

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?

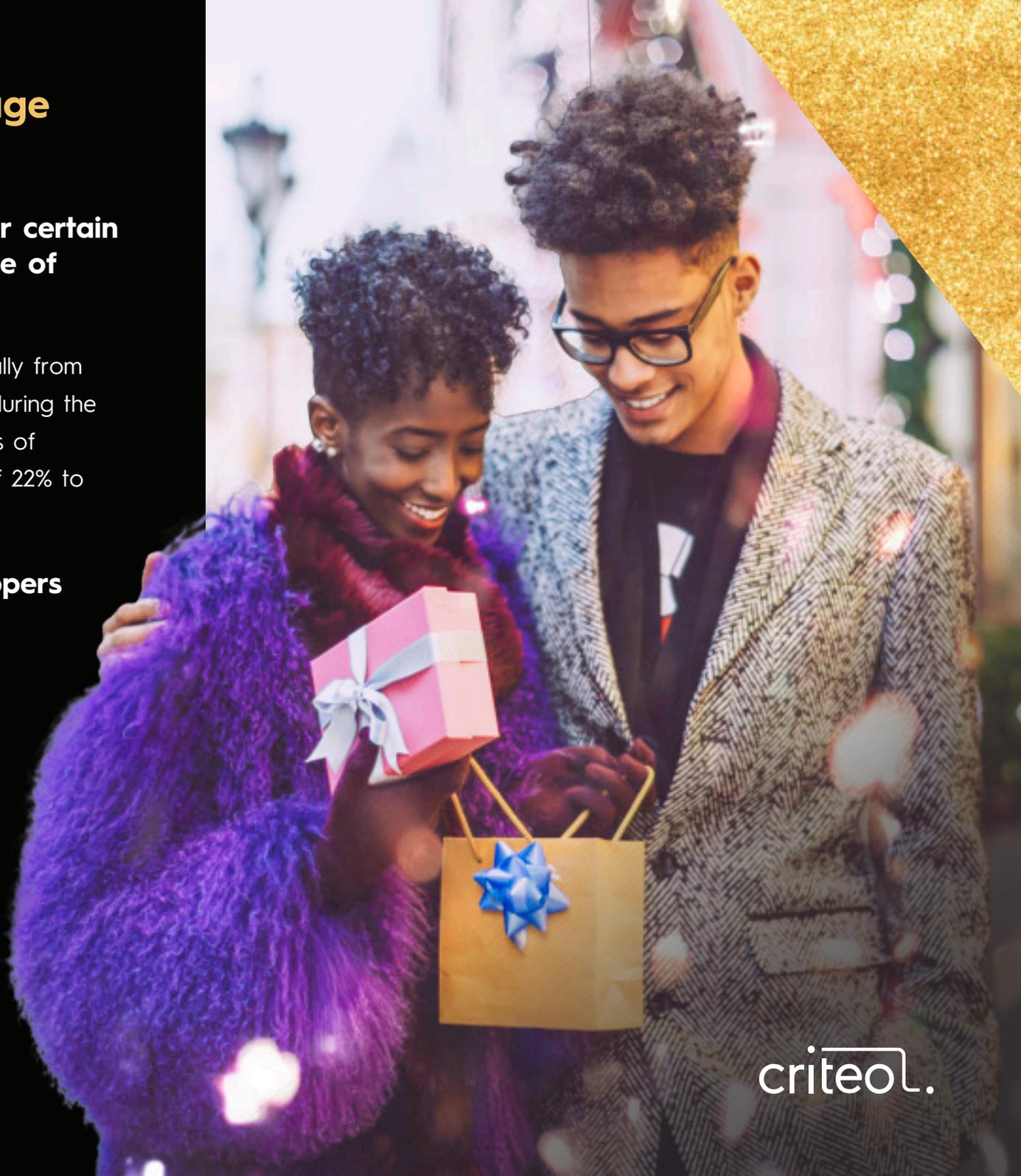
Adjust the spend on channels and for certain product categories to take advantage of online and in-store peaks.

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!**



criteo.