

Halloween

October 31st

An excerpt from the Yes Marketing Holiday Marketing Guide



spend in 2017

\$9.1 billion

spend in 2018

\$9 billion

TRICK OR TREAT

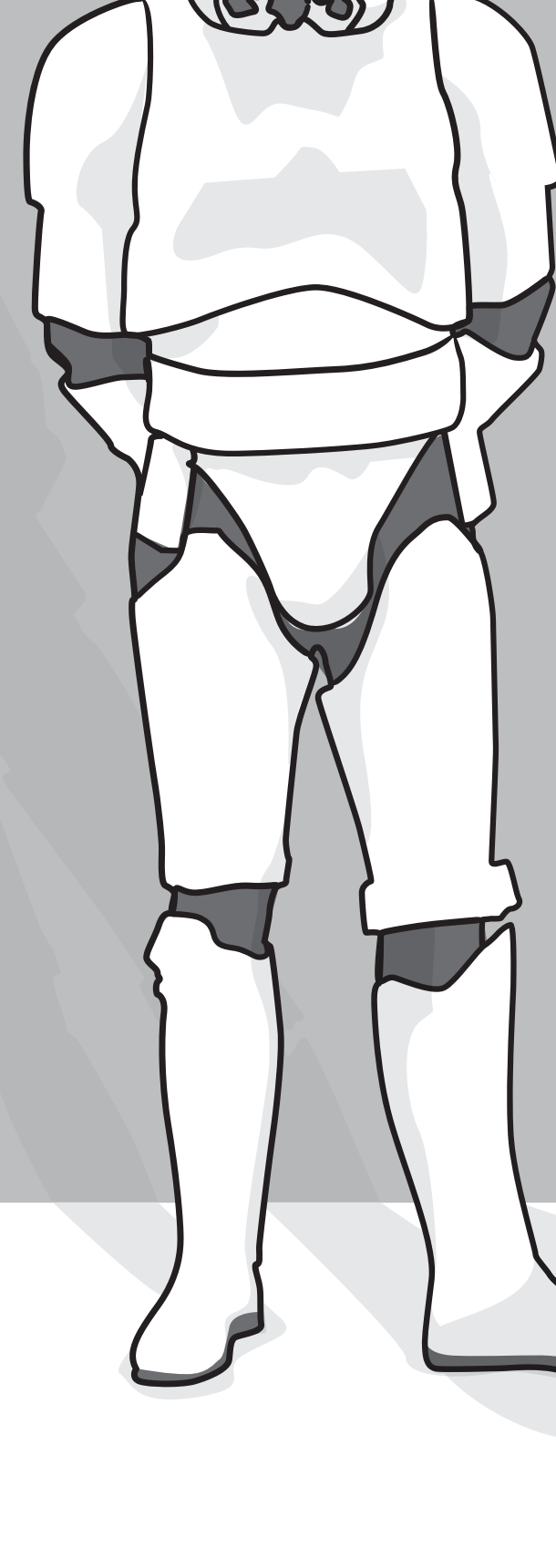
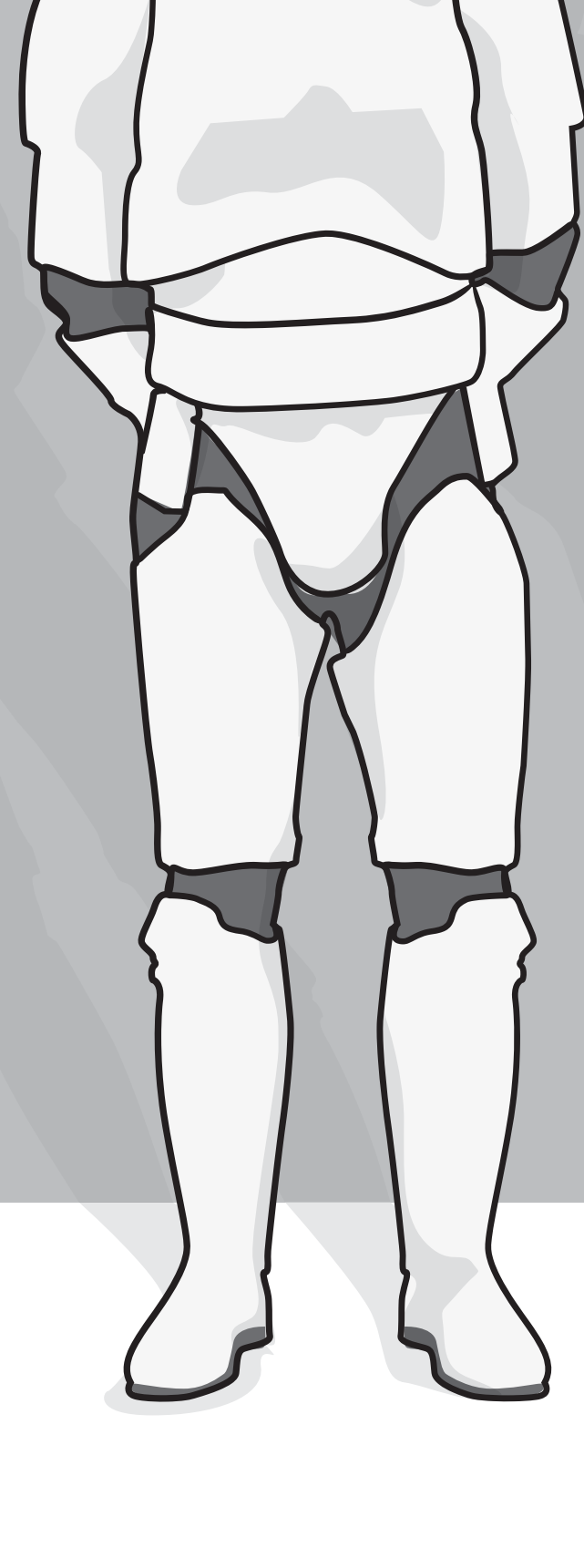
shoppers in 2017

