

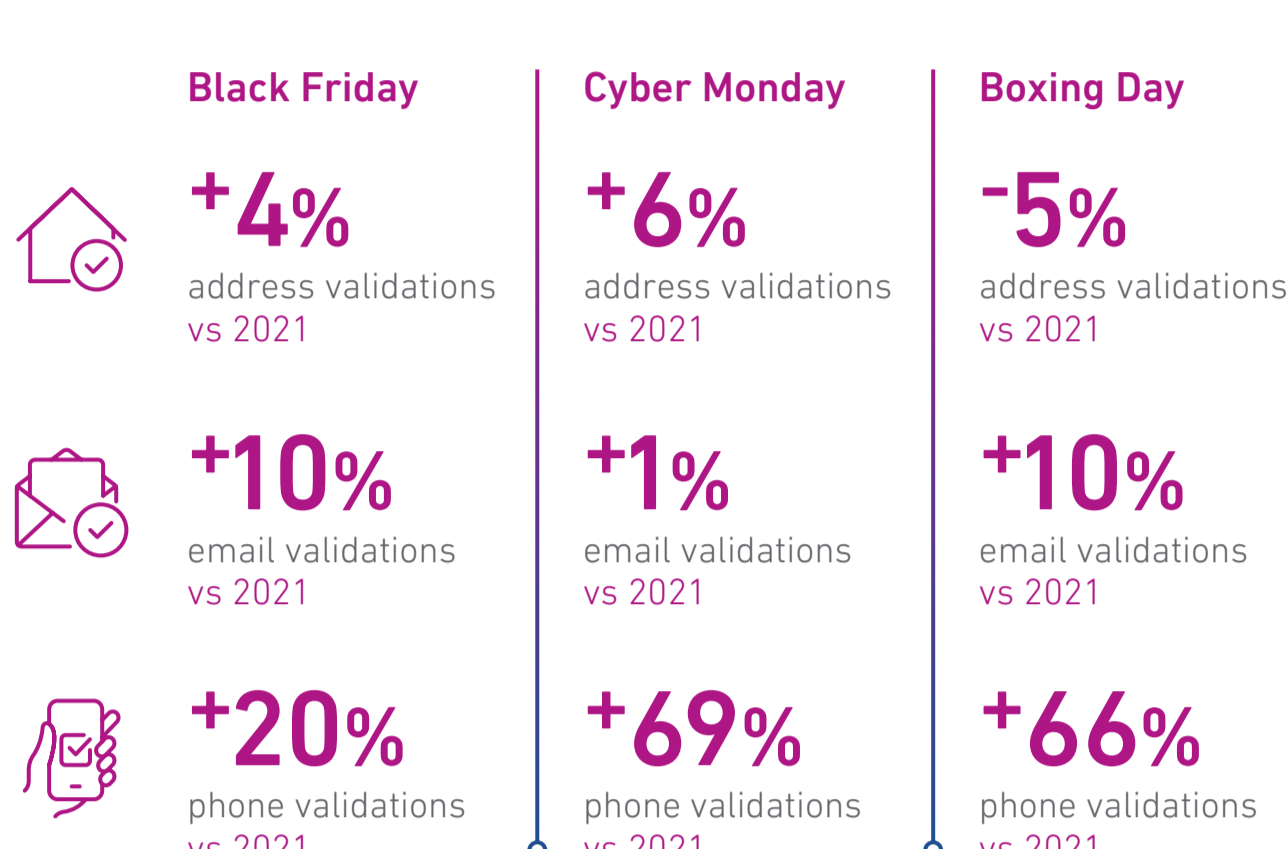
FESTIVE DATA UNWRAPPED

Experian's take on the festive shopping season 2022 and the vital role data quality plays over this period.

TOP TRENDS FROM THE SHOPPING EVENT OF THE YEAR

Cyber Week 2022 was the most successful yet, despite unpredictable market conditions across the globe. Over the period, and across the golden quarter in general, our analysis shows that each contact data point played an important role in the customer journey. Here is how Experian's data quality services helped retailers end 2022 strong.

Data validation is an integral part of festive season shopping



This year we saw:

surges in email and phone validation as more businesses incorporated digital into their festive channel mix.

a slight decline in address validation on Boxing Day, reflecting the dominance of Cyber Week now over the whole festive period.

Why are retailers validating consumer contact data?



