



Christmas 2012 – the journey so far

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Experian Marketing Services



Why trust Experian?

We know

500 things



About

49 million

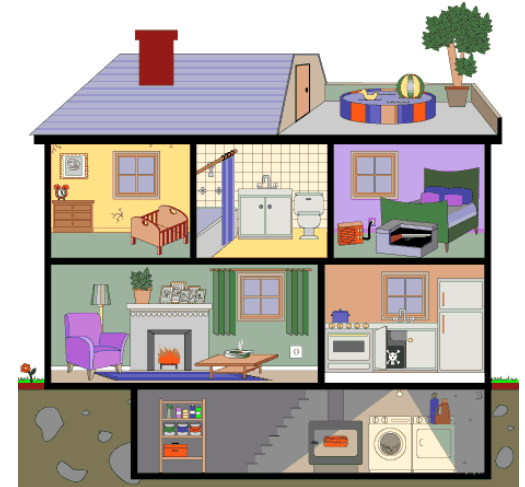
people



Across

24 million

households





Quick recap – what happened last year?



2011 - Biggest Online Christmas Ever

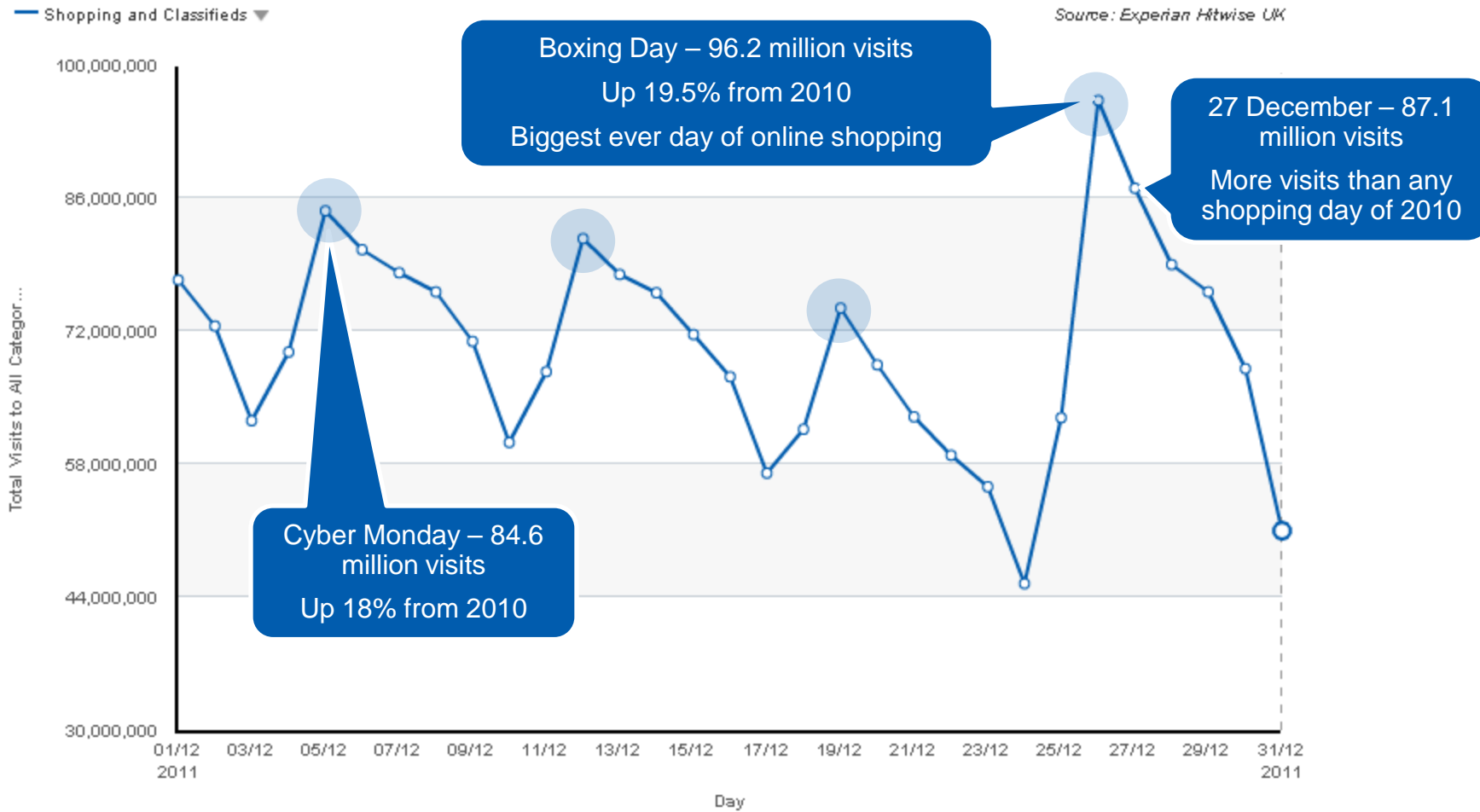
2.18 billion visits in December 2011
100 million more visits than December 2010



343 million hours shopping online



Top online retail days over December 2011



Source: Experian Hitwise data December 2011



What were the prominent traffic sources last year?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				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	26	27	28	29	30	31

