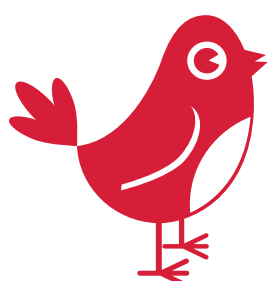


US HOLIDAY SHOPPING SEASON 2014



20 days to make your season bright



Mobile will shine this year

and bigger screens will generate big sales.

27%



Mobile

Projected share of retail sales on non-desktop devices during the 2014 Holiday season

48%



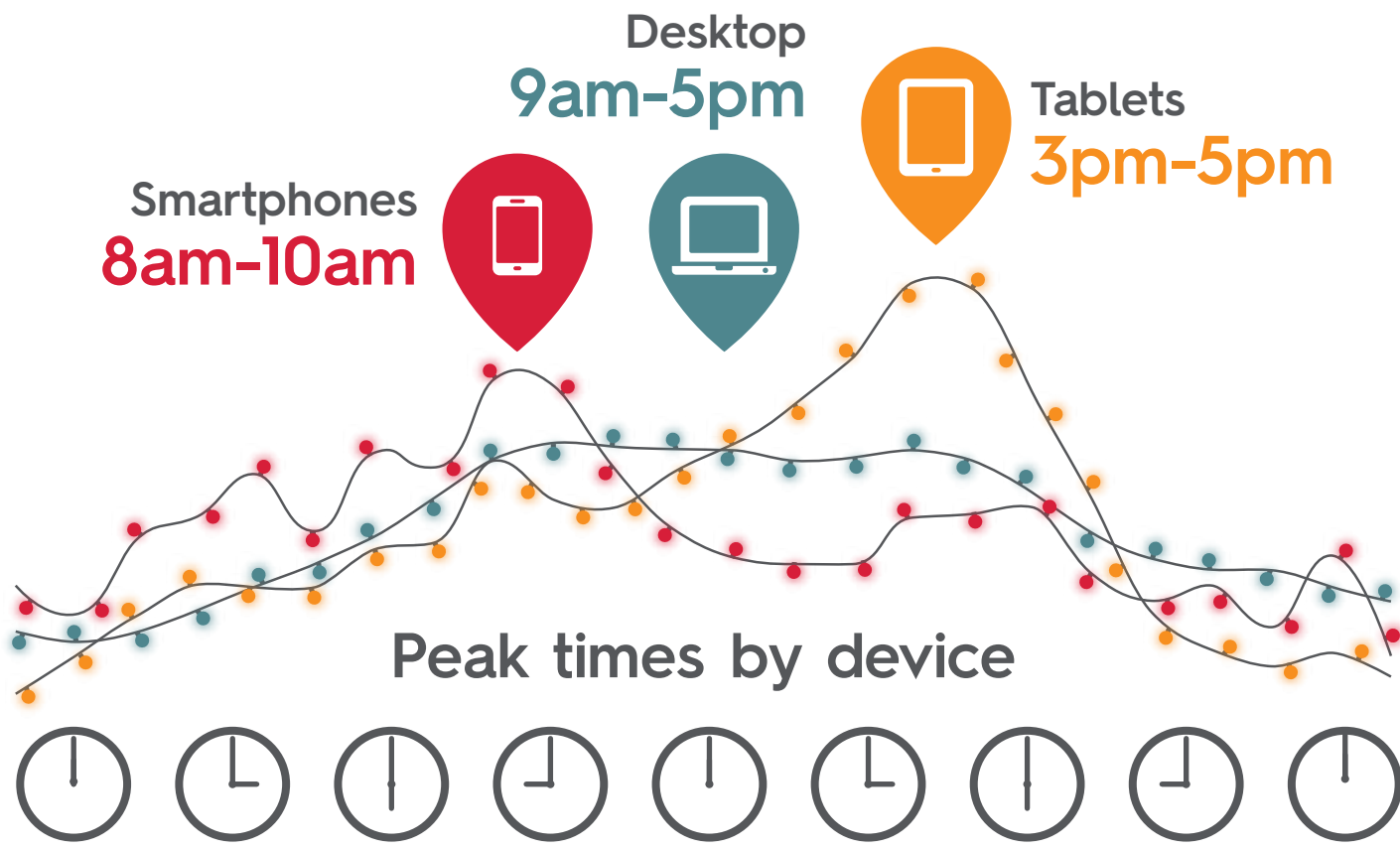
Tablets/Phablets

When you think mobile, don't forget tablets

It's a mobile Christmas for Fashion & Luxury

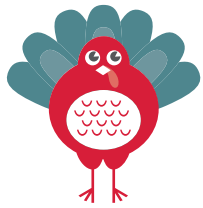


Different screens keep different hours



Eat turkey, buy big

Average shopping cart value (USD)



On Thanksgiving
\$147



On Christmas day
\$126



Avg. between Nov. 15 - Dec. 31
\$120

Hot season tip

Get your cookies baking in the crucial pre-shopping season



Avg. CPC increase
22%
during the shopping season

Raise your CPC to stay on top of the game

