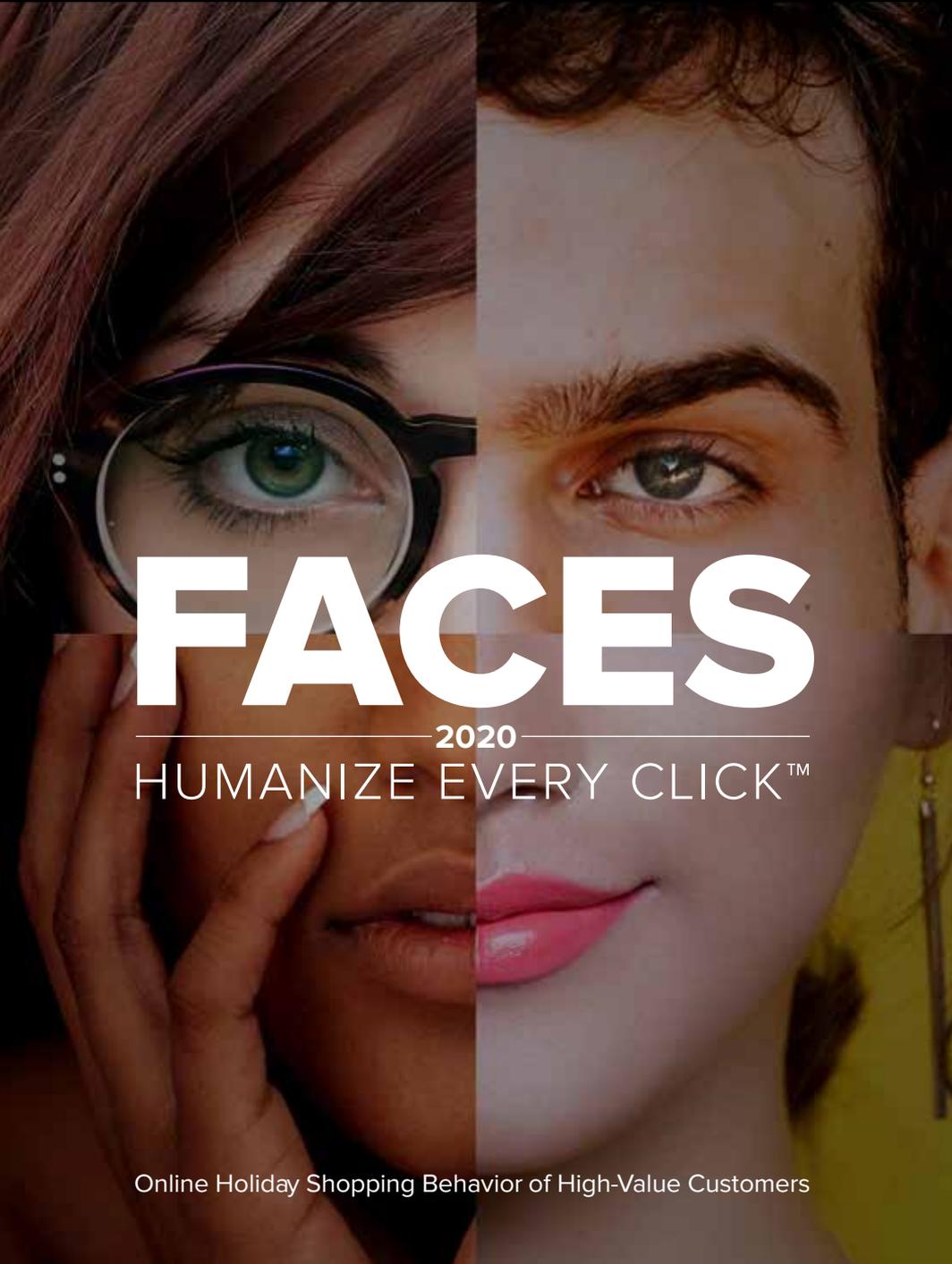


The logo for NetElixir, featuring the word "NetElixir" in a white sans-serif font with a stylized orange "x" and a trademark symbol.

NetElixir™

PRESENTS:

A vertical split image of two women's faces. The left side shows a woman with reddish-brown hair wearing black-rimmed glasses, with her hand near her face. The right side shows a woman with dark hair and bright pink lipstick, looking directly at the camera.

