

A woman with red hair is looking down at her smartphone. She is wearing a black jacket over a white shirt. The background is a blurred city street. In the top left corner, there is a purple circle with the word 'YAHOO!' in white. In the center, the title 'HOLIDAY SHOPPING AND SEARCH INSIGHTS 2016' is written in large purple letters. In the bottom left corner, there is a small vertical line and the text 'COPYRIGHT © YAHOO 2016'. In the bottom right corner, there is a small purple and blue geometric shape.

YAHOO!

HOLIDAY SHOPPING AND SEARCH INSIGHTS 2016

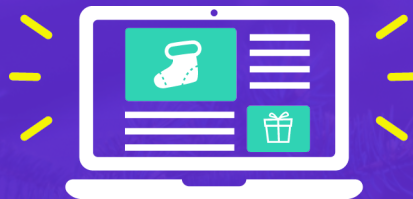
KEY FINDINGS



Holiday shopping is a true omni-channel experience

79% of consumers plan to purchase holiday gifts both in store and online

Holiday strategies will be the most effective when offering a consistent brand experience that spans all channels



Shoppers increasingly rely on mobile as a "go-to" resource to aid them during the busiest shopping day of the year

On Black Friday, the share of searches conducted on mobile devices (smartphones or tablets) **climbed from 26% to 35% YoY**

Engaging shoppers on mobile, **while they are in decision-making mode** is critical



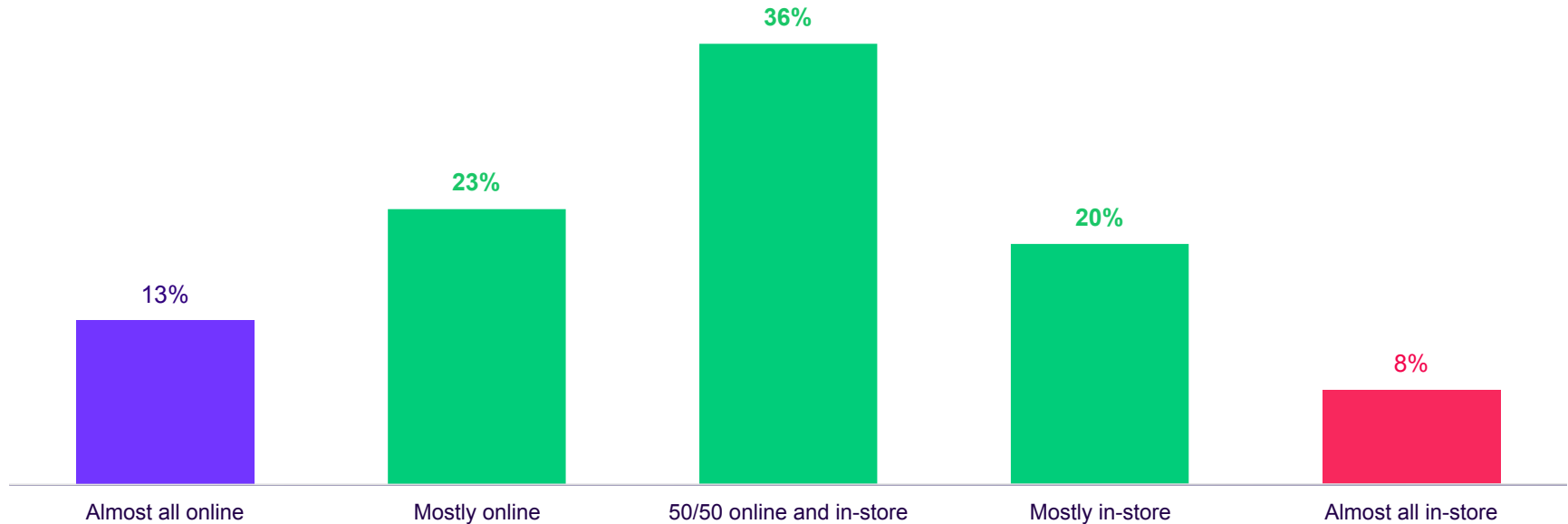
While Black Friday and Cyber Monday are the busiest shopping days of the year, there are plenty of shoppers who choose not to shop then

29% of holiday shoppers plan on avoiding shopping during Thanksgiving Week

Pace and optimize campaigns and strategies for those who will reserve their shopping for before and after Thanksgiving, and even after the holidays

