

5 Tips to Winning the Holiday

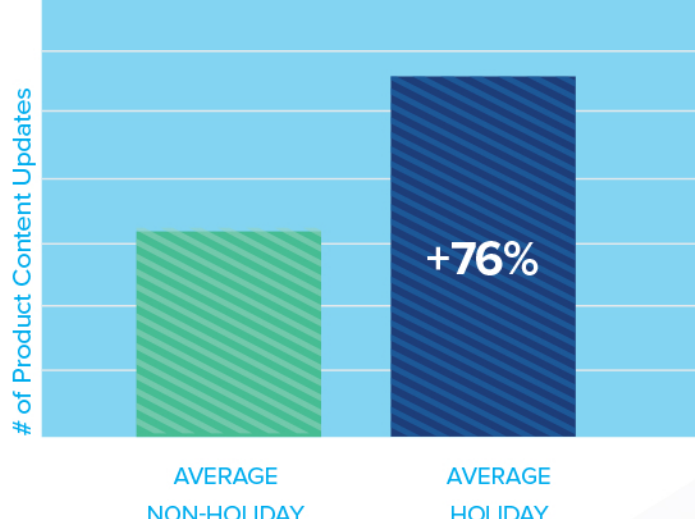
The critical stats to inform your seasonal strategy

Consumers aren't just searching more during the holiday season, they are also searching across a much wider variety of terms.

Based on a combination of 12 months-worth of aggregated retail search data, along with activity generated across the 27 million products sold by Salsify customers – the largest data set of its kind in the industry – **Salsify unveils key holiday recommendations for marketers.**

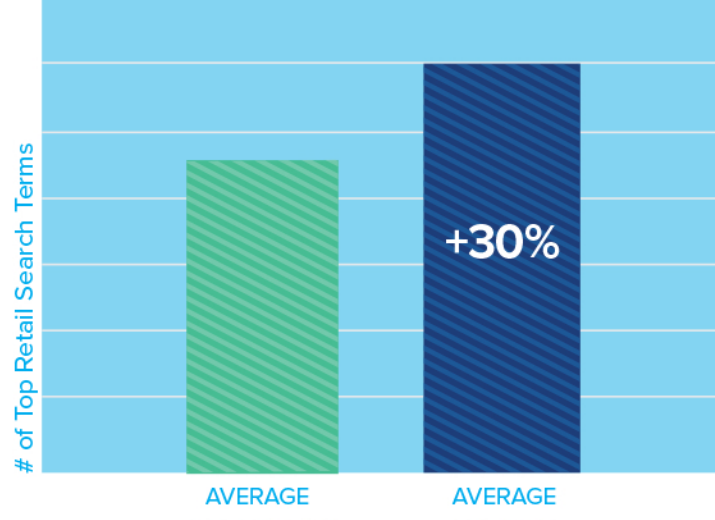
#1: To beat competitors, update product content ASAP

Across a same-brand set, an average holiday season month had **76% more product content pushes** occurring across retailer sites compared to the prior six-month average.



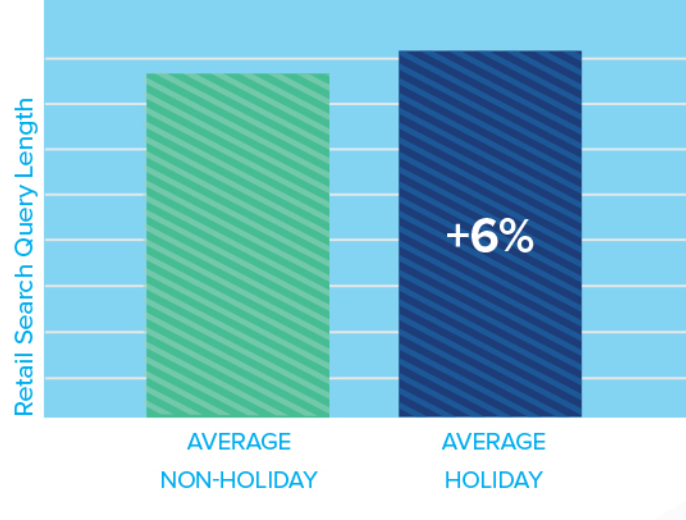
#2: Boost your retail search rank across more terms

30% increase in number of retail search queries within the 90th percentile or higher during November and December.



