

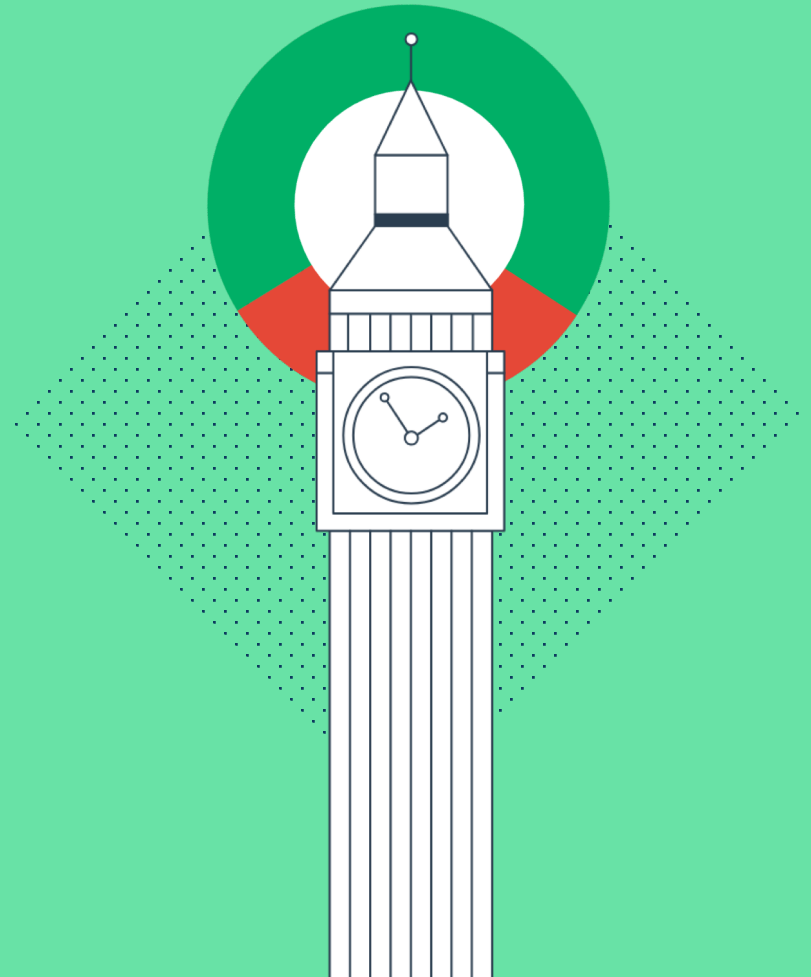




PEAK WEEK

Consumer Purchasing Habits 2018

UK EDITION



**Delivering messaging over time results
in more sales and site-visits**

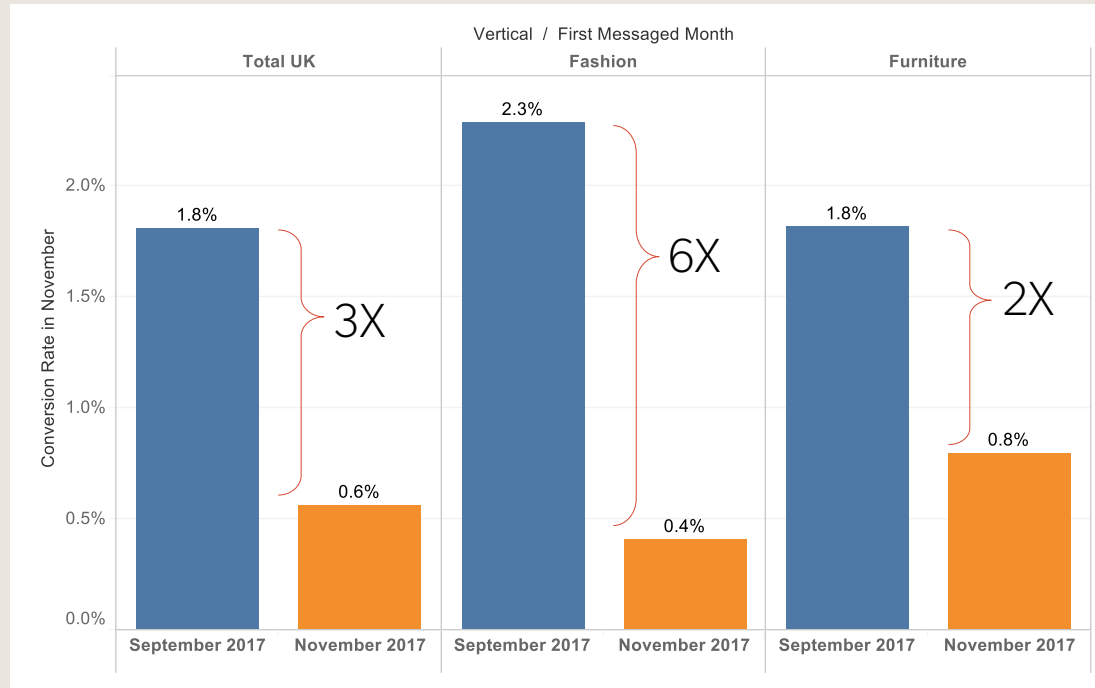


Messaging users consistently prior to November leads to increased sales

For consumers that are messaged consistently from September to November, conversion rates are higher than those who are first messaged in November.

When messaged consistently from September to November, consumers are:

