



# 2023 Ecommerce Calendar

Find all the important dates as well as practical information and tips to prepare your store for all the ecommerce highlights for the year 2023.

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# | Editorial

Each year, PrestaShop develops an ecommerce calendar for its community of merchants summarizing the key peak periods. In this 2023 version, find all the important dates to run your online store, as well as practical sheets and ecommerce tips to help you prepare. Sales, payment in installments, Black Friday, etc.

**Don't miss any opportunity  
to boost your sales!**

# Ecommerce agenda

## 1<sup>st</sup> quarter 2023

Perennial events

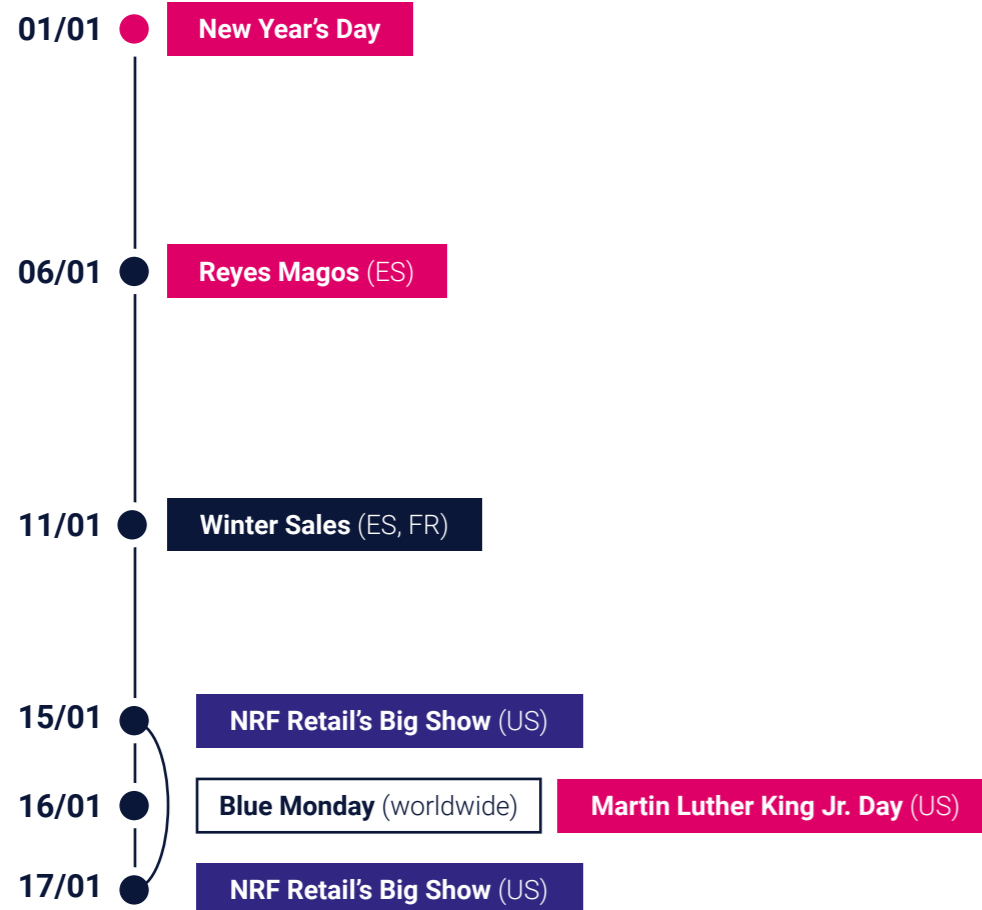
Trade fairs

Marketing

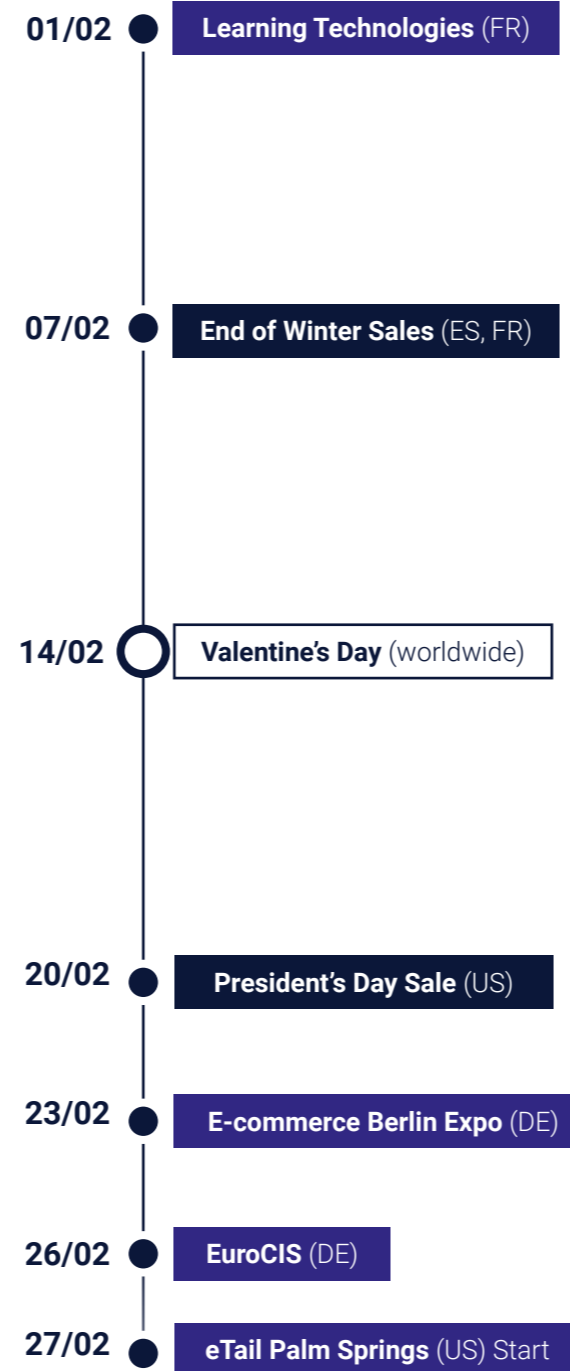
Public Holidays

FR: France / BE: Belgium / US: United States / ES: Spain / IT: Italy / PT: Portugal / GB: United Kingdom / NL: Netherlands / DE: Germany / MX: Mexico / IN: India / PL: Poland / CN: China

