

# 6 Reasons

## To Preload Your App This Holiday Season

### Device Sales Increase

More than 33% of device sales happen in 4<sup>th</sup> quarter of the year, during peak holiday shopping.



### Device Activations Rise

Black Friday and Christmas Day are the two highest device activation days of the year.



### App Downloads and Usage

Mobile app usage soars during the holiday shopping season as users are spending more free time on their smartphones.



### Early Holiday Shopping

Twenty-eight percent of consumers are making their first holiday purchase sooner than last year, and 34% are looking for deals earlier in the season.



### Mobile Before Other Devices

During the 2018 holiday shopping season mobile accounted for 60% of online shopping traffic and 40% of total sales.



### Convert High Value Users

Make sure to allocate adequate budgets to capture holiday traffic surges and get the most out of the holiday season.



**The holiday season is here - don't miss out.**

It's the best time of year to get your app in the hands of new users.

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