

Experian's take on the holiday shopping season

And why data quality is essential to your cyber week strategy

This year, customers ran to their computers to shop, resulting in the biggest cyber week ever.

Here, we outline our findings from this peak shopping time and share how our clients were prepped for success with data quality.



The volume of data validation has grown YoY



8M addresses were validated on Black Friday in 2022 vs 7.7M in 2021



2.3M emails were validated on Black Friday in 2022 vs 2.1M in 2021



311K phone numbers were validated on Black Friday in 2022 vs 260K in 2021

With decades of experience, Experian was hand-in-hand with retailers as they navigated the digital space and implemented their e-commerce strategies. Year over year, we see an uptick in the use of contact data validation during cyber week to enable a better experience and efficiencies.

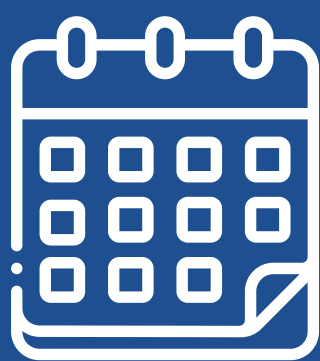
Why are retailers validating consumer contact data?

Better customer experience

Reduce shopping cart abandonment

Maximize return on cyber week investment

Operational efficiency



Top trends from the shopping event of the year

During cyber week, we find that each contact data point plays an increasingly important role in the customer journey. Here is how Experian's data quality services helped retailers end the year strong.

How we help

Reliable addresses are essential for precise delivery and cost savings

76M

address validation requests were made on Black Friday and Cyber Monday across the globe

Goods are shipped to the correct spot

Shipping fees are minimized

Packages are delivered on time

High-quality email supports continued digitization efforts

3M

email validation requests occurred on Black Friday globally

A seamless, end-to-end customer experience

Increased customer communication

Modern outreach and operations

Accurate phone numbers are important as retailers find new ways to connect with on-the-go consumers

2.2M

were validated over cyber week, an increase of 29% vs. 2021

Constant customer communication

Real-time notifications are implemented

An innovative customer experience

What's next?

A few months into 2023, retailers are analyzing their learnings from year-end and developing this year's strategy.

Data quality is a must-have to strategically reach customers and deliver a seamless experience across the entire customer journey.

If you haven't already, now is the time to validate your data. Contact us today.