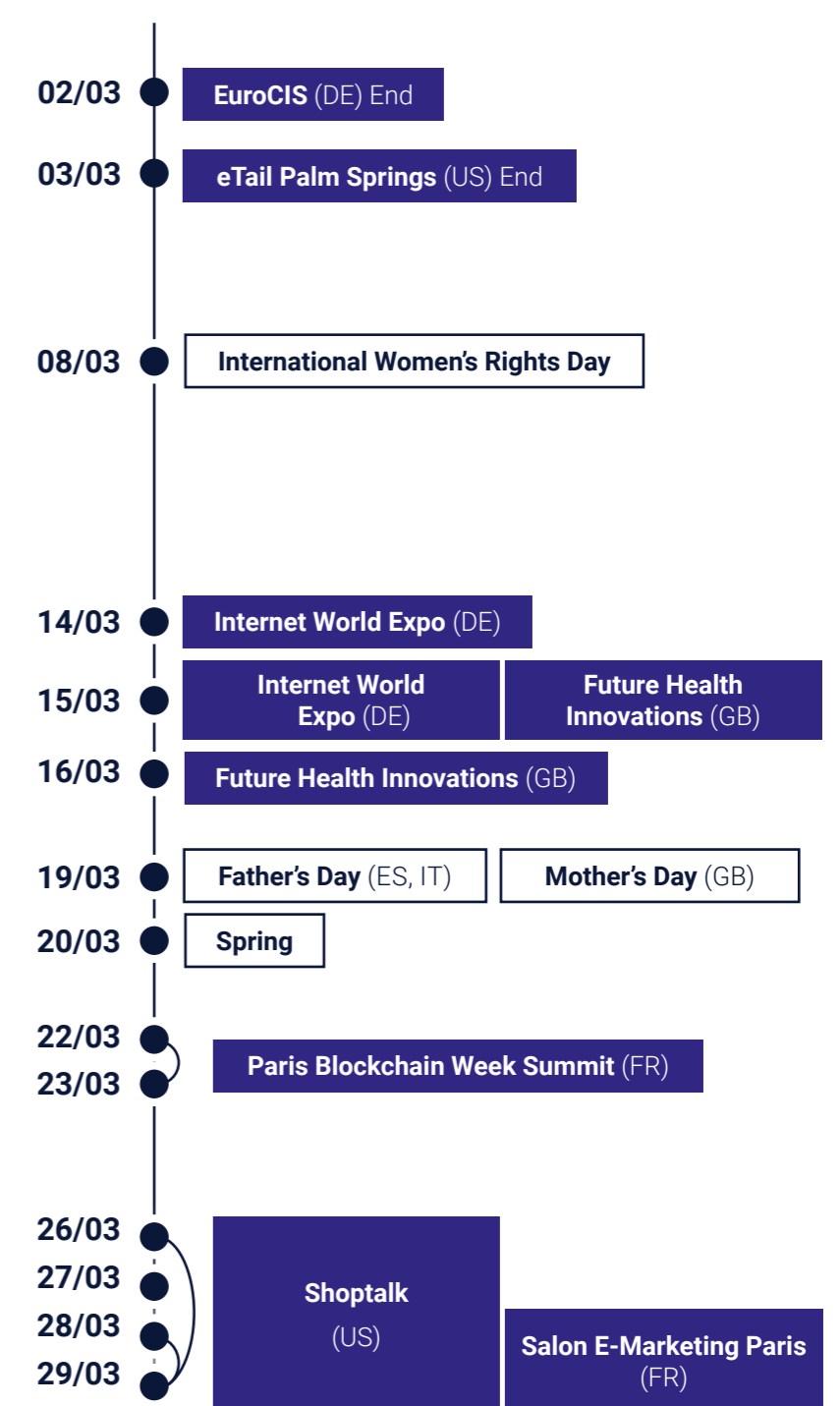
### JANUARY



### FEBRUARY



### MARCH



# Ecommerce agenda

## 2<sup>nd</sup> quarter 2023

Perennial events

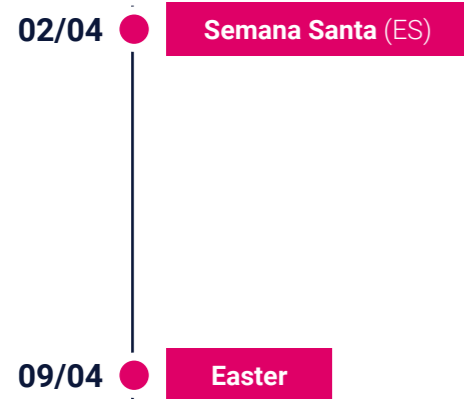
