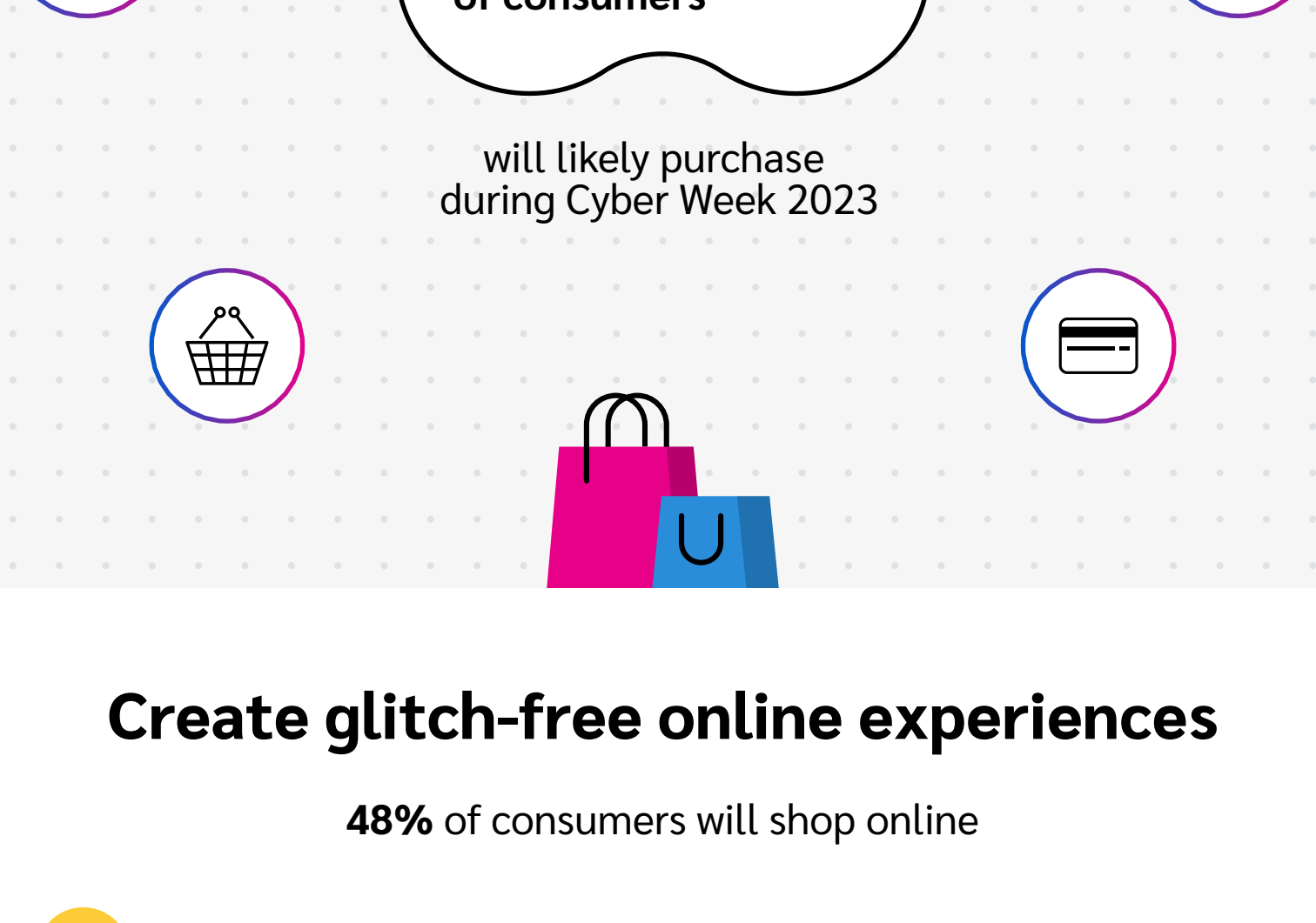


Cyber Week cheat codes:

