

We looked at trends from the 2017 holiday season to help you prepare for this year's and to reacquaint ourselves with consumer preferences when it comes to the entire shopping journey.

FACT: 91% of consumers are more likely to shop with brands that recognize and remember them. ¹

PRO TIP: Make sure your emails have relevant offers and recommendations for each shopper.

FACT: 48% of consumers have left a merchant's website and made a purchase on a competitor's site because the experienced was poorly executed. ¹

PRO TIP: Use behavioral and transactional data to deliver a relevant, personalized experience that shows you recognize shoppers.

FACT: BLACK FRIDAY has grown into its own holiday season, lasting a week or more. ²



PRO TIP: Make sure your promotional emails are clear about when promotions are actually available.



Still wondering about online vs. in-store? Both are important, merchants just need to make sure the experience is seamless.

TOP REASONS CONSUMERS SHOP IN STORES VS. ONLINE ³

- 56%** to see, feel and experience the product in person
- 55%** to try the item on
- 41%** concerned products will look different
- 34%** delivery takes too long
- 25%** shipping costs are too high

TOP REASONS CONSUMERS SHOP ONLINE VS. IN STORES ³

- 58%** ability to shop 24/7
- 54%** ability to compare prices
- 46%** online sale/better prices
- 40%** to save time
- 39%** convenience of not going to shops

SHOPPERS LOOK FOR INFORMATION: ⁴

- 87%** before visiting a store
- 79%** while visiting a store
- 35%** after visiting a store

Shopping is more complex today than it's ever been before.

A MULTITUDE OF FACTORS INFLUENCE THE SHOPPING JOURNEY ⁵

- 71%** of consumers like the ability to customize products
- 58%** of consumers use online resources during their shopping journey
- 47%** are influenced by online customer reviews
- 33%** say shopping makes them anxious



SOURCES: ¹ Propel Growth & Value, Accenture, ² Holiday Email Lookbook, Oracle Bronto 2018, ³ Smart Insights, Actionable Marketing Advice, Oct. 2017, ⁴ Digital Impact on In-Store Shopping Research, Retail Trends, National Retail Federation, ⁵ 2018 Shopper Trends Report: Understanding Shopper Behavior in an Omnichannel World, Murphy Research