Trade fairs

Marketing

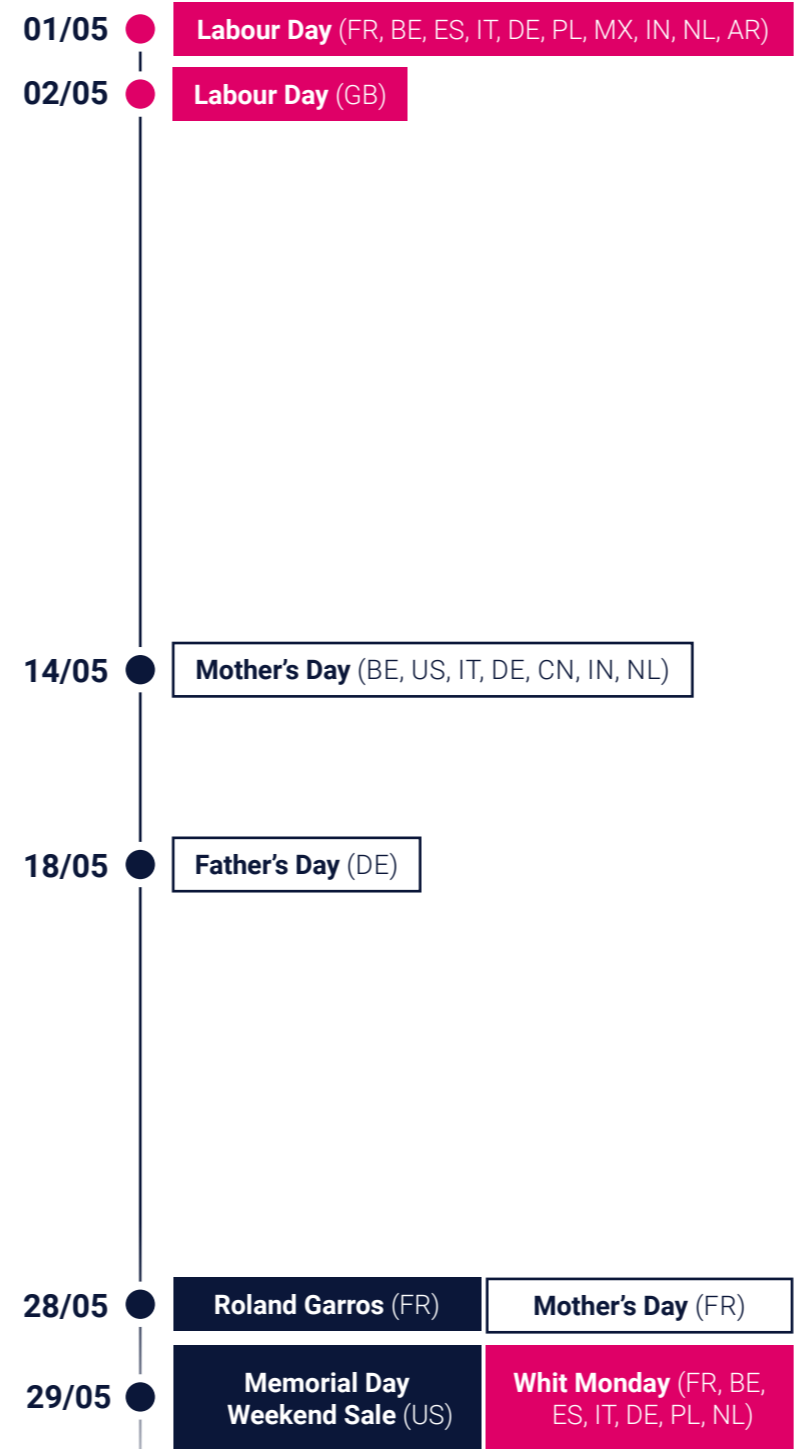
Public Holidays

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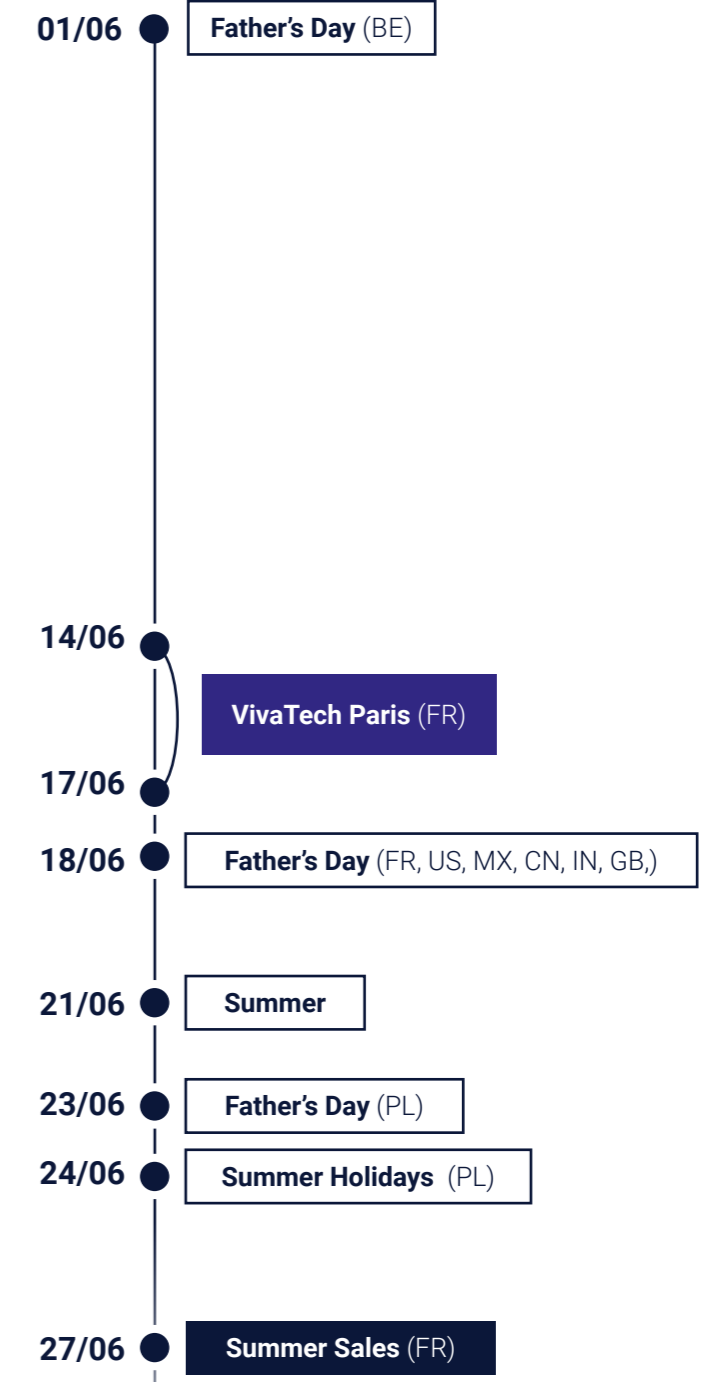
### APRIL