Global performance

Reliable addresses are essential for precise delivery and cost savings

38m

address validation requests were made on Black Friday across the globe

34m

address validation requests were made on Cyber Monday across the globe

16m

address validation requests were made on Boxing Day across the globe

High-quality email data supports continued digitisation efforts

3m

global email validation requests occurred on Black Friday alone

Accurate phone numbers are important as retailers integrate mobile into their communications mix

2.2m

were validated over Cyber Week, an increase of 29% vs. 2021

269k

were validated on Boxing Day, an increase of 66% vs. 2021

UK & Ireland performance

Despite cost of living pressures and economic uncertainty UK&I consumers continued to spend during Cyber Week. UK&I drove 26m address validation requests over Black Friday, Cyber Monday and Boxing Day:

30%

of all Black Friday volume

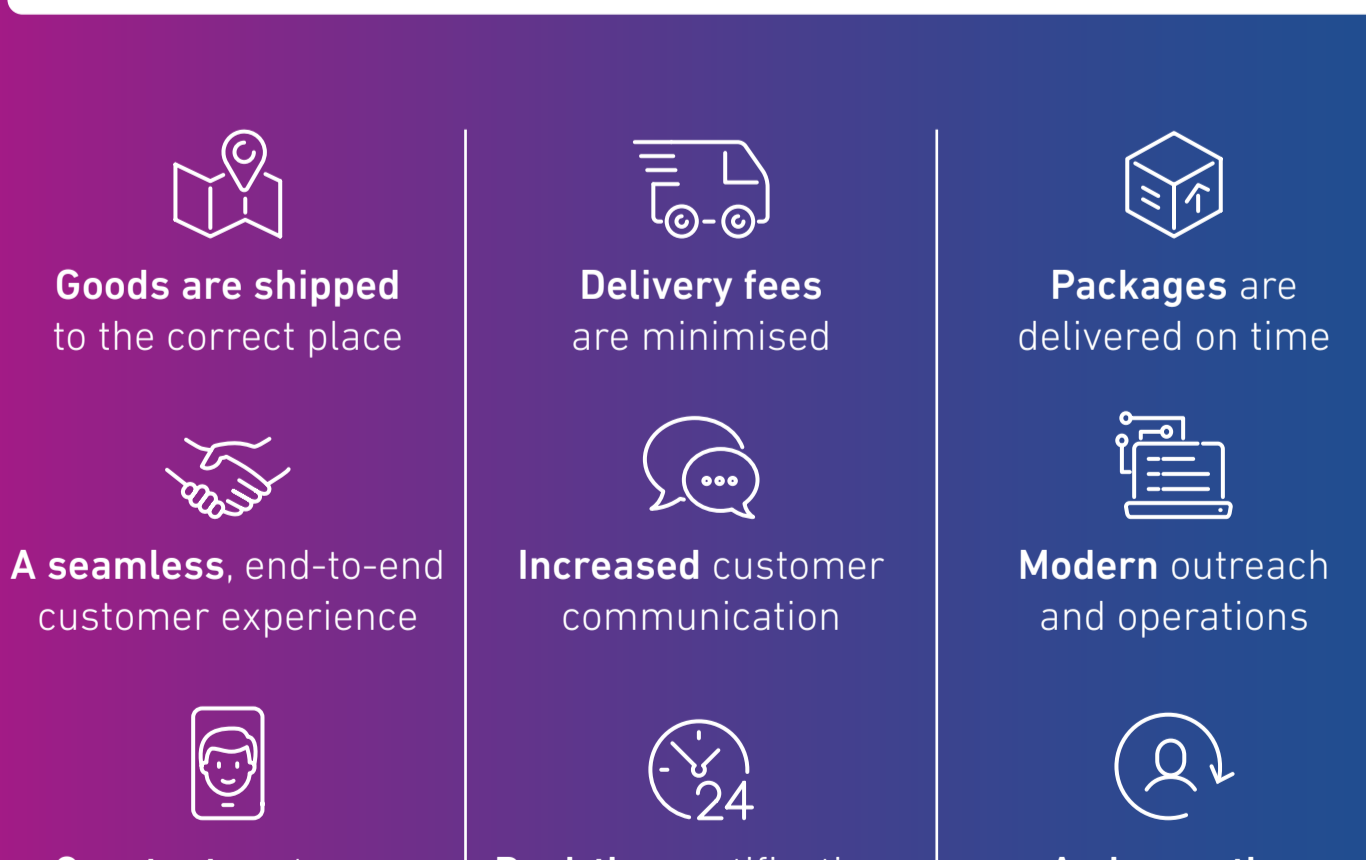
26%

of Cyber Monday volume

30%

of Boxing Day volume

How can we help?



Is your data holiday-ready?

Data quality is a must-have to strategically reach customers and deliver a seamless experience across the entire customer journey. If you haven't already, now is the time to start thinking about cyber week 2023 and whether it's time to start validating your data.

Contact us today