179 million

shoppers in 2018

175 million

You're a bit short, aren't you?



average spend per buyer in 2018

\$86.79



Email engagement

In 2018, business as usual emails drove a 65% better open rate than Halloween ones.

Halloween emails

open rate in 2018

8.2%

Business as usual emails

open rate in 2018

12.6%



Celebration Date

In 2018, Halloween fell on a Wednesday, leading to some celebration confusion.

Saturday
October 27

Wednesday
October 31

Friday
November 2



Email conversion

In 2018, the lack of a clear-cut, designated "celebration" day contributed to a 49% lower conversion rate for Halloween emails, compared to Business as usual emails.

Halloween emails

conversion rate in 2018

2.4%

Business as usual emails

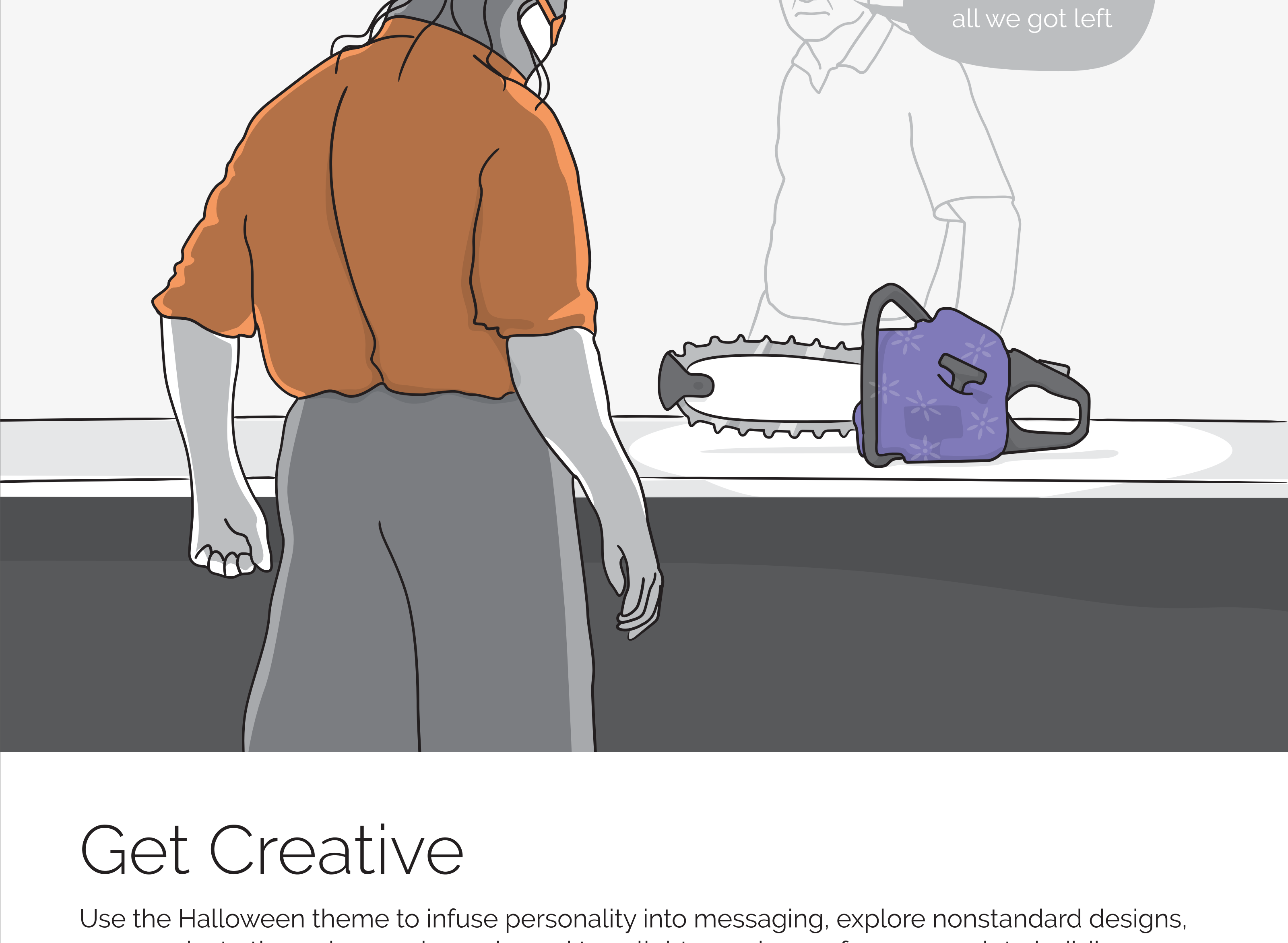
conversion rate in 2018

4.9%



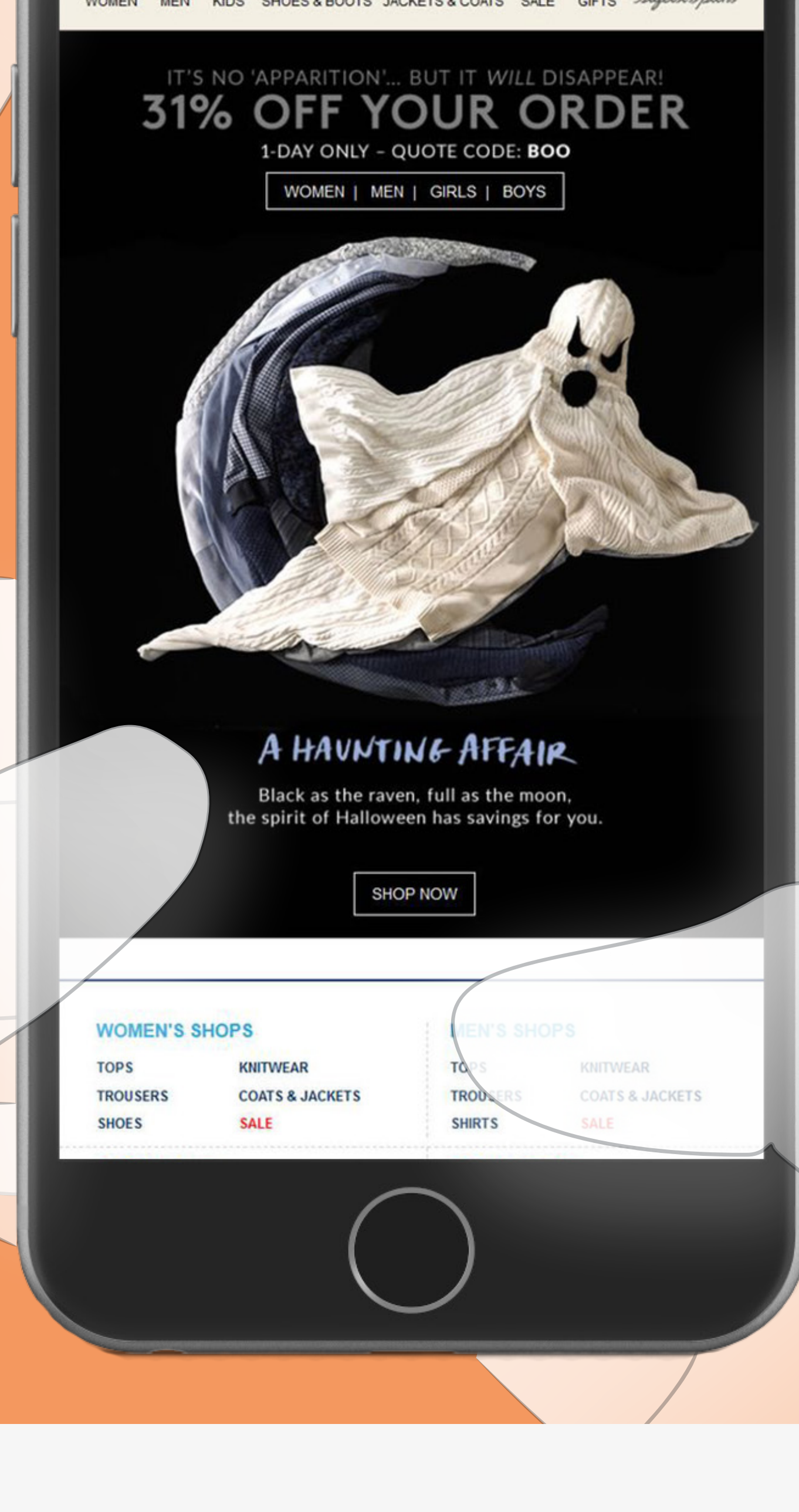
Looking to 2019

Halloween will fall on a Thursday, which means a more definitive celebration date. As the weekend approaches, marketers should communicate urgency for offers/product availability.



Get Creative

Use the Halloween theme to infuse personality into messaging, explore nonstandard designs, communicate through new channels, and try a lighter and more fun approach to building rapport with consumers.



Read the report!

For more data & takeaways on Q4's major holidays.

Download