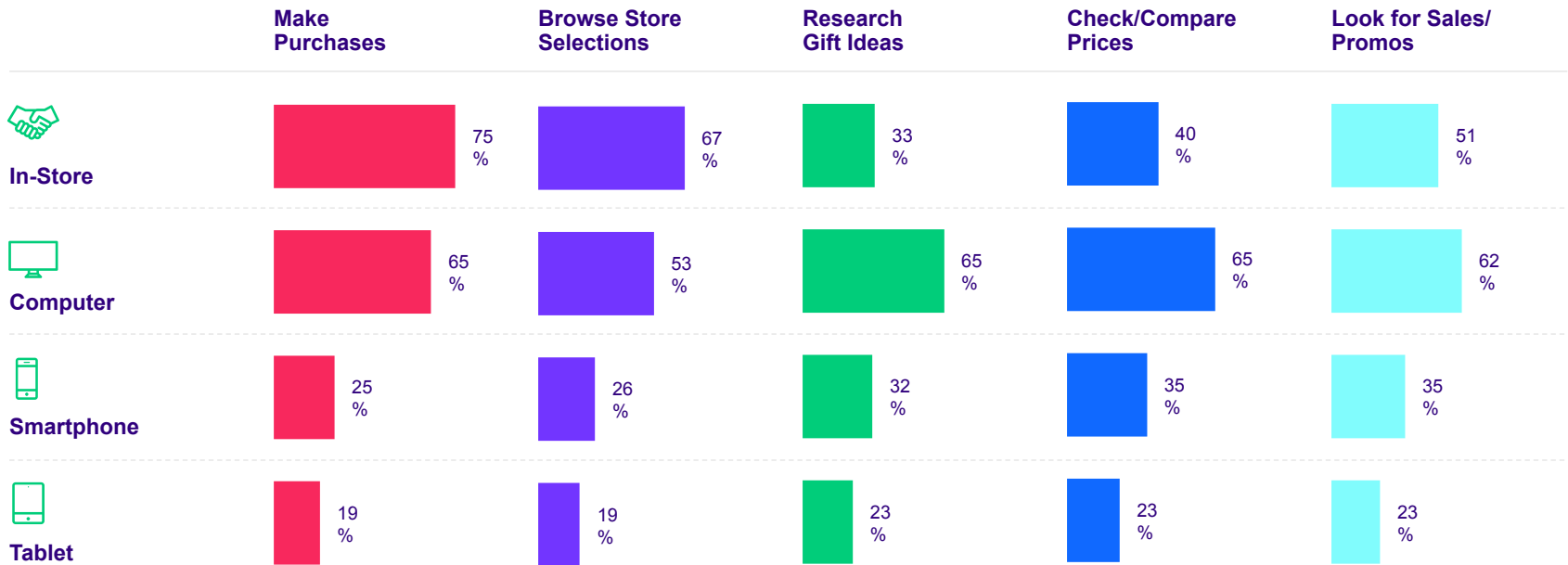
79% OF CONSUMERS PLAN TO PURCHASE HOLIDAY GIFTS BOTH IN STORE & ONLINE

How much of your Holiday gift purchasing do you expect to do online vs in store?



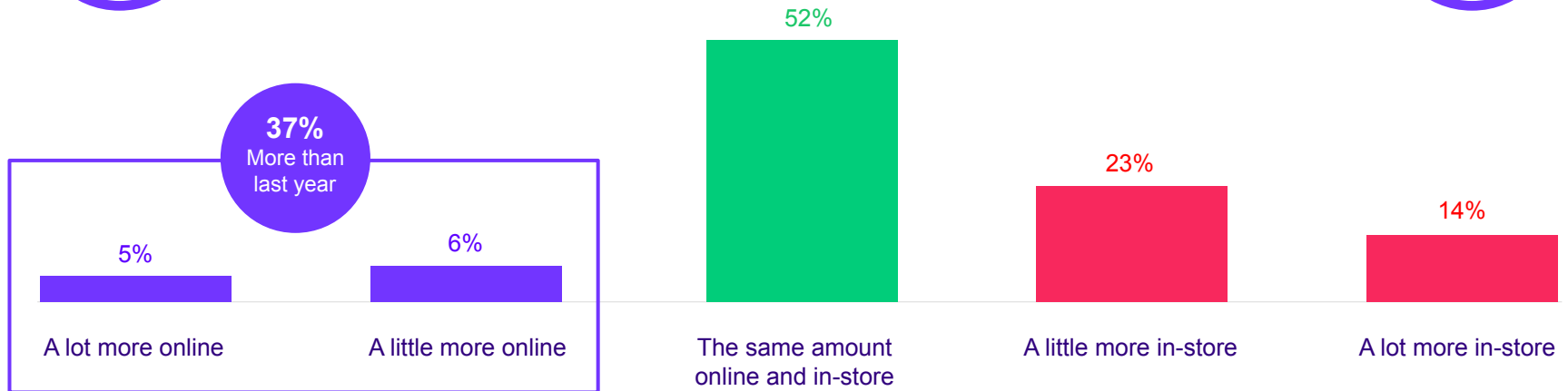
OVER HALF OF CONSUMERS ARE ONLINE THROUGHOUT THE SHOPPER JOURNEY

During the upcoming holiday season, where do you expect to do the following shopping-related activities?



