Ecommerce Pulse Report: Q2 2025

EXPERT INSIGHTS · CONSUMER RESEARCH · TOP INDUSTRY TRENDS

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Q2 Recipe for Success: The Secret Sauce for Summer Sales and Always-On Shopping

The second quarter (Q2) lends itself to summer (Q3) promotional planning and half-yearly goal adjustments. Temperatures near you are likely heating up (hopefully within reason), and impending sales events can only be described as "sizzling."

Brands should be preparing for the most massive marketplace sales event in our galaxy (that we know of): Amazon Prime Day. And don't forget sales events from other retailers like Target and Walmart that are also putting in their two cents to save consumers a few cents.

But how are consumers feeling behind the scenes leading up to these events? Hint: More sales-hungry and mobile commerce (mcommerce)-oriented than ever. How can brands and retailers follow suit both internally and externally?

Explore the latest quarterly report from Salsify and the Digital Shelf Institute — your answer to keeping up with shifts in ecommerce that are susceptible to even the most subtle market changes.

It's not just about the big milestones. Here's what's cooking in Q2.

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Ecommerce Milestones

Strategic Planning and H2 Goal-Setting, Mid-Year Assessments, and Q3 Promotional Events

There are no off-seasons in ecommerce. If the holiday season is the American Super Bowl, Q1 is training camp, Q2 is practice, and Q3 is the playoffs. During this time, your organization should assess the first part of the year and go hard in the paint, refining strategic goals and performance for H2.

Kickstart Strategic Planning and H2 Goal-Setting

Strategic Planning? Long Game. H2? Short Game.

How To Set Your Sights on Long- and Short-Term Goals

Maybe there's room in your strategic planning and long-term goals for massive shakeups or "big bets." For these bigger plans, there are some important questions to ask.

"How do you find ways to accelerate learning and testing and adapting those assumptions before you invest in other things? And there's a real skill and art to identifying what those high-value, high-risk things are and then finding ways to test them," says John Rossman, co-author of "Big Bet Leadership: Your Transformation Playbook in the Hyper-Digital Era," on the "Unpacking the Digital Shelf" podcast episode "How To Be a Big Bet Legend" from the DSI.

Perhaps, in the short term, you're likely concerned with how to make your content more effective. Who better to offer advice than the experts at L'Oréal?

"Our definition is evolving from simple content that converts to content that drives and fuels shopper desires across the shopper journey. When you actually start to work on every touch point on a platform, you understand the role is different. And hence, the content type needs to be different," says Shazer Baig, global content director for ecommerce at L'Oréal, on the DSI podcast episode "You Have Best-in-Class Digital Content, But Is It Effective?"

The Biggest Mistake in Strategic Planning? No Prioritization

"Not all goals are created equal, and the biggest mistake in strategic planning is trying to do everything all in the first month or quarter of an annual plan. The best plans focus on what truly moves the needle, whether that's driving revenue, strengthening customer loyalty, or expanding household penetration. Prioritization is about making difficult choices — if everything is important, nothing is"

— Aliza Levinsky, Global Director of Digital Shelf Excellence and Ecommerce Analytics, Colgate-Palmolive Company

Embrace Ebbs and Flows, Adjust Joint Business Planning as Needed

"Check in with the goals and plans you made during joint business planning with your retailers and reengage the conversation. Strategic planning and goal setting is not a set-it-and-forget-it activity — it must ebb and flow as things change throughout the year."

— Lauren Livak Gilbert, Director, DSI

Complete Mid-Year Assessments
Glass Not Feeling Half Full? There's Time To Fix That

How To Change Direction in H2 With Q1 Momentum

Suppose your 2025 performance isn't quite panning out. In that case, adaptability is just as important as having a plan in the first place, according to Aliza Levinsky, global director of digital shelf excellence and ecommerce analytics at the Colgate-Palmolive Company.

"The only certainty in business is change … the best strategic plans are not rigid — they are adaptable," Levinsky says. "Instead of setting plans in stone, build agility into your strategy by allowing room for pivots while keeping the overall vision intact."

Your mid-year assessments might likely reveal opportunities for change, either big or small.

Change management is "a mix of art versus science," often involving a combination of tactics and strategy, along with factors like leadership buy-in, the organization's culture, and how well it responds to change, says Lauren Livak Gilbert, current director of the DSI and former head of Johnson & Johnson's North American digital shelf strategy, on the DSI webinar, "The Digital Shelf Playbook: Navigate Change Management."

Success Isn't Linear: The Importance of Flexibility

"Success is rarely a straight line. The most effective strategic plans set a clear direction but allow room for adjustments when market conditions shift, new insights emerge, or unexpected challenges arise. Build flexibility into your goals by defining multiple paths to success. A strong strategy should guide decision-making, not restrict it."

