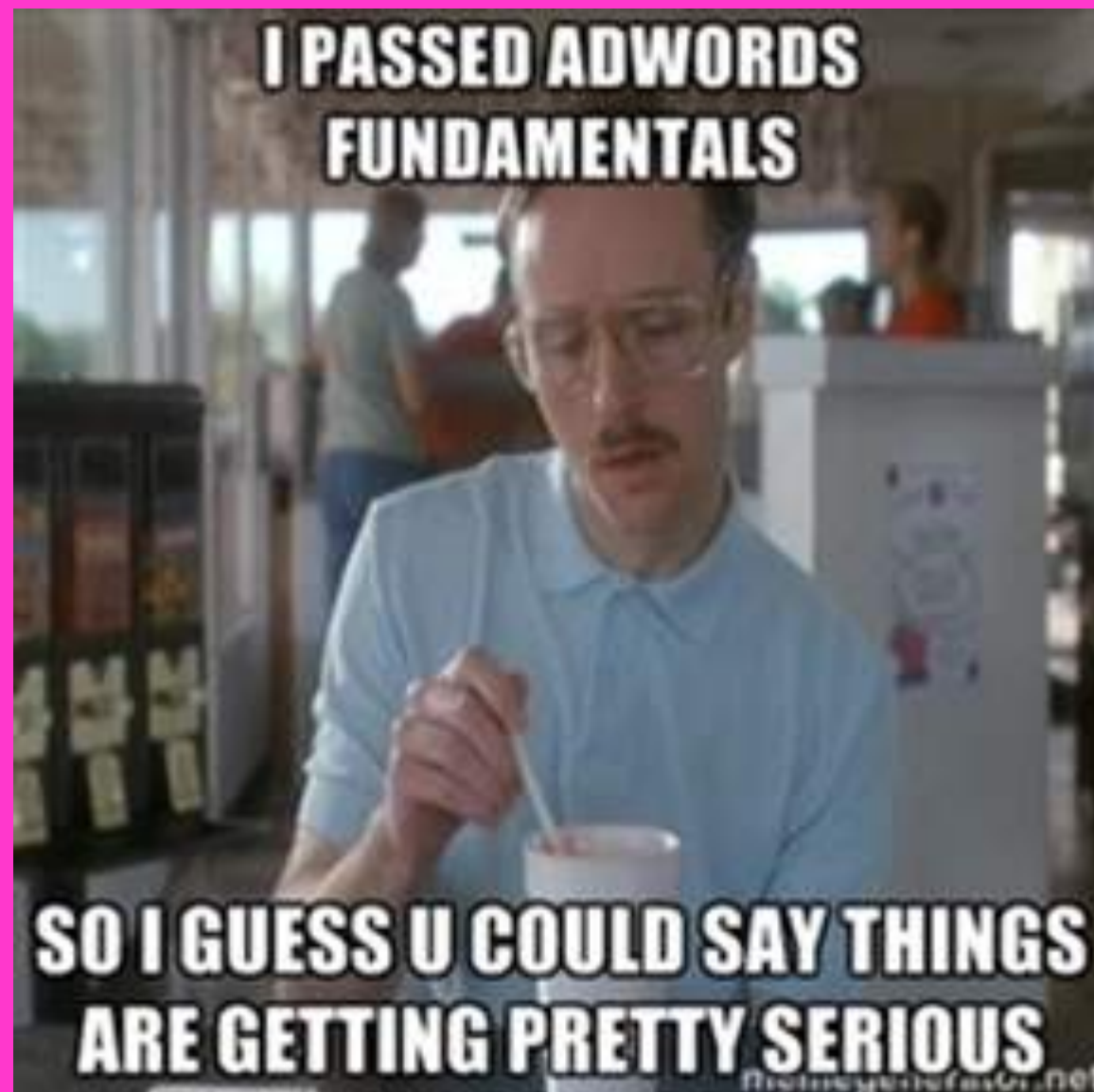
DemandJump identified
THREE CHANNELS that were
so rich with opportunity for
PLUS SIZE business...

