

Analysis and ranking of 130 leading local and international players from 11 sectors, through 250 Online and OmniChannel criteria before, during and after purchase

OVERALL RANKING

	Player	HQ	Category	Score (/100)
1	Zalando	EUR	Champion	85.13
2	Zappos	USA	Champion	84.33
3	Amazon	USA	Champion	82.19
4	Net A Porter	EUR	Champion	81.93
5	Gap	USA	Champion	80.40
6	Lacoste	EUR	Champion	79.99
7	Fab	USA	Champion	79.76
8	Nordstrom	USA	Champion	79.53
9	Marks & Spencer	EUR	Champion	78.53
10	Ralph Lauren	USA	Champion	77.80
11	Target	USA	Challenger	77.60
12	Sephora	EUR	Challenger	77.52
13	Kate Spade	USA	Challenger	77.23
14	Harrod's	EUR	Challenger	76.76
15	Clinique	USA	Challenger	76.47
16	Sarenza	EUR	Challenger	76.19
17	Bloomingdale's	USA	Challenger	75.74
18	John Lewis	EUR	Challenger	75.51
19	La Redoute	EUR	Challenger	75.49
20	Fnac	EUR	Challenger	74.99
21	Tory Burch	USA	Challenger	75.64
22	Clarins	EUR	Challenger	74.63
23	Auchan	EUR	Challenger	74.52
24	Adidas	EUR	Challenger	74.48
25	Sears	USA	Challenger	74.39
26	Asos	EUR	Challenger	73.89
27	H&M	EUR	Challenger	73.83
28	Wal-mart	USA	Challenger	73.76
29	Nike	USA	Challenger	73.66
30	Macy's	USA	Challenger	73.54
31	Barnes & Noble	USA	Challenger	73.48
32	Yoox	EUR	Challenger	73.41
33	Burberry	EUR	Challenger	73.27
34	Estée Lauder	USA	Challenger	73.24
35	Mytheresa	EUR	Challenger	73.20
36	Gilt	USA	Challenger	73.10
37	Levi's	USA	Challenger	72.98
38	Justfab	USA	Challenger	72.70
39	Chanel	EUR	Challenger	72.60
40	Hugo Boss	EUR	Challenger	72.50
41	Tesco	EUR	Challenger	72.29
42	Déathlon	EUR	Challenger	72.27
43	Createurs de Beaute	EUR	Challenger	72.21
44	Bruneau	EUR	Challenger	72.20
45	Bonobos	USA	Challenger	72.16
46	Yves Rocher	EUR	Challenger	72.11
47	Avon	USA	Challenger	71.54
48	Puma	EUR	Challenger	71.52
49	Selfridges	EUR	Challenger	71.26
50	Tiffany & Co.	USA	Challenger	71.05
51	Celio	EUR	Diligent	70.88
52	Mac	USA	Diligent	70.77
53	Marc Jacobs	USA	Diligent	70.39
54	Darty	EUR	Diligent	70.32
55	Thierry Mugler	EUR	Diligent	70.23
56	Zara	EUR	Diligent	70.03
57	Benefit Cosmetics	USA	Diligent	69.99
58	Louis Vuitton	EUR	Diligent	69.80
59	Coach	USA	Diligent	69.75
60	Eveil & Jeux	EUR	Diligent	69.40
61	Otto	EUR	Diligent	69.34
62	Farfetch	USA	Diligent	69.11
63	Nasty Gal	USA	Diligent	68.84
64	Toys"R"us	USA	Diligent	68.77
65	Calvin Klein	USA	Diligent	68.51

	Player	HQ	Category	Score (/100)
66	Apple	USA	Diligent	68.47
67	Saks Fifth Avenue	USA	Diligent	68.33
68	Shopbop	USA	Diligent	68.32
69	Reebok	EUR	Diligent	68.01
70	Tommy Hilfiger	USA	Diligent	67,99
71	L'Oréal Paris	EUR	Diligent	67.92
72	Best Buy	USA	Diligent	67.90
73	Pixmania	EUR	Diligent	67.81
74	Staples	USA	Diligent	67.46
75	Topshop	EUR	Diligent	66.78
76	Esprit	EUR	Diligent	66.33
77	American Apparel	USA	Diligent	65.92
78	Barneys	USA	Diligent	65.31
79	Costco	USA	Diligent	65.16
80	Vestiaire Collective	EUR	Diligent	65.10
81	Moda Operandi	USA	Diligent	64.76
82	Nocibe	EUR	Diligent	64.68
83	Michael Kors	USA	Diligent	64.54
84	Ruelala	USA	Diligent	64.42
85	Guerlain	EUR	Diligent	63.97
86	Baccarat	EUR	Diligent	63.93
87	Hermes	EUR	Diligent	63.88
88	Neiman Marcus	USA	Diligent	63.87
89	SFR	EUR	Diligent	63.46
90	DKNY	USA	Diligent	63.26
91	Next	EUR	Diligent	63.09
92	Longchamp	EUR	Diligent	63.07
93	Neutrogena	USA	Diligent	62.99
94	Gucci	EUR	Diligent	62.93
95	Marionnaud	EUR	Diligent	62.59
96	Dell	USA	Diligent	62.26
97	Argos	EUR	Diligent	62.17
98	J. Crew	USA	Diligent	61.92
99	Nine West	USA	Diligent	61.76
100	Carphone Warehouse	EUR	Diligent	61.75
101	Swarovski	EUR	Feeble	61.27
102	Lancome	EUR	Feeble	61.15
103	Office Depot	USA	Feeble	61.14
104	Very	EUR	Feeble	61.11
105	VentePrivee	EUR	Feeble	61.07
106	Quicksilver	EUR	Feeble	60.91
107	Carrefour	EUR	Feeble	60.81
108	Verizon	USA	Feeble	60.67
109	YSL	EUR	Feeble	60.55
110	Columbia	USA	Feeble	60.32
111	Nespresso	EUR	Feeble	60.24
112	Boulangier	EUR	Feeble	59,05
113	Sainsbury's	EUR	Feeble	58.46
114	Fresh	USA	Feeble	57.98
115	Safeway	USA	Feeble	57.65
116	Guess	USA	Feeble	57.08
117	Dior Parfums	EUR	Feeble	56.94
118	Homebase	EUR	Feeble	56.36
119	Giorgio Armani	EUR	Feeble	56.28
120	Bouygues Telecom	EUR	Feeble	56.06
121	Orange	EUR	Feeble	56.03
122	3 Suisses	EUR	Feeble	55.76
123	Dolce & Gabbana	EUR	Feeble	55.40
124	AT&T	USA	Feeble	55.11
125	Sprint	USA	Feeble	54.60
126	Prada	EUR	Feeble	53.51
127	Vodafone	EUR	Feeble	53.44
128	T-Mobile	USA	Feeble	51.15
129	Ikea	EUR	Feeble	50.04
130	O2	EUR	Feeble	46.26

