

Data in Fashion & Sports



How brands are staying a cut above



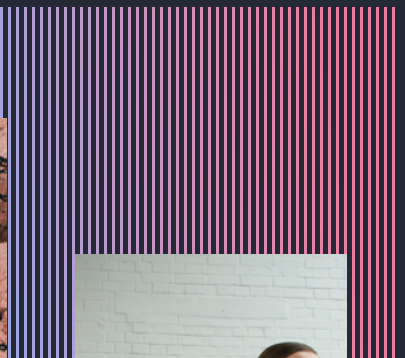
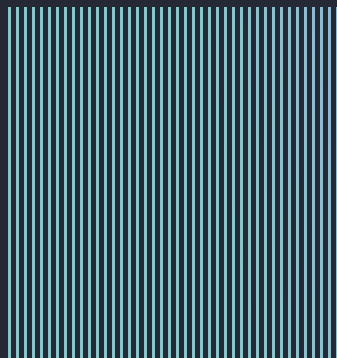
Report —





Welcome

An introduction



The fashion industry is in a state of rapid change... but then that's nothing new. Top fashion brands have always sprinted from one season to the next. The real challenge is not just keeping pace with change but staying ahead of it.



The most successful fashion brands create trends instead of following the crowd; those who innovate and experiment; those who take challenges as opportunities.

The key to achieving all of the above is data. It's well known that data is essential in modern business, but what is really meant by this is that the use of data is essential—unanalyzed raw data has no real value until its patterns are revealed and its insights extracted. It's about leveraging data and using the best available technology to strike a perfect balance between flexibility and efficiency.

And these are much-needed attributes in the fashion and sports domains—supply chains and tried-and-tested business models have been severely disrupted. Sales have moved almost entirely online or hybrid. Shoppers have more choices than ever with thousands of places to purchase goods at a single click. A new generation of tech-savvy and ethically aware shoppers is emerging with the expectation that fashion companies will deliver quality products while tackling sustainability issues and addressing social issues.

In this report, we'll be taking a look at the data trends and use cases that are not just helping fashion and sports brands meet the challenges to stay in the game but are giving brands a leading edge in identifying opportunities and empowering them to actually win the game. We'll also be talking about how online retargeting and branding ad campaigns can be used to communicate with clients, revealing some of our in-house data findings, and hearing insights from our own RTB House experts.

More than anything else, this report is about how the many challenges that fashion and sports brands face can, through data, be transformed into enormous opportunities to stay a cut above.

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Inside Information

chapter 01

Why leveraging data is crucial for fashion brands



The fashion world has always been dynamic. Trends quickly emerge, grow, and disappear without warning—this season's must-have items quickly become yesterday's news.



Add to this the continuing shift to e-commerce—fashion had a global market value of \$759.5 billion in 2021, making it the number one e-commerce sector in the world, and is predicted to grow up to \$1 trillion by 2025—plus the pressure to adopt more sustainable business models, and you have the most dynamic sector there is at present.

In this context, the arguments for fashion brands fully leveraging data are plentiful. In fact, there is no area of a business that data cannot enhance. When effectively analyzed, it enables greater visibility, agility, and efficiency, from top to bottom, and the more data a brand leverage, the more optimized and flexible it can become.



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