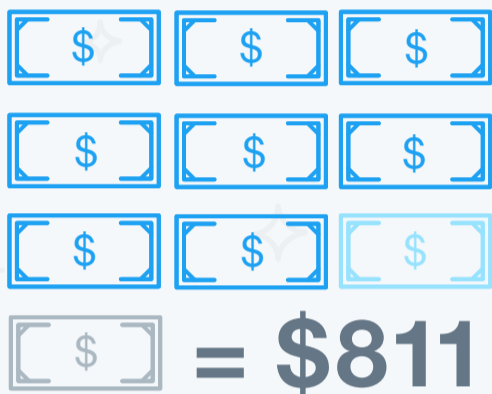


# Holiday Shopping on Twitter

## People on Twitter love holiday shopping

Twitter shoppers spent



on average during the holidays in 2015

 = \$100  = \$10  = \$1




## Planning is key during the holiday season

67%

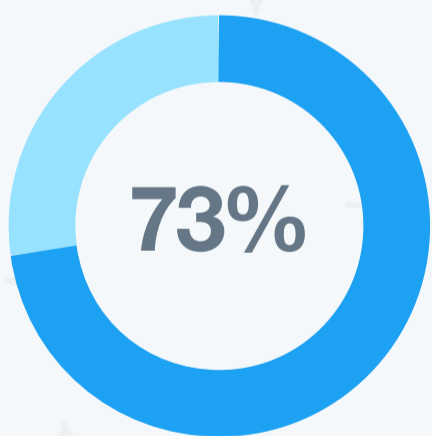
84%

- Percent of Twitter shoppers who use Twitter in their planning phase
- Percent of in-store purchases that are planned ahead of time

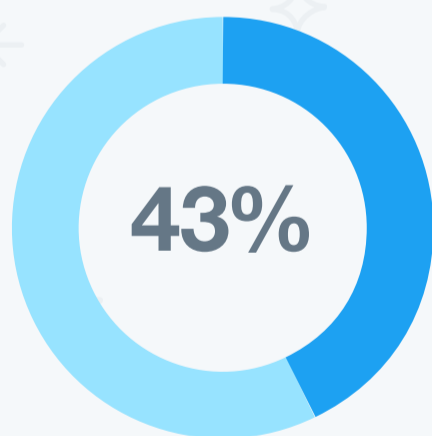
Top 3 things Twitter shoppers looked for when planning:

-  Deals and coupons
-  Product reviews
-  Inspiration for gift ideas

## Deals drive sales



of Twitter shoppers follow businesses to find special deals



of Twitter shoppers are likely to visit a store after seeing a deal on Twitter

## People are shopping on the go



38%

of Twitter shoppers shopped when they were on the go