NEARLY 4 IN 10 CONSUMERS EXPECT TO PURCHASE MORE ONLINE THIS HOLIDAY SEASON

I'm going to shop _____ for holiday gifts this year compared to last year



HEAVY ONLINE SHOPPERS PLAN TO SHOP ONLINE EVEN MORE THAN LAST YEAR



I'm going to shop
a lot/little more online

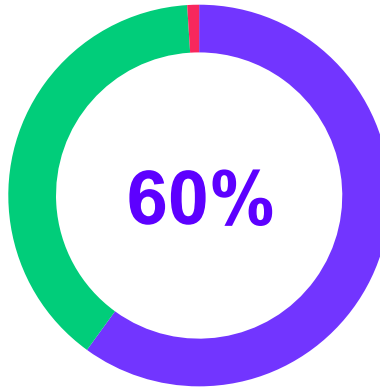


I'm going to shop
**the same amount
online and in-store**

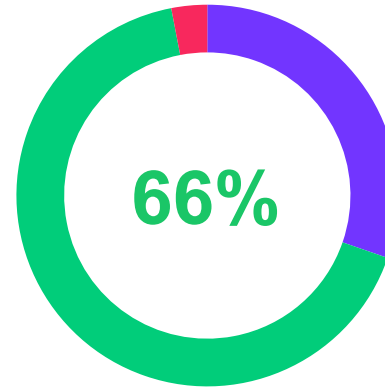


I'm going to shop
a lot/little more in-store

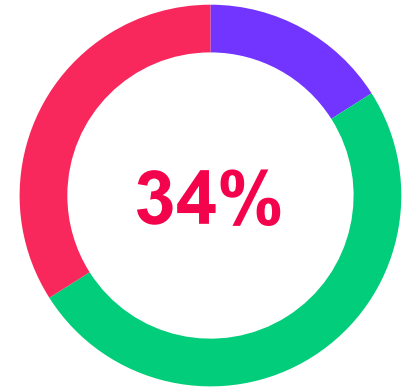
I'm going to shop _____ for holiday gifts this year compared to last year
(by where they plan to shop this holiday season)



