

# Holiday season kicks into high gear as retailers validate more data than ever

## THE STUDY

Experian tracked **data validations across eCommerce and Point-of-Sale systems** during the 2023 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 saw almost **46M validation requests** during Black Friday and **227M validation requests** during Cyber Week, **across North America (US), United Kingdom (UK), Australia (AUS), and New Zealand (NZ).**

US, UK, AUS, & NZ

## REGIONAL GROWTH DURING PEAK SHOPPING DAYS

ACROSS EMAIL, PHONE, AND ADDRESS VALIDATION



**46M data validation requests made on Black Friday**

531 requests made per second

**10% higher volume of validations**

compared to 2022, and 22% higher than 2021



**227M data validation requests made during Cyber Week**

**12% higher volume of validations**

compared to 2022, and 21% higher than 2021

EACH YEAR, EMAIL HAS GROWN EXPONENTIALLY

### Black Friday



**81% increase vs. 2022**  
**125% increase vs. 2021**

### Cyber Week



**44% increase vs. 2022**  
**62% increase vs. 2021**

## NORTH AMERICA SEES INCREASE IN VALIDATIONS

ACROSS EMAIL, ADDRESS, AND PHONE



**33.8M data validation requests made on Black Friday**



**137M data validation requests made during Cyber Week**

↑  
LAST YEAR'S  
VALIDATIONS  
BY CHANNEL  
IN THE US



**26M Validated addresses**



**7.2M Validated emails**



**345k Validated phone numbers**



**109M Validated addresses**

**26M Validated emails**

**1.7M Validated phone numbers**

## 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