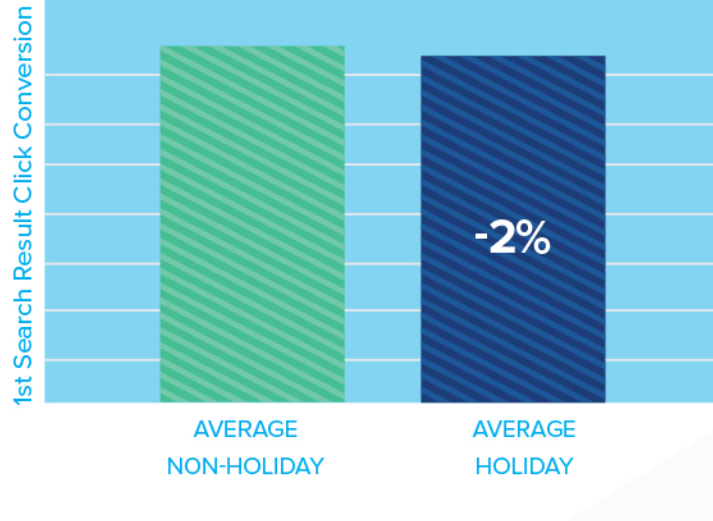
#3: Keep keyword length similar to your top performers

The character count of an average retail search query rose by just **6%** during November and December.



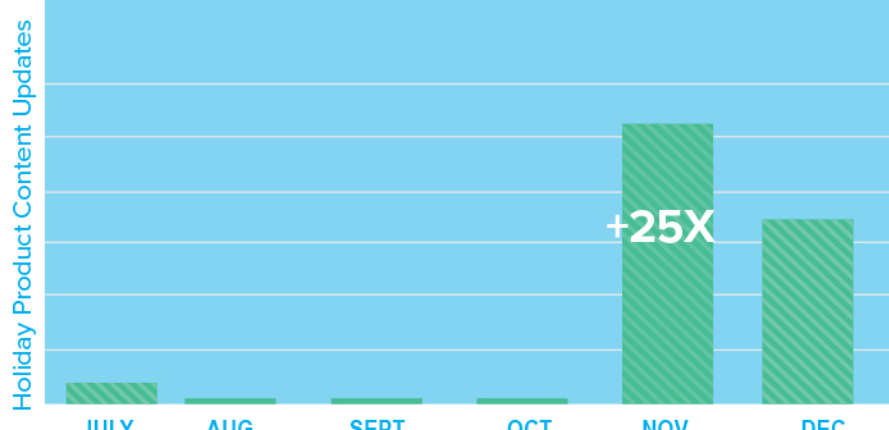
#4: Don't bank on a big jump in long-tail buying

Click conversion rates on the 1st result of a given product search dipped only **2%** between non-holiday and holiday time periods.