I expect to shop
mostly online



I expect to shop
**50/50 online
and in-store**

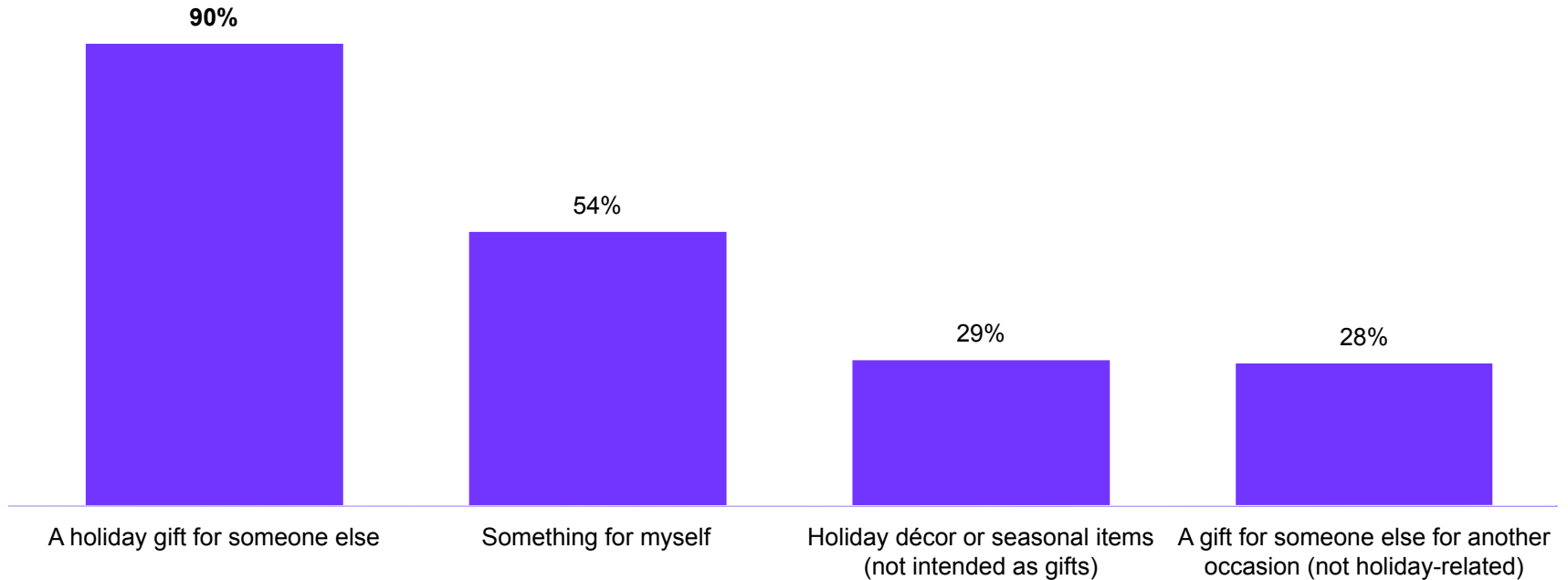


I expect to shop
mostly in-store

HOLIDAY SHOPPERS ARE TWO AUDIENCES IN ONE

The vast majority of Thanksgiving weekend shoppers plan to purchase holiday gifts, with more than half planning purchases for themselves

Purchases Planned for Thanksgiving Day, Black Friday, Thanksgiving Weekend, and/or Cyber Monday

