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## Xmas trends in web behaviour 25/10/07

Yep, the first Xmas TV ads have started, Slade's familiar racket is invading our lives again. The run up to Xmas is an important time for businesses, particularly because of the online trends that occur.

Every year more and more of us spend our hard earned cash whilst sat at a PC rather than at a hectic city centre shop with the kids in tow. This enormous and financially vastly significant trend should not go unobserved by business.

Many of our clients pay per click campaigns not only receive more traffic in the run up to Xmas but also the conversion rates increase for many clients. It's not just the retailers either. We see in particular holiday and hotel bookings rise sharply post December 25th as does overseas property enquiries for our property agent clients.

It is probably obvious why retailers benefit at this time of year but not so for other businesses. Why do hotels get increased bookings or property agents more leads? Some observations we've made include:

- the buying decision maker is at home and has time to surf the net during this period when otherwise they may not
- people are often so fed up with the xmas circus they book their holidays immediately following it
- the new year is a time to reflect and act on the coming years future activities and ambitions

For our pay per click clients this is a great time of year to capitalize on this mentality and many will spend double their usual monthly spend of their pay per click campaigns.

- Andy

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