### MAY



### JUNE



# Ecommerce agenda

## 3<sup>rd</sup> quarter 2023

Perennial events

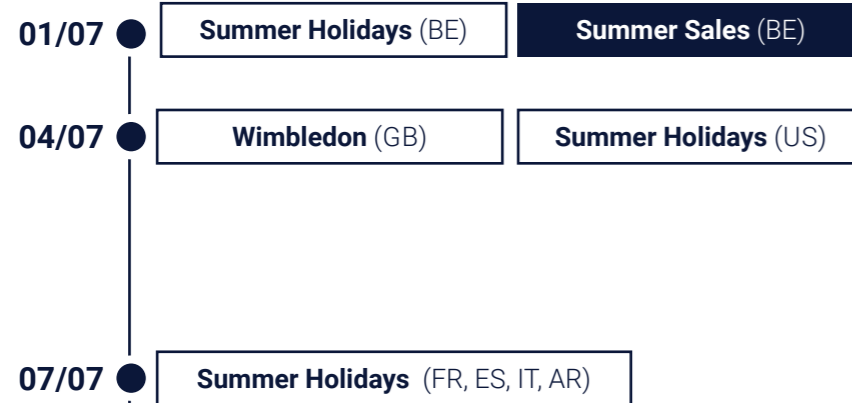
Trade fairs

Marketing

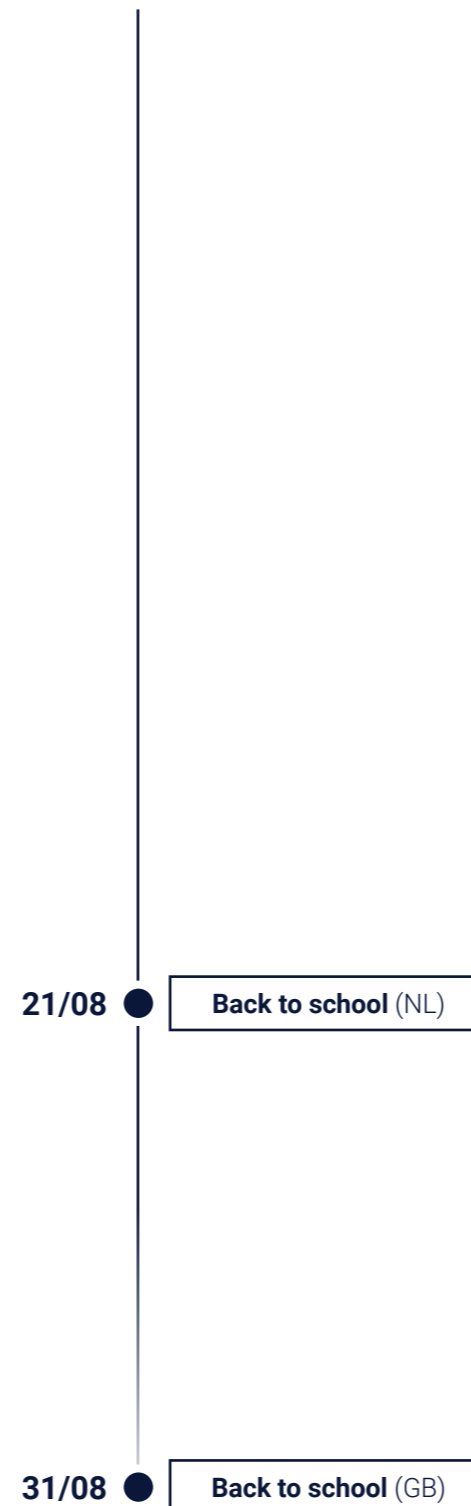
Public Holidays

FR: France / BE: Belgium / US: United States / ES: Spain / IT: Italy / PT: Portugal / GB: United Kingdom / NL: Netherlands / DE: Germany / MX: Mexico / IN: India / PL: Poland / CN: China

### JULY



### AUGUST



### SEPTEMBER



# Ecommerce agenda

## 4<sup>th</sup> quarter 2023

Perennial events

Trade fairs

Marketing

Public Holidays

FR: France / BE: Belgium / US: United States / ES: Spain / IT: Italy / PT: Portugal / GB: United Kingdom / NL: Netherlands / DE: Germany / MX: Mexico / IN: India / PL: Poland / CN: China

### OCTOBER



### NOVEMBER



### DECEMBER



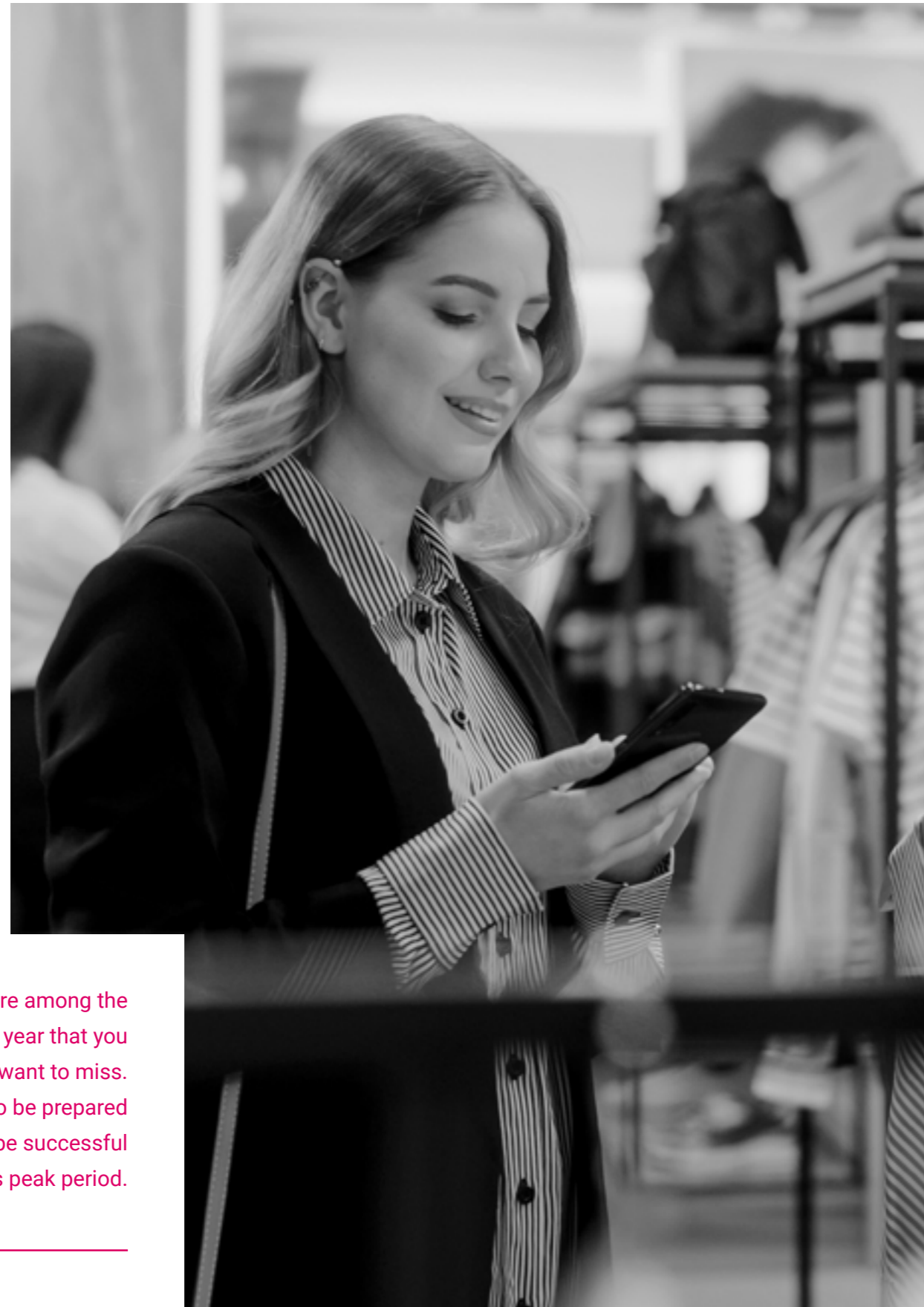


# Ecommerce tips

Internet shopping continues to increase, and online stores are on the rise. It is important to differentiate your ecommerce in order to be successful, especially during peak periods. That's why we've selected the most important moments of the year for you. We have analyzed and decrypted them to give you the keys to success.

