



# Australia Q4 Holiday Shopping Events

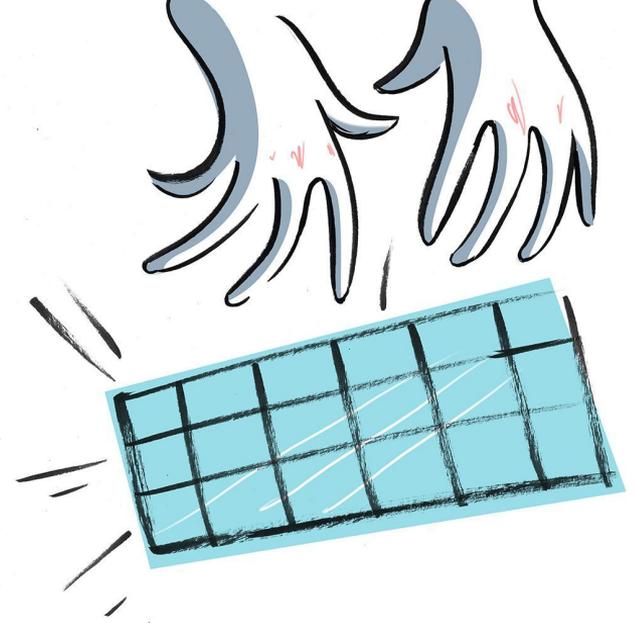
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**Q4 2022**

Publisher Development Team, APAC

# Agenda

- ✓ Industry Snapshot
- ✓ Key seasonal moments
  - Black Friday
  - Christmas Season
  - Boxing Day
- ✓ Best Practices
- ✓ Checklist
- ✓ Merchant Recommendations



# Industry Snapshot

# Industry Snapshot for Q4

**\$53b**

Online shopping market size in Australia  
has increased in 2022

**81%**

Percentage of Australian households  
shopping online this year

**5-7K**

Delivery firms like Australia Post are  
investing in operations by hiring 5000-7000  
extra workers for the Christmas season

