

Hunting for Extra Holiday Sales

Shopping Trends in the US

criteo.

What gets hotter as Easter approaches?

This year, Easter will be on April 1 – fifteen days earlier than last year (April 16). Sales of flowers and gifts see a strong uplift in the days leading up to the holiday. Sales for home improvement and gardening goods start to pick up too with the start of spring.

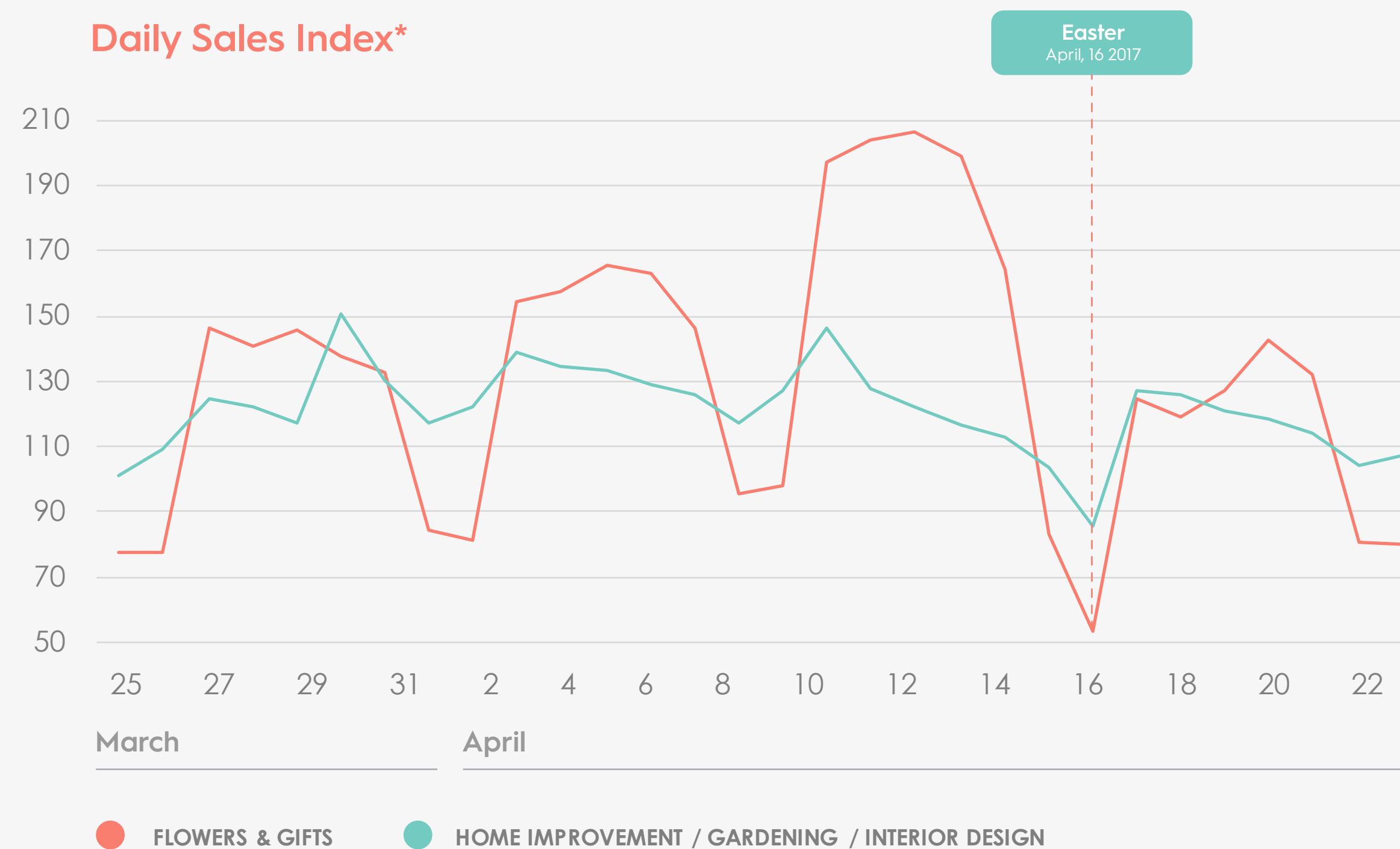
Sales of flowers and gifts go up 106%, four days before Easter.

Most buyers online start placing their orders few days before Easter. Overall sales start to rise 2-3 weeks before Easter as shoppers start buying for loved ones.