— Aliza Levinsky, Global Director of Digital Shelf Excellence and Ecommerce Analytics, Colgate-Palmolive Company

Re-Center and Recommit (as a Team)

"Take a look at your goals for the remainder of the year and re-center yourself to see if they're still the definition of success. All of your metrics should be helping you achieve your omnichannel goal, and each team and individual needs to ensure they're helping progress the broader company and aren't siloed."

— Lauren Livak Gilbert, Director, DSI

Finalize Q3 Promotional Strategies

It's Prime Time (Among Other Things)

How To Lock In on Amazon and Retail Sales Events

Regardless of where your goals take your organization in Q3, Levinksy shares that ensuring they remain relevant and adaptable is achieved by staying informed on industry trends, consumer behaviors, and competitor strategies. This is particularly true when it comes to your Amazon and retailer-specific strategies.

Becoming a top-performing brand on Amazon doesn't have to be complicated, says Jason Boyce, founder and CEO of Avenue7Media, a full-service Amazon agency, on the DSI podcast episode "Traversing the Amazon Jungle."

"There are a lot of fancy tricks out there. I tend to ignore most of them. Half to 30% of the battle is about just making sure you have a good listing — that you're telling the right message, the benefits of the product, and that you're actually searchable and available to purchase. It's as simple as that," Boyce says.

It's also essential to coordinate with all cross-functional teams planning activations for Prime Day and "connect the dots," says Livak Gilbert. For example, if you're planning to run retail media ads, ensure the team in charge has checked in with the digital shelf content team, that the messaging matches, and that the PDP has fully built-out, compelling content.

For Amazon Prime Day, Content Always Comes First

"Start early by ensuring you have updated content for all of your top PDPs [product detail pages] on Amazon, and don't forget things like package transition photos that might show pictures of new packaging so consumers don't get confused. Remember that your PDP content tells a story, and you need to make sure it's a compelling one."

— Lauren Livak Gilbert, Director, DSI

Small Discussions, Mighty Impacts

"Small group sessions are a powerful way to build advocates before a larger rollout. They provide a space for open discussions, allowing team members to share ideas, ask questions, and gain clarity. By focusing each group on a specific aspect of the strategy, you ensure deeper understanding and stronger alignment. This approach not only strengthens the plan but also cultivates a network of internal champions who drive execution. When people feel heard and engaged, they become invested in the strategy's success."

— Aliza Levinsky, Global Director of Digital Shelf Excellence and Ecommerce Analytics, Colgate-Palmolive Company

Attend Q3 Conferences and Events
London (and Other Cool Cities) Are Calling

Major Ecommerce Events in Q3 2025:
Shoptalk, eTail, NRF, and More

Connecting once a year with like-minded industry professionals to share, learn, and build camaraderie isn't enough. These events allow you to dive deeper into what it means to excel in creating richly engaging digital retail experiences.

Whether you're seeking collaborative strategizing, growth opportunities, or just a change of scenery from the home office, Q3 has plenty of ecommerce events to offer, including Shoptalk, eTail events on each North American coast, Savant B2B, NRF, and the Ecommerce Expo.

Conferences and Events

EVENT	DATES	LOCATION
Shoptalk Fall ↗ Shoptalk is in constant pursuit of bringing people together to transform retail — with Shoptalk Spring attracting more than 10,000 attendees. The fall event aims to meet a growing demand for connection and collaboration to keep pace with the rapid rate of retail transformation.	September 17–19, 2025	Chicago, Illinois
eTail East ↗ eTail promises to "fill your playbook," not just your calendar, with fresh strategies, connections, and insights. Running since 1999, eTail's latest speaker lineup includes experts from IKEA, CVS Health, and the ASICS Corporation.	August 11–14, 2025	Boston, Massachusetts
Savant B2B ↗ Savant B2B invites you to join more than 250 senior ecommerce, marketing, digital, and customer experience leaders from the U.K.'s most dynamic brands, retailers, and manufacturers. Learn about what makes winning strategies and how to exceed evolving consumer expectations.	September 11, 2025	London, England

EVENT	DATES	LOCATION
eTail Connect West ↗ eTail Connect West offers access to the latest innovations reshaping retail, from cutting-edge artificial intelligence (AI) to game-changing omnichannel strategies — but it's not all work. Enjoy cocktail receptions, exciting activities, and opportunities to grow your network.	September 15–17, 2025	Coronado, California
NRF 2025: Retail's Big Show Europe ↗ Retail's Big Show, aptly named, expects 4,200 brands represented, 480 exhibitors, 15,000 total attendees, and 7,000 international retail professionals, promising engaging sessions and incubation for innovation.	September 16–18, 2025	Paris, France
Ecommerce Expo ↗ Ecommerce Expo boasts the ultimate destination for every business-to-consumer (B2C) and business-to-business (B2B) company that operates in the U.K. and sells online, with projections of more than 10,000 attendees. Enjoy networking and discover more than 200 ecommerce service and solution providers.	September 24–25, 2025	London, England

Ecommerce Trend Spotlight

Amazon Prime Day, Sales and Discounts, and Mcommerce

Summer is a season for going on holiday, but it's no holiday season — yet. But with some of the biggest sales events of the year, the impending (and tempting) possibility of additional discounts, and the "ambient," always-on nature of mobile shopping, it might as well be.

