

'Twas the Holiday Season, 2024...

We all know this is the busiest time of year for retail senders, but **how busy was the holiday** and **what were the trends** this season? Our analytics experts unwrapped the data.

Highest Volume Holidays

Black Friday remains the highest day for marketing volume, weighing in at a whopping 79% more than 2024 daily averages.



25%

Thanksgiving Day
avg. daily volume increase



79%

Black Friday
avg. daily volume increase



51%

Cyber Monday
avg. daily volume increase

Source: Total interactions across email, SMS, mobile push, and app push orchestrated by Oracle Customer Experience.

A Blizzard of Channel Volume

From Thanksgiving through Cyber Monday, volume increased in every channel, with Push Messaging up 81%.



57%

Increase in **Overall**
daily volume



81%

Increase in **Push**
daily volume



63%

Increase in **Mobile SMS**
daily volume



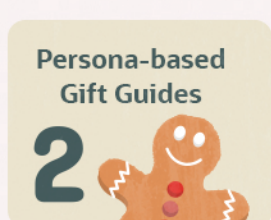
53%

Increase in **Email**
daily volume

Source: Messaging volume orchestrated by Oracle Customer Experience.

Wishlist-worthy Popular Content Trends

These are the types of promotional holiday content that marketers say shoppers prefer, with price-based (e.g., gifts under \$50) and persona-based (e.g., gifts for foodies) gift guides ranking at the top.



Source: An Oracle survey of marketers between 11/18 and 12/4/24 regarding 23 different types of holiday promotional content.

Segmentation Sparkles

With more customers leveraging Oracle Unity to gain a 360° view of their customers, the number of segments created in November 2024 was 513% higher YoY — demonstrating the importance of highly personalized content.



Top Gifting Categories

In 2024, almost half of gifts shopped for clothing and accessories, followed by toys, gift cards, food and candy, and personal care.



Clothing & Accessories



Toys



Gift Cards



Food & Candy



Personal Care

Source: National Retail Federation 2024 Thanksgiving Weekend Consumer Survey.

Making the Nice List

We're making our lists and checking them twice to ensure Oracle Digital Experience Agency customers experience no service disruptions during the critical holiday dates.

92.9%

Inbox placement,
Thanksgiving through
Cyber Monday

Source: Bird.

Oracle Responsys

92.9%

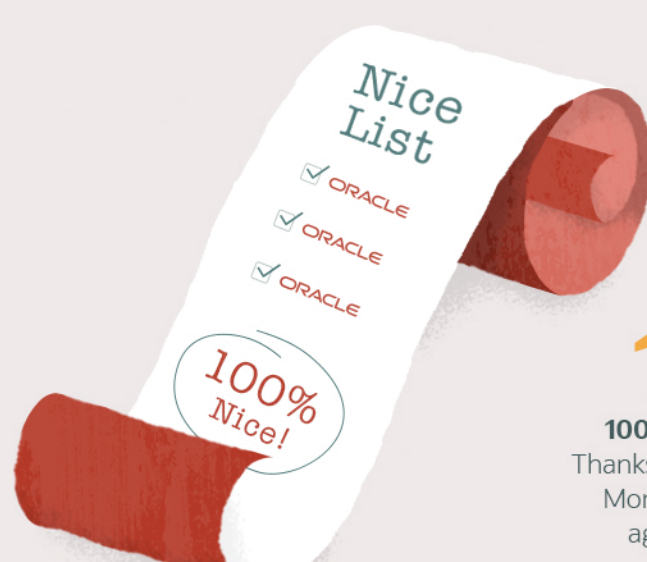
Industry Average

87.1%



24x7

Delivered **24x7 agency**
service coverage



100%

100% error-free rate,
Thanksgiving through Cyber
Monday on full-service
agency campaigns

Let's Sleigh It Together

Our award-winning marketing and communications experts are ready to help every Oracle client create stronger connections with their customers, employees, and partners, even if they're not using an Oracle platform as the foundation of that experience. Handling everything from creative and strategy to content planning and project management, we consistently exceed our clients' expectations, earning a **customer satisfaction rate of 94%**.

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