Search

Email

Social

Vouchers



Christmas 2012 will break online records again

**2 billion
visits**



2010

**2.2 billion
visits**



2011

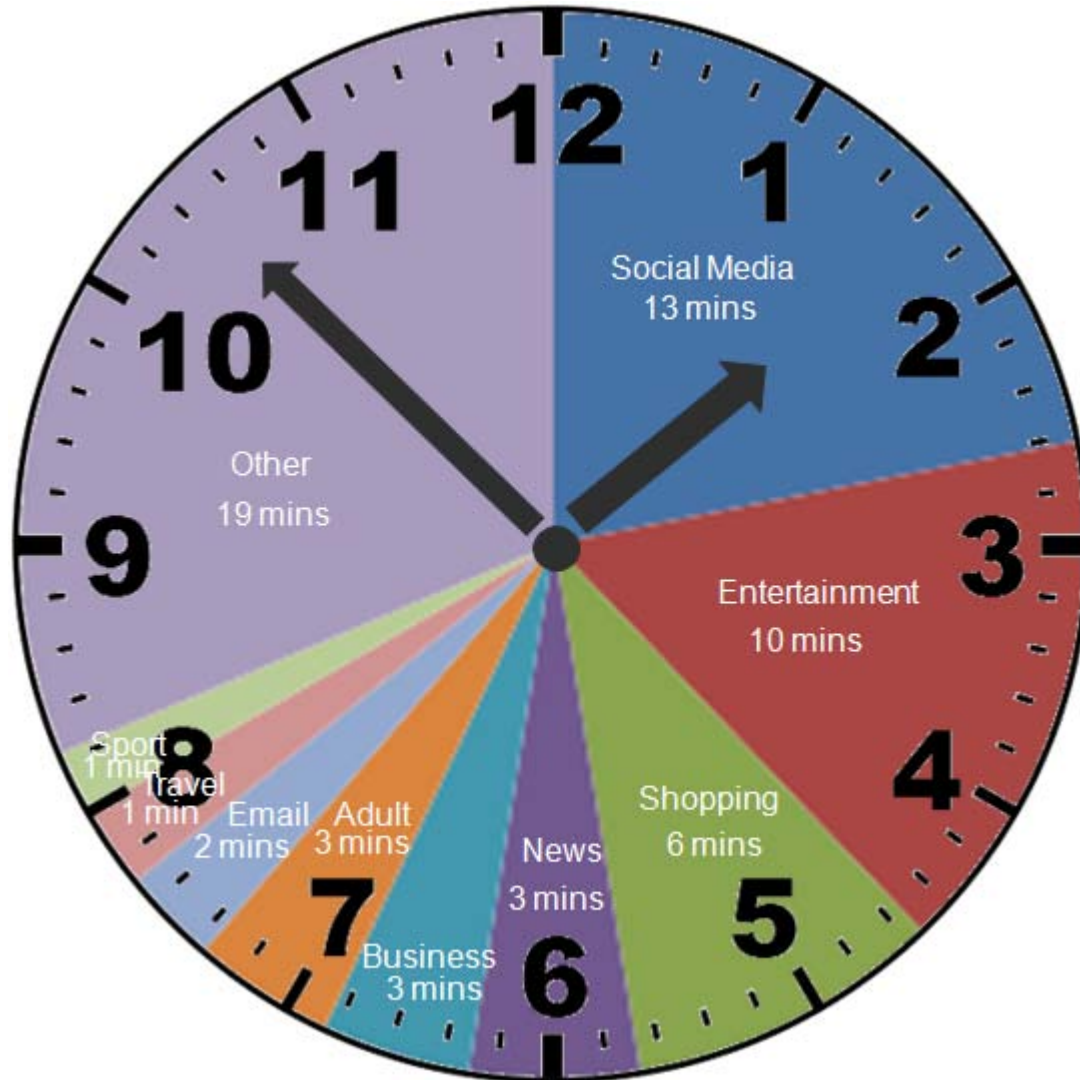
**2.8 billion
visits**



2012



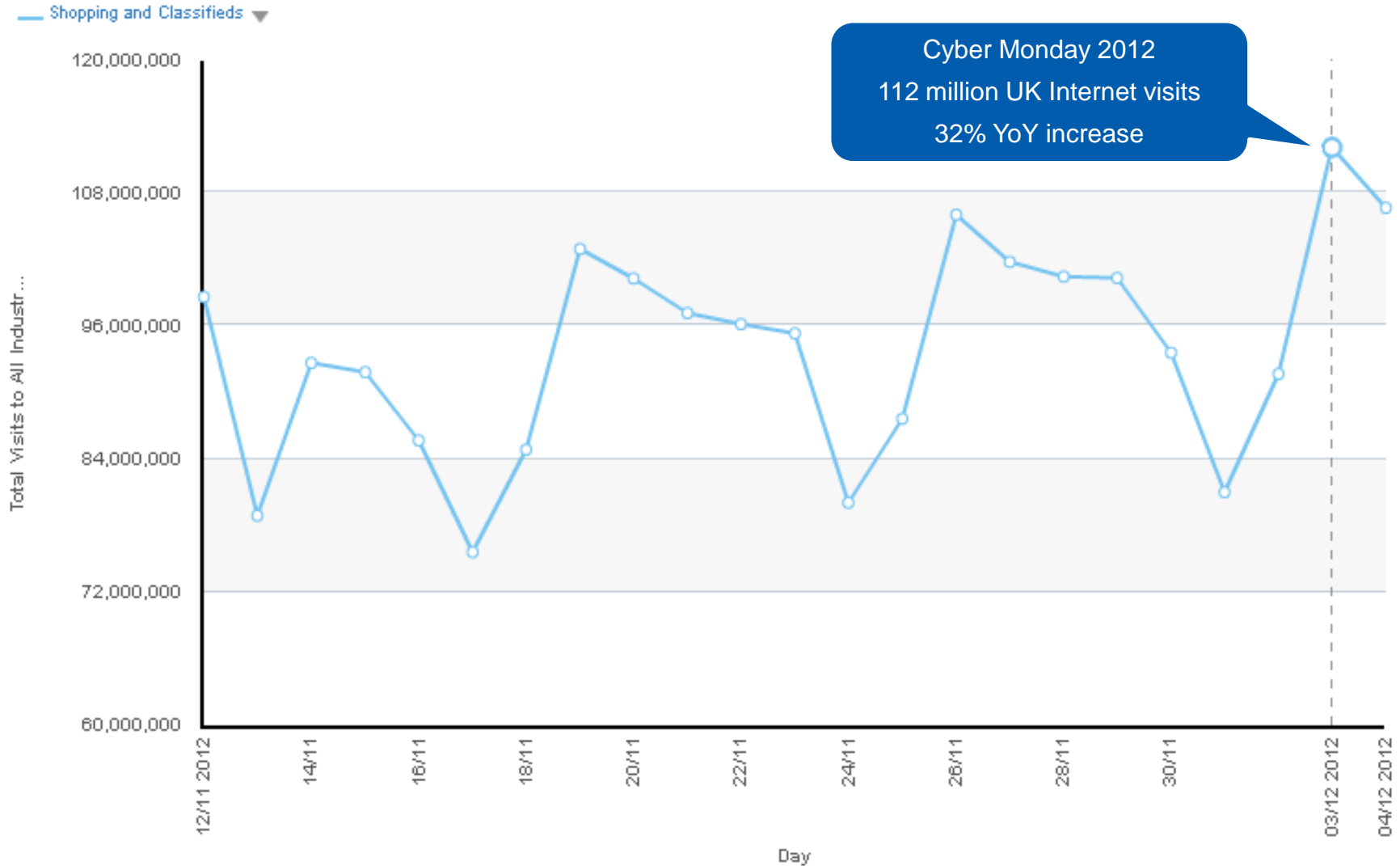
Shopping now accounts for 10% of all time online



Source: Experian Hitwise data October 2012



Record Cyber Monday visits on 3 December 2012





What do people want to buy this Christmas?