Amazon Prime Day — and Rising Competitive Sales

The Behemoth Sales Event That Gets Bigger Every Year — and the Others That Are Gaining Size

Amazon Prime Day Deals Require Amazonian-Level Attention

Three-quarters (75%) of shoppers are preparing for Prime Day shopping — don't let them down. And brands with large millennial and Gen X customer bases should expect even more turnout.

Q2 is for refining your PDPs, optimizing for Amazon, and picking out your winningest products to feature. The brands oozing digital shelf excellence have an Amazon strategy with proportions to match.

GROWTH HACK

Build Your Presence, and Perfect It

Being present on Amazon is a huge step in the right direction. After that, however, it's about standing out in a sea of other enticing offers. Amazon Prime Day is the most important opportunity to get your PDPs as close to perfect as possible. Consumers might be in a purchasing frenzy, but you'll have more eyes on your content that could be scared away by errors and inconsistencies — or wowed, the choice is yours.
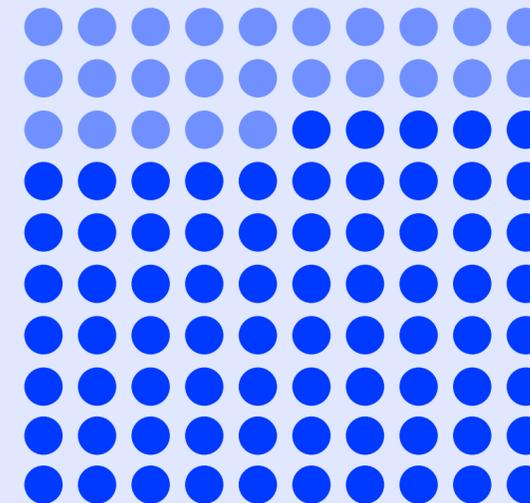
75%
of Consumers Will Shop Amazon Prime Day Deals

Generation Group Breakout

Gen Zers	Z	76%
Millennials	M	81%
Gen Xers	X	80%
Baby Boomers	B	61%

QUESTION: DO YOU PLAN TO SHOP THE NEXT AMAZON PRIME DAY SALE? BASE: ALL COMPLETE RESPONSES (N=1,115)

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Which Product Categories Draw the Most Consumer Interest for Amazon Prime Day?

Vertical	Percentage
Electronics	53%
Fashion and apparel	37%
Household supplies	35%
Personal care and beauty	31%
Furniture and home goods	29%
Health and wellness	28%
Home improvement	26%
Pets	17%
Food and beverage	17%
Toy and baby	16%
Sports and outdoor	15%
Alcohol	6%

What Products Do Prime Shoppers Want? Electronics Beckons To More Than Half

More than half (53%) of Prime Day preppers are setting their savings bets on electronics, with fashion and apparel (37%) and household supplies (35%) also drawing attention.

Even in less-popular Prime Day categories, brands can still reach shoppers by creating limited-time bundles, flash deals, or utilizing Amazon's targeted advertising options to capture ready-to-spend customers.

QUESTION: WHICH CATEGORIES ARE YOU MOST INTERESTED IN FOR AMAZON PRIME DAY? PLEASE SELECT ALL THAT APPLY.
*BASE: ALL COMPLETE RESPONSES (N=1,115)*

GROWTH HACK

Play Up Product Strengths

Amazon Prime Day is as good of a reason as any to lean into your top-performing products' power. While electronics dominate Prime Day attention, the data reveals significant interest across multiple categories. Smart brands recognize that even lower-performing segments represent millions of potential customers.

For Prime Day success, tailor your messaging to address specific consumer needs within your category. Electronics buyers seek innovation that simplifies their lives, while fashion shoppers want style with comfort.

