



# Singles' Day 2024: How to prepare

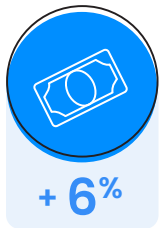
Since its inception in 2009 as a retail-focused holiday in China, Singles' Day has evolved into a global shopping phenomenon. Originally celebrated as a day for individuals to treat themselves—without the pressure of being in a relationship—Singles' Day has now become one of the world's largest shopping events. In 2023, total retail sales reached an astounding **\$159.67B USD**—a 2.08% increase from the previous year—and the event continues to grow each year.

For Partnerize's part, our clients' previous year's performance is a good indication of what we can expect for the current year and that can help inform our clients' and partners' holiday strategy and execution plans. So let's take a look at 2023's Singles' Day performance across Partnerize to help better predict and be prepared for what's ahead.



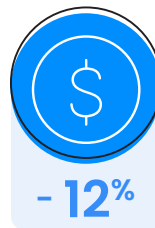
## Singles' Day by the numbers

When evaluating Singles' Day results from 2023, marketers should consider KPI-specific optimizations such as:



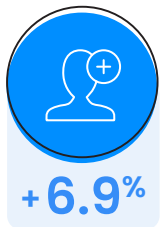
### YoY revenue growth

Boost purchases this season by offering free shipping and curating personalized gift guides. Add excitement with flash sales, and consider extending your Singles' Day promotions to keep the momentum going longer.



### YoY total publisher commission growth

Establish custom commission rates to provide higher payouts to partners for specific attributes of surplus SKUs, such as size, color, or material. Conversely, consider implementing lower commission rates on deeply discounted items to safeguard profit margins.



### YoY % of new customer revenue

A powerful way to attract new customers is by building trust in your brand and products. Consider offering enticing incentives like 15% off their first purchase or free shipping on their initial order to encourage conversions and foster loyalty.



### YoY mobile revenue growth

Keep in mind, customers are on the move and traveling more than ever this holiday season! The mobile opportunity is bigger than ever—make sure your mobile experience is fully optimized to capture those on-the-go shoppers!



### YoY average order value growth

Encourage higher order values by setting order minimums for free shipping, offering complimentary products at specific spending thresholds, or running "buy more, save more" promotions to boost sales.



### YoY return on ad spend

Take advantage of exclusive offers and limited-time deals, and ensure your mobile experience is seamless and personalized. This is also the perfect time to harness social proof by collaborating with your top-performing content creators to drive engagement.

[For more insights, please visit here.](#)