Rank	Most searched for products on Cyber Monday 3 December 2012	% search clicks driving traffic to retail websites
1	Lego	0.16%
2	Onesies	0.16%
3	iPad Mini	0.10%
4	iPad 4	0.08%
5	Kindle	0.08%
6	Laptops	0.07%
7	Watches	0.07%
8	Christmas Jumpers	0.07%
9	Kindle Fire	0.06%
10	Samsung Galaxy Tab 2	0.05%
11	Hunter wellies	0.04%
12	Ugg boots	0.04%
13	iPod Touch	0.04%
14	Xbox 360 Accessories	0.04%
15	Kindle Accessories	0.03%
16	Furby	0.03%
17	PlayStation 3 Accessories	0.03%
18	iPad 2	0.03%
19	Wii Accessories	0.03%
20	iPhone Accessories	0.02%

Proportion of searches on Cyber Monday



23%



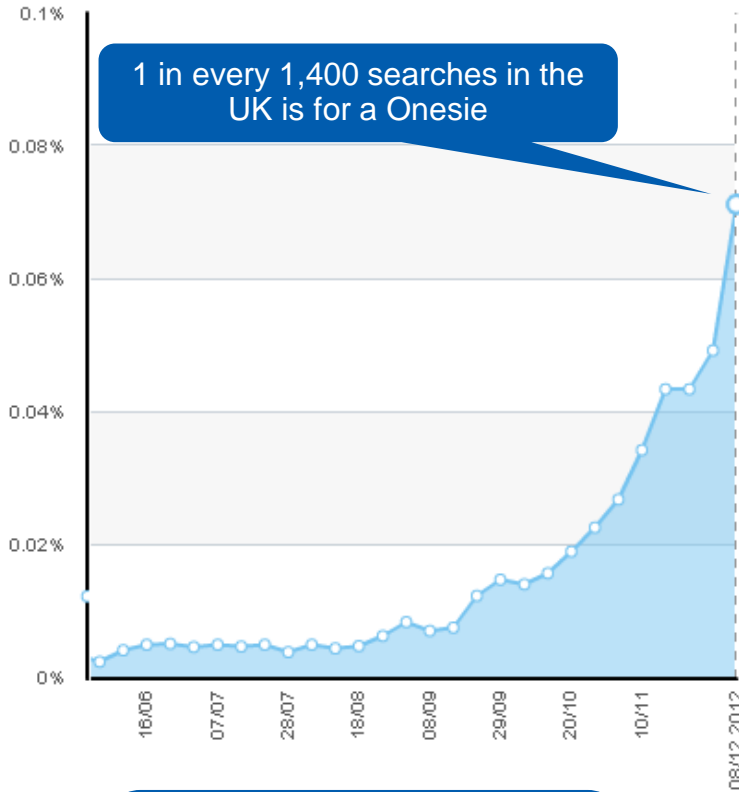
21%



11%



Who is receiving traffic from Onesie searches?



Paid rates vary significantly between retailers who are investing PPC budget to rank for Onesies and retailers who rank naturally for the terms

Websites receiving traffic from terms in Onesies

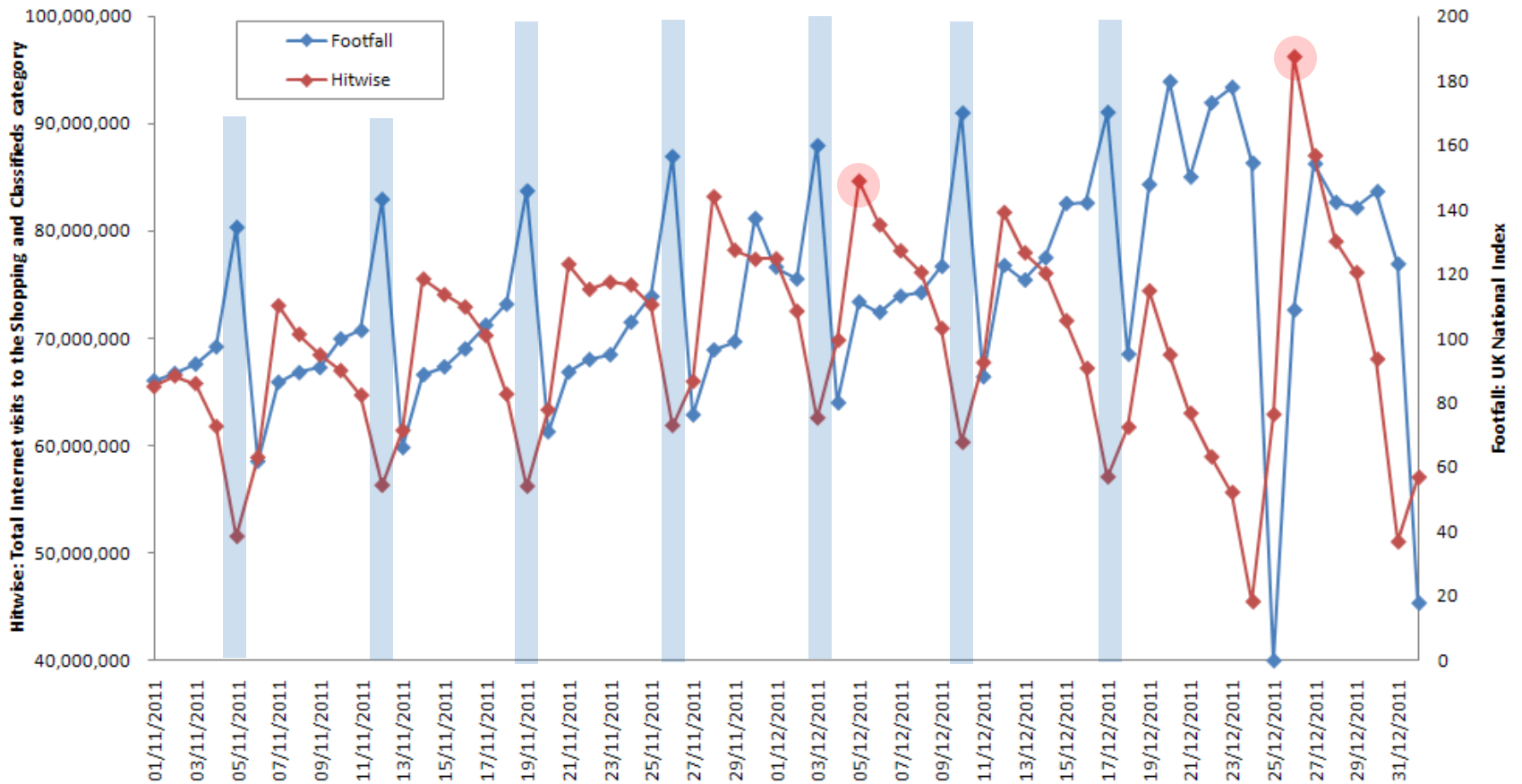
Week ending 8 December 2012

	Websites (1,366 returned)	Search Clicks ▼	Paid:Organic Rate	
1	Amazon UK	13.45%	69.31%	30.69%
2	eBay UK	7.28%	22.30%	77.70%
3	Republic	5.39%	34.96%	65.04%
4	boohoo.com	4.93%	5.26%	94.74%
5	The all-in-one Company	4.36%	1.49%	98.51%
6	New Look	3.71%	1.10%	98.90%
7	Your M&S	3.01%	73.27%	26.73%
8	River Island	2.03%	11.00%	89.00%
9	Facebook	1.58%	2.01%	97.99%
10	Debenhams	1.53%	21.85%	78.15%
11	Bank fashion	1.35%	11.87%	88.13%
12	eBay UK Mobile	1.34%	9.37%	90.63%
13	ASOS	1.33%	5.76%	94.24%
14	Next	1.32%	13.24%	86.76%
15	Primark	1.31%	3.28%	96.72%