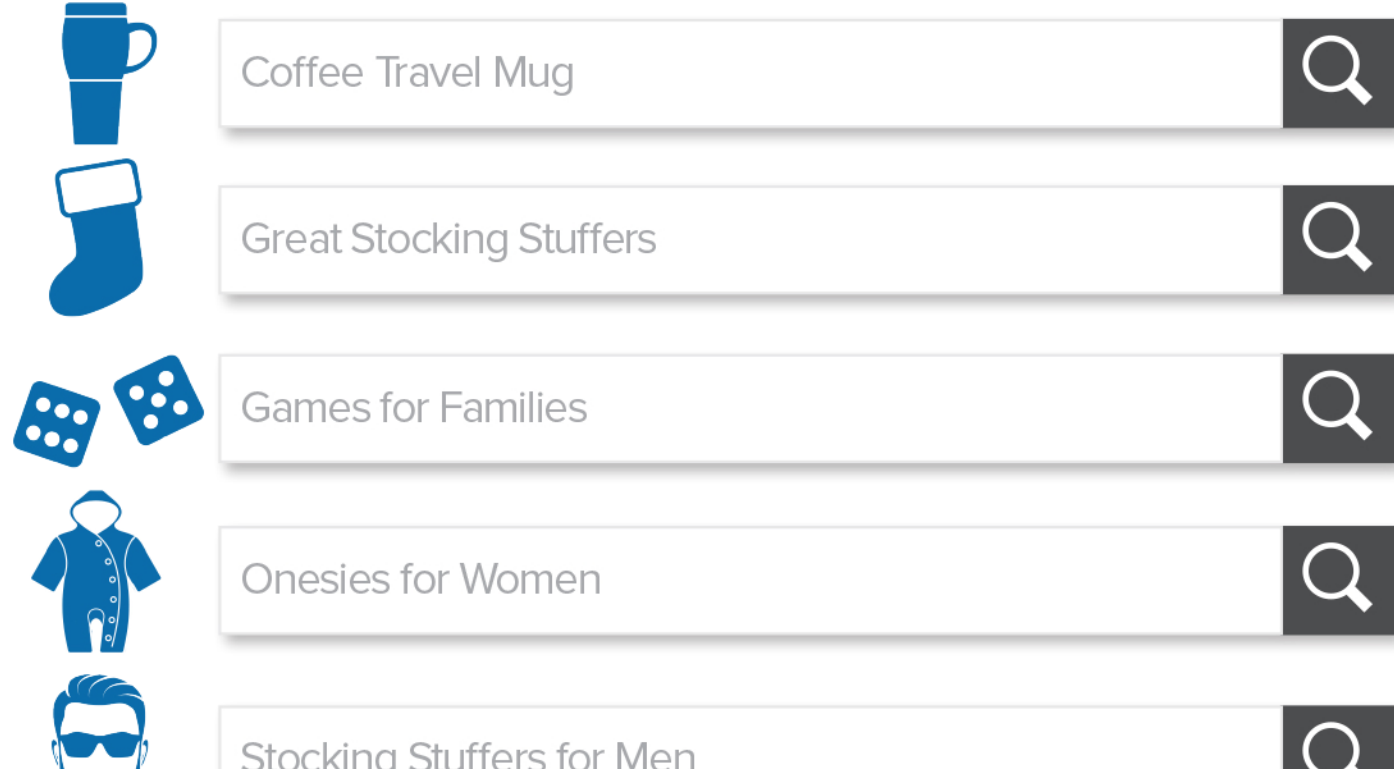


#5: Competition only gets tougher on holiday terms

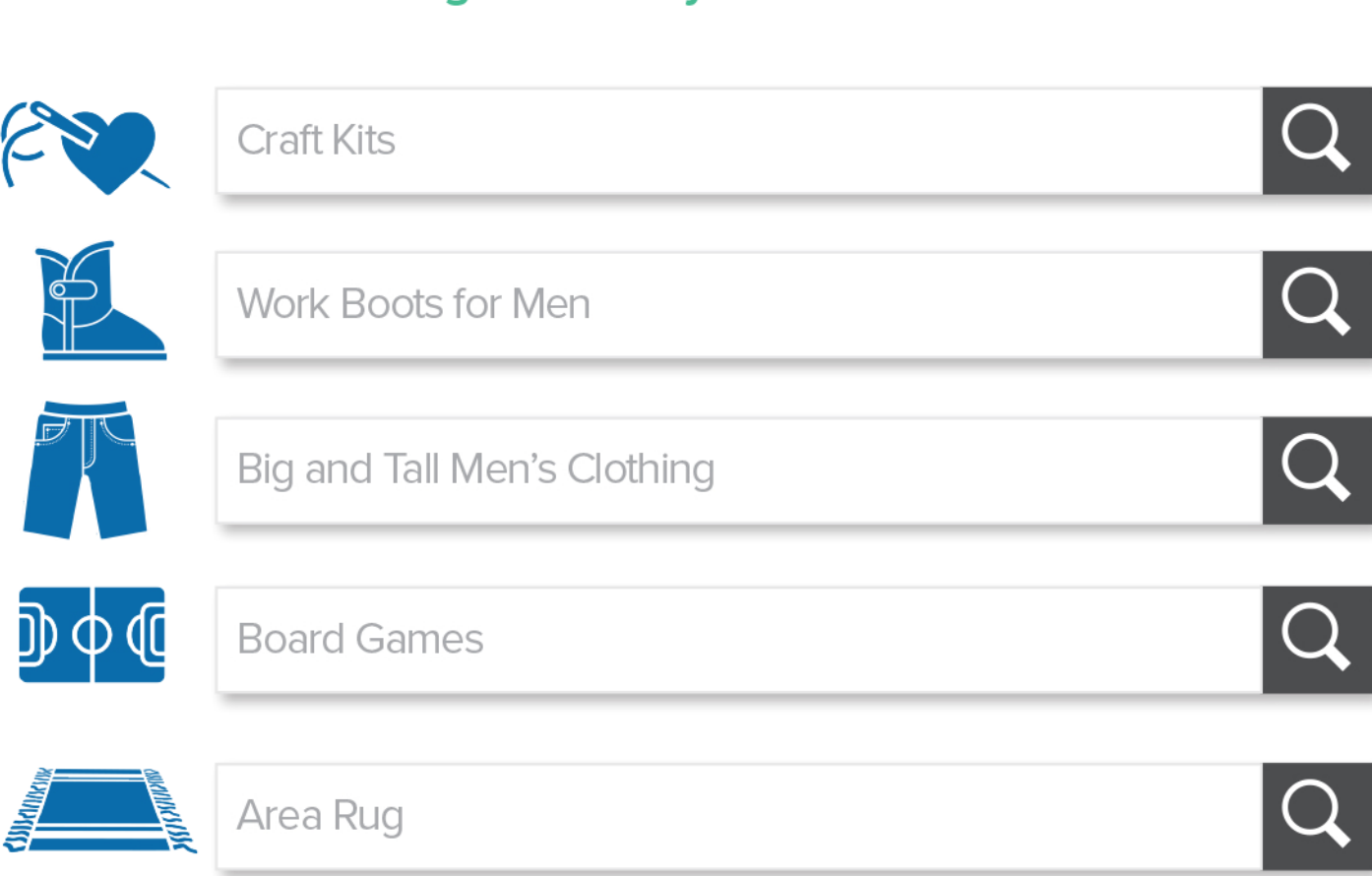
November product pushes with holiday-associated terms rose by more than **25x** from pre-holiday levels.



