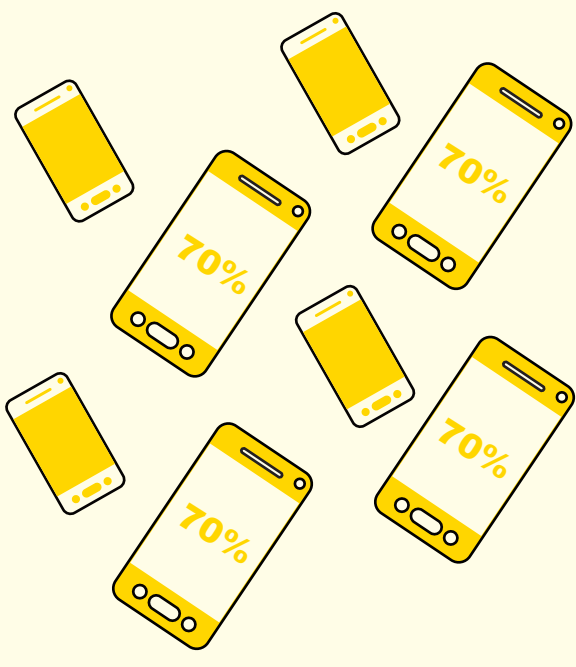
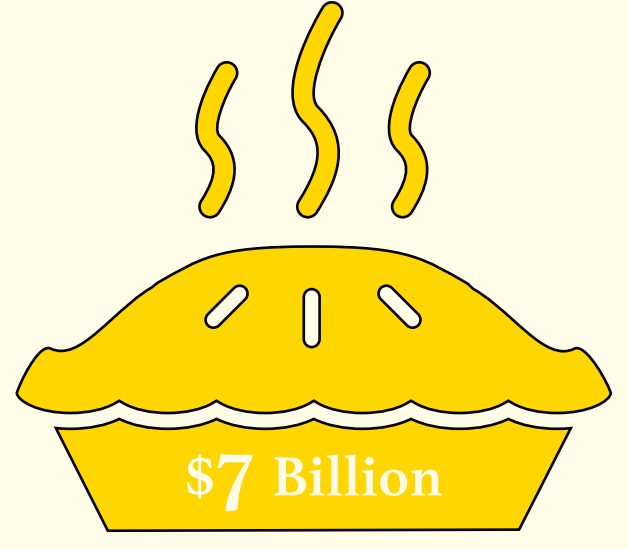


cyber monday goes mobile

Holiday shopping is expected to exceed **\$1.10 trillion** in sales between **November 2018 and January 2019**.

That's an increase of over 5% from last year.

With online sales predicted to surge 17-22% over 2017, it's time to create your plan for gaining a slice of the \$7 billion Cyber Monday pie, starting with mobile.¹

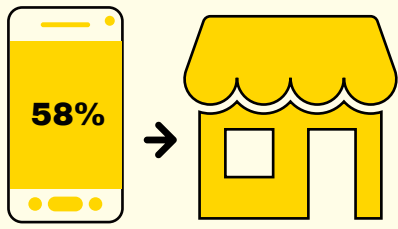


Smartphones will account for nearly **70%** of all e-commerce site visits during the upcoming shopping season.

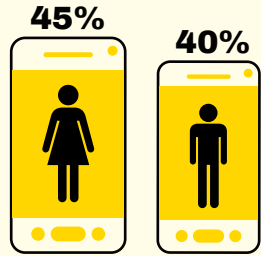
Nearly half of all holiday shopping will take place during Cyber Week. Here's what you need to know to get the most value from your mobile marketing strategy.



optimize your mobile presence for record-breaking holiday sales



Mobile drives on- and offline sales. Retailers have a **58%** probability of converting a smartphone shopper to an in-store purchaser.



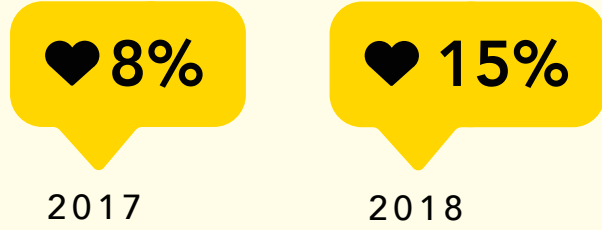
45% of women and 40% of men use smartphones as their primary online shopping device during the holiday season.



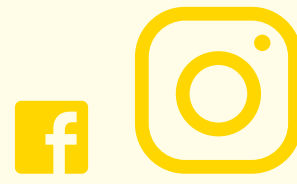
Mobile shopping is dominant throughout the morning and afternoon on Cyber Monday. PCs aren't used for shopping until the evening hours.



reimagine the consumer's approach to digital shopping



15% of shoppers are expected to use social media sites to complete their holiday shopping.²



Instagram is expected to grow 3x faster than other social platforms.

cross-screen is still king

While heavying up on mobile during Cyber Monday is highly recommended, don't forget that it's also an integral piece to your larger omnichannel strategy. Continue to maximize touchpoints leading up to the holiday shopping season so that when the time comes to buy, your brand is top-of-mind.

Happy Holidays from causal iQ
www.causaliQ.com

1 Deloitte Press Release, Sep. 2018. "Deloitte Forecast: Retail Holiday Sales to Climb 5 to 5.6 Percent."
2 Accenture News Release, Oct. 2018. "Millennials Likely to Be the Biggest Spenders This Holiday Season."