Even in categories showing single-digit interest like alcohol (6%), there's substantial opportunity when your product descriptions speak directly to what motivates purchasers in that specific niche.
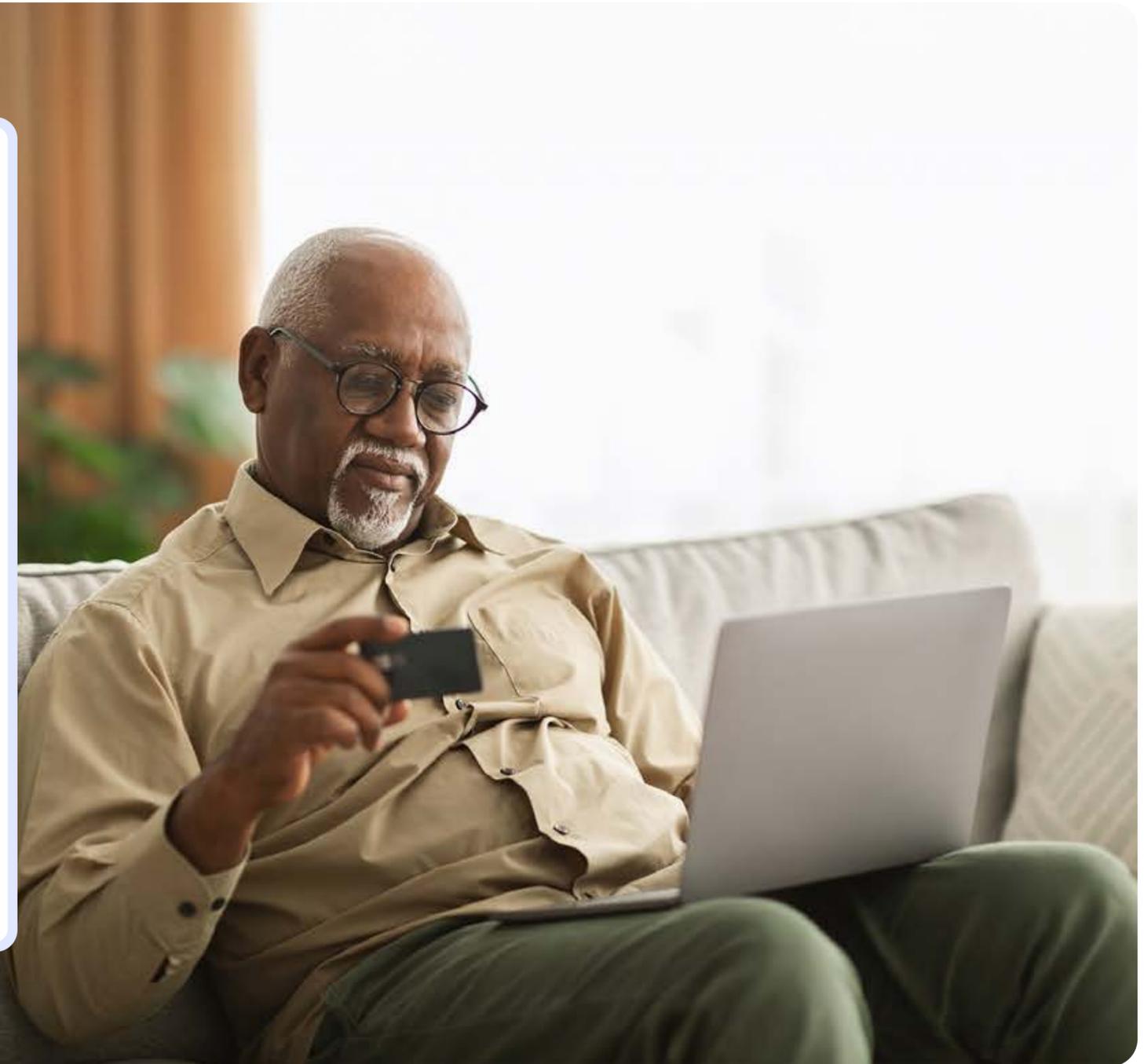
Prime Day? A Real Holiday — Shoppers Plan Special Purchases

If your Amazon sales have been lackluster till this point, Prime Day is the perfect time to turn it around. More than half of shoppers (58%) plan to make special purchases (items they wouldn't otherwise buy) on Prime Day.

So, what should your brand do about this? Play up the novelty factor: Tweak your PDPs and messaging to make your products feel like a luxury, a commodity, an "it's Prime Day, so I gotta."

