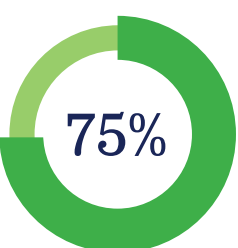


# E-commerce tips to help your customers celebrate a fan-stache-tic Father's Day

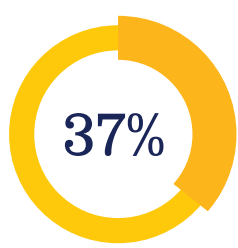


## Father's Day 2022

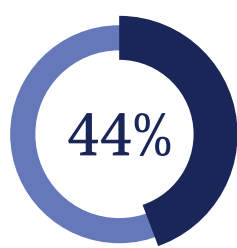
\$171.79 is the average amount consumers plan to spend this Father's Day.



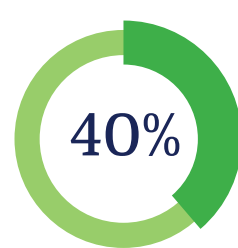
of consumers plan to celebrate Dad's big day this year



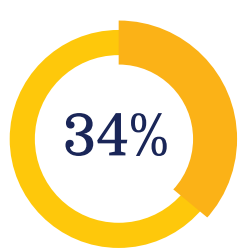
of consumers are searching for gifts that create special memories



of shoppers are aiming to find a gift that's unique or different



of consumers plan to shop for Father's Day gifts online



of consumers plan to shop at department stores

Source: <https://nrf.com/topics/holiday-and-seasonal-trends/fathers-day/fathers-day-data-center>



## Top Gifts for the Occasion



58%

of consumers plan to buy greeting cards



50%

of shoppers are looking to purchase new clothes for Dad



48%

of consumers prefer to take their fathers out for a special outing



37%

of consumers are interested in gifting a subscription box for Father's Day



25%

of shoppers plan to give a gift of experience this year

Source: <https://nrf.com/topics/holiday-and-seasonal-trends/fathers-day>

## How to Make the Most of the Increased Traffic

- Leverage product data management that drives:
  - **An easy find:** Streamline product data to optimize browse & search capabilities.
  - **An easy buy:** Unleash product content that's complete, accurate and up-to-date to drive purchase decisions.
- Segment your products to make it easy for customers to find the gifts they want - by organizing your products by category, or in a sub-section for a particular occasion, you can help customers get to the check out faster.
- Don't disappoint your customers! Ensure your operations can scale up to increased demand and fulfill orders with available and accurate inventory.
- Flexibility is key, and having multiple options to buy as well as different delivery or fulfillment options makes buying the perfect gift a breeze.
- Consider bundling gifts into packages that offer more value together than they do separately. For example: a power drill, a high capacity battery, and drill bits presented together.
- Make sure you're staying on top of site performance. Lagging page load times, site errors, and slow or unresponsive features may push your shoppers to other web stores.
- Finally, keep in mind that not all of dad's gifts will be a hit. Ensure you have a clear and convenient return policy so loved ones can make simple returns as needed.



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## About Us

Pivotree designs, builds and manages complex commerce ecosystems for market-leading brands. We empower frictionless commerce experiences for our clients' customers across the entire buyer journey, from finding their item, to buying it, to getting it, all the while trusting the experience.

Pivotree also helps integrate business operations to achieve true scalability prior to and during peak seasons, such as Father's Day, with limited disruption to ensure supply chain operations run seamlessly and meet evolving customer needs.