Online vs Offline retail traffic

Experian Hitwise and Footfall Christmas retail traffic





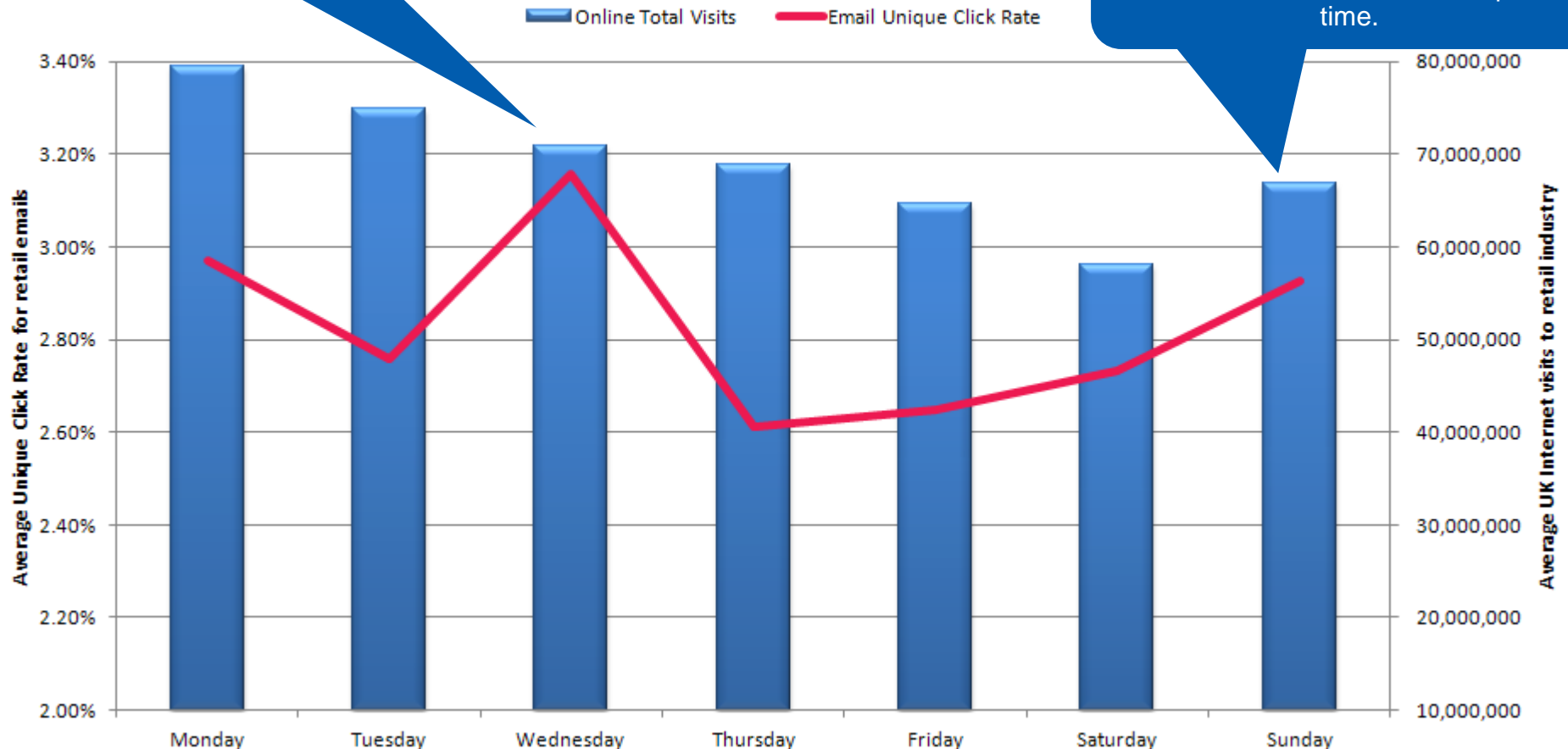
Combining email into the multi-channel mix

Wednesdays and Sundays are crucial days for email

Wednesdays are the biggest day of the week for email unique click rates.

Sundays are the third biggest day of the week for email unique click rates (2.9%). This is an ideal opportunity to send retail emails at a less competitive time.