# Key seasonal moments

# The shopping season at a glance



October

November

December

- ✓ 10 World Mental Health Day
- ✓ 24 Diwali
- ✓ 31 Halloween

- ✓ 7-10 Click Frenzy
- ✓ 25 Black Friday
- ✓ 28 Cyber Monday

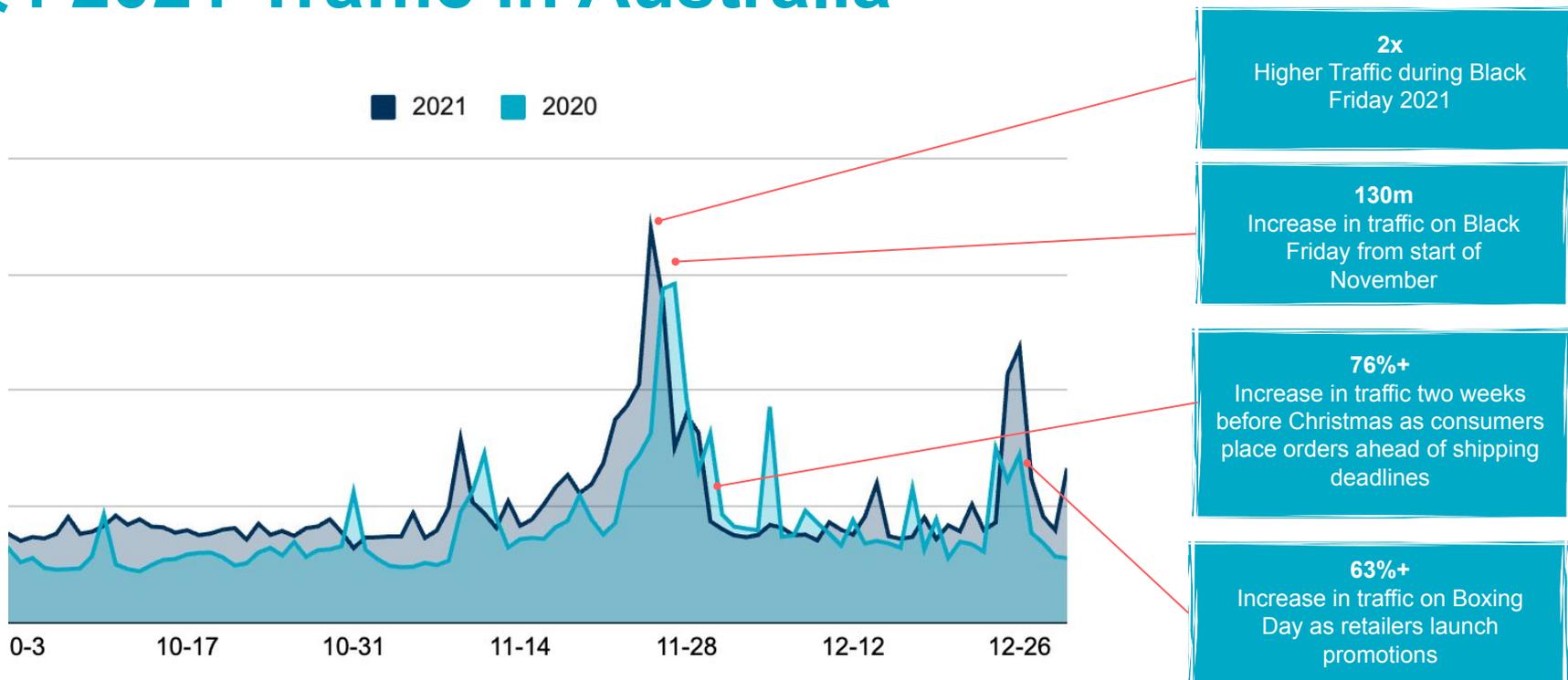
- ✓ **Holiday Shopping**
- ✓ **24-31 Boxing Day Sales**
- ✓ 31 New Years Eve

**Ecommerce Events**  
Key shopping events with significant consumer interest and sales from major retailers

**World Events**  
Global events that offer an opportunity to create timely commerce content

**Social Events**  
Smaller events which provide a chance to promote evergreen content

# Q4 2021 Traffic in Australia



Australia Traffic Graph

# Black Friday: The Opportunity



Local & International Participation

**23.5%+**

Increase in traffic in Skimlinks  
Australia Network in 2021

**30%+**

Increase in sales in Skimlinks  
Australia network

**62m+**

Over 62 million clicks across  
Skimlinks Global Network during  
Black Friday 2021