FACES

2020

HUMANIZE EVERY CLICK™

Online Holiday Shopping Behavior of High-Value Customers

INTRODUCTION

Do online shoppers shop differently during the holidays? How does online shopping behavior vary across categories?

To answer these questions, the NetElixir Retail Intelligence Lab analyzed over 1.5 million unique online customer paths to purchase across eight retail categories during the 2019 holiday season. We focused our efforts on the behavior of high-value online shoppers since they account for over 60% of total website purchases in our retail data set across categories. The high-value customers' path-to-purchase data was aggregated, analyzed, and compared for two 30-day periods. This includes before (10/25 to 11/24/19) and during (11/25 to 12/24/19) the holiday season.

We grouped the aggregated data by the following metrics:

Top Hour to Visit: When were high-value shoppers most likely to be searching online (local time)?

Top Hour to Purchase: When were they most likely to make a purchase (local time)?

Top Day of Week: On what day were they most likely to purchase?

Latency: How long did the shopper take to make a purchase after their first website visit?

Prior Website Visits: How many times did the shopper visit the website prior to purchasing?

Mobile 1st Visit %: What percentage of all website visits were on mobile devices?

Mobile Purchase %: What percentage of all purchases were made through mobile?

AOV: Average Order Value - How much did the shopper spend per order?

Items Per Order: How many items did the shopper buy per order?

For each of the categories, we conducted a data overlay of the above insights onto the high-value customer demographic data in order to build distinct customer personas for the pre-holiday and holiday campaign seasons.

FACES showcases these insights for the high-value online shopper in the following retail categories: Apparel, B2B, Food & Gourmet, Gifting, Grocery, Home Furnishing, Pet Supplies, and Tools.

How Can You Use This Book? Compare your own high-value customer shopping insights with that of your category to identify any overlaps. You can use this data to create a more efficient and effective marketing campaign.

We've also published a digital "Why Paper" for each category in which we provide a more in-depth explanation of shopper behavior using academic research models. You can download them now at netelixir.com/whypaper2020.

According to NRF, 41.4 million people shopped exclusively online from Thanksgiving to Cyber Monday in the United States in 2018 (the most current data available). These online shoppers belong to a wide range of demographic segments and exhibit unique search-shop-buy behaviors. Marketers can improve the overall shopping experience if online shopping behavior is better understood.

We hope our **FACES** research inspires retailers to gain a deeper understanding of their customers' behavior. Marketers can make more responsible and impactful marketing decisions by constantly aggregating live customer data streams, using customized data analysis models, and applying what they learn.

Best wishes,

Udayan Bose

Founder & CEO, NetElixir

APPAREL

WOMEN,
AGE 35-44

PRE-HOLIDAY

HOLIDAY

10PM TOP HOUR TO VISIT 8PM

10PM TOP HOUR TO PURCHASE 10PM

FRIDAY TOP DAY OF WEEK MONDAY

7 DAYS LATENCY 5.33 DAYS

33 PRIOR WEBSITE VISITS 24

56.30% MOBILE 1ST VISIT % 58.91%

51.52% MOBILE PURCHASE % 56.79%

\$102.68 AOV \$125.46

3.37 ITEMS PER ORDER 3.67



**MEN,
AGE 35-44**

B2B

PRE-HOLIDAY

HOLIDAY

12PM TOP HOUR TO VISIT 1PM

1PM TOP HOUR TO PURCHASE 3PM

TUESDAY TOP DAY OF WEEK WEDNESDAY

2.91 DAYS LATENCY 2.58 DAYS

14 PRIOR WEBSITE VISITS 12

3.91% MOBILE 1ST VISIT % 8.07%

3.54% MOBILE PURCHASE % 6.40%

\$538.47 AOV \$703.50

1.93 ITEMS PER ORDER 1.93

FOOD & GOURMET

**MEN,
AGE 55+**

PRE-HOLIDAY

HOLIDAY

3PM	TOP HOUR TO VISIT	10AM
10AM	TOP HOUR TO PURCHASE	10AM
TUESDAY	TOP DAY OF WEEK	MONDAY
1.20 DAYS	LATENCY	1.25 DAYS
5	PRIOR WEBSITE VISITS	4
10.19%	MOBILE 1 ST VISIT %	12.89%
7.22%	MOBILE PURCHASE %	9.79%
\$112.80	AOV	\$106.90
1.35	ITEMS PER ORDER	1.28