- Three-times more likely to purchase across all verticals.
- Six-times more likely to make a purchase with a fashion brand.
- Twice as likely to make a purchase with a furniture brand.

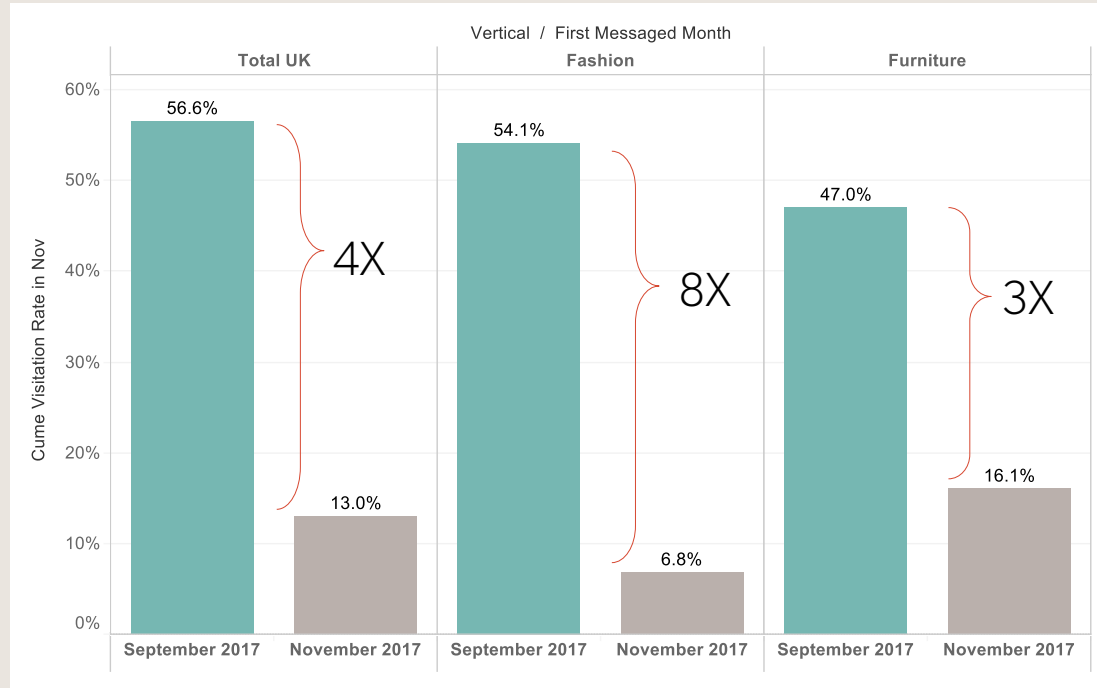


Messaging users consistently prior to November leads to increased website visits

Consumers who are messaged consistently from September to November are more likely to visit a brand's website than those who are first messaged in November.

