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Nordstrom's Q2 better than expected thanks to strong digital sales

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Nordstrom's also increased sales to loyalty members. Image credit: Nordstrom

By STAFF REPORTS

Department store chain Nordstrom performed better than expected in the second quarter of 2018, with a 7 percent increase in net sales.

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The company expected its share price to end up at around \$3.35 to \$3.55, but it was actually closer to \$3.50 to \$3.65. The unexpectedly improved performance is attributed to a rise in digital sales as the company has tried to improve its multichannel offerings.

Digital sales

Nordstrom had a better than expected second quarter, with shares trading at a higher rate than the company was expecting.

This can partially be attributed to Nordstrom's digital strategy. Digital sales accounted for 34 percent of all sales in the second quarter, and Nordstrom increased digital sales 23 percent compared to the previous quarter.

During the first day of Nordstrom's Anniversary Sale, the retailer saw record digital demand at more than 80 percent.

The retailer also increased sales to customers that are members of its loyalty program from 56 percent to last year to 58 percent this year.



Nordstrom's second quarter performance was a marked improvement. Image credit: Nordstrom

Nordstrom is looking to continue its stream of digital integration with a new chief technology officer.

Coming from multinational grocery retailer Tesco, Edmond Mesrobian will take the position and help Nordstrom better connect with customers through technology. Prior to his position with Tesco, Mr. Mesrobian also served as chief technology officer at Expedia, running numerous online outlets related to travel ([see story](#)).

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