

# A Look at the Top 100 Retailers' Web Traffic Stats

Another key metric cross-channel retailers look at when analyzing their successes (or failures) is web traffic. As a result, *Retail Online Integration* asked Compete, a Kantar Media company that provides monthly website visitation numbers for the world's top brands, to take our list of the 100 fastest-growing cross-channel retailers and provide us with December 2010 and December 2011 online visitation numbers, as well as the percentage change. For the list, ROI gave Compete all of the multiple domains owned by each retail company (e.g., Amazon.com includes Soap.com, Diapers.com, etc.) and it rolled them up into the numbers provided below.

Retailer	Unique web visitors, Dec. '10	Unique web visitors, Dec. '11	Percentage change
<b>Carter's Inc.</b>	710,281	1,267,122	78%
<b>Under Armour, Inc.</b>	1,157,804	1,833,701	58%
<b>Hibbett Sports</b>	304,877	479,357	57%
<b>Nordstrom, Inc.</b>	6,787,356	10,367,950	53%
<b>lululemon athletica</b>	135,954	206,646	52%
<b>Body Central</b>	271,357	410,605	51%
<b>Ascena Retail Group, Inc.</b>	1,212,716	1,802,495	49%
<b>hhgregg</b>	1,533,661	2,257,340	47%
<b>Jos. A. Bank Clothiers, Inc.</b>	901,025	1,322,613	47%
<b>Dreams, Inc.</b>	2,091,016	2,983,475	43%
<b>ANN INC.</b>	790,200	1,094,469	39%
<b>Coach, Inc.</b>	2,552,191	3,497,956	37%
<b>Chico's FAS Inc.</b>	2,552,191	1,383,405	34%
<b>Select Comfort</b>	263,445	350,520	33%
<b>Gordmans Stores, Inc.</b>	166,484	221,150	33%
<b>Ethan Allen Interiors Inc.</b>	146,410	194,411	33%
<b>Oxford Industries Inc.</b>	231,223	301,150	30%
<b>Vera Bradley, Inc.</b>	907,091	1,178,749	30%
<b>True Religion Apparel, Inc.</b>	224,358	291,354	30%

<b>Retailer</b>	<b>Unique web visitors, Dec. '10</b>	<b>Unique web visitors, Dec. '11</b>	<b>Percentage change</b>
<b>The Finish Line, Inc.</b>	3,426,020	4,408,192	29%
<b>The Sherwin-Williams Company</b>	222,468	285,658	28%
<b>NIKE, Inc.</b>	4,984,782	6,383,996	28%
<b>Abercrombie &amp; Fitch Co.</b>	1,916,448	2,452,702	28%
<b>Quiksilver Inc.</b>	127,449	161,443	27%
<b>Macy's , Inc.</b>	19,967,535	25,095,033	26%
<b>Pier I Imports, Inc.</b>	1,908,392	2,396,750	26%
<b>Golfsmith International Holdings, Inc.</b>	595,222	744,585	25%
<b>Fossil, Inc.</b>	1,095,881	1,367,876	25%
<b>Zale Corp.</b>	2,385,844	2,951,450	24%
<b>Lumber Liquidators Holdings, Inc.</b>	359,160	440,576	23%
<b>Foot Locker, Inc.</b>	3,542,162	4,324,438	22%
<b>Vitacost.com, Inc.</b>	1,168,530	1,418,827	21%
<b>GNC Holdings, Inc.</b>	1,186,858	1,438,054	21%
<b>Cache, Inc.</b>	170,764	205,611	20%
<b>Ralph Lauren Corp.</b>	1,856,776	2,234,268	20%
<b>Zumiez Inc.</b>	910,898	1,093,948	20%
<b>Weyco Group Inc.</b>	101,176	120,966	20%
<b>CVS Caremark</b>	6,118,881	7,309,813	19%
<b>Sally Beauty Holdings, Inc.</b>	977,177	1,164,194	19%
<b>Men's Wearhouse</b>	1,056,290	1,255,212	19%
<b>Peet's Coffee &amp; Tea</b>	79,311	93,603	18%
<b>Williams-Sonoma, Inc.</b>	5,893,623	6,944,622	18%
<b>Francesca's Holdings Corp.</b>	75,182	88,537	18%
<b>Ross Stores, Inc.</b>	637,655	745,842	17%
<b>Dollar Tree, Inc.</b>	1,007,970	1,177,748	17%

