

DIGITAL RETAIL PLAYBOOK

The New Wave of UK Christmas Shoppers

A guide to understanding what your customers need for an unpredictable shopping season.



Christmas Shopping Evolved

Christmas Shoppers Today are...

- ✔ More emotionally invested
- ✔ Primarily focused on value
- ✔ Using mobile more than ever
- ✔ Holiday shopping whenever

A Christmas Like No Other

2020 changed the shopping experience for good. With many stores closed or limiting traffic, consumers turned to e-commerce - driving a major spike in digital shopping that broke 2020 Black Friday records.

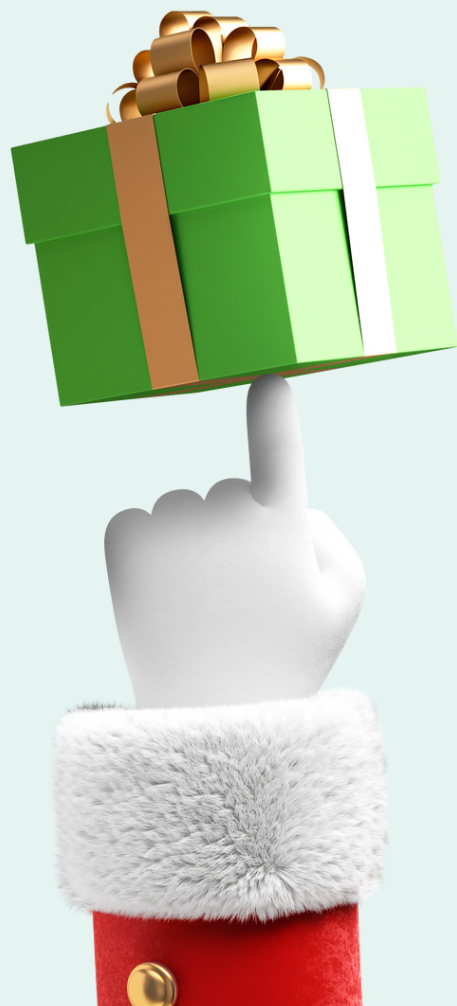
Despite the release of COVID-19 vaccines and loosening of pandemic regulation, the rise of the COVID variants, supply chain challenges and other hurdles caused by the pandemic have added to the burden retailers are now facing for the upcoming Christmas season.

While there are a number of things that may sit out of retailers' control this Christmas season, one thing they can control is the customer experience. So what do consumers want in their Christmas shopping experience?

To uncover that answer, we surveyed 2,000 UK consumers age 18+ on their feelings leading into the 2021 Christmas season and how they planned to shop. **What we've found is that the digital customer experience will continue to be the primary way consumers engage with brands during the Christmas holidays.**

Despite the option of in-store shopping the majority of Brits (64 percent) will be primarily engaged with a brand's digital experience, with many planning to do roughly the same amount of their Christmas shopping online, as they did in 2020.

But this isn't 2020 or 2019 Christmas holiday ecommerce. Online shopping habits have changed and if retailers want to earn their share of digital sales they need to understand how.





Shoppers are more emotionally invested than ever

Brits are putting more love into their Christmas shopping this year. With likely a two-year span since many families spend the Christmas season together, two in three consumers (64 percent) expect to be more emotionally invested in the Christmas season.



31%

will take up to a week
to make a purchasing
decision

This means consumers will be taking the time to find gifts that have real significance, putting undue stress on themselves to find the perfect item. Our survey showed that more than half of Brits (52 percent) are looking to buy gifts with a personal tie.

With emotions high, a bad experience on a digital site is more likely to leave a lasting impression on shoppers. Consumers want to feel like their shopping experience is as important as the gift they are choosing to buy.

HOW CAN RETAILERS PREPARE?

Consider launching A/B testing both before and during Christmas launches for optimal conversion results.

A/B testing is critical before the launch of a campaign, but errors and potential customers issues can still arise once the campaign is launched. Launching A/B testing during your Christmas campaign can help to catch these points of potential customer frustration.

Using Quantum Metric you can get even more out of your A/B testing programs this Christmas season with easy integrations with experimentation platforms like Adobe Target, Optimizely, Monetate, etc. The Quantum Metric platform can provide real-time feedback on A/B testing, while also monitoring for potential errors caused by the testing itself.



