Reimagining Holiday Shopping

This year’s holiday shopping season will undoubtedly look much different than it did just a year ago. The combination of a global pandemic forcing commerce brands to reassess in-store and online shopping behaviors, along with the potential economic impact of continued high unemployment, may shape how and where people conduct their holiday shopping.

Below are three essential areas your shoppers will consider, along with how your commerce company can rise to the challenge.

Bring Shopping to Customers

55% of Cyber Week orders come from a mobile device
1 in 10 mobile orders originated from a social media referral
14% YoY increase in online and in-store holiday sales

Embrace Click and Collect

67% of pre-COVID U.S. shoppers have used buy online, pick-up in-store (BOPIS)
98% of retailers report additional in-store purchases from customers using BOPIS
50% of shoppers have developed a habit of shop online based on in-store availability

Connect the Dots

98% of consumers report that shipping impacts their brand loyalty
73% of consumers say delivery is important to shopping experience
83% of consumers are unlikely to shop with a brand after a poor shopping experience

Tech Wishlist

Click and collect will grow this year with the likely continuation of social distancing, so it’s imperative a sale be accurate before someone shows up at your store. Purge interrelated items like photos and descriptions simultaneously when products sell out. Use real-time inventory tracking to know not only global levels of product, but in-store availability to provide the most connected experience, not just for customers, but also employees fulfilling the order.

Tech Wishlist

Personalization, especially on mobile devices, is critical to compete on a global scale. Use a platform that allows you to geo-locate, device detect, and recognize previous customers to present a curated shopping experience.

About Fastly

Fastly is an edge cloud platform that helps commerce brands like Etsy, Ticketmaster, and Shopify deliver the best online experiences possible. We move data and applications closer to your users — to help your websites and apps perform better, safer, and at global scale. Learn more about what Fastly can do for your business here.