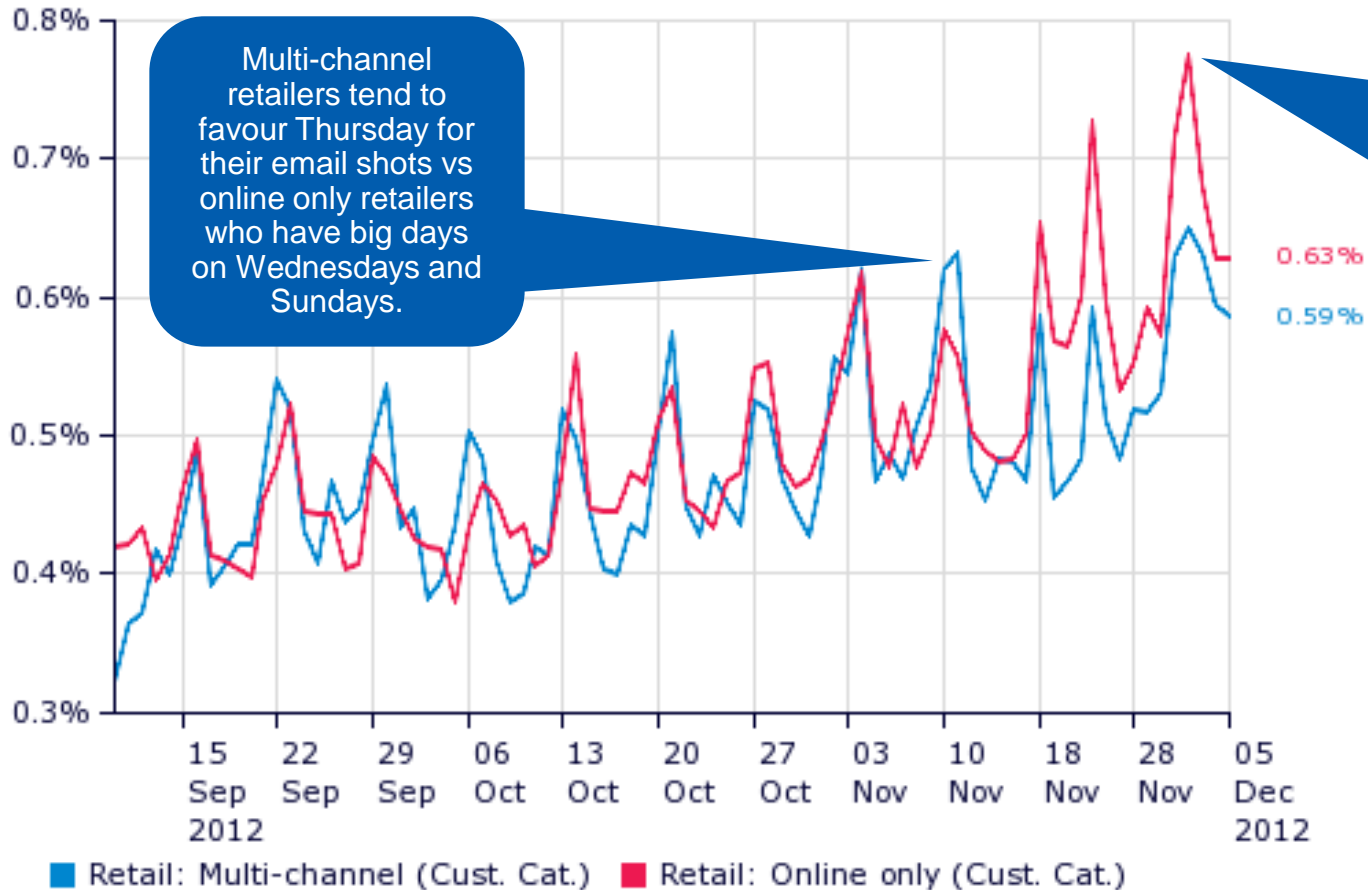
Visits to Retail vs Unique Click Rate





How do email trends change between retailers?

Reliance on traffic from email multi-channel vs online only



Daily upstream % of 'Computers and Internet - Email Services', based on UK usage.

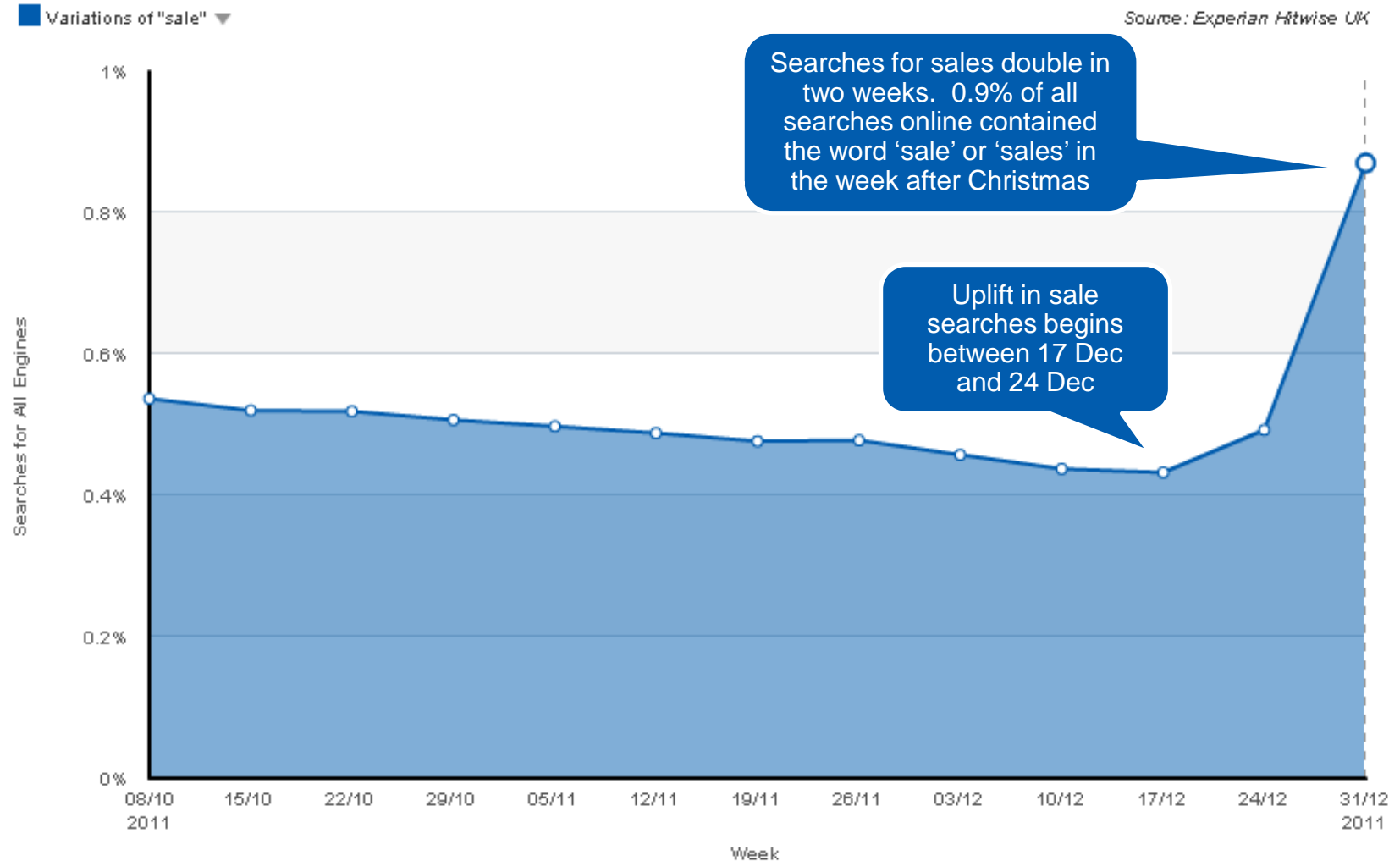
Created: 07/12/2012. © Copyright 1998-2012 Hitwise Pty. Ltd. Source: Experian Hitwise UK



