



2017 Holiday Shopping Update

The Rise of Sofa Sunday and Mobile Friday

BrightEdge Research Uncovers the New Holiday Shopping Journey with Sofa Sunday and Mobile (Black) Friday Overshadowing Cyber Monday

BRIGHTEDGE

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I Introduction

The Christmas and holiday shopping season from November through December is a critical time to observe shoppers' online behavior. With several holidays and the most important shopping days of the year, this eight-week period in the United States is filled with ubiquitous marketing messaging, massive discounting, and general shopping euphoria. For retailers, it is a make or break time of the year.

Following on from BrightEdge's [Holiday Shopping Report based on 2016 data](#), fresh new research notes changing trends of 2016 and 2017 audience digital traffic in the weeks leading up to Thanksgiving weekend, Black Friday, and Cyber Monday.

This new research provides clues for marketers on how to prepare for the holiday shopping season. The report confirms holiday shopping is happening sooner and consumers are more and more comfortable making purchases on their mobile phone or tablet. Additionally, data findings point to Black Friday surpassing Cyber Monday in digital importance.

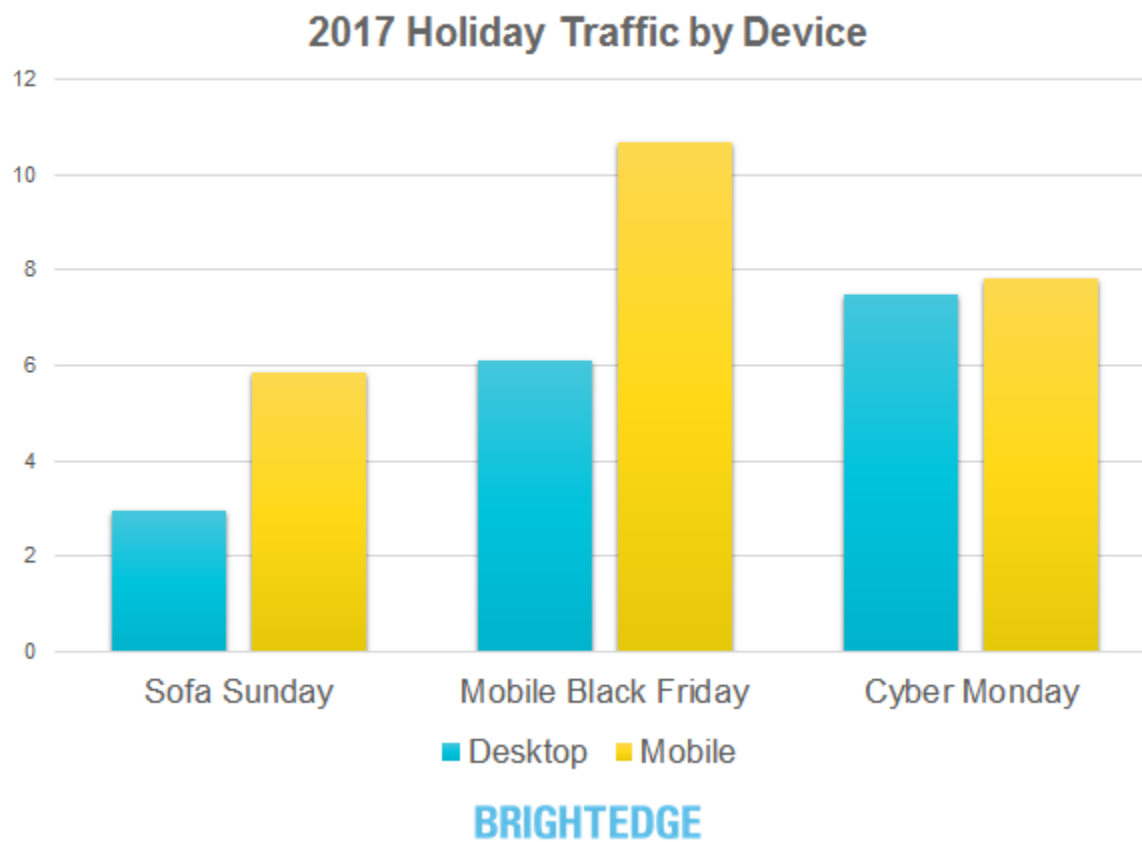
The holidays provide plenty of opportunities to create more personalized content and provide intelligent experiences both at the store and online. As online retail spending increases over the holiday season, marketers need to focus on creating smart content and shopping experiences to attract, engage, and convert customers at the right time.

Note: References to Mobile herein include Tablet.

