

The customer journey is unpredictable, especially around the festive season.

Our work integrating online and offline campaigns gives us a unique insight into shoppers' movements between physical and digital worlds.

At Criteo, we analyzed our data across **266.4 million** in-store and **66.5 million** online retail shopping transactions in the U.S. and EMEA from **51 major advertisers** during Q4 2018 and discovered that preferences for in-store versus online shopping change as the end-of-year season progresses.

A Christmas Shopper Story:

Here's how Sam shops for gifts in-store and online throughout the festive season.

1 Early Christmas Shoppers hit the stores.

Sam likes to start holiday shopping as early as October, visiting nearby stores when he has time.



2 Festive season gift searches go online.

Sam continues to hunt for gift ideas and checks out at media sites, blogs, and social media for inspiration.



3 Black Friday Deals = Web Shopping.

On Black Friday through Cyber Monday, Sam skips the stores and snags a ton of deals online.



4 Festive season shopping happens on all channels.

From the end of November to just before Christmas, Sam enjoys visiting stores, shopping on his laptop, and scouring the mobile web and apps via his smartphone.



5 Last-minute festive season shopping goes in-store.

The week before Christmas, Sam still has items on his gift list. He's worried that if he orders them online they won't arrive in time, so he gets the rest of his gifts in stores.



6 Boxing Day shoppers go online.

On the day after Christmas, most stores are closed, so Sam decides to shop online with some of the gift cards he got.



The Criteo Ad Platform can help connect Sam back to the stores and websites he's already visited, with personalised deals for the products he's already considered buying, for the merriest festive season yet.

For more festive season insights, download our [Festive Season Report 2019](#).