Level up with key consumer insights

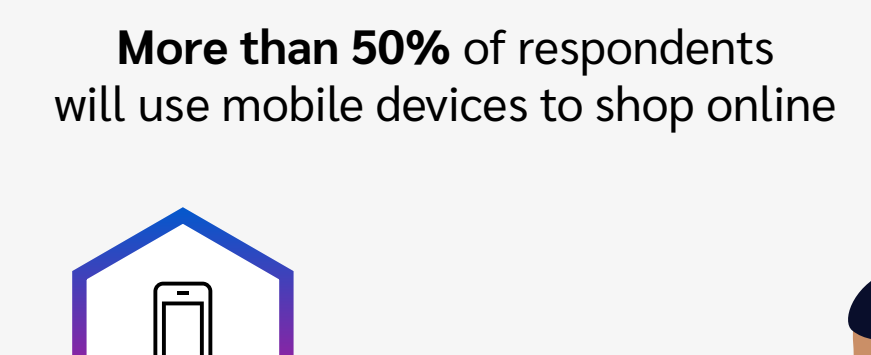
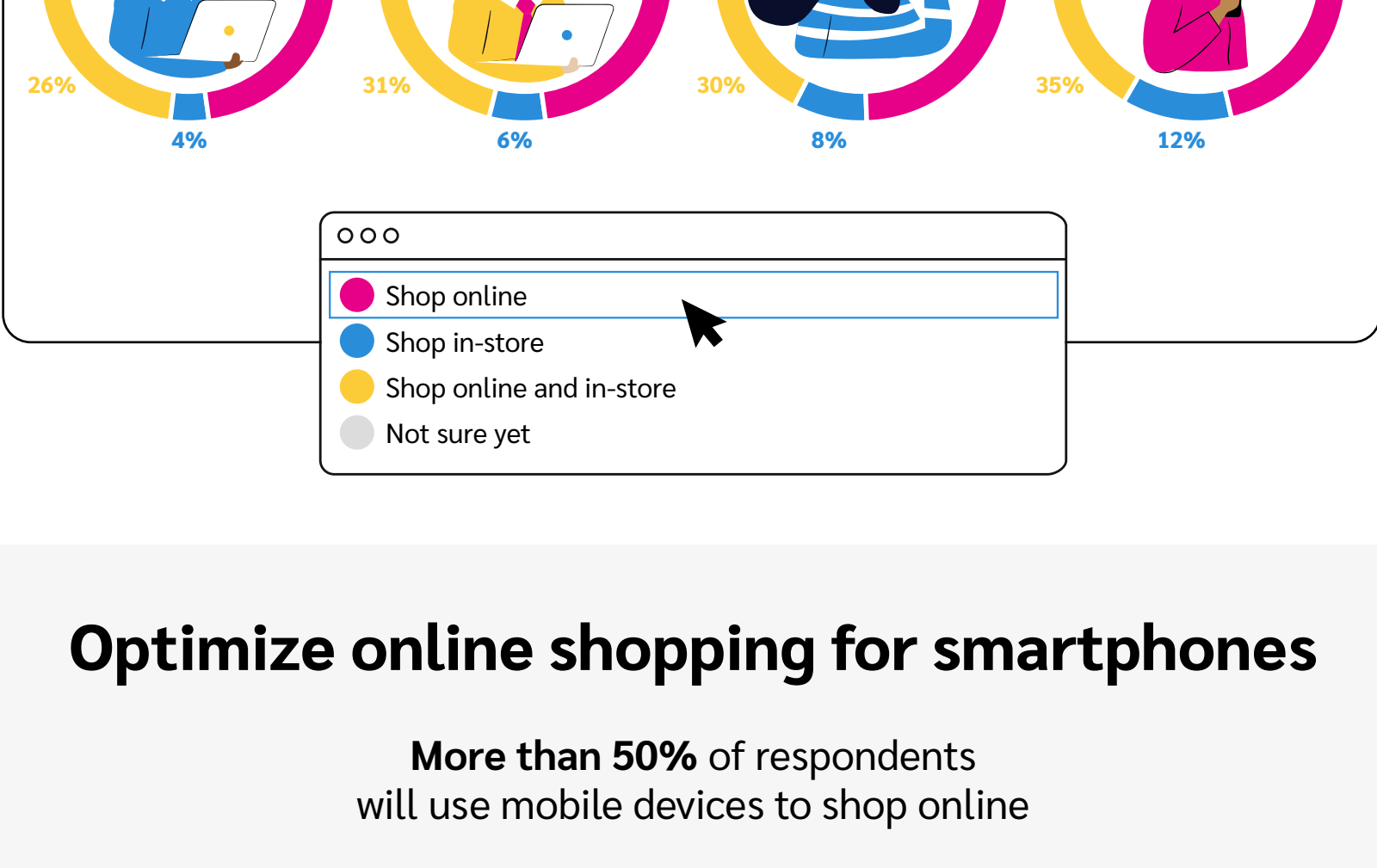
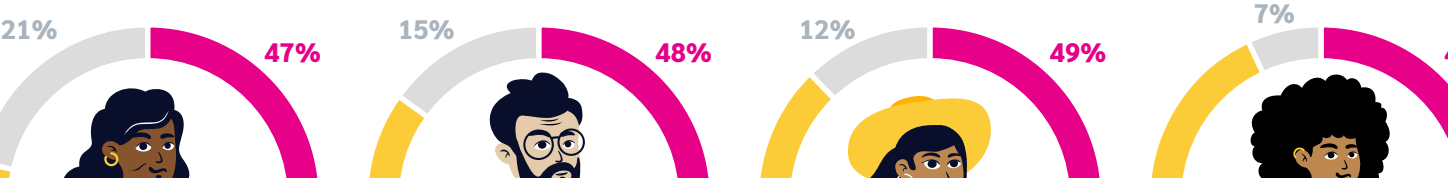
Change up your game play this shopping season. Give your brand the competitive advantage with insights into customer behavior, spending intentions and economic factors.

