

# Experian continues to power Cyber Week with scale, accuracy and performance

## THE STUDY

Experian tracked **data validations across eCommerce and Point-of-Sale systems** during the 2024 season's **Black Friday and Cyber Week** to better understand how much data quality management our retail clients leveraged during this key time of year.

## THE RESULTS

Email, phone, and address validation support retailers during the height of their holiday season and beyond. In total, Experian processed almost **49M validation requests** during Black Friday and **249M validation requests** during Cyber Week, **across North America (US), United Kingdom (UK), Australia (AUS), and New Zealand (NZ).**

US, UK, AUS, & NZ

## GROWTH DURING PEAK SHOPPING DAYS

ACROSS EMAIL, PHONE, AND ADDRESS VALIDATION



**6% higher volume of validation requests on Black Friday** compared to 2023, and 17% higher than 2022



**9% higher volume of validation requests during Cyber Week** compared to 2023, and 22% higher than 2022

EACH YEAR, ADDRESS REQUESTS CONTINUE TO GROW

### Black Friday



**10% increase vs. 2023**  
**14% increase vs. 2022**

### Cyber Week



**12% increase vs. 2023**  
**21% increase vs. 2022**

## INCREASE IN VALIDATIONS GLOBALLY

ACROSS EMAIL, ADDRESS, AND PHONE



**49M** data validation requests made on Black Friday



**249M** data validation requests made during Cyber Week

THIS YEAR'S  
VALIDATION  
REQUESTS  
BY CHANNEL



**43.5M** Address validation requests



**4.7M** Email validation requests



**584K** Phone validation requests



**220.4M** Address validation requests

**25.6M** Email validation requests

**3.1M** Phone validation requests

## EXPERIAN

## DATA QUALITY SETS RETAILERS UP FOR SUCCESS

- Address Validation** - Ensures optimal delivery and demographic insights for companies.
- Email Validation** - Ensures companies are in touch with their customers throughout the buyer's journey.
- Phone Validation** - Ensures diverse communications from SMS/text message marketing to delivery notifications to customer support.

Get started on your data quality venture