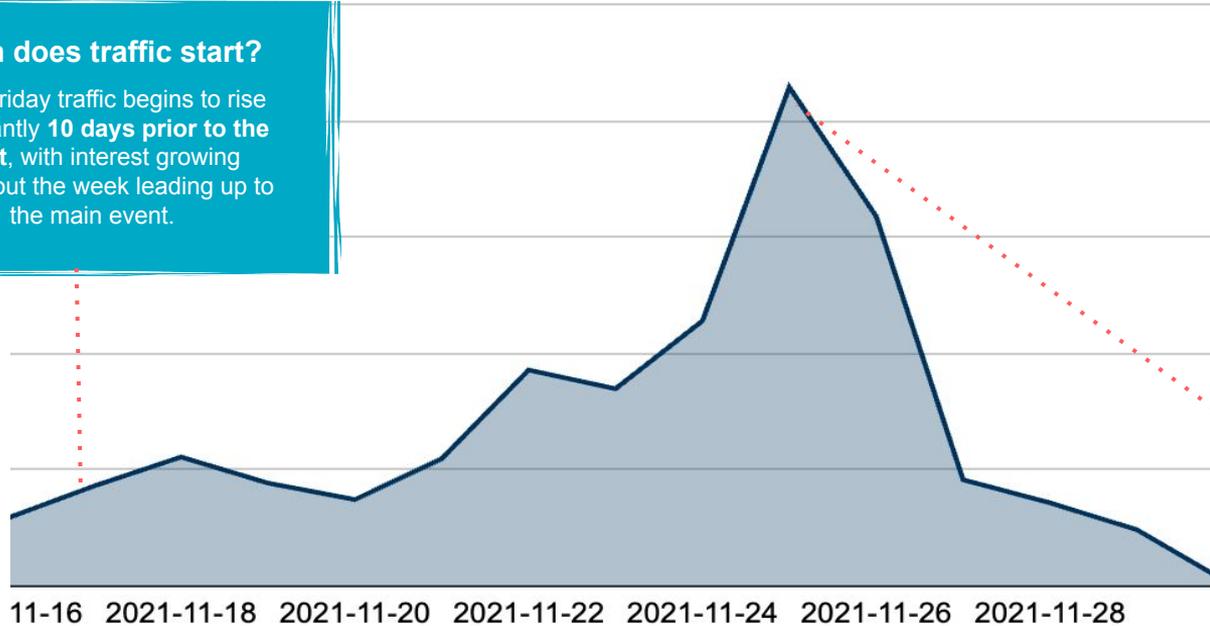
**2x**

Increase in order value during Black  
Friday week for Australian Skimlinks  
Publishers

# Black Friday Traffic

## When does traffic start?

Black Friday traffic begins to rise significantly **10 days prior to the event**, with interest growing throughout the week leading up to the main event.



## When does the peak come?

Significant gains begin in **the week of Black Friday itself**, with the peak in traffic encouraging sustained higher traffic through the weekend and into Cyber Monday.

Black Friday Traffic Graph

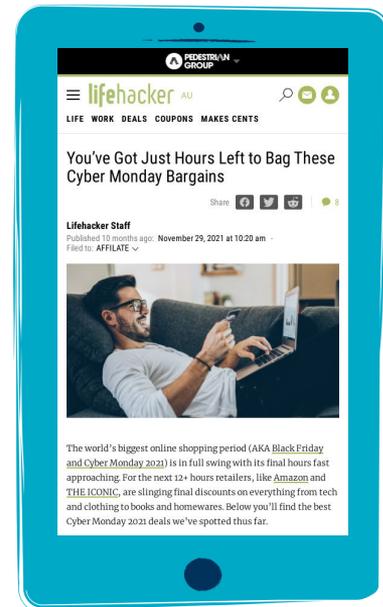
# Top Black Friday Articles



Local Sales Roundups



Curated Picks From Brand Sales



Urgency Keyword Articles

# Top Black Friday Merchants



**eBay**  
Marketplace



**city chic**  
Fashion



**Cotton On**  
Fashion



**ADORE BEAUTY**  
Health & Beauty



**Catch.com**  
Marketplace



**adidas**  
Sports Apparel



**Lenovo**  
Technology



**Sephora**  
Health and Beauty



**Etsy**  
Marketplace



**The Good Guys**  
Technology

# Top Black Friday Categories & Products



## Laptops

Lenovo and Dell laptops were the top products here last year.



## Home Items

Items such as bed linens and homewares topped the most-purchased pieces last year.



## Activewear

Adidas was among the top retailers in this category.



## Cosmetics

Deals from retailers such as Sephora AU and Adore Beauty attracted customers last year.



## Appliances

Deals on major brands like Dyson are driving the sales during Black Friday.

# Christmas Season: The Opportunity



Local & International Participation

**24%+**

Increase in Publisher Commission during the Christmas Period\* 2021

**40%+**

Increase in total sales during the Christmas Period 2021

**80m+**

Over 80+ million clicks across Skimlinks Global Network during the Christmas Period 2021

