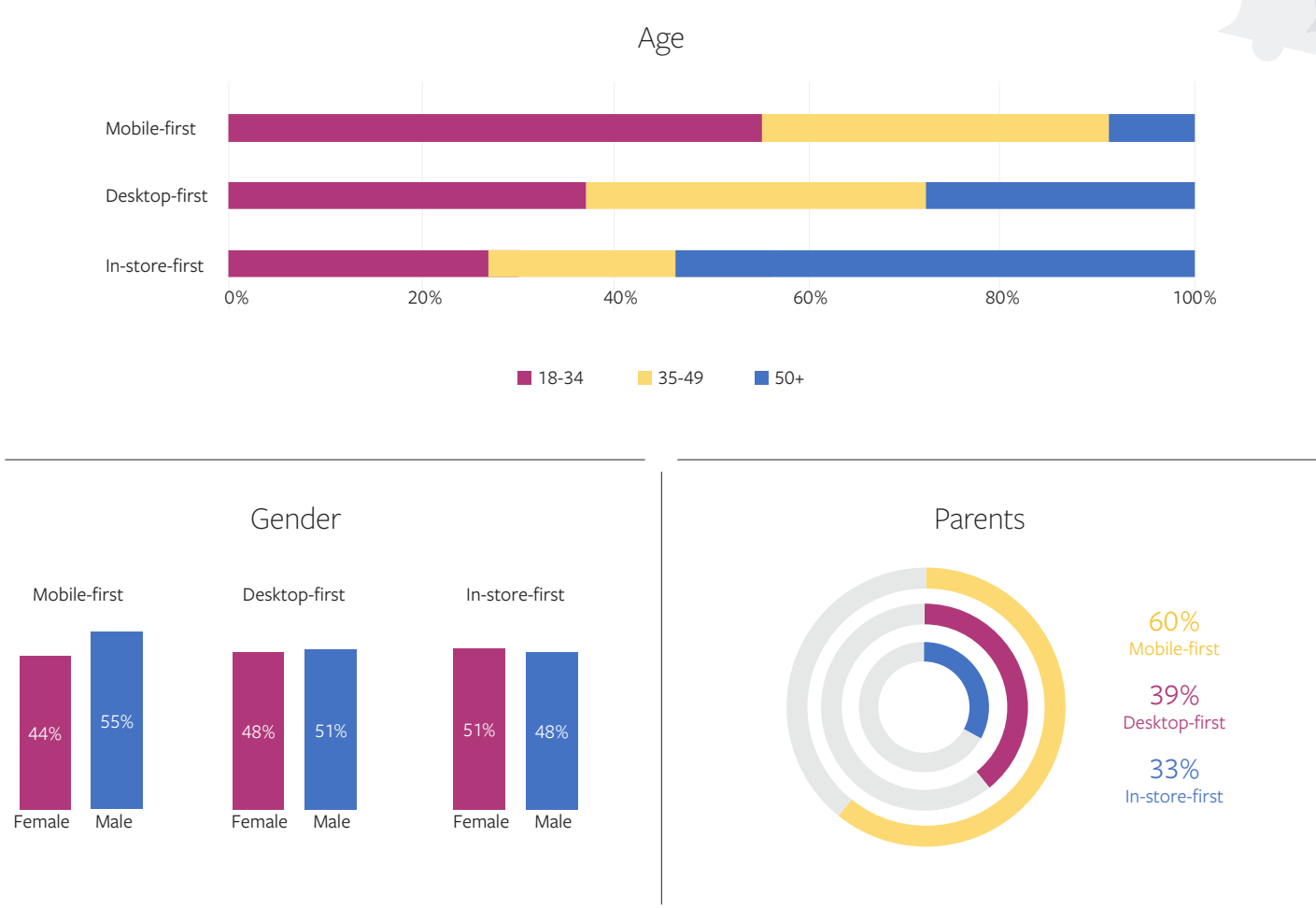




facebook IQ

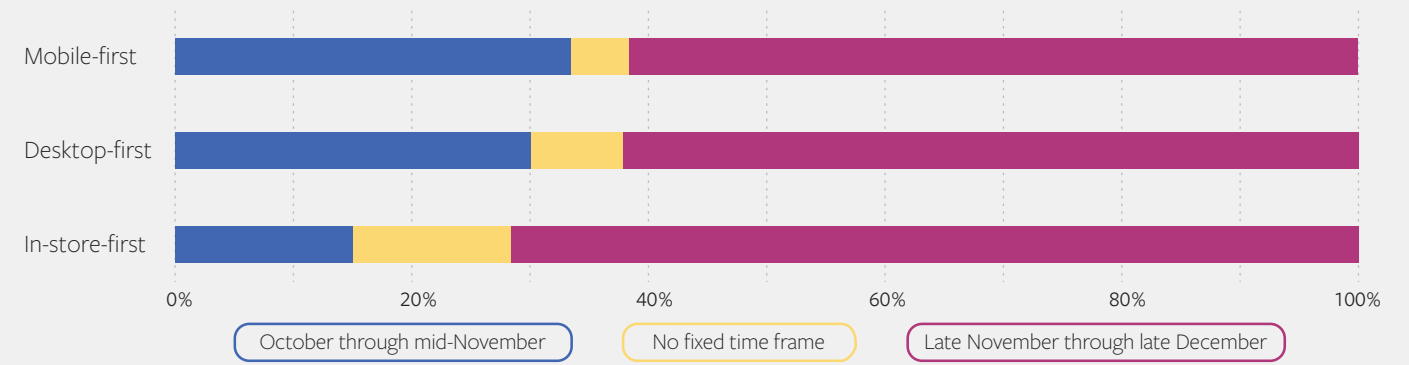
# The Who, When and Why of Mobile Shopping this Christmas in Spain