Searches for sales are starting earlier

Variations of sale Share of for All Engines

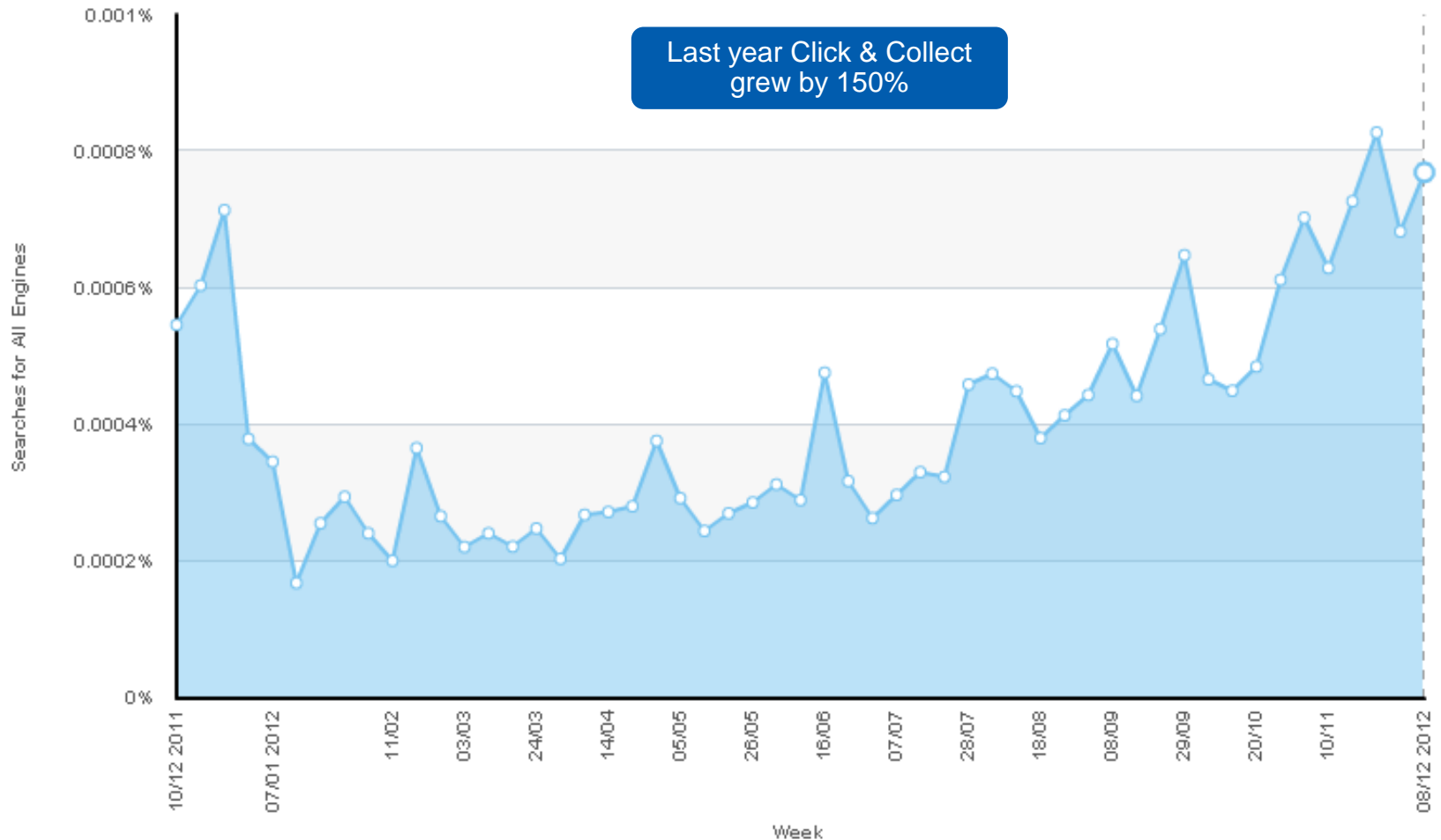
Source: Experian Hitwise UK





Growth of Click and Collect services

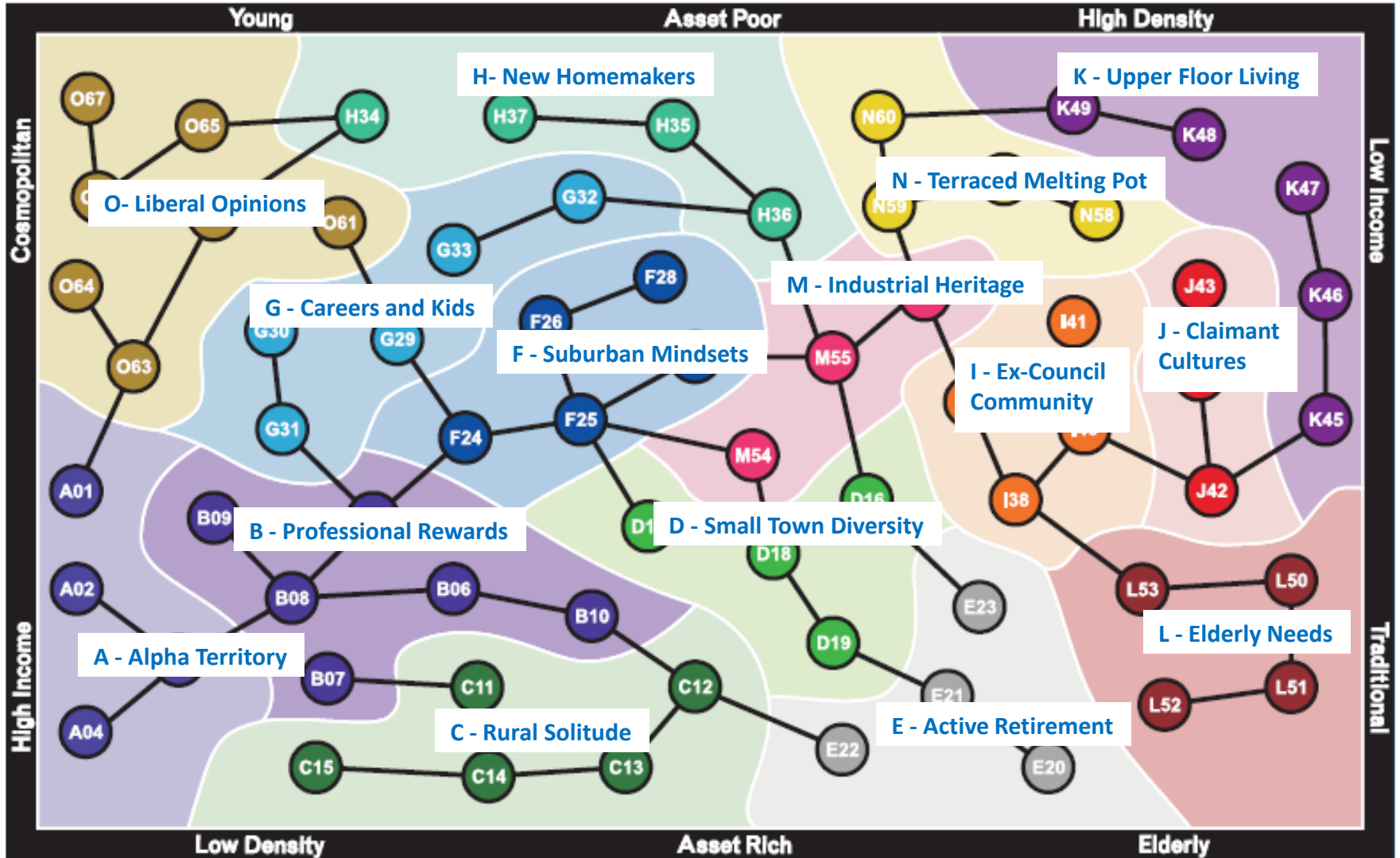
Variations of "click collect" ▾





Experian Mosaic

A very brief overview





Demographic data and multi-channel segmentation

Introducing Experian's segmentation solution

- Customers
- Prospects
- Markets
- Products
- Behaviours



Segmentation

- Definition
- Data
- Delivery

- Offline**
- Age
 - Sex
 - Location (UK postal area)
 - Mosaic
 - Financial Strategy
 - Segments (FSS)
 - Bespoke / client segmentation



