



The Golden Quarter

Unrivalled media commentary

Available for media commentary, interview and analysis, Ve and its CEO will bring you data insights from 5,000 websites and 540M shopper journeys in the lead up to and during the Christmas trading period, as well as expert commentary on the latest consumer trends, from the UK retail sector.

What do we offer?

We'll be able to send online consumer data insights and expert commentary from our CEO on trends emerging during Black Friday, Cyber Monday, and those key dates throughout November, December and early January, otherwise known as 'The Golden Quarter'.

Ve data insights will include:

- ✓ Percentage growth in sales and traffic on [key dates](#) throughout the online shopping calendar
- ✓ Consumer behavioural data
- ✓ Website performance analysis vs Amazon
- ✓ Devices used to shop compared to 2017 and an average day
- ✓ Peak times for shopping compared to 2017 and an average day
- ✓ Online display and video advertising engagement data

Why are we experts?

Ve helps brands such as Claire's Accessories, Vodafone, and the Body Shop personalise online customer journeys, from product discovery through to purchase. As part of this, we analyse 950m devices, 540m shopper journeys and track over 5,000 websites.

WHAT IS THE GOLDEN QUARTER

The Golden Quarter is of great significance to the UK retail sector, both for online merchants and high street brands. Its importance has been exacerbated by the seismic events of 2017 which included:

- The continued reduction of footfall and retail sales growth on the high street leading up to Christmas
- The increase of Amazon's market share and the continued dominance of eCommerce
- The disruptive influence of Black Friday and other online sales events which continue to reshape the traditional Christmas shopping period
- The changing behaviours and spending habits of consumers online
- The influence of Brexit, high inflation, low wage growth, and other macro-environmental issues that affected consumer confidence

It's likely these issues will continue into this Christmas trading period. We can advise on all aspects of the Golden Quarter 2018.



Ve CEO David Marrinan-Hayes

View relevant interviews:

The Telegraph

The Drum.

PerformanceIN

Find bio and headshot [here](#).

For more information

Periodic updates will be published via:

ve.com/blog/golden-quarter

If you would like to receive these as email updates or want to discuss the insights with Ve, then please contact:

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Key Dates

NOVEMBER 2018

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		

23rd **Black Friday**

26th **Cyber Monday**

27th **Retargeting Tuesday**

DECEMBER 2018

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						

3rd **Manic Monday**

10th **Green Monday**

15th **Free Shipping Day**

22nd **Last day for next-day delivery**

24th **Christmas Eve**

25th **Christmas Day**

26th **Boxing Day**

JANUARY 2019

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			

1st **New Year's Day**

5th **End of January sales**