GROWTH HACK

Pamper Your Top-Performing PDPs

Prime Day is the perfect reason to show your product pages — at least the top performers — plenty of TLC. Showcasing updated, exciting visuals, featured reviews, and user-generated content (UGC) can make shoppers' search for a "special something" that much easier. Carry this energy to your top PDPs for other retail sales events, and remember to contextualize for different audiences and channels.
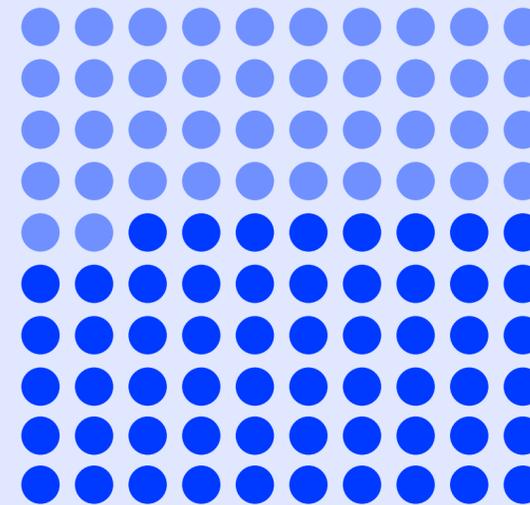
58%

of Consumers Wait for Amazon Prime Day To Make Special Purchases

Generation Group Breakout

Gen Zers **Z**	**63%**
Millennials **M**	**64%**
Gen Xers **X**	**64%**
Baby Boomers **B**	**41%**

QUESTION: DO YOU TYPICALLY PURCHASE PRODUCTS ON AMAZON PRIME DAY THAT YOU WOULDN'T CONSIDER PURCHASING AT OTHER TIMES OF THE YEAR? BASE: ALL COMPLETE RESPONSES (N=1,115)

Other Sales Events Pique Interest, Not Just Prime

More than half of shoppers (54%) plan to shop during sales events competitive with Prime Day like Target Circle Week, a twice-yearly week of deals — usually once in the new year and in the fall — and Walmart Deals, likely the first full week of October.

To make the most of Q3, brands need to set their sights on optimizing for Amazon, Target, and Walmart while considering how to contextualize their messaging to these different retailers and audiences.

GROWTH HACK

Let's Get Contextual

You'll find different audiences on Amazon, Target, and Walmart. There'll be some overlap, but the optimization efforts for each site look different. Consider how to maximize your content's real estate on each site to pack the most punch during promotional events. For example, by leveraging A+ content on Amazon.
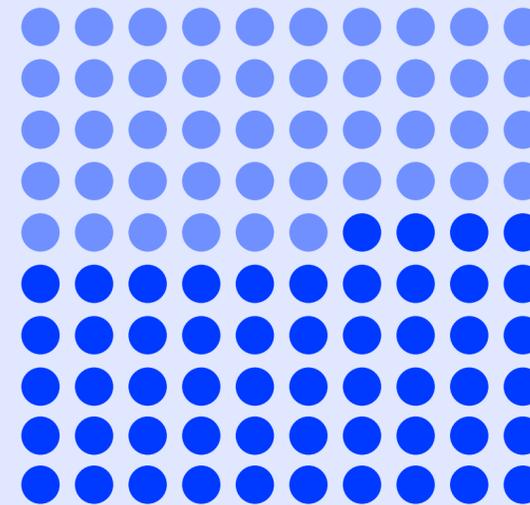
54%

of Consumers Will Shop Amazon Prime Day Alternative Sales Like Target Circle Week and Walmart Deals

Generation Group Breakout

Generation	Percentage
Gen Zers (Z)	64%
Millennials (M)	64%
Gen Xers (X)	50%
Baby Boomers (B)	35%

QUESTION: DO YOU PLAN TO SHOP COMPETING SALES EVENTS LIKE TARGET CIRCLE WEEK OR WALMART DEALS THAT TAKE PLACE DURING AMAZON PRIME DAY? BASE: ALL COMPLETE RESPONSES (N=1,115)

Next-Gen Sales and Discounts

Impulse Purchases and the Discounts Shoppers Can't Resist

Discounts Drive Spontaneous Shopping and Purchases

Nearly three-quarters (70%) of shoppers are driven to make purchases they wouldn't normally make when given a discount. This figure is steady across generation groups.

Sending shoppers tempting, relevant offers with messaging true to your brand voice can help rake in those conversions. You know they want to save money: Strategize how you can convey your message in an engaging, perhaps unexpected way.

GROWTH HACK

Plan for Spontaneity

This might sound like an oxymoron. However, planning out promotions well in advance, from simple campaigns to more complex ones, can ensure everything runs smoothly, especially if they involve collaborating with partner retailers. They'll appear fun, breezy, and exciting to consumers, but you'll have the work to back it up.

70%

of Consumers Say Discount Offers Drive Impulse Online Purchases

Generation Group Breakout

Generation		Percentage
Gen Zers	Z	70%
Millennials	M	73%
Gen Xers	X	72%
Baby Boomers	B	63%

QUESTION: WITHIN THE LAST YEAR, HAVE YOU MADE AN UNPLANNED PURCHASE ONLINE AFTER RECEIVING A DISCOUNT OFFER? BASE: ALL COMPLETE RESPONSES (N=1,115)

Not Just a Flash in the Pan: Shoppers Live for Limited-Time Discounts

Time sensitivity is your superpower. There's a reason why limited-time discounts like flash sales and daily deals are a favorite among consumers — they don't want to miss out on savings, especially in the ongoing economic climate.

