

The Superior Metric to Digital Penetration

By Claire McBride // October 9, 2024 // Benchmarks, Briefings, Forecasts, Research

October 9, 2024

***TL;DR:** Brands rely on Digital Penetration to set investment levels, but Digital Share of Growth reveals a much larger impact from eCommerce.*

2 minute read

Most brands incorporate Digital Penetration into their strategic investment plans, while ignoring 'Digital Share of Growth' (DSG).

Here's the difference:

- Digital Penetration: Digital sales divided by total sales - \$100 in total sales with \$10 from digital amounts to 10% Digital Penetration.
- DSG: Digital dollar growth divided by total dollar growth - total sales of \$150 this year is up from \$100 last year, with \$30 of the \$50 in growth coming from digital, for a DSG of 60%.

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