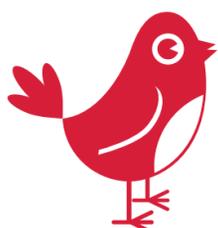


UK HOLIDAY SHOPPING SEASON 2014



25 days to make your season bright



Nov 23rd

+70%
sales

Dec 18th

+38%
Conversion rate

Sales pick up in late November and peak on the first Monday of December, at 3x the yearly avg

Dec 19-25, sales fall 49% vs prev. week

From Nov. 23 to Dec. 18

Mobile will shine this year

and bigger screens will generate big sales.

41%



Mobile

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

61%



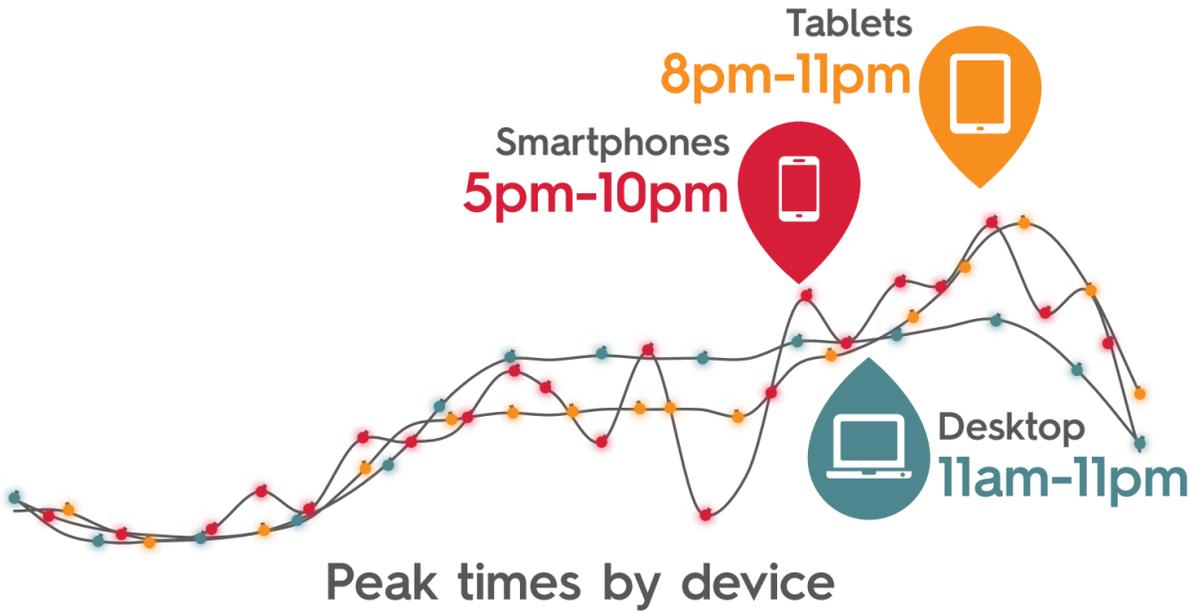
Tablets/Phablets

When you think mobile, don't forget tablets

It's a mobile Christmas for Fashion & Luxury



Different screens keep different hours

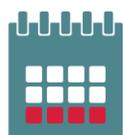


Peak times by device



Larger shopping carts: early in the season, or last minute

Average shopping cart value (GBP)



£64
Last week of November



£69
Last Saturday before Christmas



£61
Av. between November 15 and December 31

Hot season tip

Get your cookies baking in the crucial pre-shopping season



Avg. CPC increase
19%
during the shopping season

You need to raise raise your CPC to stay on top of the game

