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Optimove Insights:

Pre-Holiday 2025 Shopping Report: The Power of Purchasers

July 2025

Top-Line Summary

The Optimove Pre-Holiday 2025 Shopping Report highlights a critical insight for marketers: customers who make purchases in early October are the most valuable throughout the holiday season.

These "Purchasers,"defined as customers who completed a purchase in October, tend to remain active longer and generate higher lifetime value. Complementary data from Optimove's Optimove Insights 2025 Consumer Holiday Retail Shopping Report reinforces this behavior, with 64% of respondents saying they plan to start shopping before Halloween and nearly half beginning in October or November. The top motivations are discounts (66%) and item availability (30%), though many still wait for Black Friday and Cyber Monday to make major purchases.
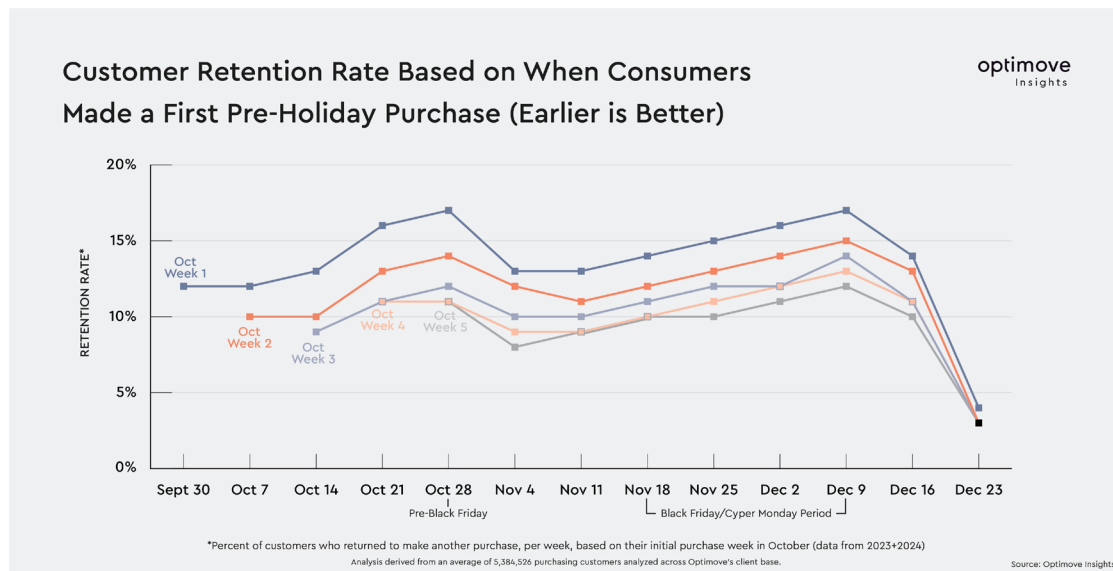
Analysis

The Optimove Pre-Holiday 2025 Report is a shopping trends analysis derived from an average of 5,384,526 purchasing customers were analyzed across Optimove's client base.

The holiday shoppers were analyzed over the 2023 and 2024 holiday seasons (September 1 to February 1). **This report focuses on consumer activity during October, the pre-holiday period.**

The purpose is to give direct-to-consumer brands and retailers insights on the power of Purchasers and their importance in pre-holiday (October) marketing. Purchasers are defined as customers who completed a Pre-Holiday purchase in October.
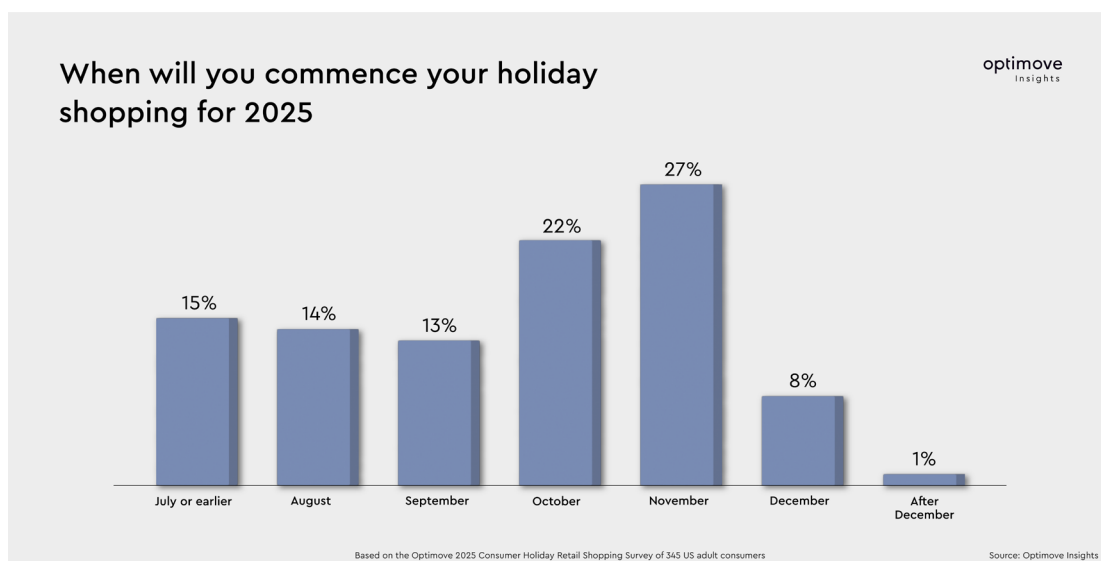
Purchaser Power

