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

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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

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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

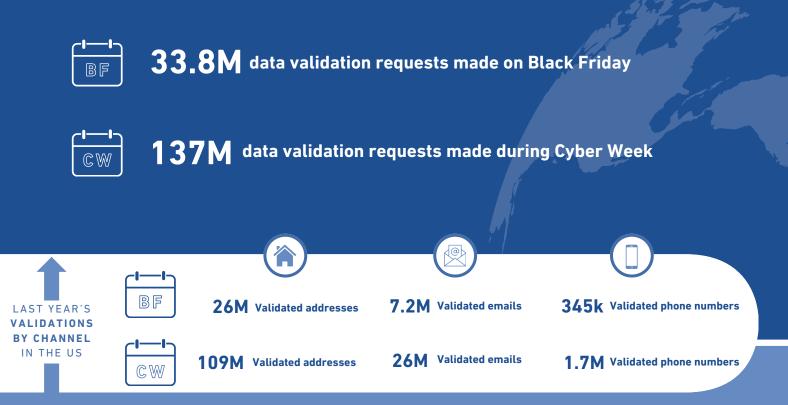
Black Friday

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

Cyber Week

44% increase vs. 202262% increase vs. 2021

NORTH AMERICA SEES INCREASE IN VALIDATIONS ACROSS EMAIL, ADDRESS, AND PHONE



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.



Get started on your data quality venture