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Retailers That Keep Advertising Benefit From Improved Online Sales, Analysis Shows.

Apr 13, 2020



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The mall may be dark, but clothing brands that keep the lights on in the advertising department are reaping the benefits of continued consumer demand. That's according to the media intelligence firm Measured, whose latest analysis backs up the message that sales reps have been hammering in recent weeks. The pitch is simple: for clients that are still doing business online, advertising should continue.

Madon Bharadwaj, co-founder and Chief Technology Officer at Measured, told Ad Age their data also had an easy to understand conclusion. "Those who kept marketing dollars in did better," he said.

Measured's analysis found that for any fashion brand that either held the line on its marketing or even increased spending, the result was an 81% jump in online sales between March 16 and March 29 compared to the prior month. And online sales were up 70% compared to a year ago. Measured's report is based on television and digital advertising.

The online clothing retailer Stitch Fix is one of the brands that have stepped up its radio spending in recent weeks. It was the eighth-largest national radio advertiser on radio two weeks ago, according to Media Monitors. Stitch Fix barely made last year's top 100, placing at No. 89.

Macy's may've shut its store doors but it also continued promoting Easter season sales and directing shoppers to its sizable online store in the ads it ran on radio. Media Monitors said Macy's ranked No. 16 on its weekly list of national radio advertisers two weeks ago.

"There is demand, and if you market into it, you can continue," Bharadwaj told Ad Age. "If you actually invest into this market in an innovative-driven way there is an opportunity."

Even as the headlines are filled with news of job losses – an estimated 17 million Americans have lost their job due to the coronavirus outbreak – Bharadwaj said that many others still have disposable income that they can use to buy clothing, such as using the cash they aren't spending on eating out in restaurants.