Our data revealed that purchasers (customers who completed a Pre-Holiday purchase in October) who buy earlier in the month, tend to remain active longer throughout the holiday season. For example, in the chart below it shows that purchasers who are active in the first week of October (dark blue line) have the highest lifetime value for brands. They purchase more often and longer over the holiday season.

Customer Retention Rate Based on When Consumers Made a First Pre-Holiday Purchase (Earlier is Better)

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*Percent of customers who returned to make another purchase, per week, based on their initial purchase week in October (data from 2023+2024)
Analysis derived from an average of 5,384,526 purchasing customers analyzed across Optimove's client base.

Source: Optimove Insights

Other Optimove Insights data reveals connecting with consumers early could pay off

Consumers are planning to start their holiday shopping early in 2025, according to the [Optimove Insights 2025 Consumer Holiday Retail Shopping Report](#) based on a survey of retail shopping intentions conducted in July 2025 querying 345 U.S. citizens aged 21-plus with annual household incomes of $75,000 or more.

Results showed that 64% starting before Halloween. Nearly half (49%) will begin shopping in October (22%) or November (27%), making these the peak months for holiday deal-seeking behavior. Discounted prices are the top driver of early shopping, motivating 66% of respondents to shop sooner rather than later.

When will you commence your holiday shopping for 2025

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July or earlier	August	September	October	November	December	After December
15%	14%	13%	22%	27%	8%	1%

Based on the Optimove 2025 Consumer Holiday Retail Shopping Survey of 345 US adult consumers

Source: Optimove Insights

The availability of items, cited by 30% of respondents, is also a key factor pushing consumers to make purchases before peak season sellouts. Despite starting early, fifty-nine percent (59%) of shoppers still wait for Black Friday or Cyber Monday to make major purchases. This indicates that while consumers are browsing early, many hold out for perceived "best deal" days.

Recommendations for Marketers for Pre-Holiday Season

1. **Early Action Drives Value –** October is no longer a warm-up, it's go-time. Marketers who engage customers early in October are rewarded with higher purchasing frequency and extended engagement. Waiting on cross-functional teams slows execution. Positionless Marketing allows every marketer to independently launch campaigns when timing is most effective, like early October – even September.

2. **AI-Driven Personalization is No Longer Optional –** Consumers expect relevant offers, not batch-and-blast emails. Positionless Marketing platforms enable marketers to use real-time data and embedded AI to personalize content at scale, eliminating delays caused by siloed teams.

3. **Move at the Speed of the Customer –** With deal-seeking behavior peaking in October and key decisions still held for Black Friday/Cyber Monday, marketers need agility. Positionless Marketing enables fast adjustments targeting early browsers, retargeting wait-and-see shoppers, and pivoting campaigns on the fly.

Pre-Holiday Cheat Sheet for Marketers

- Launch campaigns by early October to capitalize on high-value Purchasers.

- Use AI to personalize content based on browsing and purchasing signals.

- Eliminate workflow delays by empowering marketers to act independently with Positionless Marketing.

About Optimove

Optimove, the creator of Positionless Marketing, frees marketing teams from the limitations of fixed roles, giving every marketer the power to execute any marketing task instantly and independently. Positionless Marketing has been proven to improve campaign efficiency by 88%, allowing marketing teams to create more personalized engagement with existing customers.

Optimove is recognized as the Visionary Leader in Gartner's Magic Quadrant for Multichannel Marketing Hubs. Being a visionary leader is a hallmark of Optimove. It was the first CRM Marketing Platform to natively embed AI with the ability to predict customer migrations between lifecycle stages in 2012. Today, its comprehensive AI-powered suite is at the leading edge of empowering marketers to optimize workflows from Insight to Creation and through Orchestration.

Optimove provides industry-specific and use-case solutions for leading consumer brands globally.

For more information, go to Optimove.com

About Optimove Insights

Optimove Insights is the analytical and research arm of Optimove, dedicated to providing valuable industry insights and data-driven research to empower B2C businesses.