

Mobile, Social Get Holiday Boost

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Retailers expect 6% of sales to come from mobile

The online holiday shopping season is officially under way, and internet retailers are expecting the dollars to roll in on digital channels.

September research from Chase Paymentech found that US retailers with a web presence expected just over half of their holiday sales to come from ecommerce. They said an additional 6% would come from mcommerce.

Mobile ad network Jumptap expected significant lift in traffic and clickthrough rates for mobile ads run during the holiday season, according to November estimates.

For Christmas Eve, when there are still a few last-minute shoppers desperate for gifts, Jumptap anticipated seeing an 11% increase in traffic to mobile ads and a 3% increase in clickthrough rate compared with the non-holiday-season average.

Social sites will also be a major focus for US online retailers this holiday season. Chase Paymentech found that 86% planned to use Facebook and 70% Twitter for holiday promotions.

In October, social commerce platform Payvment estimated that promotions involving up to 20% off will be the most popular run by Facebook merchants around the world this holiday season, with 41% planning such deals.

Just over a third planned to offer free shipping, the No. 2 most popular offer.

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