Enter shopper-mode



Create glitch-free online experiences

48% of consumers will shop online



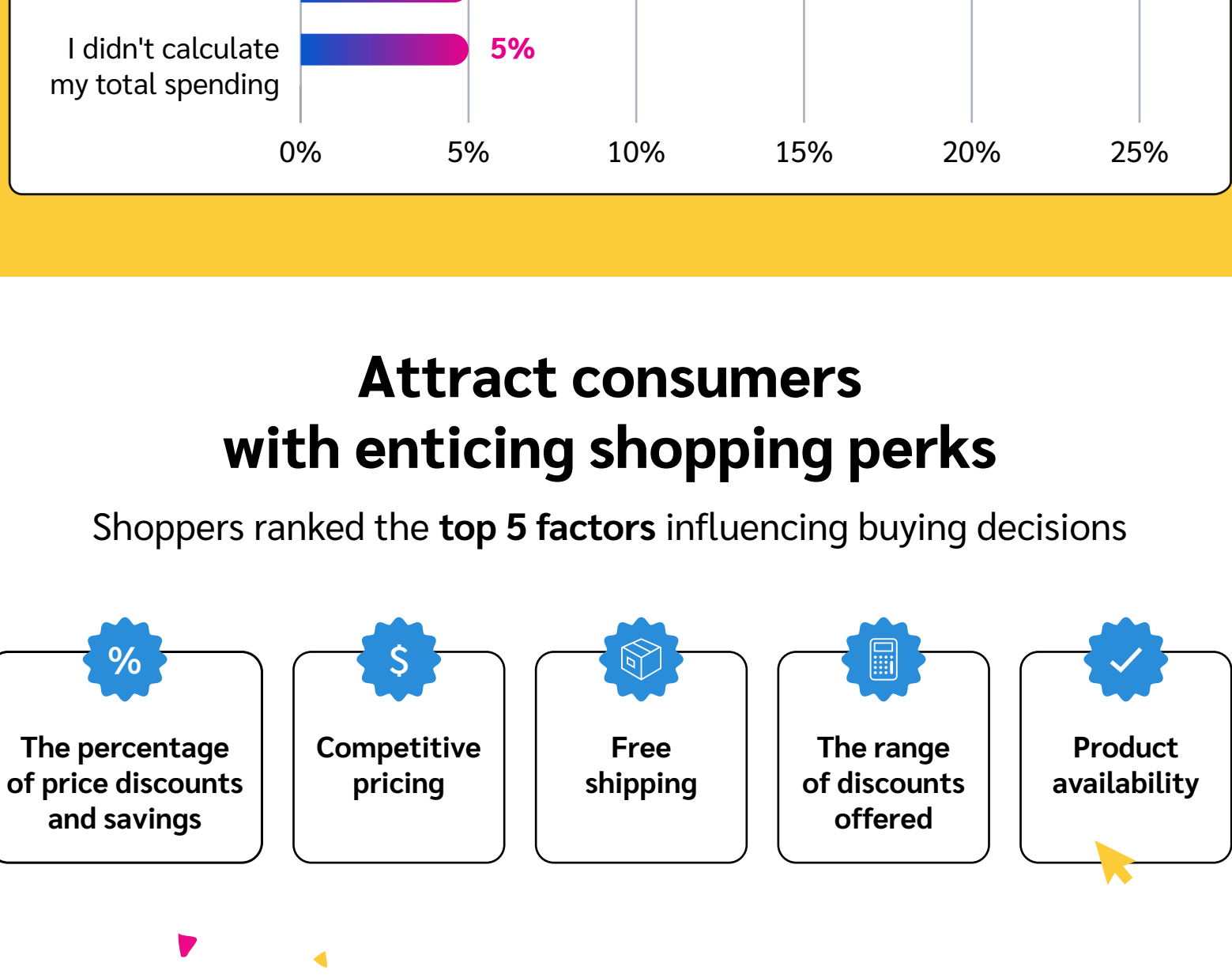
Optimize online shopping for smartphones