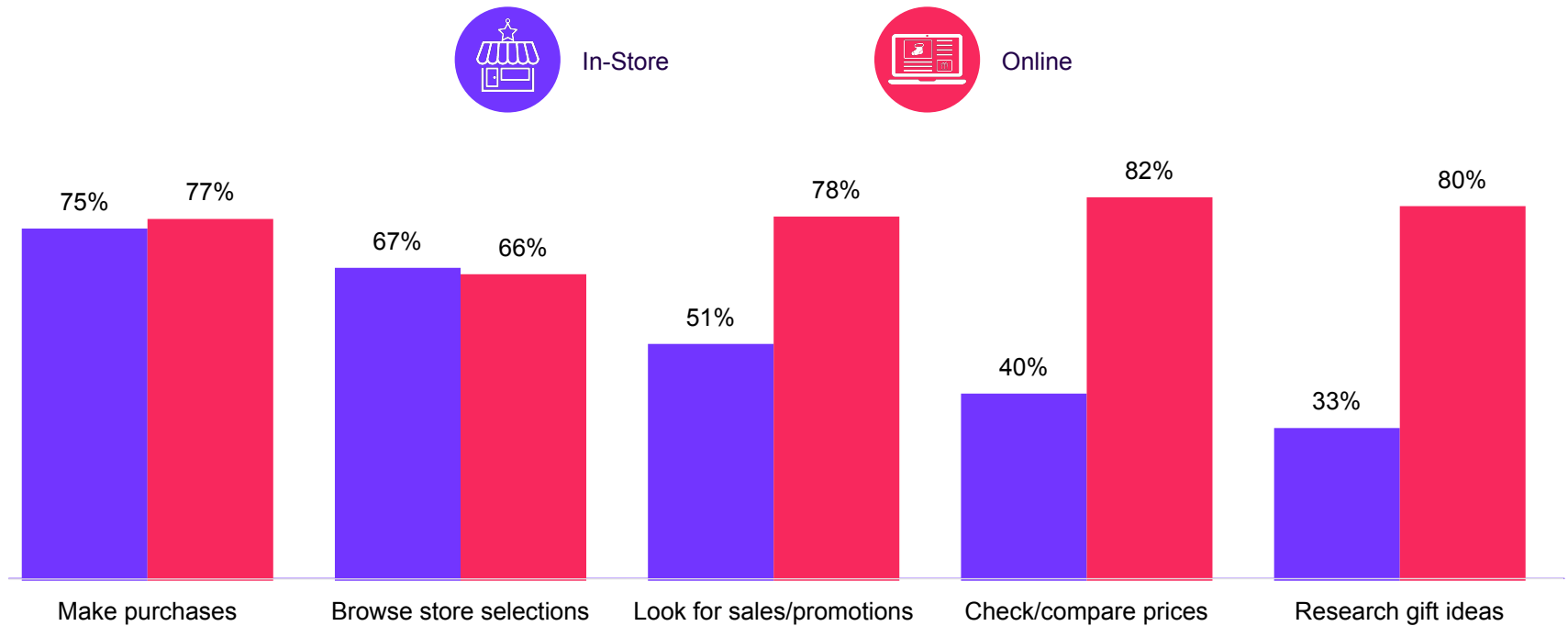


Source: Yahoo Holiday Shopping Preview Study 2016

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4-IN-5 CONSUMERS WILL RESEARCH HOLIDAY GIFTS ONLINE

Shopping-Related Activities by Location/Device



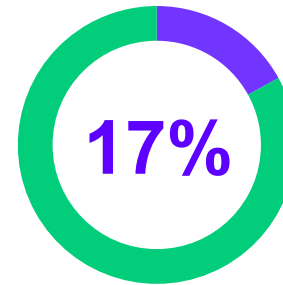
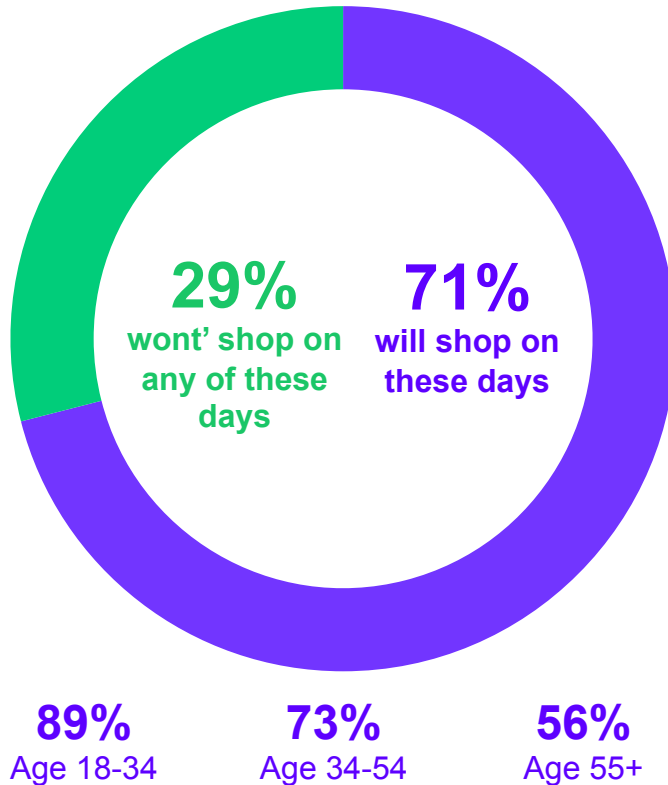


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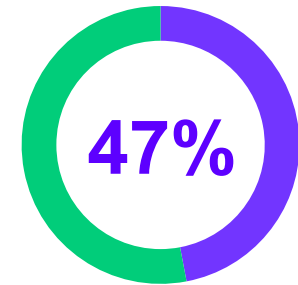
BLACK FRIDAY & CYBER MONDAY