Hot Holiday Retail Search Terms

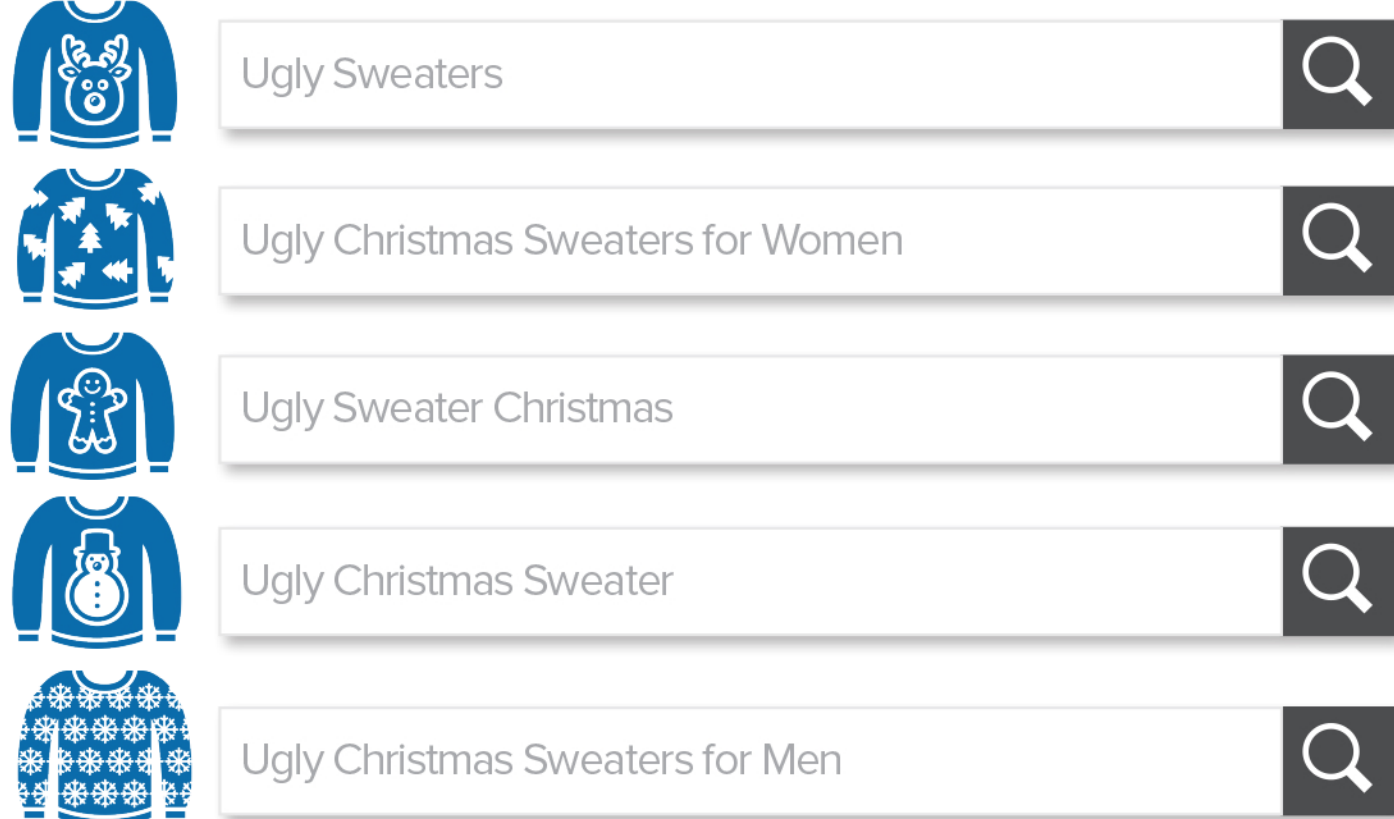


Long Tail Holiday Retail Search Terms



Ugly Sweaters have never been more stylish

Five separate Ugly Christmas sweater retail search queries jumped into the 95th percentile or better during the 2016 holiday season.



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