More than 50% of respondents will use mobile devices to shop online



Consider shopper's spending limit

56% of consumers will spend the same amount or less than Cyber Week 2022



Attract consumers with enticing shopping perks

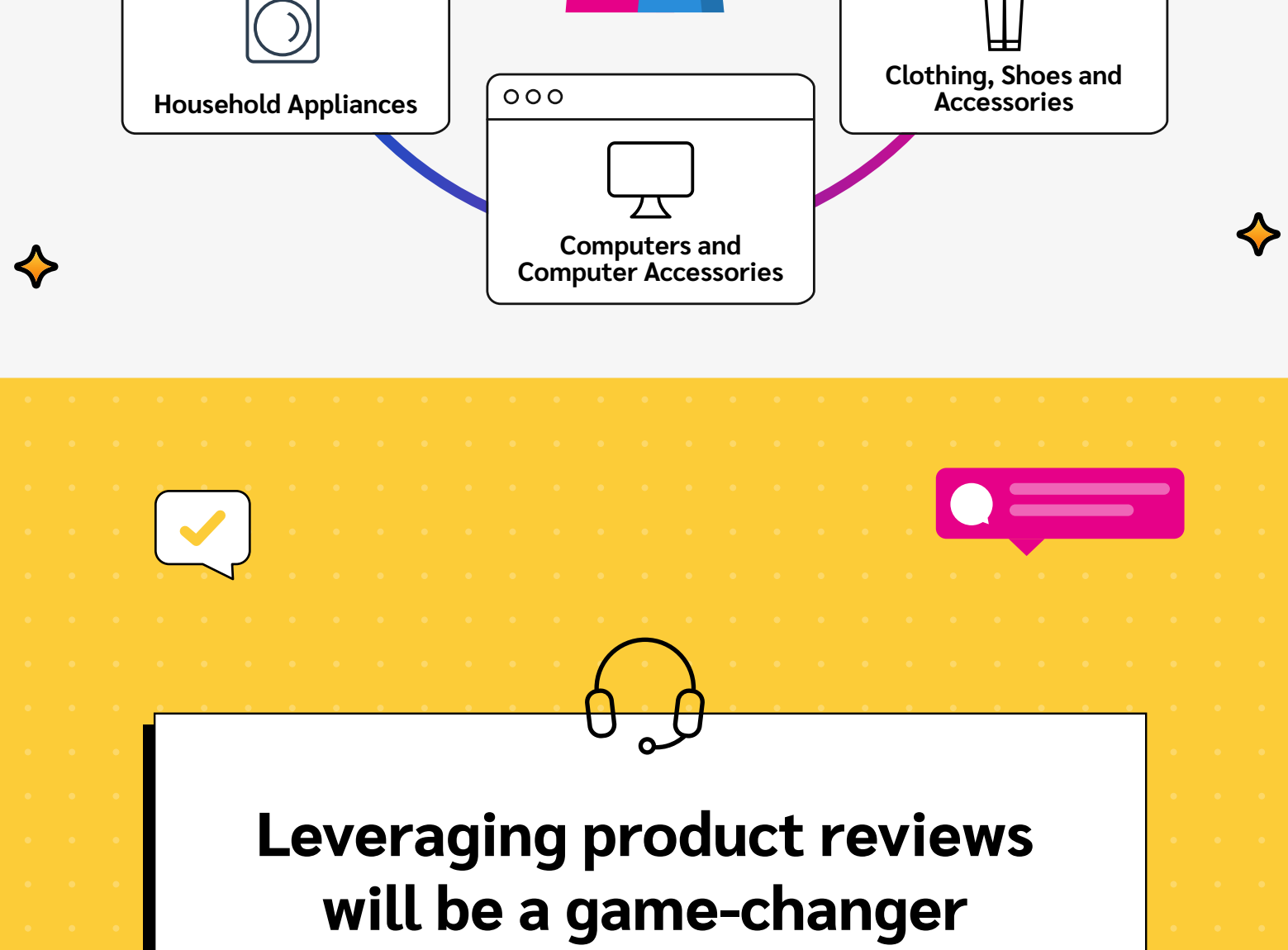
Shoppers ranked the top 5 factors influencing buying decisions

- The percentage of price discounts and savings
- Competitive pricing
- Free shipping
- The range of discounts offered
- Product availability

1 in 4 shoppers chose 26–35% as the minimum discount rate that will motivate them to purchase.

Analyze wishlists that trigger purchasing decisions

54% of consumers plan to purchase items—on sale—off their wishlist.