SHOPPER AND SEARCH INSIGHTS

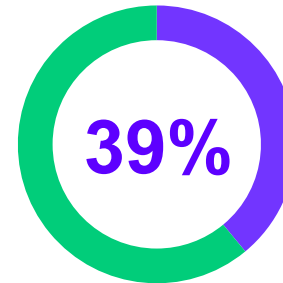
MANY SHOPPERS ACTUALLY AVOID SHOPPING DURING THE THANKSGIVING WEEKEND



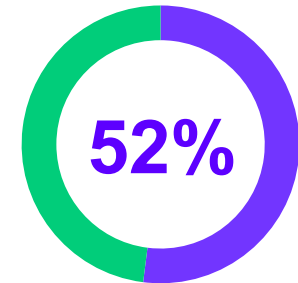
Thanksgiving



Black Friday



Thanksgiving Weekend

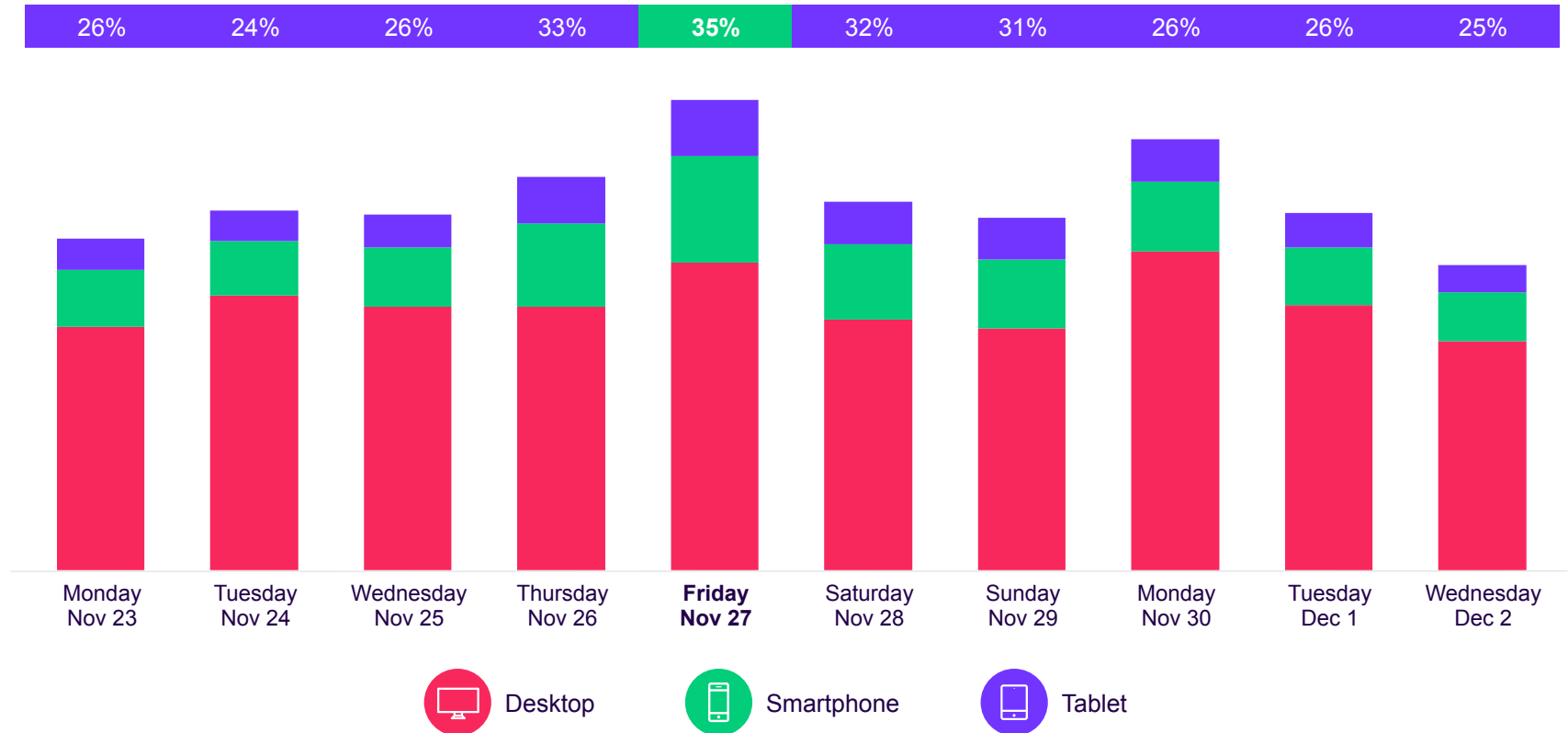


Cyber Monday

SEARCH VOLUME BY DEVICE (W/OF BLACK FRIDAY)

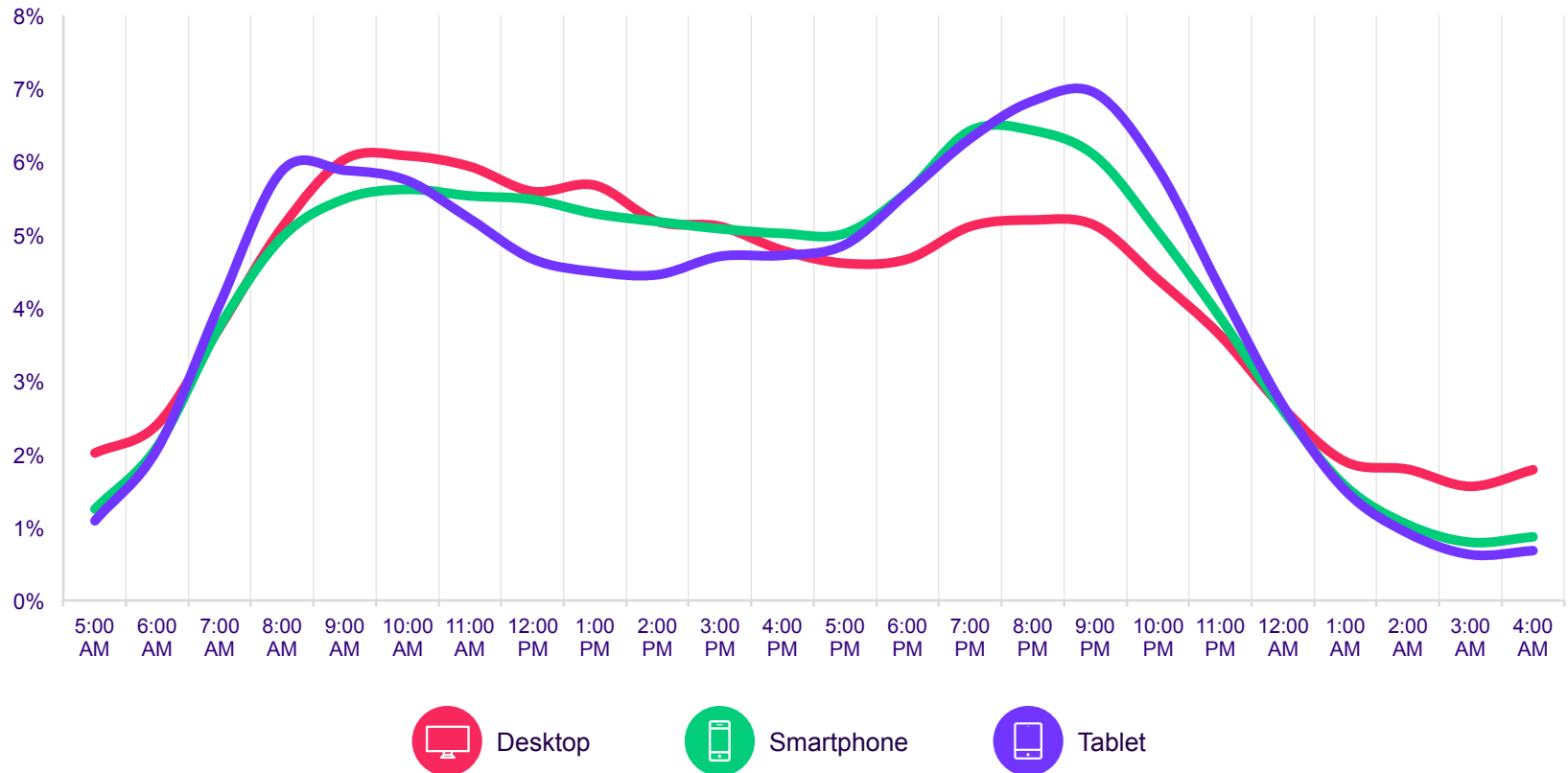
Mobile search activity notably intensified in anticipation of Black Friday.