Limited-time discounts are one thing, but if you want to spice things up and keep your inventory fresh, you can also try out consumers' second favorite: product bundle discounts.

62%

of Consumers Say Flash Sales and Other Limited-Time Discounts Are a Top Driver for Completing Online Purchases

Which Discount Types Drive the Most Online Purchase Decisions?

Discount Type	%
Limited-time discount (e.g., flash sales, daily deals)	62%
Product bundle discount (e.g., buy one, get one free offer)	45%
Membership or loyalty program discount (e.g., unique offer for loyalty tier)	39%
Personalized discount (e.g., offer based on past purchase or browsing behavior)	39%
New customer discount (e.g., promo code for first-time shoppers or newsletter sign-up)	32%
Social media influencer discount (e.g., unique promo code)	11%
Interactive or gamified discount (e.g., scratch-and-win game)	6%

GROWTH HACK

Cater To Your Customers

Customers input their contact information on your site or complete a newsletter signup not because they're interested in your brand's story per se, but because they expect an introductory discount.

This shouldn't come as a surprise. Well over a third of shoppers say these discounts drive purchases — so don't shy away from making these offers tempting and easily accessible.
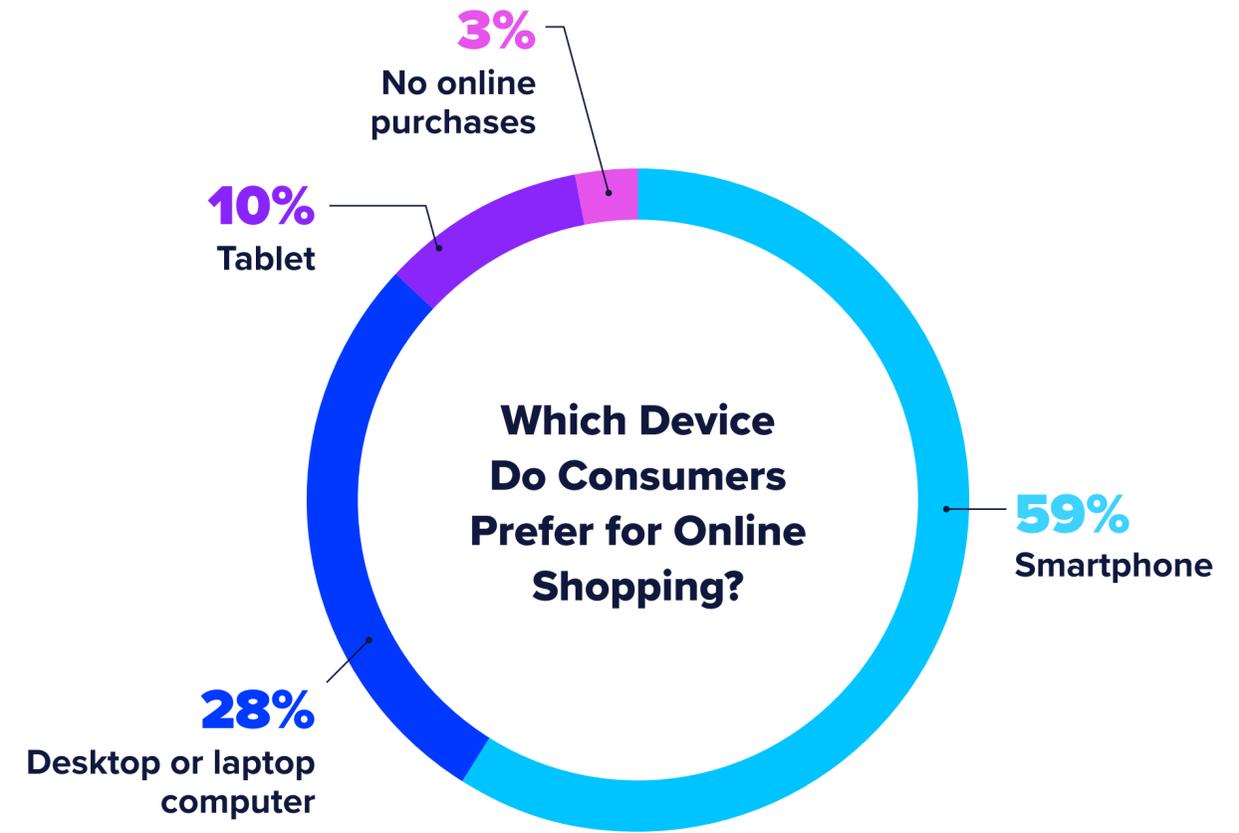
Mobile Commerce (Mcommerce)

## Why Mcommerce Means Shopping Smarter (and Harder)

Smartphones Untouchable in the Race To Win Online Sales

Here are some more stats: Twice as many consumers prefer shopping on their smartphones than desktop or laptop computers, and nearly six times as many prefer smartphone over tablet shopping. If that doesn't inform your PDP content, visuals, design effort, and promotional energy, what does?