**20%+**

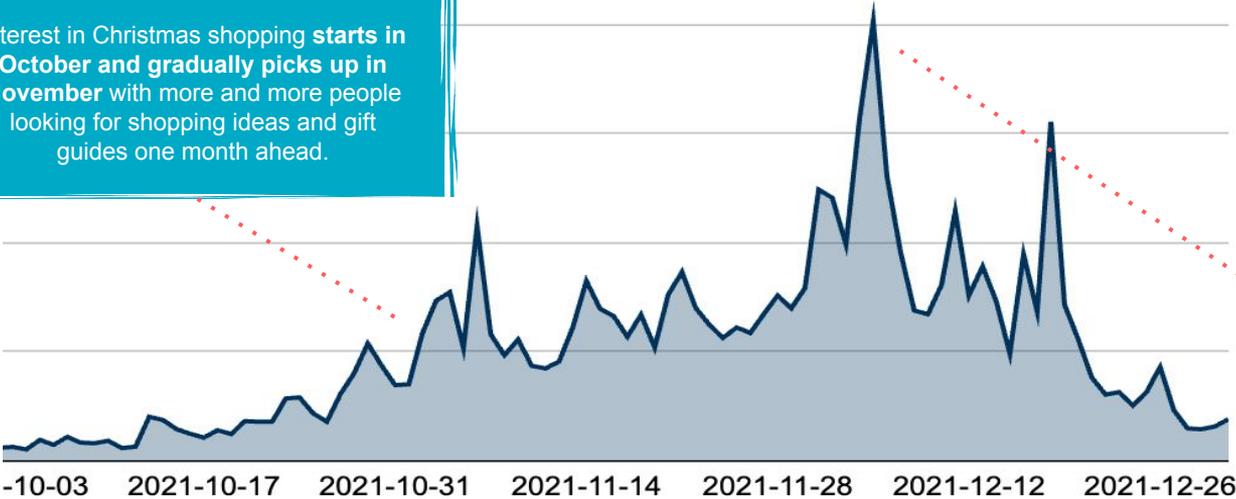
Uplift in EPC during the Christmas Period 2021

\*1 December-26 December

# Christmas Season Traffic

## When does traffic start?

Interest in Christmas shopping **starts in October** and **gradually picks up in November** with more and more people looking for shopping ideas and gift guides one month ahead.



## When does peak come?

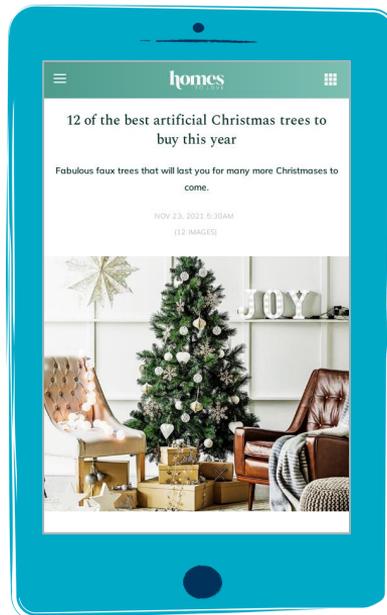
The peak then occurs **a month** before Christmas, with a huge increase in traffic during the last week of November and the first week of December.

Christmas Season Traffic Graph

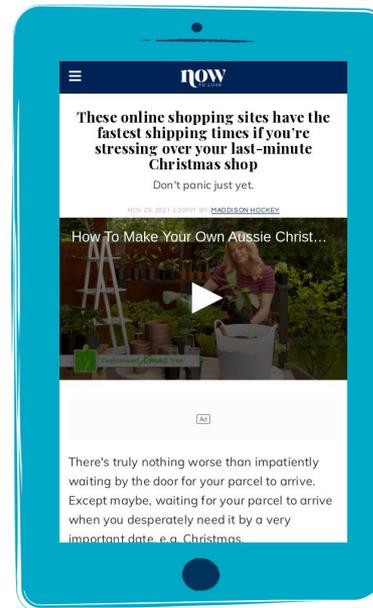
# Top Christmas Season Articles



Gift Guides



Category lists



Promotional deals

# Top Christmas Season Merchants



**Rebel Sport**  
Sports Apparel



**iHerb**  
Health & Beauty



**Lovehoney**  
Adult Toys & Lingerie



**Canningvale**  
Home & Homewares



**THE ICONIC**  
Fashion



**dyson**  
Appliances



**The Daily Edited**  
Accessories



**Calming Blankets AU**  
Home



**Dell**  
Laptops and PCs



**Nike**  
Sports Apparel

# Top Christmas Season Categories & Products



## Christmas Decor

Christmas trees and decorations were among the top purchases of the season.