When messaged consistently from September to November, consumers are:

- Four-times more likely to visit an advertiser's website across all verticals.
- Eight-times more likely to visit a fashion brand's website.
- Three-times more likely to visit a furniture brand's website.



Do the 'best customers' make up the largest volume of site visits and sales during Peak Week?



For retailers, the ‘best customers’ in decile 1 make up 30-40% of website visits and sales for black friday

The ‘best customers’ for retailers make up a higher percent of order revenue in the earlier days of Peak Week prior to Black Friday (40-50% Monday through to Thursday), indicating many purchases from these users occur prior to Black Friday.

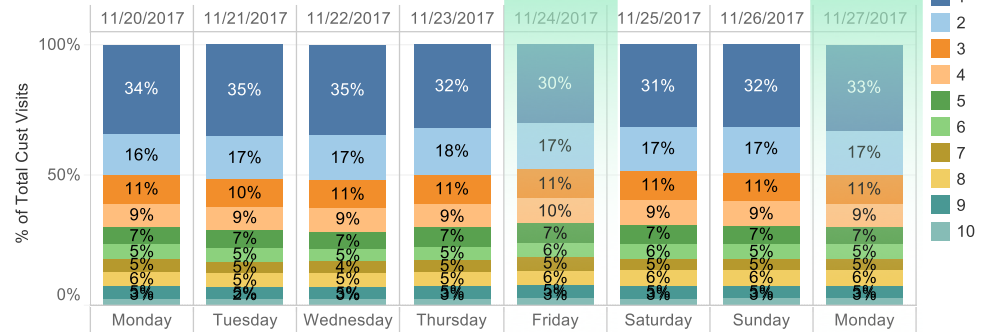
This suggests that retailers should:

- Focus more on ‘lower-value’ customers to increase overall purchases on Black Friday and Cyber Monday.
- During ‘Peak Week’, advertise earlier to the ‘best customers’, as they are more likely to purchase prior to Black Friday.

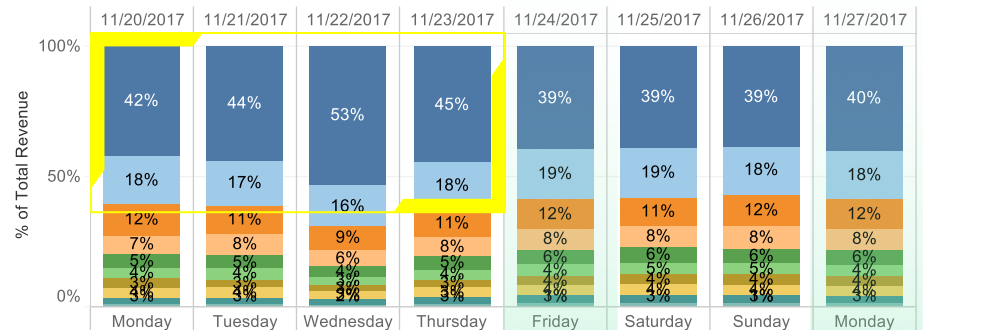
Black Friday

Cyber Monday

Peak Week Visitation by Customer Decile - Retail Category



Peak Week Order Revenue by Customer Decile - Retail Category



* ALL CUSTOMERS ARE SCORED AND RANKED FROM MOST TO LEAST VALUABLE BASED ON AN RFM MODEL (RECENCY, FREQUENCY, AND MONETARY VALUE). RANKED USERS ARE THEN SPLIT INTO 10 EQUALLY SIZED BUCKETS CALLED ‘DECILES’: WHERE 1 = HIGHEST VALUE AND 10 = LOWEST VALUE ACCORDING TO THE MODEL

For furniture, the 'best customers' in decile 1 account for a lower proportion of website visits

For furniture brands' 'best customers', there is less of a trend towards increased website visits or purchases during the period.