Consider having your teams evaluate your brand's presence from their smartphones more often. Seeing how consumers see your mobile content might unlock some insights into how to improve their experience.

Which Device Do Consumers Prefer for Online Shopping?

- 3% No online purchases
- 10% Tablet
- 59% Smartphone
- 28% Desktop or laptop computer

QUESTION: WHEN SHOPPING ONLINE, WHICH DEVICE DO YOU PREFER USING? BASE: ALL COMPLETE RESPONSES (N=1,115)
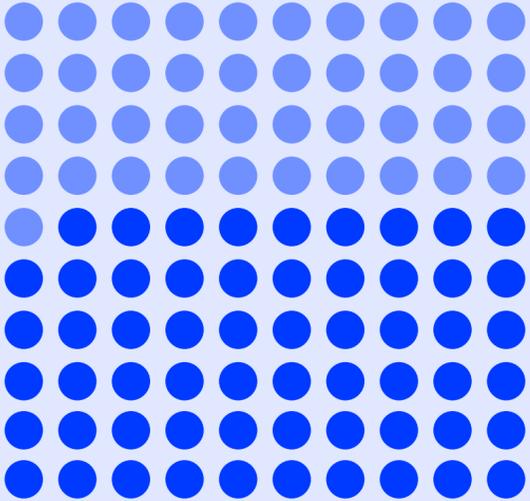
59%

of Consumers Say Smartphones Are Their Preferred Device for Online Purchases

QUESTION: WHEN SHOPPING ONLINE, WHICH DEVICE DO YOU PREFER USING? BASE: ALL COMPLETE RESPONSES (N=1,115)

GROWTH HACK

Make It Mobile First

If your brand hasn't already prioritized mobile-first designs, the solution isn't to shrink everything you've created for larger screens. Instead, start small. Use mobile designs to your advantage. You'll literally be in the palms of shoppers' hands (and hopefully vice versa). How can you make these experiences more visually appealing, personal, and engaging?

Mcommerce Means Surfing Marketplace Channels, Retailer Apps

It's tough to track where consumers use their smartphones to shop, even when the call — nay, purchase — is coming from inside the store. The vast majority of shoppers use their smartphones to peruse marketplace apps.

It's worth examining how well your brand shows up on marketplaces, and, if you have a mobile app or site of your own, how your design can take more inspiration from them.

GROWTH HACK

Shop Appeal: Model Marketplace and Retailer Apps

Creating an app, website, or one-stop shop for consumers to enjoy everything your brand offers is no easy undertaking. However, you can model your sales platforms after what shoppers love most about marketplaces and retailer apps.

This means an exciting variety of easily searchable products, personalization, complete and compelling PDPs equipped with enhanced content, and then, of course, reliable customer service, clear shipping and return policies, and an easy, quick checkout.

Which Mobile Shopping Channels Do Consumers Prefer?

Marketplace apps (e.g., Amazon, eBay)	69%
Retailer apps (e.g., Target, Best Buy)	45%
Mobile browser (e.g., shopping on any website via Safari, Chrome, etc.)	26%
Brand apps (e.g., Nike, Levi's)	24%
Delivery apps (e.g., Instacart, Shipt)	12%
Social media apps (e.g., TikTok Shop, Instagram Shopping)	12%

QUESTION: WHEN SHOPPING ON A SMARTPHONE, WHICH METHODS DO YOU PREFER? PLEASE SELECT ALL THAT APPLY.
BASE: ALL COMPLETE RESPONSES (N=1,115)

Anytime, Anywhere: What Features Consumers Love About Mobile Shopping

Shoppers no longer have to meet your brand in the mall for a sale to go down. More than half (53%) of shoppers consider the ability to discover, research, and purchase products anytime, anywhere, the most valuable.

While shoppers also like in-app or mobile-exclusive sales and discounts, catering to their preference for transience and flexibility is the way to win them over. Another way to make their lives better, and easier, and make them feel richer is by offering one-click payment options.

GROWTH HACK

Empowered Tech

Consumers love the convenience of mobile shopping, but they also love being in control. Ensure your brand incorporates content that takes advantage of handheld technology — whether it's instant savings via notifications, interactive experiences like live shopping events, voice, or visual search, or AR like virtual try-on or view-in-room.

