

# HOW TO PREPARE FOR THE HOLIDAY AD SWING

We looked at **266.4M** in-store and **66.5M** online retail shopping transactions in the US and EMEA from **51 major advertisers** during the 2018 holiday season to learn how people really buy and help you plan for online and in-store shopping peaks.

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

**1**

## **Black Friday & The Digital Rush**

Across the US and EMEA, in-store sales make-up 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 holiday shoppers start feeling crunched for time and fear their orders won't be delivered in time: 73% of purchases in the US the week preceding Xmas were in-store, 87% of purchases in EMEA during the same time frame were made in-store.

**3**

## **Post-Christmas Shoppers Go Online**

In-store shopping drops drastically immediately following Christmas as shoppers likely prioritize 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 holidays.**

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 holiday ad swing? **Contact us today!**



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