

FROM SHOPPING CART TO DOORSTEP: TRUSTED DATA DRIVES HOLIDAY SHOPPING

THE STUDY

Experian tracked the use of **data validation solutions across eCommerce and Point-of-Sale systems** during the 2025 **Black Friday, Cyber Week** and the **month of November** to better understand e-commerce trends and how our retail and logistics clients leveraged the solutions.

THE RESULTS

In total, Experian saw **54M validation requests** on Black Friday, **56M requests** on Cyber Monday, and **260M requests** during Cyber Week, **across North America (US & Canada), United Kingdom (UKI), Australia (AUS), and New Zealand (NZ)**. This was across email, phone and address solutions.

US, CAN, UKI, AUS, & NZ

DEMAND DURING CYBER NOVEMBER ACROSS OUR REAL-TIME DATA CAPTURE SOLUTIONS



Address
Validation



Email
Validation



Phone
Validation

SOLUTIONS THAT SCALE

Reliable and fast



100% service uptime
API response in less
than 55ms

Performs under pressure



**720 validations processed
every second**
on Cyber Monday alone

INCREASE IN VALIDATIONS GLOBALLY ACROSS EMAIL, ADDRESS, AND PHONE



56M data validation requests made on Cyber Monday
6% higher than in 2024 and 17% than in 2023



260M data validation requests made during Cyber Week
4% higher than in 2024 and 13% than in 2023

THIS YEAR'S
VALIDATIONS
BY CHANNEL
GLOBALLY



47M

Validated addresses



6M

Validated emails



500K

Validated phone numbers



50M

Validated addresses



5M

Validated emails

650K

Validated phone numbers

TRUSTED DATA CAPTURED AT EVERY CHECKOUT

- Address Validation** - Ensure accurate deliveries and reduce costly shipping errors with validated addresses and precise location information.
- Email Validation** - Reach customers reliably with clean, deliverable email addresses for order confirmations and marketing.
- Phone Validation** - Enables SMS/text messaging for marketing, order updates and fraud prevention through validated phone numbers.

Get started on your journey to trusted data