WOMEN, AGE 45-54

GIFTING

PRE-HOLIDAY

HOLIDAY

8AM	TOP HOUR TO VISIT	8AM
9AM	TOP HOUR TO PURCHASE	11AM
FRIDAY	TOP DAY OF WEEK	MONDAY
4 DAYS	LATENCY	2.5 DAYS
11	PRIOR WEBSITE VISITS	8
27.56%	MOBILE 1 ST VISIT %	38.11%
30.92%	MOBILE PURCHASE %	36.38%
\$60.14	AOV	\$58.05
3.69	ITEMS PER ORDER	3.46

GROCERY



WOMEN,
AGE 25-34

PRE-HOLIDAY

HOLIDAY

2PM	TOP HOUR TO VISIT	12PM
11AM	TOP HOUR TO PURCHASE	11AM
SUNDAY	TOP DAY OF WEEK	MONDAY
2 DAYS	LATENCY	1.95 DAYS
6	PRIOR WEBSITE VISITS	5
31.25%	MOBILE 1 ST VISIT %	35.14%
32.57%	MOBILE PURCHASE %	34.47%
\$94.52	AOV	\$112.04
7.66	ITEMS PER ORDER	7.60





**WOMEN,
AGE 35-44**

HOME FURNISHINGS

PRE-HOLIDAY

HOLIDAY

6PM TOP HOUR TO VISIT 3PM

12PM TOP HOUR TO PURCHASE 2PM

MONDAY TOP DAY OF WEEK SUNDAY

2 DAYS LATENCY 1.66 DAYS

5 PRIOR WEBSITE VISITS 7

9.05% MOBILE 1ST VISIT % 16.37%

6.34% MOBILE PURCHASE % 13.20%

\$815.42 AOV \$1,022.02

2.38 ITEMS PER ORDER 2.82

PET SUPPLIES

WOMEN,
AGE 45-54

PRE-HOLIDAY

HOLIDAY

8PM TOP HOUR TO VISIT 8PM

9PM TOP HOUR TO PURCHASE 9PM

SUNDAY TOP DAY OF WEEK MONDAY

4.25 DAYS LATENCY 3.37 DAYS

17 PRIOR WEBSITE VISITS 13

35.32% MOBILE 1ST VISIT % 40.81%

35.86% MOBILE PURCHASE % 41.35%

\$183.07 AOV \$170.56

3.18 ITEMS PER ORDER 2.83





**MEN,
AGE 45+**



TOOLS

PRE-HOLIDAY

HOLIDAY

10AM TOP HOUR TO VISIT 9AM

10AM TOP HOUR TO PURCHASE 10AM

SUNDAY TOP DAY OF WEEK MONDAY

5.12 DAYS LATENCY 3.95 DAYS

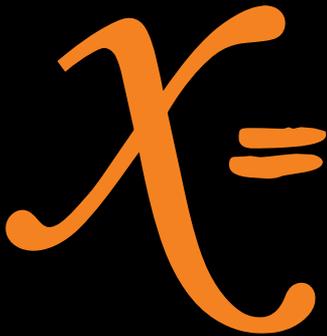
10 PRIOR WEBSITE VISITS 9

22.42% MOBILE 1ST VISIT % 31.30%

22.02% MOBILE PURCHASE % 29.47%

\$181.09 AOV \$208.20

2.13 ITEMS PER ORDER 2.05



PAID SEARCH
SHOPPING
SEO
PAID SOCIAL
ANALYTICS
AMAZON ADS
MARTECH

DIGITAL MARKETING FOR RETAILERS

NetElixir is a retail-focused digital marketing agency that works with brands around the globe. We started over 15 years ago with a simple idea: to help businesses succeed online. Amid an ever-changing ecommerce landscape, our team combines hard-earned industry expertise with cutting-edge proprietary technology to help retailers win more customers across channels. By deciphering what makes your shoppers click, we help you maximize your impact along the customer journey and drive exceptional results.