...THEY WERE IMPOSSIBLE TO IGNORE.



The background is a solid light blue color. It is decorated with several squares of varying sizes, all in a slightly darker shade of blue. These squares are scattered across the frame, some overlapping each other. A large, solid dark blue circle is positioned in the center of the image, serving as a focal point.

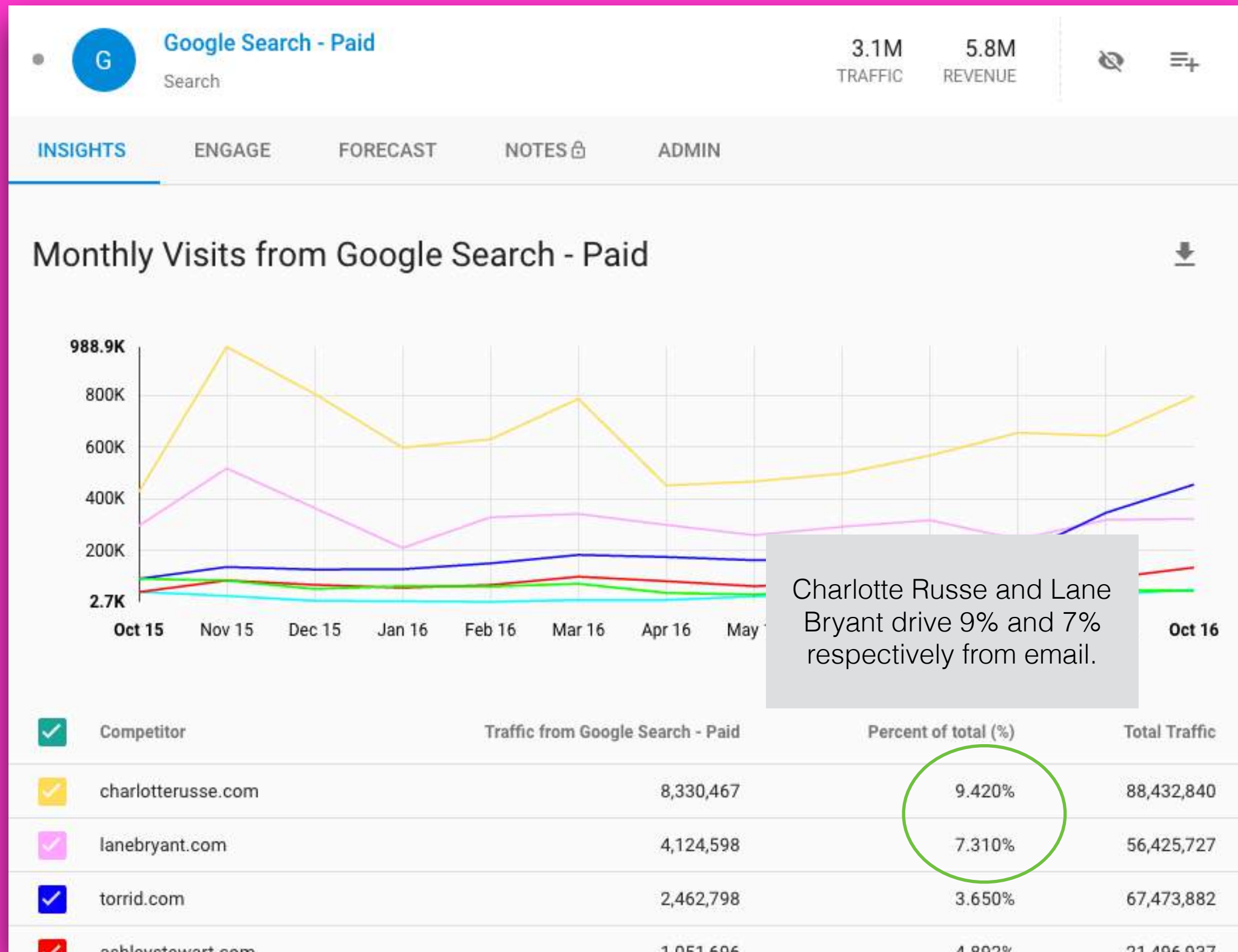
GOOGLE PAID SEARCH

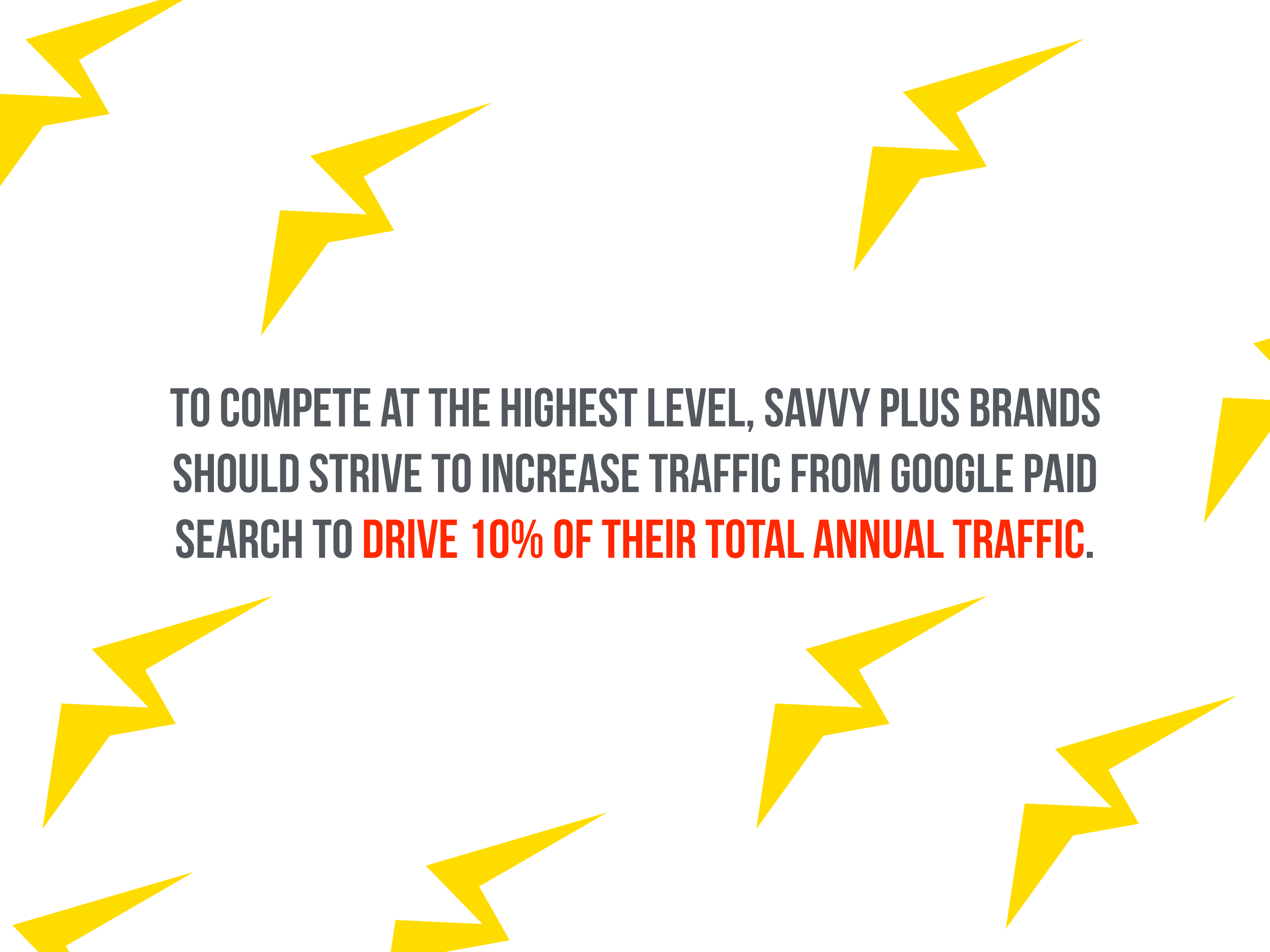


Serious indeed...