Key takeaways

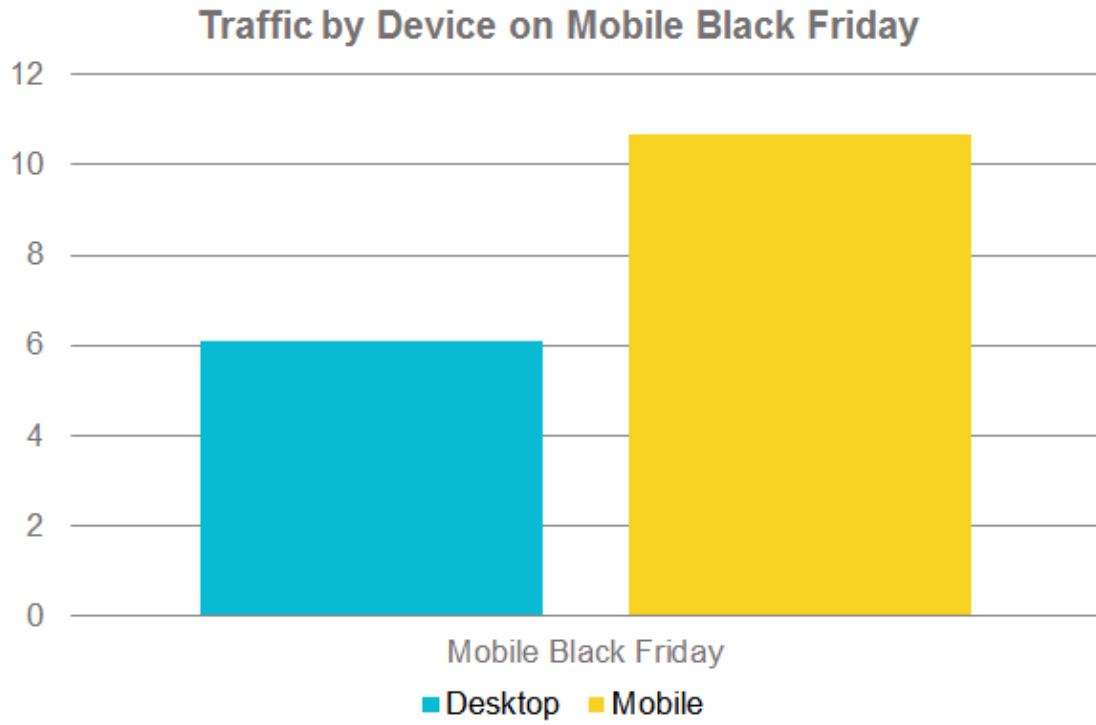
Sofa Sunday - the Sunday before Black Friday, is THE major online research day

The Sunday before Thanksgiving and Black Friday was a day of high traffic, especially mobile traffic. BrightEdge dubs this **Sofa Sunday** because it was the highest mobile traffic day until that point, but it shows relatively modest transaction volume. This suggests that consumers use Sofa Sunday to research and prepare their holiday shopping lists ahead of Black Friday. Mobile traffic on Sofa Sunday is **21%** higher than a typical Sunday in the holiday season.



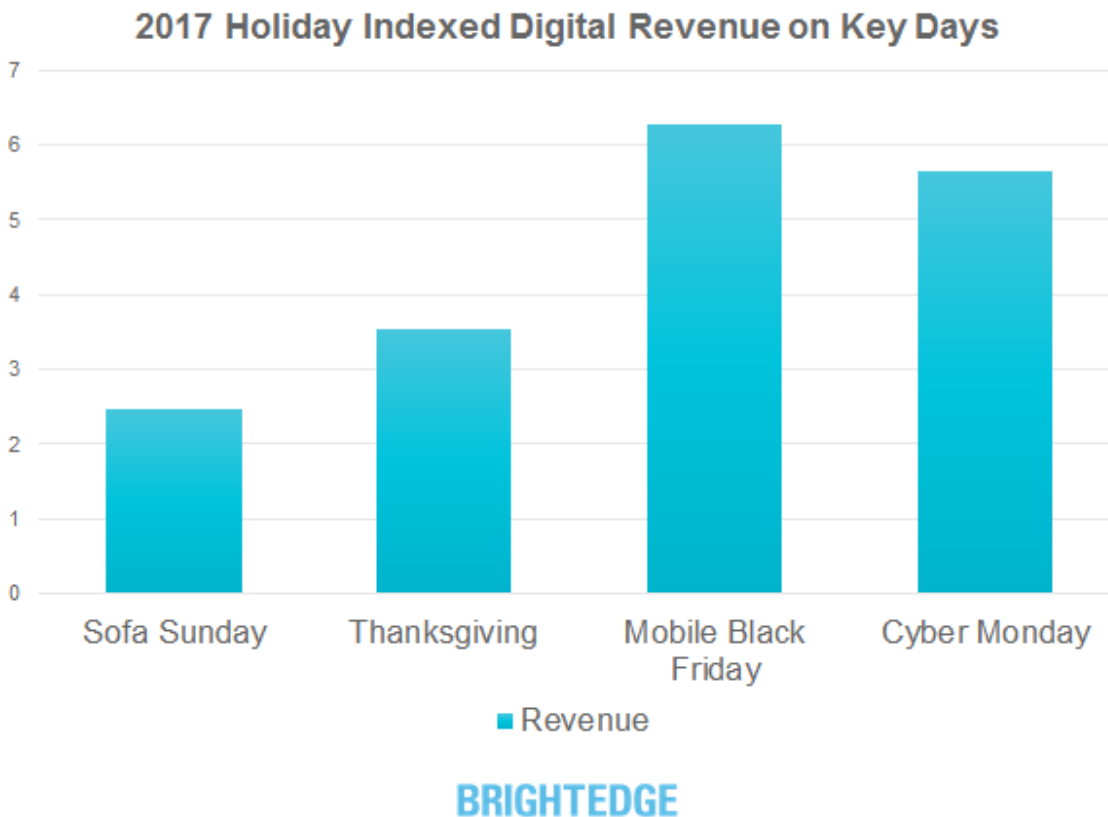
Black Friday mobile traffic outperformed Desktop by 75%