Mobile share of total, by day, below:



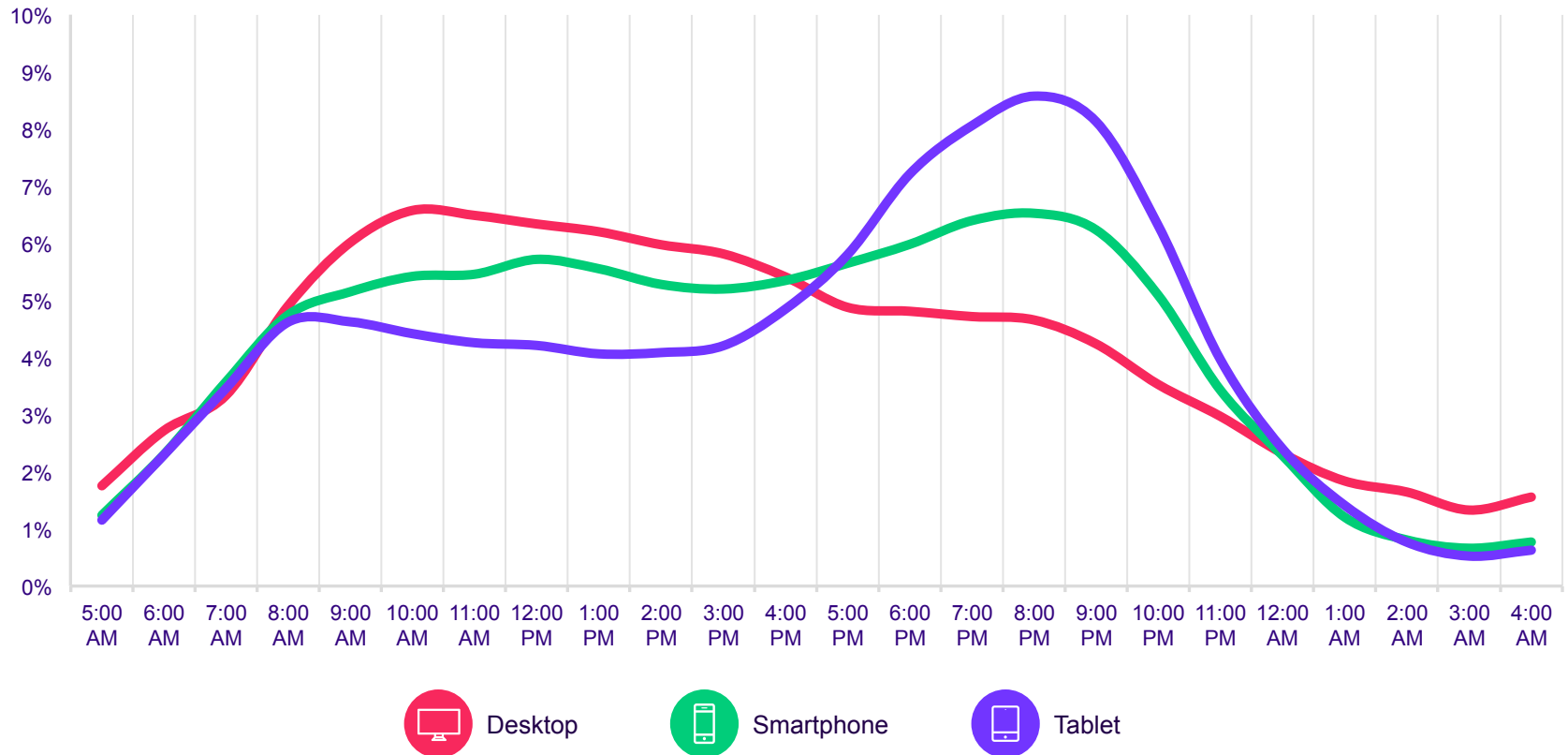
BLACK FRIDAY (NOV-27TH, 2015)

