On A Global Scale:
Holiday Shopping Bigger Than Ever!

The winter holiday season is the **LARGEST** retail season of the year with sales exceeding **$1.1 trillion** across **US and Western Europe** alone last year.[1,3] As you prepare for the most wonderful time of the retail year, having a strong digital strategy is essential. Check out these trends to help make the most out of your 2017 holiday advertising efforts.

Early Holiday Sprees Go Global!

The increasing global adoption of holiday sale events like Black Friday and Cyber Monday is driving even more shoppers online.

UK shopping spend surpassed **£1.1 Billion** ($1.46 Billion) online on **Cyber Monday** alone.

Total spending was reportedly close to **£6 billion** last year in the **UK** over Cyber Monday and Black Friday.[3]

Black Friday online sales in **BRAZIL** are projected to increase **30%** this year.[4]

More than **80%** of online retailers in **SPAIN** planned to offer Black Friday deals last year.[5]

'Tis the Season to Shop Online

US Consumers spend over **8x** more during the *winter holiday* season than any other holiday.[1]

55.6% of US consumers plan on doing most of their holiday shopping *online*.[1]

Online shopping in the US is growing at a faster pace than anything else, **16.6%** in 2017, compared to **3.1%** for *in-store* retail![2]

[1] eMarketer
[2] NRF 2016
[3] Centre for Retail Research
[4] ebit 2017
[5] Adigital

Know Your Holiday Customers

Marketers are not spending their campaign budget as early as customers begin shopping.

Over half of consumers plan to start holiday shopping no later than *Black Friday*, yet marketers had only spent **25%** of their campaign budget by that time last year.

On the busiest shopping days of the season, your customers reach for their *phones* first.

Mobile share of site traffic peaks during key holiday events

47% Black Friday **49%** Cyber Monday

of total site traffic by device.

Test prospecting strategies early on with a variety of audience segments.

Nearly **20%** of all holiday campaigns target fashion and beauty alone, while **37%** target demographic groups (age ranges, gender) and **27%** target seasonal segments (Black Friday/Cyber Monday, holiday shoppers, Christmas).

Learn more about these trends to see how you

can optimize your holiday campaigns!