**Check out our ecommerce tips.**

# Sales



Sales are among the events of the year that you don't want to miss. Find out how to be prepared in order to be successful during this peak period.

## Some key figures

**+11.8%**

increase in e-commerce sales (period) turnover in France in 2022<sup>(1)</sup>

**43.7%**

of consumers believe that a discount must reach at least 20% of the price<sup>(2)</sup>



**76%**

of consumers buy both in-store and online<sup>(3)</sup>

## Checklist to get ready

- Optimize site speed
- Create a dedicated sales category
- Check your inventory and prepare your promotions beforehand
- Display your reassuring elements (customer reviews)
- Prepare an email to send on the first day and the last day of the sale
- Do a second markdown in the middle of the sale period
- Boost your traffic with ads via Google Ads, Facebook or Instagram
- Advertise your deals with banners and pop-ups
- Set up cross-selling in the shopping cart and on your product pages
- Recover abandoned carts

## Our selection of modules to help you

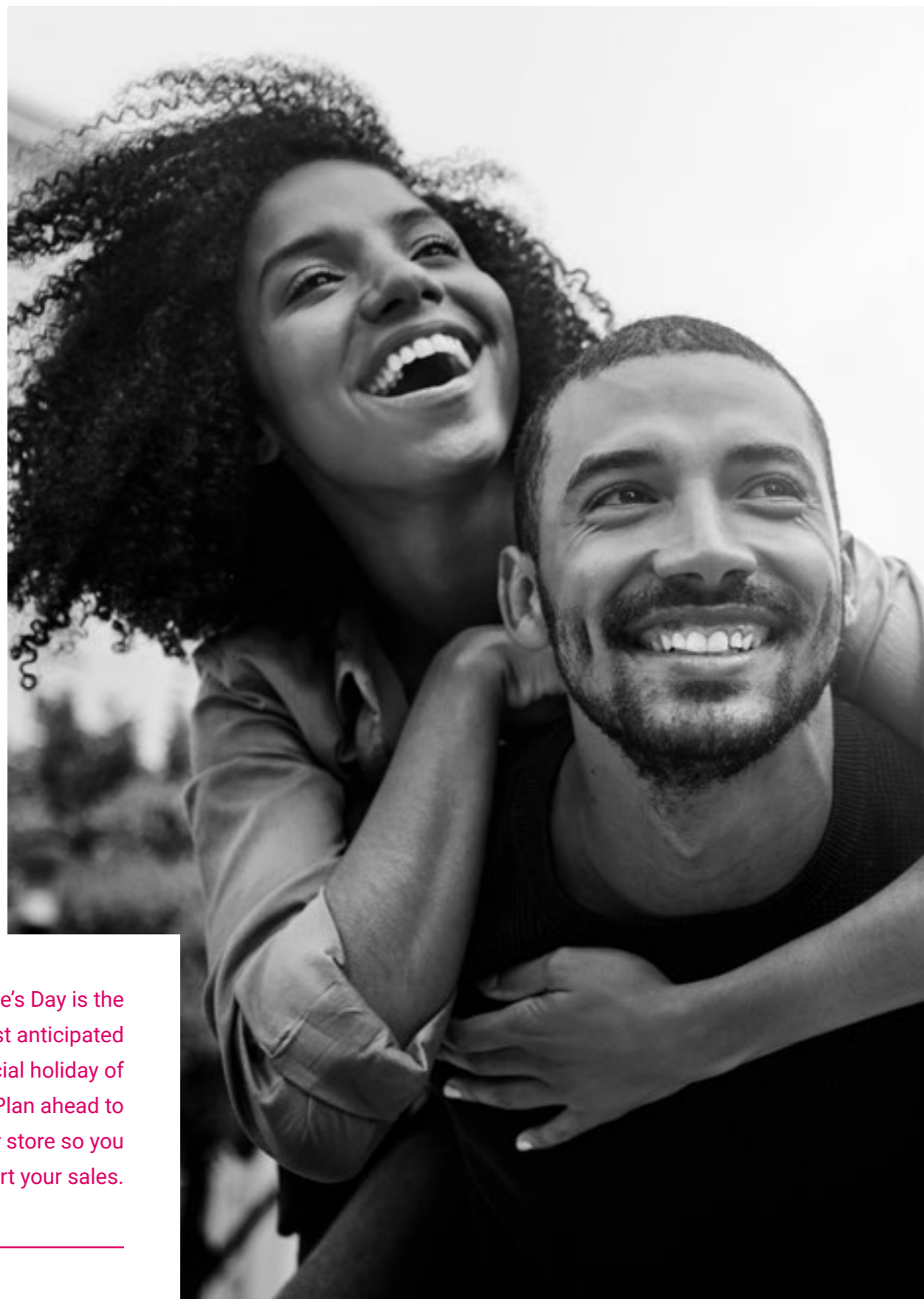
			
Promotional banner	Abandoned cart recovery	Microsoft	Revolut

### ADDITIONAL RESOURCES

Sources: (1) FEVAD France 2022 - (2) Toluna, France, 2021 - (3) SaleCycle, Spain, 2021



# Valentine's Day



Valentine's Day is the third most anticipated commercial holiday of the year. Plan ahead to prepare your store so you can jump-start your sales.

## Some key figures

**+36%**

of French people waited for Valentine's Day in 2022

**61€**

is the average cart value in the UK for Valentine's Day <sup>(1)</sup>

**\$21.8**

**BILLION** that's what Americans spent in 2021 on Valentine's Day<sup>(2)</sup>

## Checklist to get ready

- Create a dedicated gift category for his and hers
- Offer payment in installments
- Prepare a special Valentine's Day newsletter
- Ensure delivery by February 14
- Offer gift cards for those who are late or undecided
- Offer gift wrapping

## Our selection of modules to help you



Gift card



Creative Element



Klaviyo

### ADDITIONAL RESOURCES

Sources: (1) Awin.com, UK, 2021 - (2) NRF, America, 2021

# Family celebrations



Mother's Day, Father's Day, Grandparents' Day... Again, the pleasure of giving is a good opportunity for your customers to find THE perfect gift.

## Some key figures

**36%**

of consumers search online before buying a gift<sup>(1)</sup>

**\$28.1**

**BILLION**  
spent in 2021 for Mother's Day

**50%**

of internet users bought gift cards for their mothers in 2021<sup>(2)</sup>

## Checklist to get ready

- Send push notifications or text messages to promote your deals
- Offer a selection of suitable gift ideas
- Suggest filters adapted to possible queries
- Send newsletters with gift idea selections
- Create gift boxes
- Offer a gift card to use online
- Offer gift wrapping
- Ensure delivery before the day of the celebration in question

## Our selection of modules to help you

Cross-Selling on Cart  
Cross-Selling & Suggestions



Bundle & Product Pack



Gift wrapping



Store commander

## ADDITIONAL RESOURCES

# Back to School



Back to School is the second biggest event for online merchants and is often seen as an early indicator of sales momentum before the high season: end-of-year sales.