Each purchase needs to be the best value for consumer's money

As consumers search for greater meaning in the season, they plan to spend more to make it happen. Nearly two in three (62 percent) who say Christmas will be a more important plan to spend more than they did in 2019 with half

47%

Planning to spend £500 or more on the Christmas season.

Consumers' hearts might be driving what they do with their wallets, but they still want the best value for their money. When asked what factor had the most weight in their Christmas purchasing decisions, the overall cost of the product was the top. Added to this, 69 percent of consumers admit they shop for items in-store, only to search for a lower price online.

If retailers want their piece of Christmas sales, they need a smooth checkout process that makes consumers feel they are getting the best deal possible. This improves the chance of conversion but can boost customer loyalty - especially with the 30 percent of consumers who shop for items at the stores they frequent every day.

HOW CAN RETAILERS PREPARE?

Optimise check-out for micro-conversions

From clicking "Add to Cart," to selecting a payment method, and double-checking the shipping address, the checkout flow is full of micro conversions.

Reduce the number of elements in your checkout flow and spend time identifying where users are dropping off—and why. Which page elements are driving conversion rates? And which ones are prompting customers to leave? Optimising micro-conversions is crucial for improving e-commerce metrics.

Top Factors for Christmas Purchases

- 01 Overall cost of purchase
- 02 Ease or speed of purchase
- 03 Availability of local items
- 04 Cost of shipping
- 05 Brand's values and practices
- 06 In-store or curbside pick-up options



Mobile becoming primary for browsing and purchasing

The importance of e-commerce continues to grow, but it's evolved to become something much more closely linked with physical shopping as customers look to extend their digital experiences into the physical world (and vice versa). As a result, the way people are using ecommerce is continuing to evolve, often in unexpected ways

30% plan to primarily
Christmas shop on a
mobile device

As more brands adopt native apps, mobile shopping is also becoming a dominant channel for Christmas. With online shopping easily accessible on a mobile device, consumers are taking a more relaxed approach to complete

their shopping. In fact, the majority of Brits today are shopping distracted - with the majority (68 percent) choosing to browse while doing something else, such as watching Netflix or even while sitting in meetings at work.

HOW CAN RETAILERS PREPARE?

Better optimisation for mobile and native app

If retailers only have half of the consumers' attention that means their mobile experience doesn't have room for poor UI, bugs, slow page reloads, or other glitches. This means the first touch experience for your customers on your mobile site matters more than ever.

With Quantum Metric retailers are able to capture customer behaviour on mobile and have a clear understanding of how it differs from the traditional web experience.



Breaking free from traditional holiday shopping

The rise of e-commerce has changed not only how consumers shop, but when. Brits feel no longer tied to a calendar and choose to shop whenever they want.

64% have started their Christmas shopping long before Black Friday.

Consumers' interest in breaking free from the traditional holiday shopping experience extends to holiday sale days. More than one-third of Brits (41%) prefer to skip the big sale days altogether!

This means that retailers need to build experiences that exist outside of the traditional holiday calendar events and instead focus on when and how their consumers are engaged.

HOW CAN RETAILERS PREPARE?

Take the time to understand your customer journeys.

Understand the journeys your customers take through your site and discover where and why they are experiencing happy paths or rage clicking. This helps retailers to optimise their site now, rather than waiting for the expected holiday season to get it right.

Unlike traditional journey analytics, which is historically shallow and lacks the important details, Quantum Metric makes it easy to see customer journeys and the “why” behind them. It’s no longer enough to know which paths your customers are taking through your website or mobile app.



Learn how Quantum Metric helps retailers boost the Christmas bottom line

Quantum Metric helps retailers improve the buyer's journey by identifying and prioritising the opportunities that keep customers coming back. With Quantum Metric, you can increase conversions and grow revenue.

WITH QUANTUM METRIC, YOU GET:

- Instant easy implementation on both web and native app
- Minimal impact on performance
- Real-time behavioural and technical and anomaly detection
- Replace your existing session replay or real user monitoring tools with quantified empathy so you can prioritise with confidence
- Integrate and get more out of your web analytics, voice of customer, voice of customer

Learn More >

Watch a product tour at: www.quantummetric.com/product-tours