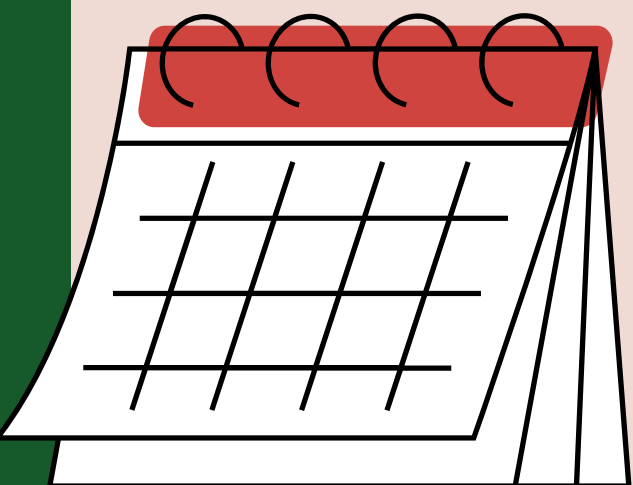


2024 ECOMMERCE HOLIDAY PREDICATIONS

from Freestyle Software

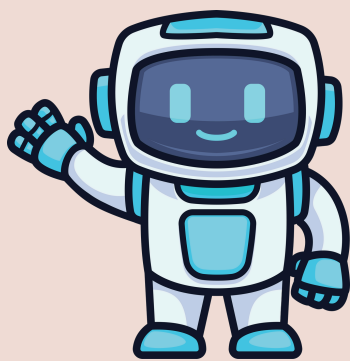
EARLIER HOLIDAY SHOPPING SEASONS



The holiday shopping season continues to start earlier each year. Black Friday and Cyber Monday promotions are now extending into "Black November," pre-Black Friday deals starting early.

Retailers are responding to consumer demand for early access to discounts and spreading out sales events to capture revenue before the competition.

AI-POWERED PERSONALIZATION TAKES CENTER STAGE 2



Artificial intelligence is revolutionizing eCommerce by delivering hyper-personalized shopping experiences.

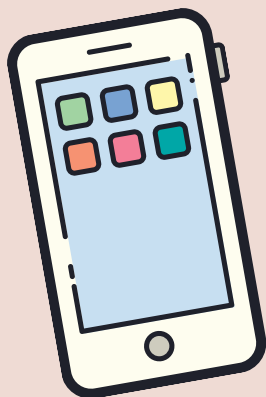
Shoppers will increasingly expect these personalized touches, and businesses who invest in this trend will see higher conversions.

SUSTAINABILITY AS A COMPETITIVE EDGE



Sustainability remains a top concern for shoppers. Consumers are favoring businesses that demonstrate eco-conscious practices, such as using recyclable packaging, offering carbon-neutral shipping options, and promoting ethical sourcing. This focus on sustainability could influence holiday purchasing decisions.

MOBILE COMMERCE LEADS THE CHARGE



Mobile commerce will dominate holiday sales in 2024, as smartphones continue to be the primary device for browsing and buying online purchases.

eCommerce businesses need to optimize their websites and apps for mobile users to ensure fast load times, intuitive navigation, and seamless checkouts experiences.

FAST SHIPPING BECOMES A BASELINE EXPECTATION



As consumers demand faster delivery, same-day or next-day shipping will become a critical differentiator during the holidays. Retailers who can't meet these shipping expectations risk losing customers to competitors who can.

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