

HOW TO PREPARE FOR THE FESTIVE SEASON AD SWING

We looked at **266.4M** in-store transactions and **66.5M** online retail transactions in the US and EMEA from **51 major advertisers** during the 2018 festive season. Here's how people really buy.

We found 3 distinct phases between in-store and online shopping behavior as the festive season progresses:

1

Black Friday & The Digital Rush

Across the US and EMEA, in-store sales comprise the majority of sales throughout the month of November, but online sales surge on Black Friday through Cyber Monday. 60% of all retail sales in both the US and EMEA occurred in-store, but only 30% of sales in the US and 56% of sales in EMEA occurred in-store on Black Friday.

2

Last-Minute Shoppers Buy In-Store

In-store purchases increase as festive season shoppers start feeling crunched for time. 73% of US purchases in the week before Xmas were in-store, 87% of purchases in EMEA during the same time period were made in-store.

3

Post-Christmas Shoppers Go Online

In-store shopping drops drastically immediately following Christmas as shoppers likely prioritise time with family and traveling.

How can you take advantage of these three phases?

Adjust the spend on channels and for certain product categories to take advantage of online and in-store peaks.

Our data showed spend shifted more dramatically from in-store to online for some product categories during the Black Friday weekend. Most notably, online sales of Electronics in EMEA jumped from an average of 22% to **52%** during the Black Friday weekend.

Start advertising now to attract shoppers who will happily buy from you again during the festive season.

Our data also showed that shoppers who bought something early in the season contribute up to **23%** more in sales during Black Friday weekend. Additionally, shoppers who made a purchase in October made **2X more** purchases on Black Friday.

Want more data to help you get ready for the festive season ad swing? **Contact us today!**



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