Multi-channel segmentation

- Online**
- Industries visited
 - Websites visited
 - Searches for products of keywords
 - Frequency / overlap of behaviour
 - Conversions data
 - User journeys
 - Facebook Likes



Analytics



Audience View



Example audiences within the retail sector



Bargain hunters Social shoppers



People living near
your stores

Core customers –
people who visit
3 times per month

1,2,3



People buying a new
mobile phone

People who buy in-store
but not online



People who respond
to your emails

Last minute
Christmas shoppers



Price comparers Basket abandoners





Where do iPhone searchers like to shop?

Visits (%) to Websites in **Shopping and Classifieds** by **iPhone Portfolio Searchers**

Website	iPhone Portfolio Searchers	
eBay UK	17.3668%	-11.1135%
Amazon UK	8.1259%	-0.9683%
eBay	3.8912%	7.1469%
Gumtree	1.5648%	-4.83%
Argos	1.378%	-2.6101%
Tesco	1.0851%	-2.6338%
Amazon.com	1.0968%	7.756%
Next	0.9575%	-2.4134%
Your M&S	0.7788%	-11.9394%
Play.com	0.8535%	11.015%
John Lewis	0.6761%	-3.9223%
Debenhams	0.6671%	-4.0836%
ASOS	0.7724%	12.0494%
eBay UK Mobile	0.7847%	19.4162%
HotUKDeals	0.7861%	21.373%
SupaPrice	0.4515%	-18.5968%
New Look	0.5718%	7.3134%
MoneySavingExpert.com	0.5825%	13.5514%
Apple United Kingdom	0.9675%	98.8702%
Tesco Direct	0.5163%	4.1714%
B&Q	0.4287%	-12.35%
LoveFilm.com	0.4535%	-5.5494%
MoneySavingExpert.com Forums	0.5135%	7.6999%
Topshop.com	0.5266%	12.4653%

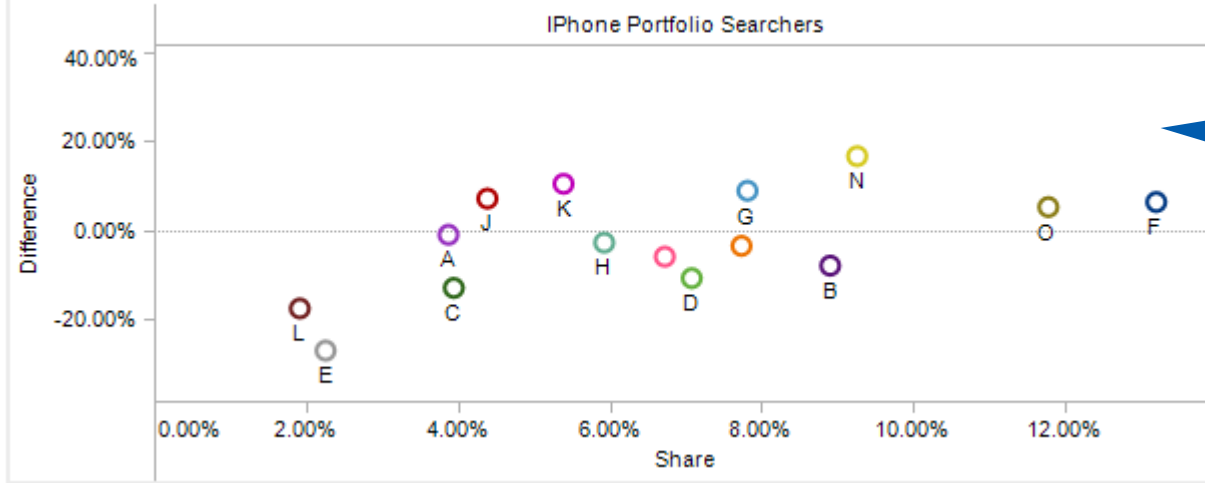
eBay, Amazon and Argos are key retail destinations just like the rest of the UK

This group is over represented on fashion sites like ASOS, New Look and Topshop.com



Demographic breakdown of iPhone searchers

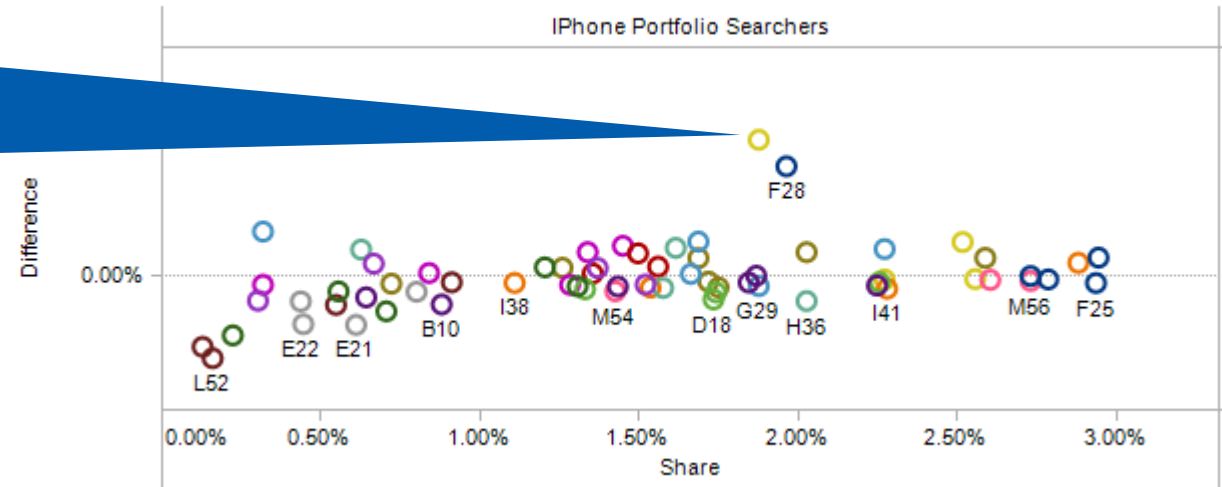
Mosaic UK 2009 Group



Mosaic groups G, N, O and F are the big iPhone searches – indicating this is not a niche product anymore

Mosaic UK 2009 Type

People of Asian background tend to be very tech savvy and more than twice as likely to search for iPhones





What do Asian Attainment look like?