Brands are aware that Mobile traffic exceeds Desktop traffic by 10% to 40% most days, but may be surprised to find Mobile exceeds Desktop by 75% on Mobile Black Friday but only 5% on Cyber Monday. Mobile is dominant and simply a way of life for consumers.



Mobile Black Friday sales exceeded Mobile Cyber Monday sales by 9%

Black Friday mobile purchase activity was so strong that BrightEdge has dubbed it **Mobile Black Friday**. Mobile purchase revenue on Black Friday exceeded mobile purchase revenue on Cyber Monday by **9%**. Deals that were previously available only in stores are now available anywhere and on any device. BrightEdge research suggests that Mobile Black Friday will continue to gain momentum as shoppers replace store visits with mobile visits and purchases.



Recommendations based on the Key Takeaways

❖ **The Sunday before Black Friday is a major online research day**

Brands should make content for the “I-want-to-know” micro-moment easily consumable in all channels, especially mobile web pages and emails, as people finalize their holiday wish lists, large annual purchase items, and specific products to purchase for the holidays on the Sunday before Thanksgiving.

❖ **Black Friday showed significant mobile online revenue growth and outperformed Cyber Monday sales by 9%**

Brands should make “I-want-to-buy” micro-moment content readily consumable in all channels, especially mobile web pages and emails, as people make purchases for Black Friday. Perfect your mobile CTAs, offers, and commerce experience the summer before the holiday season.

❖ **Customize content throughout the whole holiday season by day of the week**

Publish “I-want-to-know” micro-moment content on Saturdays and Sundays. Publish “I-want-to-buy” micro-moment content offers and strong CTAs on weekdays with a push to transact on Monday.

❖ **Develop a cross-device communication strategy**

Customers undoubtedly are using multiple screens throughout the holiday season, so brands need to invest in cross-device attribution tracking and modelling to understand the synergy, leverage, and more accurate contribution of content and media investment by device and in combination.

❖ **Develop a bricks-and-clicks strategy**

Make it easy for your in-store customers to check online reviews, prices, and inventory on their mobile by scanning a QR code and making those content urls visible in the store on the shelf. Perfecting your customer review volume, quality, and strength requires year-round engagement and effort.

If you do not have an item in stock, make it easy for in-store customers to order on their phones or a tablet and ship for free.

Additionally, you can use some online merchandizing techniques in store, like “Most popular on Brand.com this holiday season” or “Highest rated on Brand.com” or “People who like this product also like this one.”

❖ **Create a dedicated mobile content strategy and ensure your site is optimized for mobile search**

Recent BrightEdge mobile research* found that 35% of the content on page 1 of the SERPs is different for Mobile versus Desktop search. Develop a dedicated mobile content strategy and optimize your website for mobile search SERPs and mobile search users. Here are four specific recommendations for BrightEdge platform users.

1. Use BrightEdge Data Cube to develop a mobile keyword target list.
2. Prioritize your work plans by using BrightEdge Intent Signal to understand the organic ROI for each keyword.
3. Review prescriptive optimization advice by using BrightEdge Recommendations.
4. BrightEdge ContentIQ can diagnose if your website is mobile-friendly.

Available on Demand: You can view our most recent Holiday Shopping webinar below



Holiday 2017: Insights and Recommendations to Help You Prepare

Capitalize on seasonality by making the right adjustments before your holiday code freeze.

<https://www.brightedge.com/resources/webinars/ecommerce-retail-planning-holiday-season>

What does this webinar cover?

Well before the holidays is time to make decisions about final experiments, optimizations, and refinements. Consumer behavior this year will be influenced by preference changes, improved mobile experiences, new user expectations – some of which you may not be thinking about yet. Moves you make may have a noteworthy impact your holiday 2017 revenue. In this webinar, we will be using data and studies from this year to help you better-understand some vitally important topics, such as:

- Do faster pages' correlate with improved conversion rates?
- Do mobile users intend to convert like desktop users?
- How can user experience expectations affect your SEO and UX strategies?
- How do you create an actionable SEO SWOT?

About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,500+ customers include global brands such as 3M, Microsoft, and Nike, as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.

* BrightEdge [mobile research report](#).

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