

Holiday Shopping Season 2016

Middle East and Africa

Black Friday is the biggest shopping day of the year. It marks the countdown to the gift-giving season, with retailers celebrating with huge discount-driven events. That activity moves online on Cyber Monday, when consumers today use multiple devices to browse and buy, including desktops, laptops, tablets and smartphones. To engage and convert consumers, retailers must keep this cross-device journey in mind.

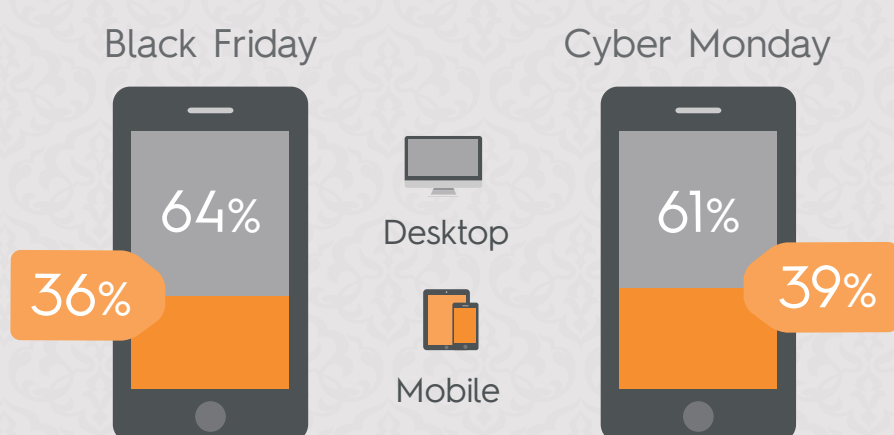
Get Ready, Set, **Sell.**

Plan Ahead for Black Friday.

Retail sales increase before Black Friday as consumers anticipate the biggest shopping day of the year, prepare for rising sales in the days before the Black Friday peak.



Mobile Share



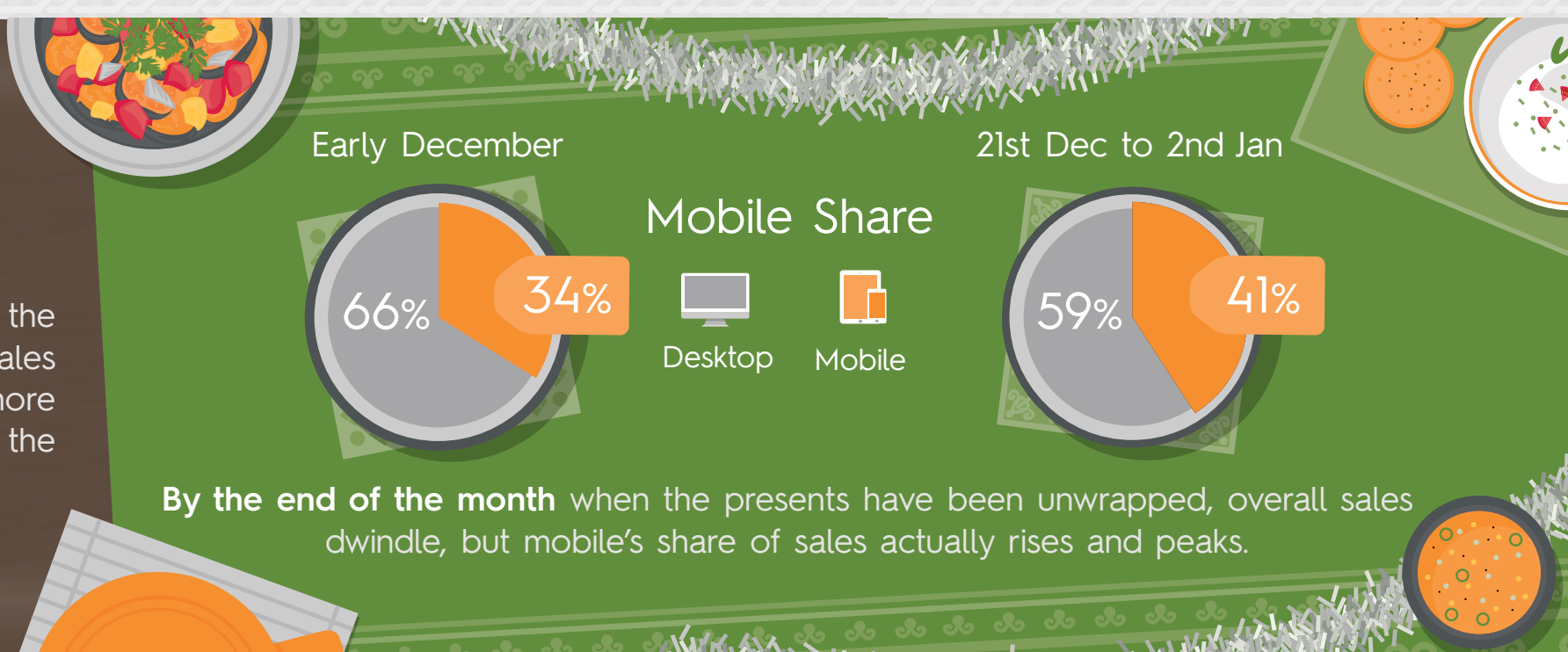
Bolster Mobile on **Cyber Monday.**

Make sure your mobile channels are ready and your cross-device strategy in place to make the most of Cyber Monday shopping.

Stay Strong All December Long.



Don't let up after the November peaks - sales start to increase more than two weeks before the Christmas holiday.



By the end of the month when the presents have been unwrapped, overall sales dwindle, but mobile's share of sales actually rises and peaks.



Retail Mobile Share



After The Holidays...

Back to work means back to desktop. Mobile slows and overall sales slowly rebound. Mobile and Desktop sales return to normal after the holidays.

Three Top Tips for 2016 Holiday Sales



Plan ahead for rising sales as Black Friday Approaches



Think multi-device to make the most of Cyber Monday



Stay aggressive throughout December

Let's go! Call your Criteo representative today to get yourself Holiday ready.

Methodology

Criteo analyzed close to 3 million transactions from 35+ retailers in the Middle-East and Northern Africa (Saudi Arabia, UAE, Egypt, Kuwait, Morocco and Qatar) on desktop, smartphones and tablets.

If you would like to contact us, please email us at salesMEA@criteo.com.

Mobile includes both tablets and smartphones. Online sales refer to the total number of purchases on retailers desktop and mobile websites. Mobile sales refer to the share of mobile sales in the total.

*Based on Q4 2015 data, particularly November and December.