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<b>Liberty Interactive Corp. (QVC)</b>	19,698,314	22,841,775	16%
<b>Wal-Mart Stores, Inc.</b>	67,244,583	77,770,493	16%
<b>Walgreen Co.</b>	15,050,554	17,390,161	16%
<b>Costco Wholesale Corp.</b>	9,320,035	10,750,414	15%
<b>VF Corp.</b>	2,576,802	2,972,138	15%
<b>Apple Inc.</b>	40,565,428	46,469,016	15%
<b>eBay Inc.</b>	77,786,201	89,105,567	15%
<b>DICK'S Sporting Goods</b>	5,971,693	5,971,693	14%
<b>Express, Inc.</b>	2,125,716	2,396,750	14%
<b>Dollar General Corp.</b>	1,110,452	1,250,095	13%
<b>Aaron's, Inc.</b>	654,562	731,946	12%
<b>Genesco Inc.</b>	2,863,067	3,186,905	11%
<b>Tractor Supply Co.</b>	1,716,866	1,895,266	10%
<b>Guess?, Inc.</b>	886,720	967,332	9%
<b>Steve Madden Ltd.</b>	528,068	575,143	9%
<b>Limited Brands, Inc.</b>	15,659,255	16,817,832	7%
<b>Amazon.com, Inc.</b>	109,243,748	117,049,598	7%
<b>The Buckle, Inc.</b>	866,284	924,847	7%
<b>DSW Inc.</b>	2,301,396	2,456,772	7%
<b>Saks Inc.</b>	1,463,073	1,561,481	7%
<b>Vitamin Shoppe, Inc.</b>	596,713	635,736	7%
<b>American Eagle Outfitters, Inc.</b>	4,919,571	5,216,552	6%
<b>Tandy Leather Factory, Inc.</b>	124,884	132,277	6%
<b>Green Mountain Coffee Roasters, Inc.</b>	468,312	494,373	6%
<b>The TJX Companies, Inc.</b>	2,469,279	2,596,230	5%
<b>Barnes &amp; Noble, Inc.</b>	16,426,780	17,257,629	5%

<b>Retailer</b>	<b>Unique web visitors, Dec. '10</b>	<b>Unique web visitors, Dec. '11</b>	<b>Percentage change</b>
<b>Columbia Sportswear Co.</b>	761,081	796,612	5%
<b>rue21, inc.</b>	690,485	721,481	4%
<b>Urban Outfitters, Inc.</b>	1,949,260	2,033,660	4%
<b>Bed Bath &amp; Beyond, Inc.</b>	9,544,395	9,947,147	4%
<b>Cost Plus World Market</b>	2,893,054	1,493,624	4%
<b>PetSmart, Inc.</b>	2,893,054	3,009,548	4%
<b>Bluefly, Inc.</b>	817,344	846,055	4%
<b>Signet Jewelers Ltd. (Kay)</b>	2,382,043	2,463,512	3%
<b>U.S. Auto Parts Network, Inc.</b>	111,832	112,846	1%
<b>Wolverine World Wide, Inc.</b>	84,874	84,609	0%
<b>AutoZone, Inc.</b>	3,406,250	3,394,701	0%
<b>HSN, Inc.</b>	8,372,632	8,288,877	-1%
<b>Crocs, Inc.</b>	805,792	784,615	-3%
<b>Decker's Outdoor Corp.</b>	2,199,306	2,104,183	-4%
<b>Harley-Davidson, Inc.</b>	830,752	791,822	-5%
<b>Perry Ellis International, Inc.</b>	98,745	93,634	-5%
<b>Tiffany &amp; Co.</b>	1,428,902	1,345,258	-6%
<b>Maidenform Brands, Inc.</b>	89,929	83,252	-7%
<b>PC Mall, Inc.</b>	62,724	57,365	-9%
<b>The Wet Seal, Inc.</b>	1,253,893	1,121,001	-11%
<b>Bassett Furniture Industries, Inc.</b>	212,155	174,692	-18%
<b>Hanesbrands, Inc.</b>	1,329,772	1,035,047	-22%
<b>Kenneth Cole Productions, Inc.</b>	236,626	177,910	-25%
<b>PC Connection, Inc.</b>	97,567	33,657	-66%

**Note: Data was unavailable for the following retailers: Calloway's Nursery; Bowlin Travel Centers; Nautilus; Rocky Mountain Chocolate Factory; and MarineMax**  
**Source: Compete, April 2012**