A snapshot of the mobile-first shopper in Spain<sup>1</sup>

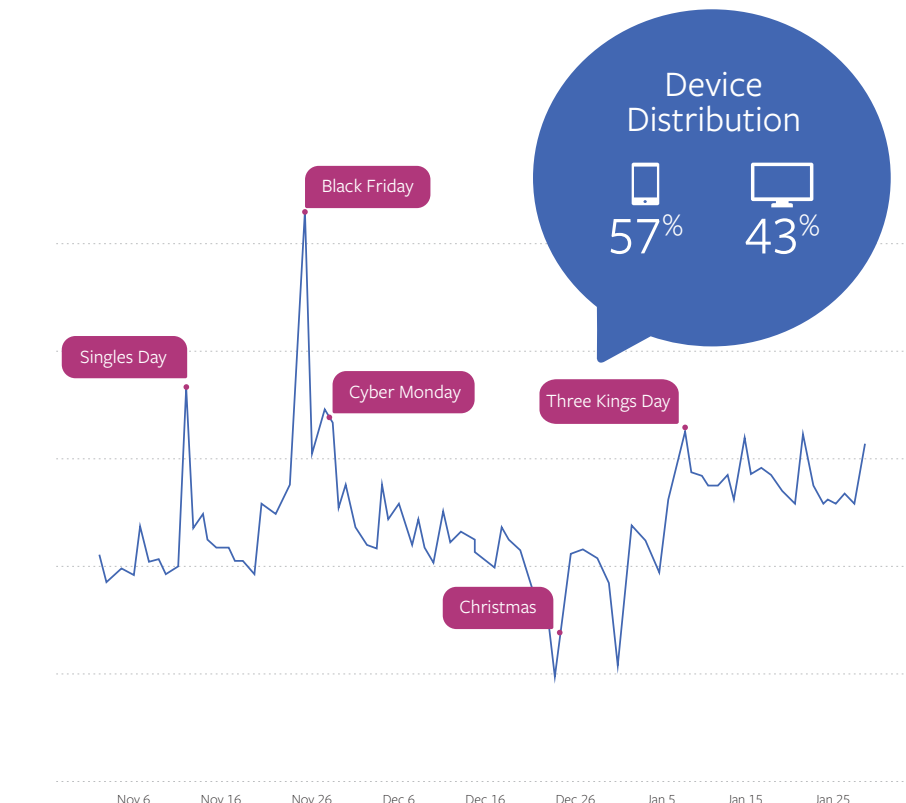


Mobile-first shoppers in Spain start earlier<sup>1</sup>

When do you start your holiday shopping?



Spanish conversions visible to Facebook<sup>2</sup>



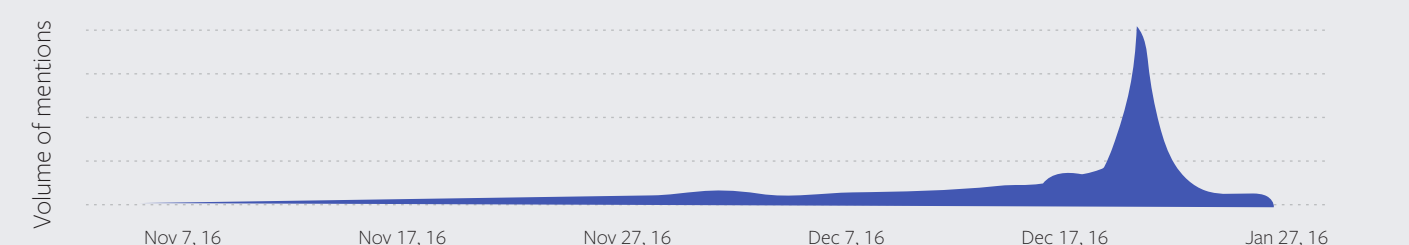
People in Spain shop more on mobile when off-the-clock and on-the-go<sup>2</sup>

Daily share of mobile versus share of desktop conversions by day in Spain



In Spain, Christmas starts early on Facebook<sup>3</sup>

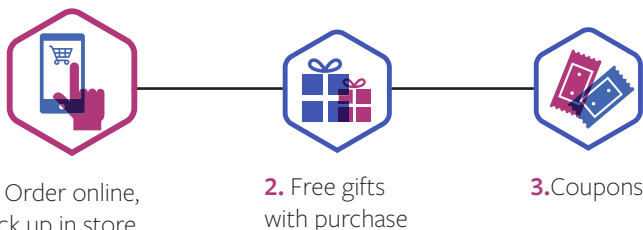
Volume of mentions of Christmas and Xmas on Facebook



Using mobile to make life easier and steal a deal<sup>1</sup>

Comparing Spanish mobile-first shoppers, with in-store-first shoppers

Top three preferences of mobile-first shoppers



Top three preferences of in-store-first shoppers



Sources

1. "Facebook Holiday Study" by Ipsos Marketing (Facebook-commissioned online study of 1,201 people ages 18+ in Spain, Jan 2017).  
2. Facebook and Instagram data, across managed accounts only, from Nov 1-Dec 31, 2016 (Holiday season 2016).  
3. Spanish Facebook and Instagram chatter data, from Nov 1-Dec 31, 2016 (Christmas 2016).