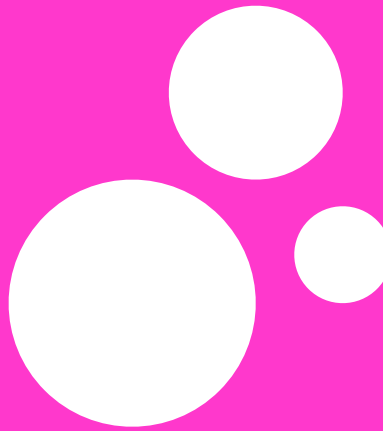
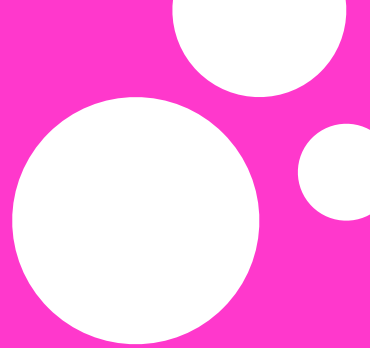
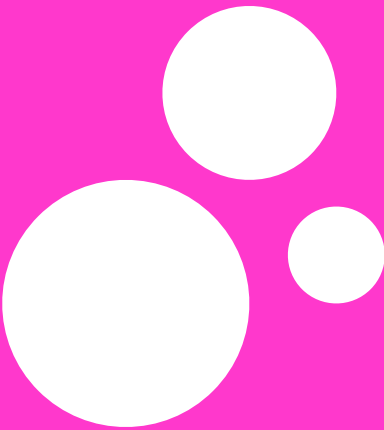
Three women are shown from the waist up, wearing elegant, dark-colored dresses. The woman on the left has long, straight brown hair and is looking slightly to her left. The woman in the center has long, wavy brown hair and is smiling towards the camera. The woman on the right has dark hair pulled back and is looking directly at the camera. They are all wearing dark, sleeveless dresses with subtle details like necklaces or lace. The background is a plain, light color.

**DemandJump identified millions in
incremental revenue for Plus brands as a
result of optimizing paid search campaigns to
DRIVE TRAFFIC.**



The background of the slide is white and decorated with several stylized yellow lightning bolts of varying sizes and orientations, scattered around the central text.

**TO COMPETE AT THE HIGHEST LEVEL, SAVVY PLUS BRANDS
SHOULD STRIVE TO INCREASE TRAFFIC FROM GOOGLE PAID
SEARCH TO **DRIVE 10% OF THEIR TOTAL ANNUAL TRAFFIC.****