## Some key figures

**+4.3%**

of the year's ecommerce sales are recorded during Back to School

**+8.7%**

increase in clothing sales during this period<sup>(1)</sup>

**39%**

of Internet users plan to do their Back to School shopping online<sup>(2)</sup>

## Checklist to get ready

- Sync your products to price comparators to increase your visibility
- Send a newsletter in early July to promote your products
- Offer personalized discount vouchers to your customers
- Communicate on your social networks
- Offer a personalized buying journey

## Our selection of modules to help you



PayPal



Onlive.site

Google Merchant Center

### ADDITIONAL RESOURCES

Sources: (1) Mastercard SpendingPulse, World, 2022 - (2) Deloitte, World, 2022

# Black Friday



The Black Friday event falls on the last Friday of November. This is one of the biggest days of the year for ecommerce and the starting point of the year-end peak for merchants.

## Some key figures

**+20%**

More than 20% of online merchants' turnover is generated during Black Friday<sup>(1)</sup>

**23%**

increase in Black Friday sales in 2021 compared to 2019, before the pandemic

**16%**

increase in the average shopping cart amount in 2021 compared to 2020<sup>(2)</sup>

## Checklist to get ready

- Notify your hosting provider in order to plan ahead for an increase in traffic on the site
- Create Black Friday banners
- Offer several payment methods
- Budget for Google Ads
- Send an email at the beginning of the campaign and at the end of the campaign
- Create a sense of urgency with countdowns
- Extend your Black Friday with Cyber Monday

## Our selection of modules to help you

Black Friday mode

Mailchimp

Glodio

PrestaShop Marketing with Google

### ADDITIONAL RESOURCES

# The holiday season



After Black Friday, the key event in ecommerce is the Holiday Season. Christmas gifts, to name just a few, are another opportunity to end the year with a bang. Find out how to prepare for this last peak period.

## Some key figures

**+6.1%**

increase in online sales expected in 2022 for the Holiday Season in the United States <sup>(1)</sup>

**89%**

of French people plan to make their Christmas purchases online

**131€**

is the average budget planned by parents to offer gifts to their children<sup>(2)</sup>

**75%**

75% of Internet users did all or most of their Christmas shopping online.<sup>(3)</sup>

## Checklist to get ready

- Make a selection of gift ideas
- Suggest digital gift cards
- Recommend customizable gifts
- Offer gift wrapping and personalized messages
- Prepare a newsletters workflow to notify your customers and offer your gift ideas
- Highlight your delivery reassuring elements to reassure the customer that it will be delivered on time
- Prepare remarketing campaigns on your social networks and via Google Ads to increase your traffic

## Our selection of modules to help you

Motive Search (ES)



Boxtal



Gel Proximity (IT)



PrestaShop checkout

### ADDITIONAL RESOURCES



# Ecommerce best practices

As the ecommerce ecosystem is constantly evolving, it is important to know the best practices in order to boost your sales, retain your customers and thus perfect your store. Acquisition, omnichannel strategy, social selling, payment by installments...

**Discover everything you need to know to succeed with these ecommerce best practices.**

# Acquisition



Ecommerce acquisition is about generating more visits to your site. The goal is to attract qualified visitors to generate more sales.

## Some key figures

**+ 50%**

More than 50% of purchases are made online

**15.1%**

annual increase in online sales in 2021

**63%**

of consumers click on a Google Ads ad

**x4**

the referral system results in it being 4 times as likely that a customer buys on your website

**49%**

of consumers follow the recommendations of influencers to choose a product<sup>(1)</sup>

## Checklist to get ready

- Guest blogging: post content on another site to get backlinks and boost your SEO
- Find qualified influencers for partnerships
- Run Google Ads campaigns to target customers who are looking for products similar to yours
- Run social media campaigns
- Set up a referral system
- Translate your ecommerce site
- Register on marketplaces
- Host a blog on your site to boost your SEO

## Our selection of modules to help you



PrestaShop  
Facebook



Clickcase  
by Cheq

### ADDITIONAL RESOURCES

Sources: (1) codeur.com - ecommerce customer acquisition strategies, France, 2022

# Omnichannel marketing



As consumption habits and sales techniques are constantly evolving, in a short amount of time, we have gone from cross-channel to multi-channel to finally move towards omnichannel. Today it is essential to consider the omnichannel model as part of your ecommerce strategy, and therefore leave customers the choice of channel to buy your products.

## Some key figures

**+50%**

of French companies recognize that online commerce is a way to increase in-store sales

**89%**

a company with an omnichannel strategy that has a high engagement rate retains 89% of its customers (33% for brands with a less engaging omnichannel strategy)

**64%**

of shoppers prefer to buy brands that have both a physical and digital presence

**59%**

of global internet traffic is expected to come from mobile phones in 2022

## Checklist to get ready

- Offer click & collect
- Optimize your website for mobile
- Multiply online distribution channels via resellers or marketplaces
- Have unified communication
- Do social commerce: synchronize your products on social media stores
- Synchronize products on marketplaces using modules
- Synchronize your inventory on the different channels
- Display your products on Google's «Shopping» tab
- Have a marketing email workflow (order tracking, abandoned cart reminder, review request, etc.)

## Our selection of modules to help you



PayPlug



PrestaShop Marketing with Google



Rock POS – Point of Sale and Omnichannel



Click & Collect Advanced / E-Reservation

### ADDITIONAL RESOURCES



# Social commerce



Social commerce has become essential since the rise of social media as sales channels. It helps to increase your visibility and reputation, grow your community and acquire new customers. TikTok, Facebook, LinkedIn, Instagram, etc., are all potential places to sell online.

## Some key figures

**62%**

of marketing professionals think Facebook is the most effective social network to sell their products

**700%**

is the growth rate of TikTok in 2022 in social commerce, placing it in 6th place among the most effective social networks for achieving your business objectives<sup>(1)</sup>

**2.89**

**BILLION** active users per month are on Facebook

**+1**

**BILLION** active users in 2022 on TikTok compared to 65 million in 2017<sup>(2)</sup>

## Checklist to get ready

- Build your employer brand on LinkedIn
- Post content regularly and position yourself as an expert
- Identify your customers to successfully target them
- Run targeted campaigns on social networks
- Offer to sell directly on social networks

## Our selection of modules to help you

TikTok



PrestaShop  
Facebook  
& Instagram

### ADDITIONAL RESOURCES

Sources: (1) Blog du Modérateur – Key Figures in Social Media Trends, World, 2022 - (2) Sales Hacking – Social Media Statistics, World, 2022

# Payment in installments



Payment in installments is becoming increasingly used and appreciated every year by customers for their online purchases.