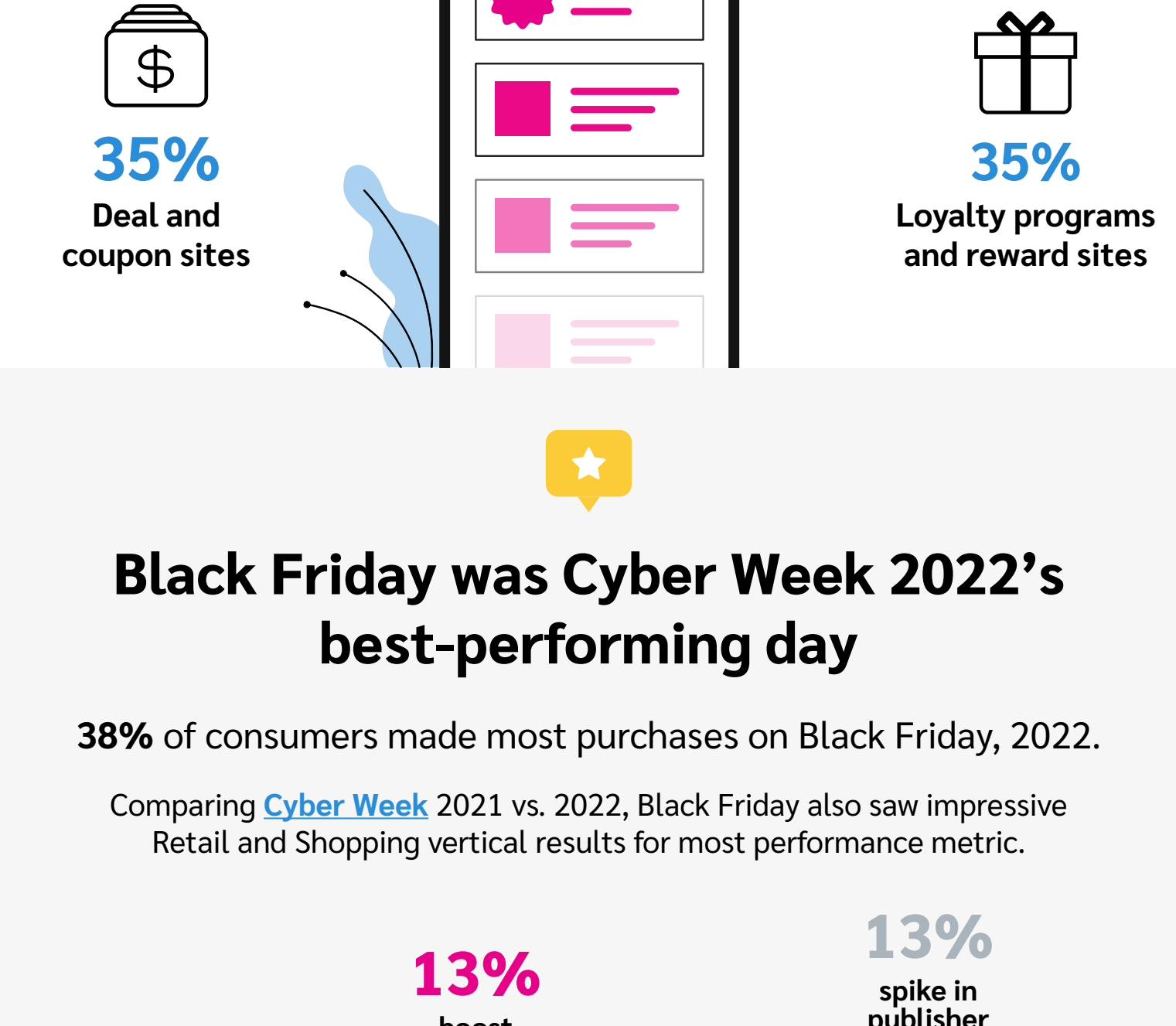


Leveraging product reviews will be a game-changer

4 out of 5 millennials will likely be influenced by product reviews

Collaborate with the right partners to promote deals

Reach your customers through the top 5 reported ways they actively search for deals and promotions



Black Friday was Cyber Week 2022's best-performing day

38% of consumers made most purchases on Black Friday, 2022.

Comparing Cyber Week 2021 vs. 2022, Black Friday also saw impressive Retail and Shopping vertical results for most performance metric.



Gear up for the best shopping season yet with a marketing strategy backed by vital customer behavior intel. Click the link to discover 2023's biggest customer behavior trends.

Cyber Week Consumer Research 2023