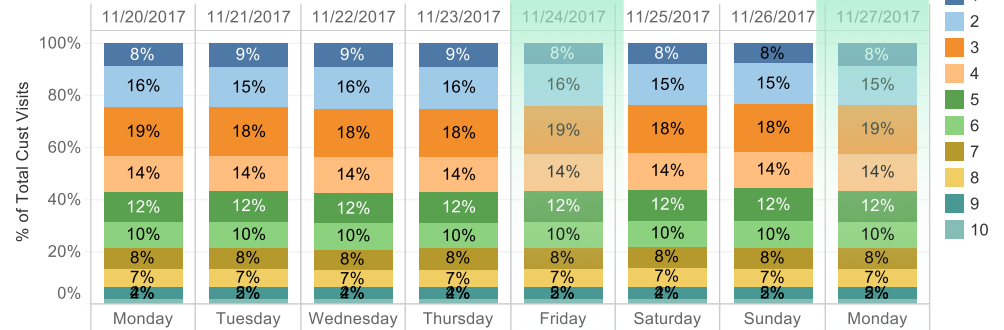
The volume of website visits is evenly split between all customers.

During Peak Week, the greatest sales volume comes from deciles two, three and four.

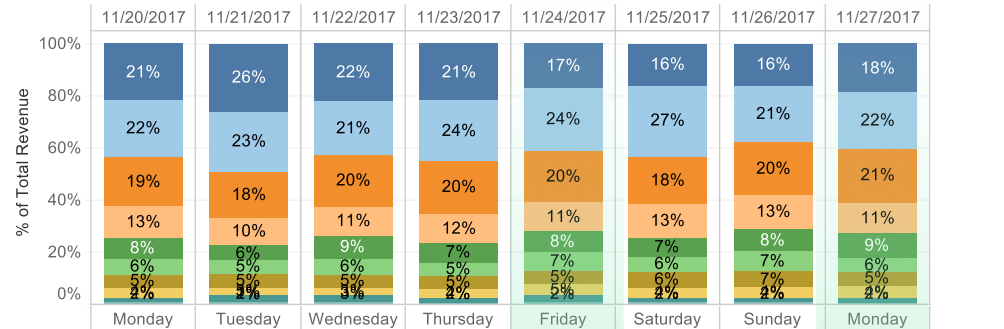
Black Friday

Cyber Monday

Peak Week Visitation by Customer Decile - Furniture Category



Peak Week Order Revenue by Customer Decile - Furniture Category



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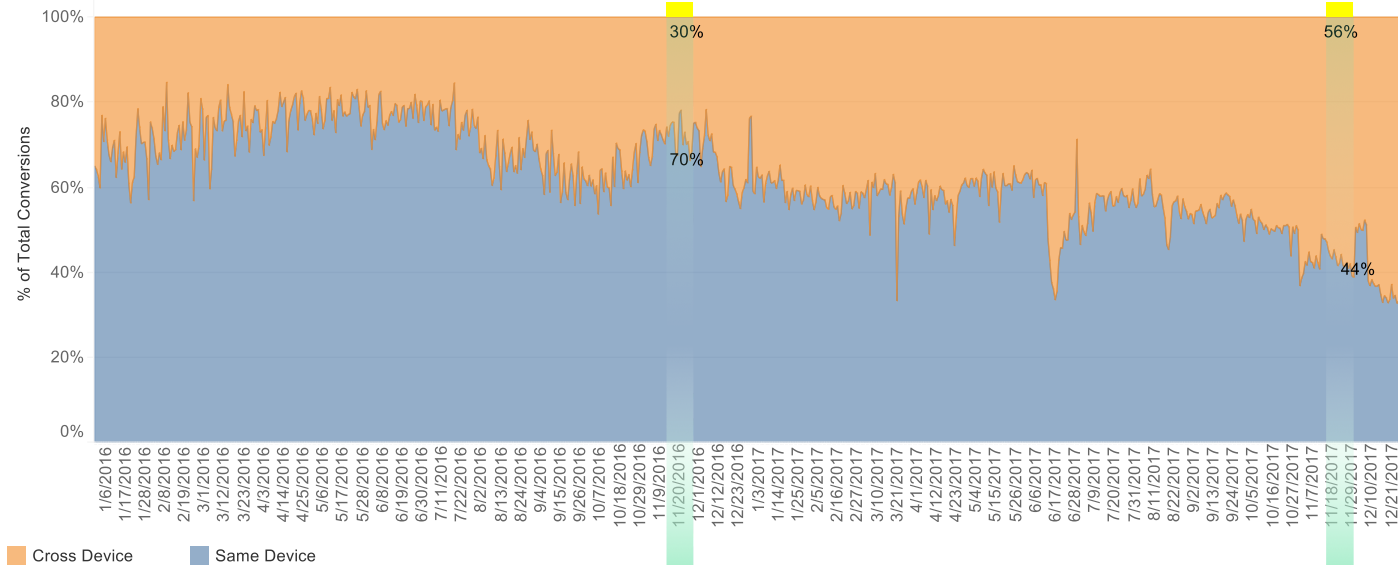
Consumers are increasingly using multiple devices during Peak Week purchasing decisions