## Why offer payment in installments?

IT BOOSTS SALES

IT IS A DIFFERENTIATING SERVICE

IT BUILDS CUSTOMER LOYALTY

74%

of consumers say that split payment encourages quick purchasing<sup>(1)</sup>

59%

59% purchase if the brand does not offer payment in installments<sup>(2)</sup>

## Checklist to get ready

- Offer secure payment solutions to reassure the consumer
- Work with reliable partners to offer payment in installments
- Specify in your FAQ all the different types of payment you offer

## Our selection of modules to help you

Clearpay (EU Only)



PayPal (pay in 4 payments, free of charge)

Klarna

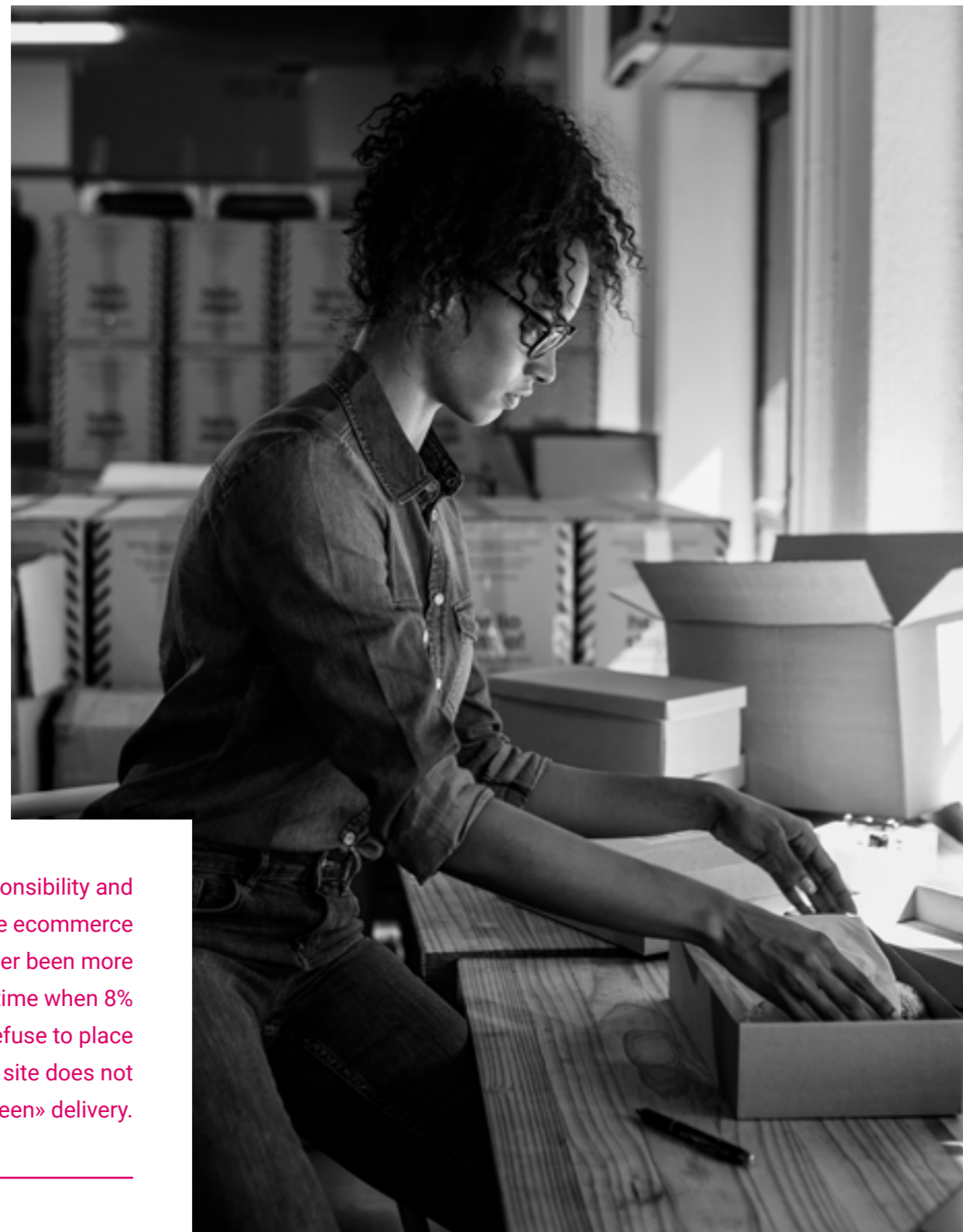


PrestaShop Paylater

### ADDITIONAL RESOURCES

Sources: (1) & (2) Source: BlogDigital – Payment in Installments, France, 2022

# Sustainable ecommerce



Eco-responsibility and sustainable ecommerce have never been more current, at a time when 8% of customers refuse to place an order if a site does not offer «green» delivery.

## Some key figures

**24%**

of the volume of containers sent by boat is empty because of oversized packaging, the equivalent of 61 million containers per year

**-70%**

the service point reduces stops made by delivery drivers by 70%, which is a way to reduce pollution<sup>(1)</sup>

## Checklist to get ready

- Add the sustainable measures you have put in place to your GTCs
- Use the right packaging sizes to avoid empty spaces
- Consider recyclable and/or reusable materials
- Offer carbon-neutral delivery
- Offer service point delivery
- Be transparent about your packaging methods and logistics solutions

## Our selection of modules to help you



Impact



PayGreen – the green payment solution



Courrier – Express delivery by bike couriers

## ADDITIONAL RESOURCES

# Marketplaces



Marketplaces make it possible to give more visibility to brands and boost their reputation. This is a key driver to increase year-end sales. Amazon, Cdiscount, eBay... all these influential marketplaces are easily accessible thanks to our modules that allow you to synchronize your product catalog.

## Some key figures

**42%**

of consumers made their purchases on marketplaces

**1.8%**

increase in purchases in one year

**40%**

of online purchases worldwide were made on marketplaces in 2020<sup>(1)</sup>

**+44%**

this is the increase in sales by stores in marketplaces in 2021<sup>(2)</sup>

## Checklist to get ready

- Sell your products on marketplaces to gain visibility
- Choose the right marketplace(s) for your brand
- Select the products but also the content to put online
- Maintain the keywords used to improve your SEO

## Our selection of modules to help you

Amazon Marketplace

FastBay - eBay Marketplace synchronisation

Wish – official integration

Codisto

### ADDITIONAL RESOURCES

Sources: (1) Sendcloud, Ecommerce Statistics, World, 2021 - (2) Fevad, France, 2021

# Marketing of positive and negative reviews



Consumers are very influenced by reviews. They tend to look at the ones left on a product before buying it, and in the case of bad feedback, the seller's response should be quick and reassuring to the customer. Negative and positive reviews are a real marketing opportunity.