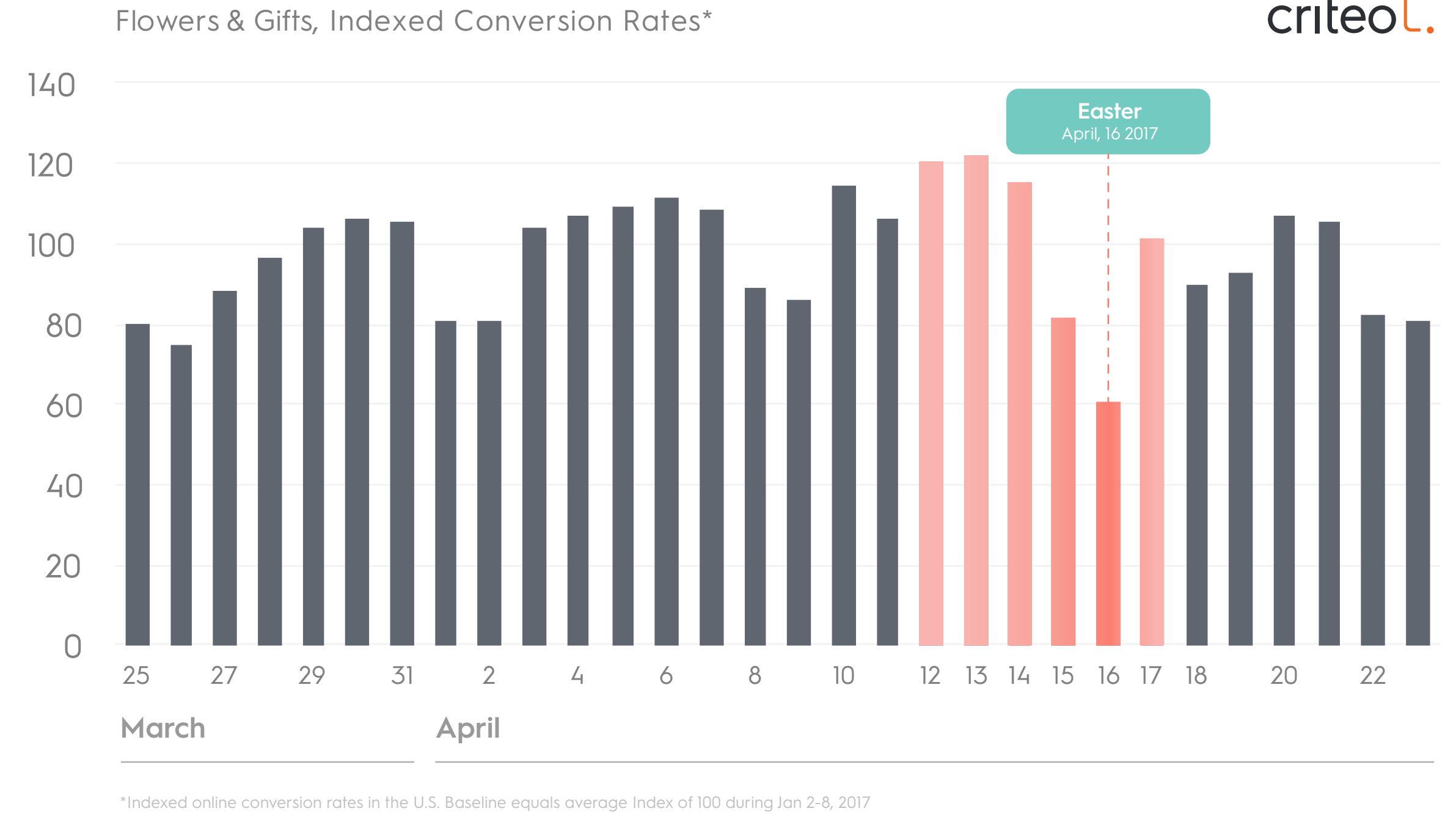
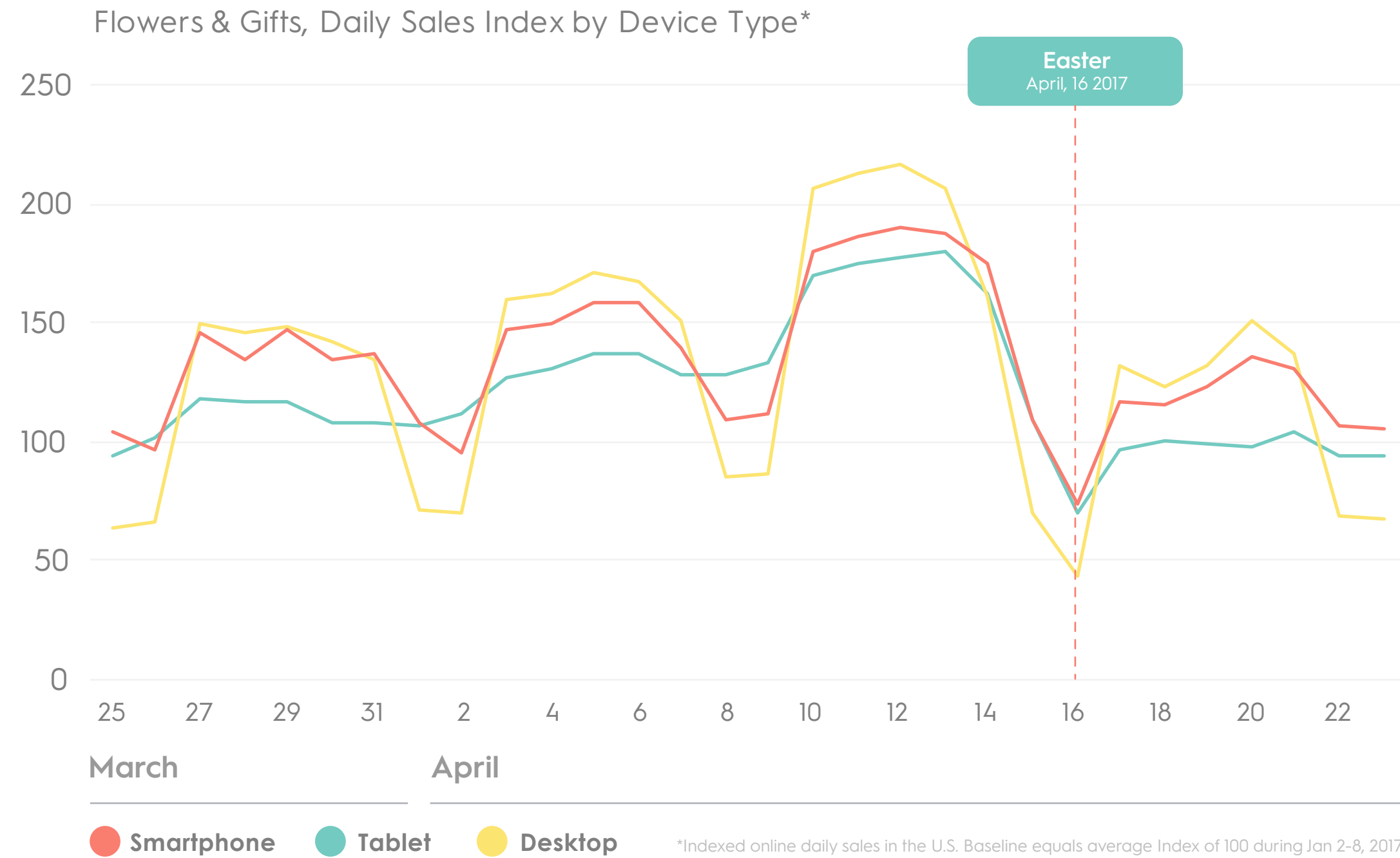
Sales start rising for home improvement and gardening goods, too.

