

MARKET NEWS & TRENDS

Christmas is just around the corner but there's still a lot left to play for. December is forecast to drive over 2.1 billion visits to online retail sites generating an estimated 350 million hours of site visit-time. In this issue, we'll be looking at the major trends across this intense trading period. **We'll also highlight key dates and seasonal opportunities to help you make the most of both surging volumes and growing searcher intent.** In addition, we will be taking a sneak peek at what opportunities the New Year will bring so you can get your 2012 off to a flying start.

- E-retailers need to pull out all the stops this Christmas if they're to make up for lost ground – especially bearing in mind the impact of the unseasonably mild Autumn on the clothing and footwear sectors. ([British Retail Consortium](#))
- Online sales are forecast to see a growth of up to 15% in December according to Deloitte. With e-retail representing a sizeable 11% of the total annual retail market, the online retail channel offers myriad opportunities for savvy e-retailers. ([The Guardian](#))
- Challenges for e-retailers include the decline in sales of big ticket items in addition to the reduced margins required to maintain competitiveness. Yet there are always opportunities to compensate for this short-fall by pushing products with lower mark-ups but higher volume sales. ([British Retail Consortium](#))

- The New Year traditionally sees a dip across the retail sector but research from the BRC and KPMG has revealed that sales of DIY materials, furniture and home-related products increased in January despite typical retail trending patterns. ([For my home](#))



ACCOUNT MANAGEMENT BEST PRACTICE

Hitwise has predicted the key dates in December for the retail category. Cyber Sunday has passed, expected to be the biggest day for electronics and toys as customers ensured gifts arrive well before Christmas. Food and alcohol purchasing peaks on the last Monday before Christmas Day, and as soon as the sales start, shoppers will be going online to spend their cash and vouchers on clothing, videos and games.

Key dates in December for the retail category

December 2011						
MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	32

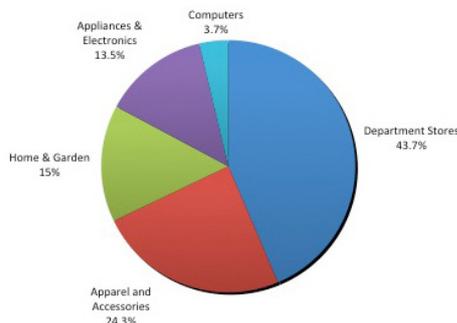
Appliances & Electronics, Toys & Hobbies
Clothing, Dept. Stores, Video & Games
Grocery & Alcohol

TOP KEYWORDS

- furniture
- table
- bedroom furniture
- power shower
- blanket electric
- diy
- shower
- lighting
- filter water
- contemporary furniture
- garden shed
- curtain
- dining table
- rug
- carpet
- mattress
- wardrobe
- furniture sale
- storage
- coffee table

POST-CHRISTMAS SEASONALITY - HITWISE

Yahoo! recently teamed up with Hitwise to put together an in-depth profile of our users. A key takeaway is the 27 million monthly visits to retail sites that come from Yahoo! Search, but for more info check out our [Advertising Solutions site](#).



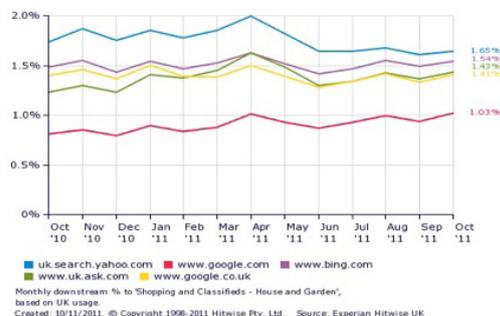
CTR VS. CPC

Home & Garden is generally the only retail category that performs well early in the New Year. Prepare early for this and capitalise in the drop off in CPCs and higher levels of CTR in the week after Christmas.



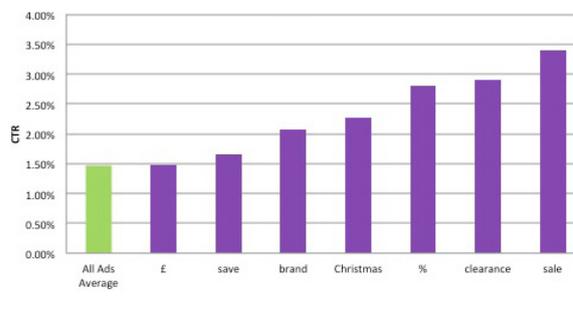
HOME & GARDEN DOWNSTREAM TRAFFIC BY ENGINE - HITWISE

According to Hitwise, Yahoo! over-indexes for searches going to the Home & Garden category compared with all other engines. Take advantage of this trend by ensuring you have as much coverage as possible.



AD COPY ANALYSIS

By analysing the ad copy of top retailers in the period after Christmas we can see the impact of certain words and USPs on CTR. Unsurprisingly “sale” leads to high levels of CTR but try to include as many hooks as possible to ensure competitive ad copy.



ADVERTISING SOLUTIONS



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Yahoo! Search helps you deliver great results. But it's only part of the complete marketing and advertising solutions picture. Drive your business through a combination only Yahoo! offers: the **science** to target an audience, the **art** to create engagement, and the **scale** to reach the right audience in meaningful numbers.