Search activity on mobile devices surpasses desktop from 5pm to Midnight.
Unusual spike in tablet traffic observed in early hours

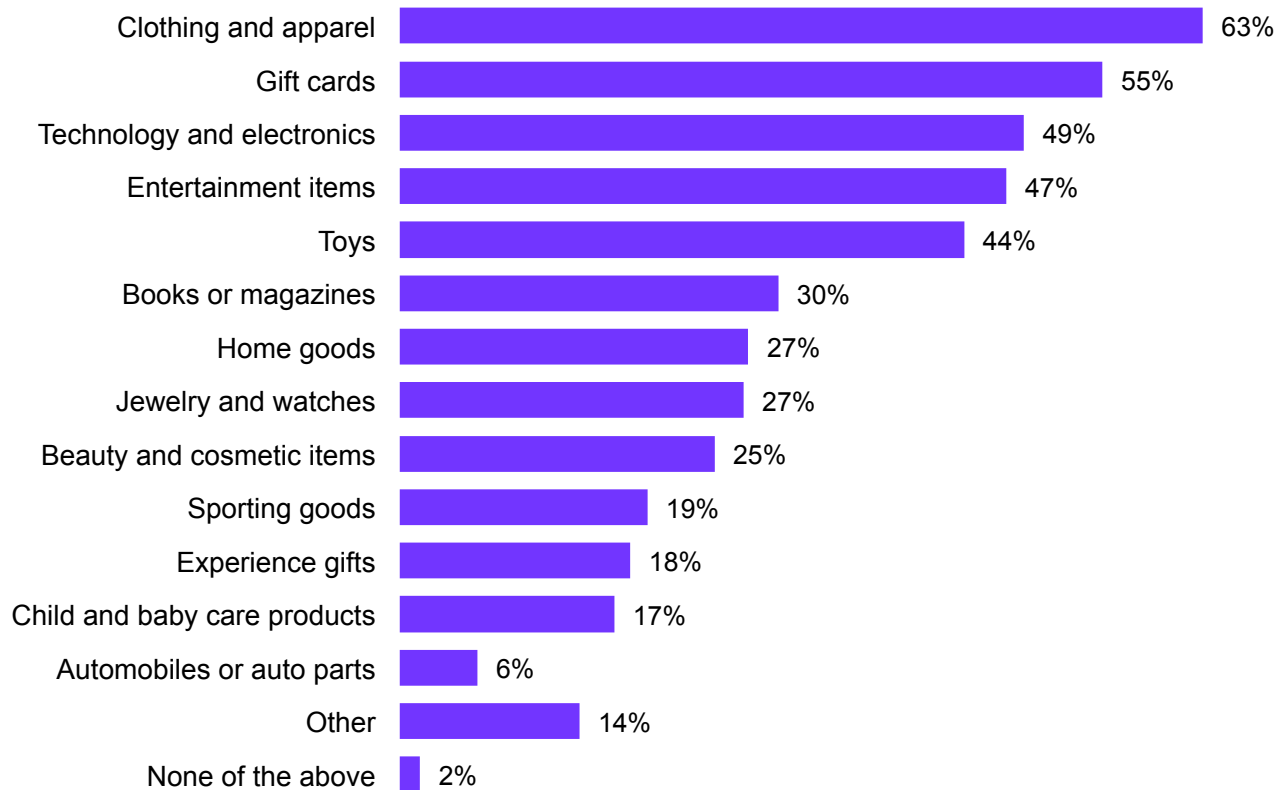


CYBER MONDAY (NOV-30TH, 2015)

Similarly to Black Friday, search activity on mobile devices surpasses desktop from 5pm to Midnight. Desktops are used predominantly during business hours



TOP PRODUCT CATEGORIES DURING THE HOLIDAY SEASON





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THANK YOU