The proportion of cross device conversions occurring during peak week is increasing, year over year

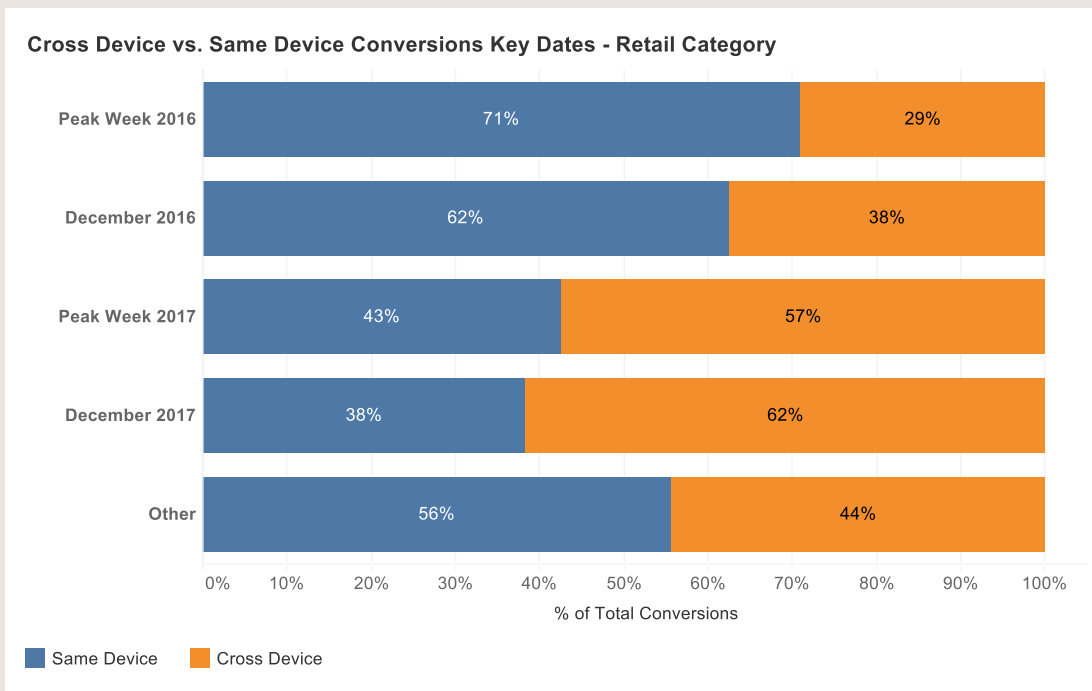
The proportion of consumers receiving adverts on one device and converting on a second device during Peak Week increased from 30% in 2016 to 56% in 2017.

Cross Device vs. Same Device Conversions over time - Retail Category



In 2016, 29% of sales involved multiple devices. In 2017, this proportion increased to 57%.

During the whole month of December 2016, 38% of sales involved multiple devices. In December 2017, this proportion increased to 62%.





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