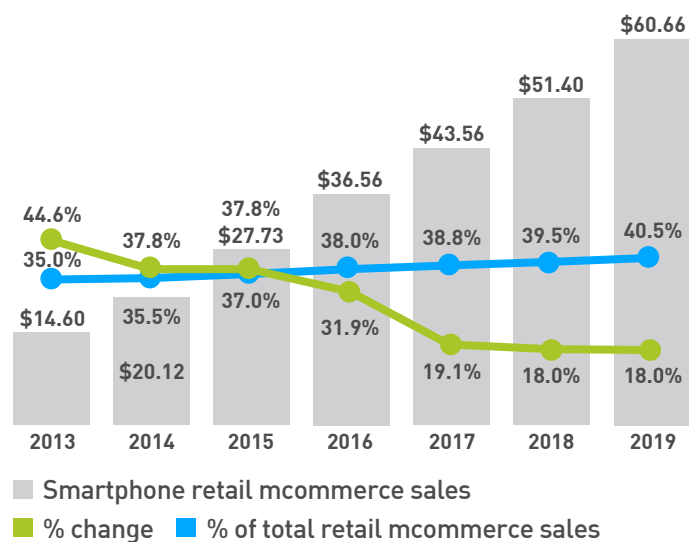


PREDICTIVE DATA FOR HOLIDAY CAMPAIGN PLANNING

The upcoming holiday season offers high stakes, and only the most prepared companies will get the largest share of this \$79.40 billion US retail ecommerce season.¹ In 2015, for the first time, ecommerce will be responsible for nearly 9% of all holiday sales.² Are you prepared? Learning when and how to spend a marketing budget during the holiday season can drastically change your bottom dollar before the end of the year.

As your marketing team prepares for the online holiday season, it is beneficial to glance back over the years to better utilize your marketing spend, plan promotional calendars and predict potential opportunity to further increase this year's revenue over the previous year. Not only does it allow your company to conduct a quick rundown of previous practices, successes and failures, but it also allows your marketing team to look at aggregate results and potentially offer insights into patterns that have gone unnoticed before.

US Smartphone Retail Mcommerce Sales, 2013-2019
billions, % change and % of total retail mcommerce sales



Note: Includes products or services ordered using the internet via smartphones, regardless of the method of payment or fulfillment; excludes travel and event ticket sales.
Source: eMarketer, June 2015: confirmed and republished, Aug 2015

comScore's 2014 Online Holiday Sales Report

For the U.S. 2014 holiday season, \$53.3 billion was spent online, marking a 15% increase over the corresponding days in 2013. Cyber Monday (Monday, Dec. 1) once again ranked as the heaviest spending day of the year with more than \$2 billion in desktop buying. Cyber Monday has dominated the headlines for many years, even though a large number of companies have also promoted substantial online discounts on Black Friday.

When you begin to consider what days have consistently made the top 10 heaviest spending days almost every year, an interesting pattern emerges. Unexpectedly, Mondays and Tuesdays in a two week period after Black Friday appear to be the consistent winners. No weekends and nothing within a week of Christmas come close to making the list.

The two Tuesdays immediately following Cyber Monday have found their way into the top 10 every single year since 2008. These days may not have a catchy title and are not propelled by millions of dollars in traditional holiday marketing spend, but they have consistently performed at extremely high levels for the last seven years. In fact, the Wednesday immediately following Cyber Monday has also made the top 10 every year except for 2010. The Monday immediately following Cyber Monday has made the list every year except for 2009.

2014 Holiday Season Spending vs. Corresponding Days* in 2013			
Non-Travel (Retail) E-Commerce Spending Excludes Auctions and Large Corporate Purchases Total U.S. - Home & Work Desktop Computers			
Source: comScore, Inc.			
	Millions (\$)		
	2013	2014	Percent Change
Nov. 1-Dec. 31	\$46,546	\$53,305	15%
Thanksgiving Day (Nov. 27)*	\$776	\$1,009	32%
Black Friday (Nov.28)*	\$1,198	\$1,505	26%
Holiday Weekend (Nov. 29-30)*	\$1,594	\$2,012	26%
Cyber Monday (Dec. 1)*	\$1,735	\$2,038	17%
Thanksgiving through Cyber Monday*	\$5,293	\$6,564	24%
Green Monday (Dec. 8)*	\$1,401	\$1,615	15%
Free Shipping Day (Dec. 18)*	\$868	\$926	7%

Top 10 Desktop Spending Days in 2014 Holiday Season

Top 10 Desktop Spending Days of the 2014 Holiday Season	
Non-Travel (Retail) E-Commerce Spending Excludes Auctions and Large Corporate Purchases Total U.S. - Home & Work Desktop Computers	
Source: comScore, Inc.	
	Desktop Spending (\$ Millions)
Monday, Dec. 1 (Cyber Monday)	\$2,038
Tuesday, Dec. 2	\$1,796
Monday, Dec. 8 (Green Monday)	\$1,615
Friday, Nov. 28 (Black Friday)	\$1,505
Friday, Dec. 12	\$1,463
Tuesday, Dec. 9	\$1,343
Thursday, Dec. 11	\$1,192
Wednesday, Dec. 3	\$1,172
Wednesday, Dec. 10	\$1,168
Tuesday, Dec. 16	\$1,162

How will you plan your holiday campaigns?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
November/December 2015 Predicted Top 10 U.S. Shopping Days				26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	

Marketing Strategies for Your Holiday Season



Social media directly generated 1.9% of digital purchases in 2014. In 2015, social media will make a larger impact as a tool for discovery, gifting ideas being the leading use.²



Customer centricity is essential in order to be a successful online retailer today. Yet, many online shoppers are currently unhappy with the lack of customer service from online retailers. Get to know your customers and understand their different shopping habits to improve your chances of ecommerce success this holiday season. Learn more about the different generations' online shopping habits in [this infographic](#).



Mobile is expected to play an important role in the 2015 holiday season, with a 32.2% rise in 2015 mcommerce sales as a whole.¹ The two main drivers for the rise in sales are mobile commerce and better fulfillment and exchange options.²



Display ad retargeting will be widely used this holiday season to increase awareness and sales. Add Facebook retargeting to existing display and Google retargeting efforts to increase Return On Advertising Spend (ROAS).



Email marketing drove 17.7% of online orders in 2014.⁵ Content is playing a large role in increasing Click Through Rates (CTR). Personalization and product recommendations were among the top email tactics in 2014.



Go Global as online sales in China for Singles Day on November 11, 2014 reported four times more sales than Cyber Monday in the U.S. and is single-handedly the biggest online shopping day on the planet.⁶

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