There's almost 50% uplift in sales for home improvement, gardening, and interior design goods on the days leading up to Easter.

Daily Sales Index*



*Indexed online daily sales in the U.S. Baseline equals average Index of 100 during Jan 2-8, 2017



Mobile shopping keeps sales up during the weekends.

During the weekend before Easter, the share of sales from smartphone and tablet were up 80% and 70%, respectively.

Shoppers are still buying via mobile on Easter day.

Desktop sales see a big drop on Easter day, but shoppers can still be reached on their smartphones and tablets.

Conversion rates surge.

Conversion rates also climb up by 20%+ than usual in the days leading up to Easter.

Daily sales are back to normal the very next morning.

Conversion rates drop on Easter day but start normalizing from the next day onwards.

Source: Criteo - Based on 43 million transactions across desktop, smartphones and tablets for 107 U.S. retailers.

Top Takeaways



Make sure your campaign fits the distinct purchase cycles of the day, particularly in the two weeks before Easter.



Be in market early enough (at least 2-3 weeks) to start reaching shoppers before your competitors. Run uncapped on the 2-3 key days before Easter to capture more sales of flowers, gifts and chocolates.



Market to each shopper (not the device), and connect online and offline data sources to create the most relevant ad experiences. Optimize your site and app for increased sales via mobile.