Which Mobile Shopping Features Do Consumers Find the Most Valuable?

Feature	%
Discover, research, and purchase products anytime, anywhere	53%
In-app or mobile-exclusive sales and discounts	44%
One-click payment options (e.g., Apple Pay, Google Pay)	33%
Push notifications for sales and discounts	22%
Integration with delivery or pickup options	14%
Social media shopping (e.g., TikTok Shop, Instagram Shopping)	11%
Camera-based product search (e.g., Google Lens)	10%
Augmented reality (AR) shopping (e.g., virtual try-on)	7%

QUESTION: WHEN SHOPPING ON A SMARTPHONE, WHICH FEATURES DO YOU FIND THE MOST VALUABLE? PLEASE SELECT ALL THAT APPLY.
BASE: ALL COMPLETE RESPONSES (N=1,115)

Top Takeaways for a Successful Next Quarter

Q3 Heat Rises With Retail Sales Events and Mcommerce

The third quarter is coming in hot, but to keep your cool, your brand has to create content that's effective on Amazon (and Walmart and Target), mobile devices, and Amazon on mobile devices. To attract price-sensitive consumers, you also have to lean into discounts. This requires a clear consensus of H1's successes and areas for improvement, and maybe even a list of "big bets" for the future.

Here are the top four takeaways for a successful next quarter.

Temperature-check H1 performance:

For the short term, check in with teams across your organization on H1 performance and get clear about H2 expectations. For the long term, have candid conversations about potential (calculated) risks or strategy shake-ups.

1

Don't get lost on Amazon (or forget about Target and Walmart):

Everyday success on Amazon, Target, and Walmart doesn't differ too much from success during a sales event — compelling, consistent content that speaks to quality- and price-conscious consumers is a must-have.

2

Make your discounts count:

As much as consumers love planning to shop during sales events, they also love flash deals and bundle discounts — wow them with the appearance of spontaneity by planning your campaigns ahead of time.

3

Become a mobile powerhouse:

Mobile shopping on smartphones reigns supreme — ensure your content is optimized for smaller screens and incorporates handheld tech; otherwise, you'll miss out on engagement and sales.

4

About the Authors

SALSIFY

Salsify helps thousands of brand manufacturers, distributors, and retailers in over 140 countries collaborate to win on the digital shelf.

The Salsify Product Experience Management (PXM) platform enables organizations to centralize all of their product content, connect to the commerce ecosystem, and automate business processes to deliver the best possible product experiences across every selling destination.

Learn how the world's largest brands, including Mars, L'Oréal, The Coca-Cola Company, Bosch, and ASICS, as well as retailers and distributors, such as DoorDash, E.Leclerc, Carrefour, Metro, and Intermarché, use Salsify every day to drive efficiency, power growth, and lead the digital shelf.

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DIGITALSHELF INSTITUTE

The Digital Shelf Institute (DSI) shapes the future of the commerce industry and contributes to its growth through community, content, and education.

Become a member of the DSI to unlock career growth, drive organizational improvement, and foster industry advancement through collaborative leadership and problem-solving.

BECOME A MEMBER **VISIT WEBSITE**

Methodology

Salsify surveyed 1,115 participants, comprising 557 shoppers from the U.S. and 558 shoppers from the U.K. Salsify administered the survey using SurveyMonkey and collected data on Jan. 31, 2025.

The research employed a stratified sampling method to encourage balanced, comprehensive, and diverse representation, including a goal of 25% of survey respondents for each age group (ages 18–28, 29–44, 45–60, 61–79), a balanced gender ratio, and a balanced division between the U.S. and the U.K.

- U.S. margin of error: +/- 4.237%

- U.K. margin of error:+/- 4.233%

The research objective was to comprehensively understand consumer preferences for annual sales events, mobile commerce, and promotional offers and how they relate to the modern buying journey.

U.S. Consumer Survey: 557 Participants	U.K. Consumer Survey: 558 Participants
Age	
18–28: 130 (23.34%)	**18–28:** 133 (23.84%)
29–44: 158 (28.37%)	**29–44:** 151 (27.06%)
45–60: 129 (23.16%)	**45–60:** 135 (24.19%)
61–79: 140 (25.13%)	**61–79:** 139 (24.91%)
Gender	
Female: 277 (49.73%)	**Female:** 278 (49.73%)
Male: 280 (50.27%)	**Male:** 280 (50.18%)
Nonbinary: 0 (0%)	**Nonbinary:** 0 (0%)
A gender not listed here: 0 (0%)	**A gender not listed here:** 0 (0%)
Prefer not to answer: 0 (0%)	**Prefer not to answer:** 0 (0%)