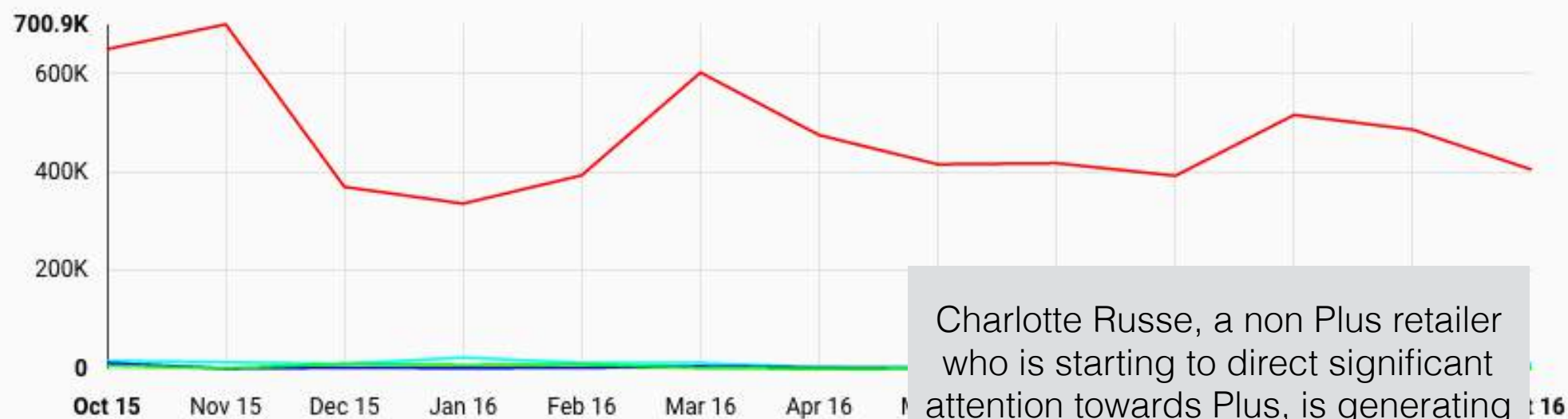


AFFILIATES

Three women are shown from the waist up, modeling different styles of clothing. The woman on the left is wearing a black top with a colorful floral pattern. The woman in the center is wearing a white top with a colorful floral pattern and a tan skirt, carrying a tan and white striped bag. The woman on the right is wearing a white top with a colorful floral pattern and a dark skirt. A large pink rectangular box is overlaid on the image, containing text.

Affiliates are underutilized across the entire category. We consistently see non Plus retailers driving **MILLIONS OF ANNUAL VISITS FROM AFFILIATE WEBSITES.**

Monthly Visits from polyvore.com



Charlotte Russe, a non Plus retailer who is starting to direct significant attention towards Plus, is generating 7% of their total traffic from Polyvore

Competitor	Traffic from polyvore.com	Percent of total (%)	Total Traffic
 charlotterusse.com	6,162,905	6.969%	88,432,840
 lanebryant.com	109,801	0.195%	56,425,727
 ashleystewart.com	70,222	0.327%	21,496,937



swagbucks.com

Internet & Telecom

85.4K
TRAFFIC

160.2K
REVENUE



INSIGHTS

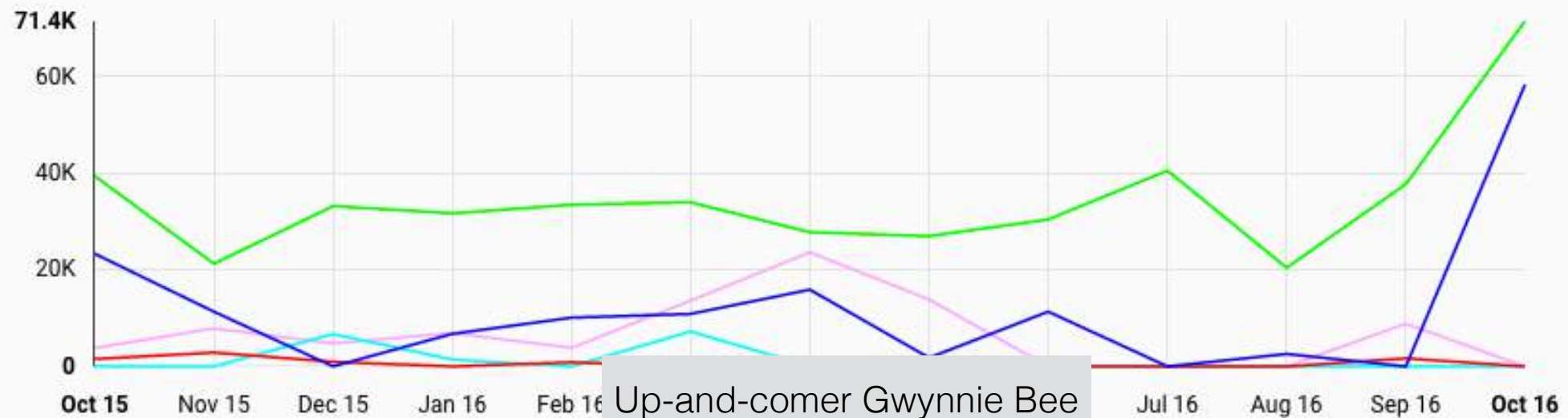
ENGAGE

FORECAST

NOTES

ADMIN

Monthly Visits from swagbucks.com



Up-and-comer Gwynnie Bee is generating almost half a million from Swag Bucks

Competitor	Traffic from swagbucks.com	Percent of total (%)	Total Traffic
closet.gwynniebee.com	448,078	3.685%	12,159,688
torrid.com	152,241	0.226%	67,473,882
lanebryant.com	87,110	0.154%	56,425,727



LEARN FROM
(1) CATEGORY LEADERS...

