

# The customer journey is unpredictable, especially around the holiday 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 Nina shops for gifts in-store and online throughout the holiday season.

### 1 Early Christmas shoppers hit the stores.

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

### 2 Holiday season gift searches go online.

Nina 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, Nina skips the stores and snags a ton of deals online.

### 4 Holiday season shopping happens on all channels.

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

### 5 Last-minute holiday season shopping goes in-store.

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

### 6 Post-Christmas shoppers go online.

Right after Christmas, while relaxing with family at home, Nina shops online with some of the gift cards she got.

The Criteo Ad Platform can help connect Nina back to the stores and websites she's already visited, with personalized deals for the products she's already considered buying, for the merriest holiday season yet.

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