

Do Your Own Incremental Growth Analysis

By Claire McBride // April 24, 2024 // Briefings, Forecasts, Research

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Digital penetration is a measure brands often employ to share how they're doing from an eCommerce perspective.

The thinking goes, the higher the better, usually.

We've written multiple times about the limits of digital penetration, including it divides rather than unifies, doesn't indicate much about the strategy, and doesn't help indicate total company performance.

It can also lull brands into under-investing in online, because it doesn't take into account how future growth is going to arrive.

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