AND

**(2) NON PLUS FASHION BRANDS WHO
ARE USING AFFILIATES EFFECTIVELY...**

...to **drive millions in incremental revenue.**

Implement aggressive affiliate strategies to add even greater value by using the increase in traffic to maximize customer email capture.

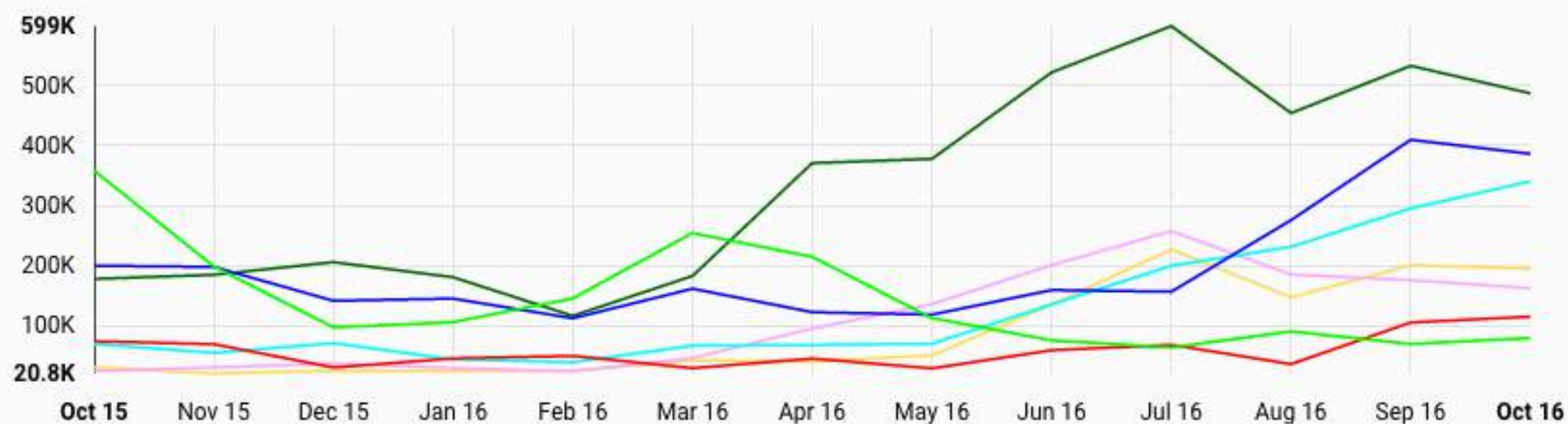
The background consists of a grid of squares in two shades: a vibrant pink and a muted purple. The squares are arranged in a non-uniform, staggered pattern, creating a modern, geometric aesthetic. The word "EMAIL" is centered in the middle of the image, rendered in a clean, white, sans-serif typeface.

EMAIL



Plus brands need to embrace email as one of THE most important channels for driving traffic and revenue.

Monthly Visits from Mail



	Competitor	Traffic from Mail	Percent of total (%)	Total Traffic
	lanebryant.com	4,394,267	7.788%	56,425,727
	torrid.com	2,590,315	3.839%	67,473,882
	closet.gwynniebee.com	1,870,184	15.380%	12,159,688
	fullbeauty.com	1,689,522	11.472%	14,727,102

Leading fashion and Plus sized fashion brands are driving up to 15% of their total annual traffic from email. Leverage affiliates and discounting to capture customer emails for a large bump in email traffic and revenue.

CONCLUSION



Clearly...

PLUS SIZE FASHION

IS NO PETITE OPPORTUNITY

ARE YOU READY TO STRUT YOUR STUFF?



**DEMANDJUMP CAN SHOW
YOU HOW TO WIN.**

CONTACT US TODAY FOR A
CUSTOM LIVE DEMO.

THANK YOU

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