

Retailers: A picture of resilience heading into the new year

Experian discusses retail sector resilience as contact data validation requests jump during year-end.

Here is how Experian helped retailers with their busiest season.

Reaching customers effectively

Online retail sales experienced four years of expected growth in just 12 months, rising from 12% to more than 34% of total retail spend—a level that previous estimates anticipated wouldn't be reached until 2025.



Looking across the whole of Cyber Week (Nov. 23-30), **207 million address, email address, and phone number validation requests** were collectively processed globally. That's a 50% increase when compared to the same week in 2019.



On **Black Friday**, our hosted address, email and phone validation solutions processed **37.5 million requests** alone; that's around 434 requests per second.



ADDRESS



In the **U.S.**, there were **18.6 million address validation requests** on Black Friday

Globally, there were **34.7 million address validation requests** on Black Friday

Staying ahead with trustworthy data

Retailers are realizing the importance of high-quality data, especially during their busiest time. Experian can help.

