ASOS Catwalk Looking Crowded As House Of Fraser Steps It Up

Contributed by Greenlight
Monday, 08 October 2012

House of Fraser has knocked ASOS off top spot to become the most visible site for fashion retail-related searches, reveals the latest research from leading independent digital marketing agency, Greenlight.

The agency's latest quarterly report, ' Fashion - Issue 14', profiles UK consumer online search behaviour and the most popular search terms used to look for products. League tables chart the most visible brands, retailers and review sites in Natural Search and Paid Media.

According to Greenlight, there were 3.2 million searches made on Google UK for womenswear, menswear and fashion accessories in July.

ASOS maintained a dominant position in the Natural Search space, achieving a strong 57% share of voice in July, a slight increase on April's 55%.

However, through a combination of being the most visible fashion advertiser online, attaining a dominant 62% share of voice and also a 35% share of visibility in the Natural Search listings, House of Fraser move up two places to top Greenlight's Integrated Search league table, relegating ASOS to third spot.

Debenhams maintained its position in second place. It too had a strong presence across the natural and paid listings.Â Â

Interestingly, Marks and Spencer, which ranked fourth, appears to have followed in the steps of House of Fraser and Debenhams by continuing to invest in Paid Media. Greenlight's Paid Media league table shows Marks and Spencer's share of voice more than doubled from 16% in April to 42% in July.

Other key findings from Greenlight's report reveal:
- Searches for womenswear-related items proved most popular with more than 1.7 million queries having been made

- 'Prom dresses' and 'dresses' were the most popular search terms, cumulatively accounting for a 12% share of all searches (402,000 searches)

- eBay was the most visible brand in Greenlight's Social Media analysis, as it attained a Klout score of 79

About Greenlight
For more information please visit www.greenlightdigital.com

5 October 2012