Benchmark your chosen group on over 500 data points

Group F: **Suburban Mindsets**

Rajinder, Farida, Sandeep or Manisha

Type F28: Asian Attainment

Comfortable middle-aged families with school age and older children, predominantly from an Asian background

1.02%  |  1.45%

Overview

Key Features

- South Asian backgrounds
- High level of skills
- Strong community ties
- Relatively large houses
- Extended families
- Multiple cars
- Specialist outlets
- Crowded housing
- Close to jobs
- Private sector employees

Rankings

Age 37/67
 Presence of Children <18 23/67
 Household Income 26/67
 Gross Financial Assets 27/67
 Non-Mortgage Debt 15/67
 Indebtedness Indicator 40/67
 Level of Urbanisation 10/67



Typical Houses



Typical Cars



Top Postal Areas

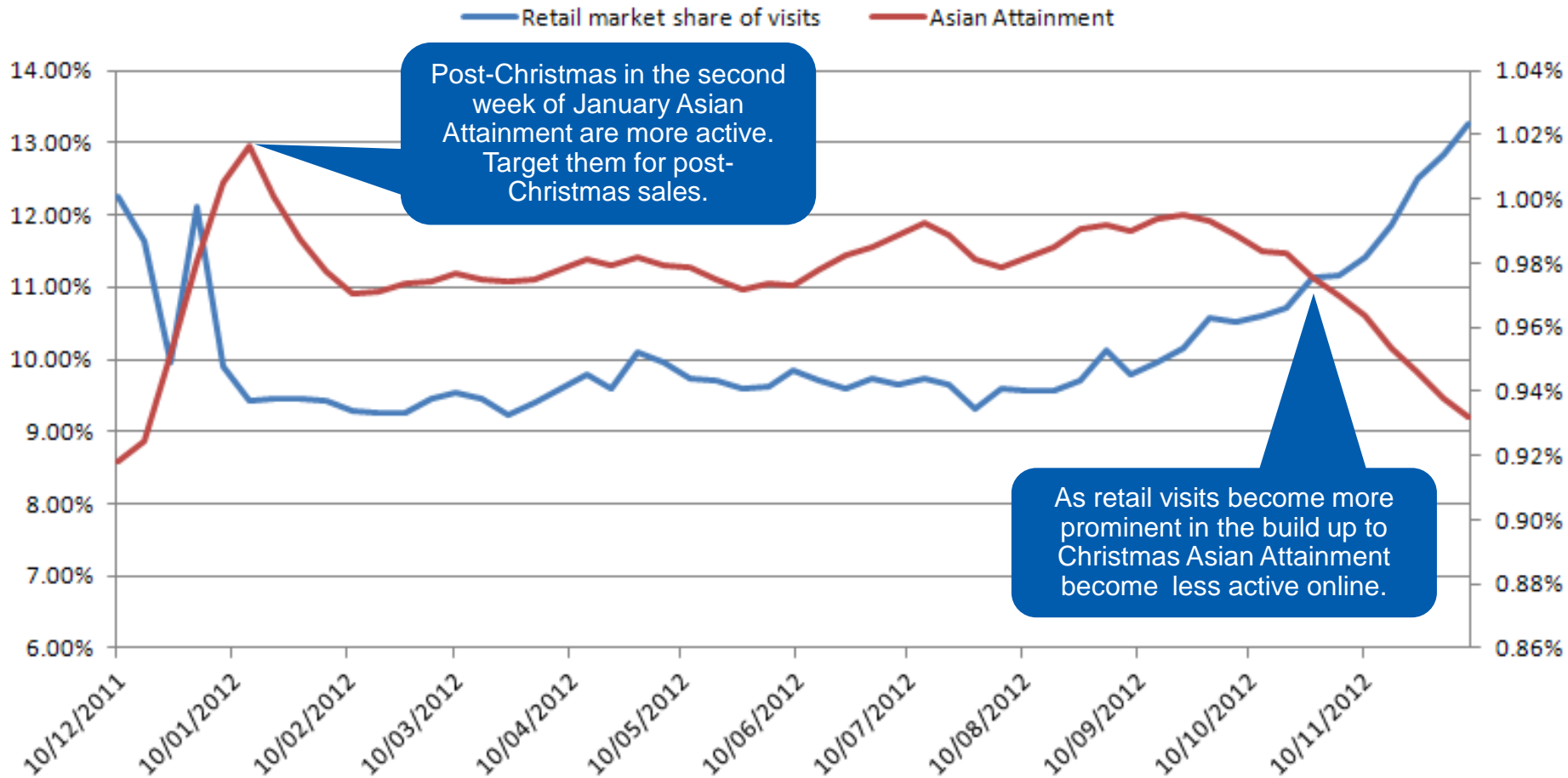
- Uxbridge UB
- Harrow HA
- Ilford IG
- Twickenham TW
- London (East) E



Bringing it back to seasonality

When do Asian Attainment think about shopping?

Seasonality of visits by Asian Attainment to retail websites





Key Takeaways

- **The biggest Christmas ever online** – another record year for retail should see 2.8 billion visits to shopping websites this December. 375 million hours will be spent shopping online this Christmas, 32 million more hours than last year.
- **Boxing Day biggest shopping day ever** – online records have already been broken this Cyber Monday with 112 million visits to retail websites. We predict that Boxing Day will once again be the biggest online retail day ever witnessed.
- **Understanding audiences** – knowing who your customers are and how they search for products will allow you to tailor messages to the right kinds of people and make sure the timing is perfect.



What should I do with that?

Being vague
is almost as fun
as doing this
other thing.



Actionable tips for the rest of Christmas

40% more likely to open emails in the morning

Wednesdays are the best day for unique clicks

15 December

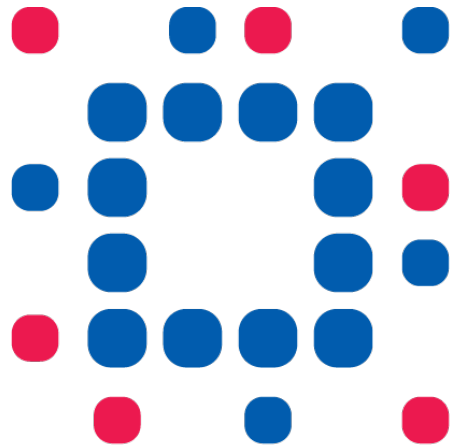
People are going to start searching for **'sales'** have your PPC campaigns ready to go

23 December

Time to get **social** promote your post-Christmas sales on Twitter, Facebook and Pinterest

24 December

Click & Collect is going to be massive, be ready for the rush of last minute shoppers



Experian™

A world of insight

Make sure you visit our campaign page for regular updates:

www.experian.co.uk/marketing-services/festive-insights-2012.html

You can email me a question:
james.murray@experian.com

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