## Hampers

From luxurious to affordable box sets, hampers were popular products during Christmas.



## Books

New reads are top gifts especially for the young – and young at heart.



## Shoes

Stylish kicks from Nike were among the the best-sellers during the holiday shopping.



## Women's Fashion

Chic party dresses were among the top sellers during the holidays.

# Boxing Day: The Opportunity



Local & International Participation

64%+

Increase in traffic in  
Skimlinks Publisher  
Network in 2021

56%+

Increase in commision in  
Skimlinks Publisher  
network

36%+

Increase in order value  
during the Boxing Day  
sales period

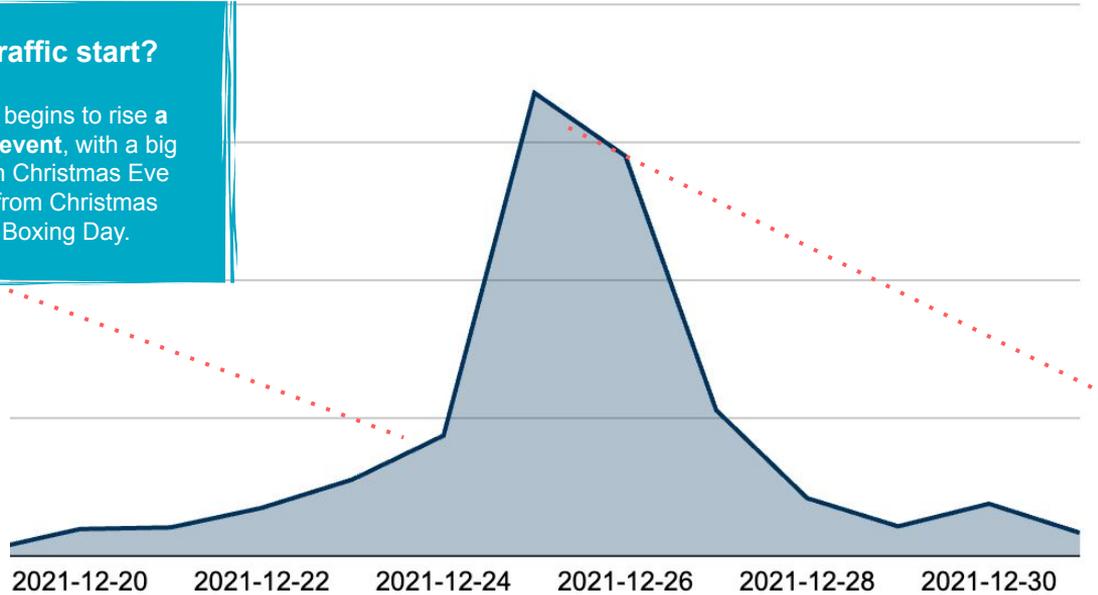
42%+

Increase in Sales Total  
during Boxing Day  
Sales Period

# Boxing Day Traffic Traffic

## When does traffic start?

Boxing Day traffic begins to rise a **week prior to the event**, with a big leap in demand on **Christmas Eve** as retailers shift from Christmas discounting to Boxing Day.

