

FESTIVE Insights

F O R R E T A I L E R S



UK made **113 million** visits to retail websites on **Boxing Day**, the biggest online shopping day ever.



Mondays were the biggest days to shop online attracting **12% more visits** than any other day of the week

2.8 BILLION

visits went to online retail sites in December, up **30%** from 2011



Click and Collect services grew by **40%**, a saving grace for last minute shoppers



Customers spent **7% longer** (35 seconds) on retail websites on **Sundays**

7%

There was a **9% increase** in conversion rates from mobile optimised emails

9%

Shoppers spent **70% more** from email campaigns sent in **November** than campaigns sent in December



Christmas emails sent on **Wednesdays** had the highest unique click rates of **3.2%**



www.experian.co.uk/festive



Customers were **40% more likely** to open Christmas emails sent in the morning than those sent in the evening



Facebook was responsible for driving **4% of all visits** to retail websites



Sales started on **Christmas Eve** this year which caused an **86% uplift** in visits to retail sites compared to Christmas Eve 2011

UK spent **26 million hours** on social networks on **23 December** making social the ideal channel to promote sales

Furbies made a big come back and were the 16th most popular product on **Cyber Monday** (3 December 2012)



POST CHRISTMAS SALE

Tablets were the most popular gift underneath the Christmas tree...

with **Apple's iPad Mini** the most searched for tablet



Mosaic group 'Liberal Opinions' were **51% more likely** to use their **smartphone** for shopping than the rest of the UK



Saturday 22 December was the biggest day of 2012 for **Footfall** as shoppers flocked to the high street for last minute gifts



Footfall increased by **52%** between **26 and 27 December** as shoppers hunted for bargains in the post-Christmas sales