## Some key figures

**51%**

an unanswered negative review reduces the possibility of buying by 51%

**96%**

of customers read the company's responses to reviews

**24%**

an overall rating from 3 to 4 stars increases sales by 24%<sup>(1)</sup>

**60%**

of consumers consult product reviews before a purchase, in Europe. The more traffic the site generates, the more important it is to check reviews <sup>(2)</sup>

## Checklist to get ready

- Respond to all positive and negative reviews
- Offer business solutions to negative reviews
- Thank customers who have submitted a positive review
- Send online review requests to your customers for more reviews
- Keep reviews up to date and monitor them – this is often what a customer's first impression will be

## Our selection of modules to help you



Judge.me

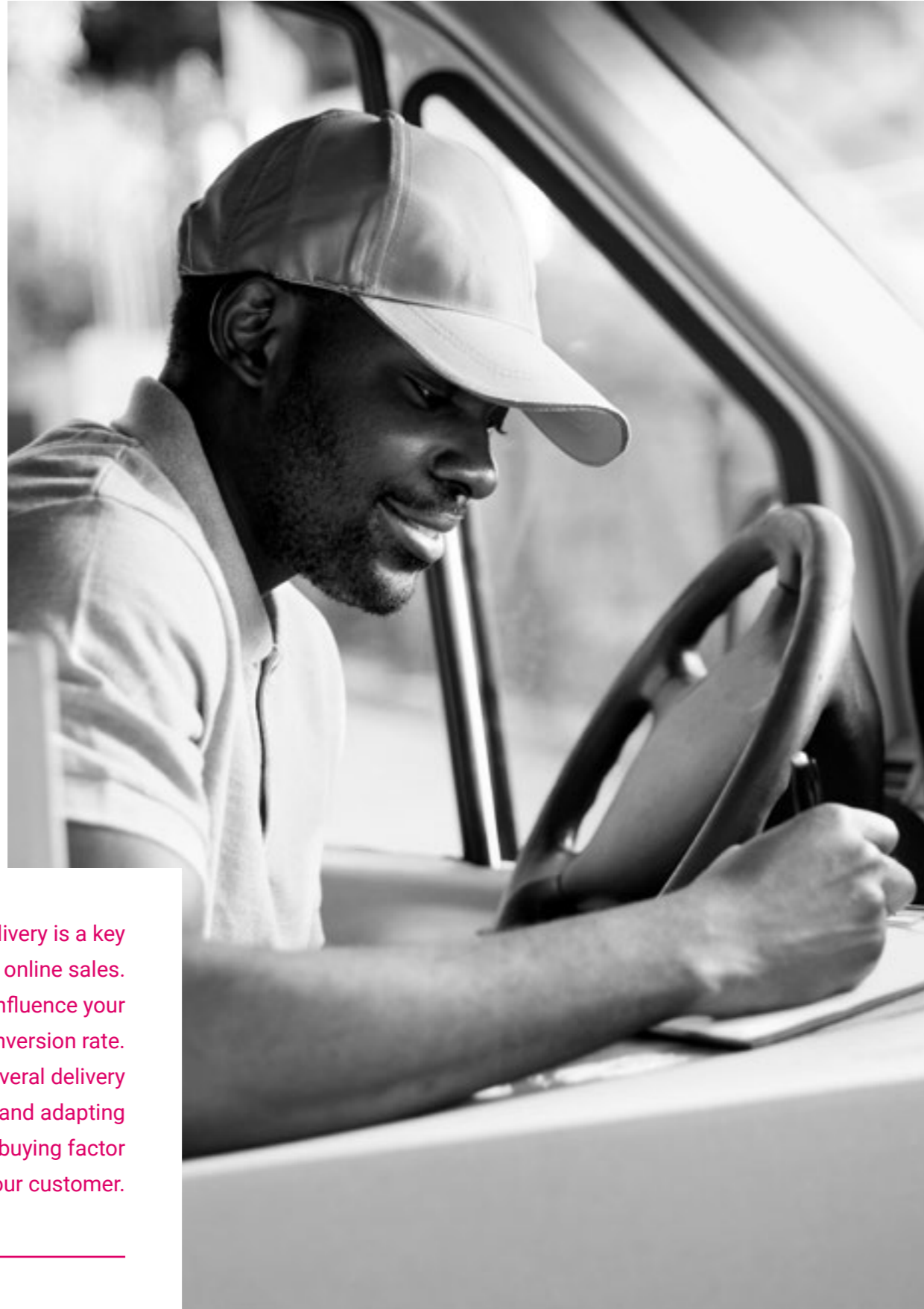


Trustpilot

### ADDITIONAL RESOURCES

Source : (1) Avis vérifiés, France, 2021 - (2) PrestaShop Omnichannel white paper, Europe, 2022

# Delivery



Delivery is a key component in online sales. It can influence your conversion rate. Offering several delivery methods and adapting costs is a buying factor for your customer.

## Some key figures

**44%**

of shopping cart abandonments are due to delivery times that are too long

**68%**

of shopping cart abandonments result from high delivery costs

**8%**

of orders are canceled when «green» delivery is not offered

**51%**

of consumers do not order if the return policy is less than 30 days

**30%**

of consumers do not recommend a store with which they have had delivery problems

**4.7**

In Europe, the average delivery time is 4.7 days

**20%**

of consumers say that being able to track their order is very important to them

## Checklist to get ready

- Offer several delivery methods
- Offer a green delivery solution
- Offer several delivery times
- Offer scalable delivery costs
- Offer flexible delivery options with the choice of delivery date
- Keep customers informed throughout the delivery process
- Make sure you have the right packaging for the right sizes and consider that this same packaging can be used for a possible return
- Offer a simple and attractive return policy to reassure the customer, with a return label ready to use

## Our selection of modules to help you



### ADDITIONAL RESOURCES

- [Ecommerce and logistics, how to optimize your orders and shipments](#)
- [ShipStation infographic](#)



# Expert support

Discover PrestaShop training for merchants, developers and integrators, as well as our online courses!

Led by our expert trainers, PrestaShop training courses are ideal for launching your online store effectively and learning how to develop and integrate your customers' online store or improve its SEO.

**Our team is here to provide you with information and advice on the training you need.**

[Find out more](#)

## Service Partners



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