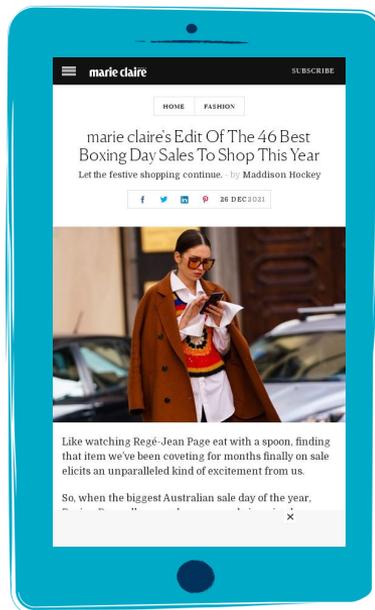


## When does peak come?

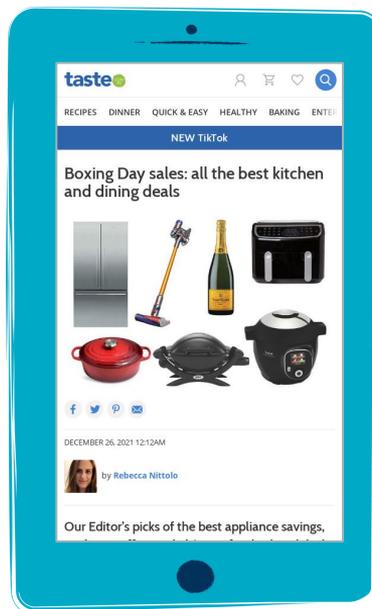
The peak begins on **Christmas Eve**, with traffic increasing almost 2x to Boxing Day articles overnight, with strong traffic through Christmas Day and the peak on Boxing Day.

Boxing Day Traffic Graph

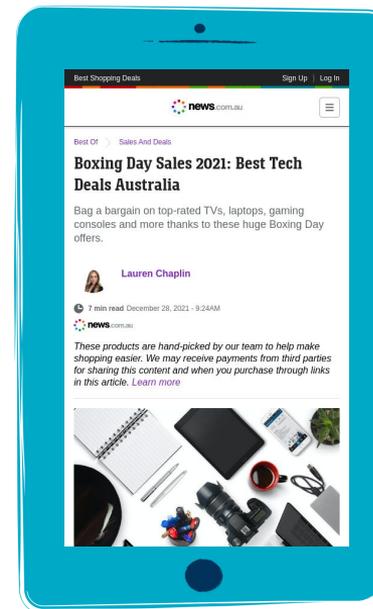
# Top Boxing Day Articles



Deals Round-up  
Articles



Home and Appliances  
Articles



Tech and Gadget  
Articles

# Top Boxing Day Merchants



**Tommy Hilfiger**  
Apparel



**Adairs**  
Homewares & Furnishing



**CAMILLA AND MARC**  
Luxury Fashion



**Breville**  
Home Appliances



**BabyBunting**  
Baby items



**CLOUD NINE**  
Hair Care



**Frank green**  
Tumblers



**Petbarn**  
Pet Supplies



**Specsavers**  
Eyewear



**asos**  
Fashion Marketplace

# Top Boxing Day Categories & Products



## Skincare

Back from the holiday parties, shoppers turned to skincare items last year on Boxing Day.



## Appliances

Breville coffee makers were among the best sellers in 2021.



## Underwear

From casual to active styles, underwear were popular in the sales.



## Kids & Baby

Baby purchases, such as onesies and jumpers, are top items during the Boxing Day.



## Tech Items

Phones, speakers, and earphones continue to perform well on Boxing Day and beyond.

# Best Practices

# Distribution touchpoints

## Homepage Placement

Homepage placements remind your readers you can help them make better purchases and ensure your audience becomes used to commerce content.

## Social Media

Plugging commerce content across your social media channels ensures widest possible reach and that you reach consumers where they are.

## Email Newsletters

Email newsletters are a great way to leverage your engaged commerce audience and encourage people to use your product recommendations.



# Refresh your evergreen content



**20%**

An evergreen article earns 20% of its first quarter revenue every subsequent quarter it is live

**30%**

Almost 30% of top publishers' revenue quarterly comes from evergreen content published in the three previous quarters

**40%**

More than 40% of publishers' annual revenue originates from evergreen articles published in the last year

# Your checklist

# Peak Shopping Season Checklist



## CONTENT

- Plan your articles in advance for the key events of the season
- Use the Evergreen Report to update your evergreen articles
- Make timely updates to content during the main sales period



## MERCHANTS

- Use a diverse portfolio of merchants
- Vary the price points of items you feature in articles
- Focus on key promotions like “free shipping” and “exclusive codes” to drive article performance



## KEY EVENTS

- Ensure consistent promotion around major events like Black Friday, Boxing Day, and Christmas Day.
- Distribute articles broadly across homepage, social and email newsletters to reach your audience
- Subscribe to Skimlinks Newsletter for regular updates throughout key shopping season of the latest deals and content trends to act upon

THANKS!

