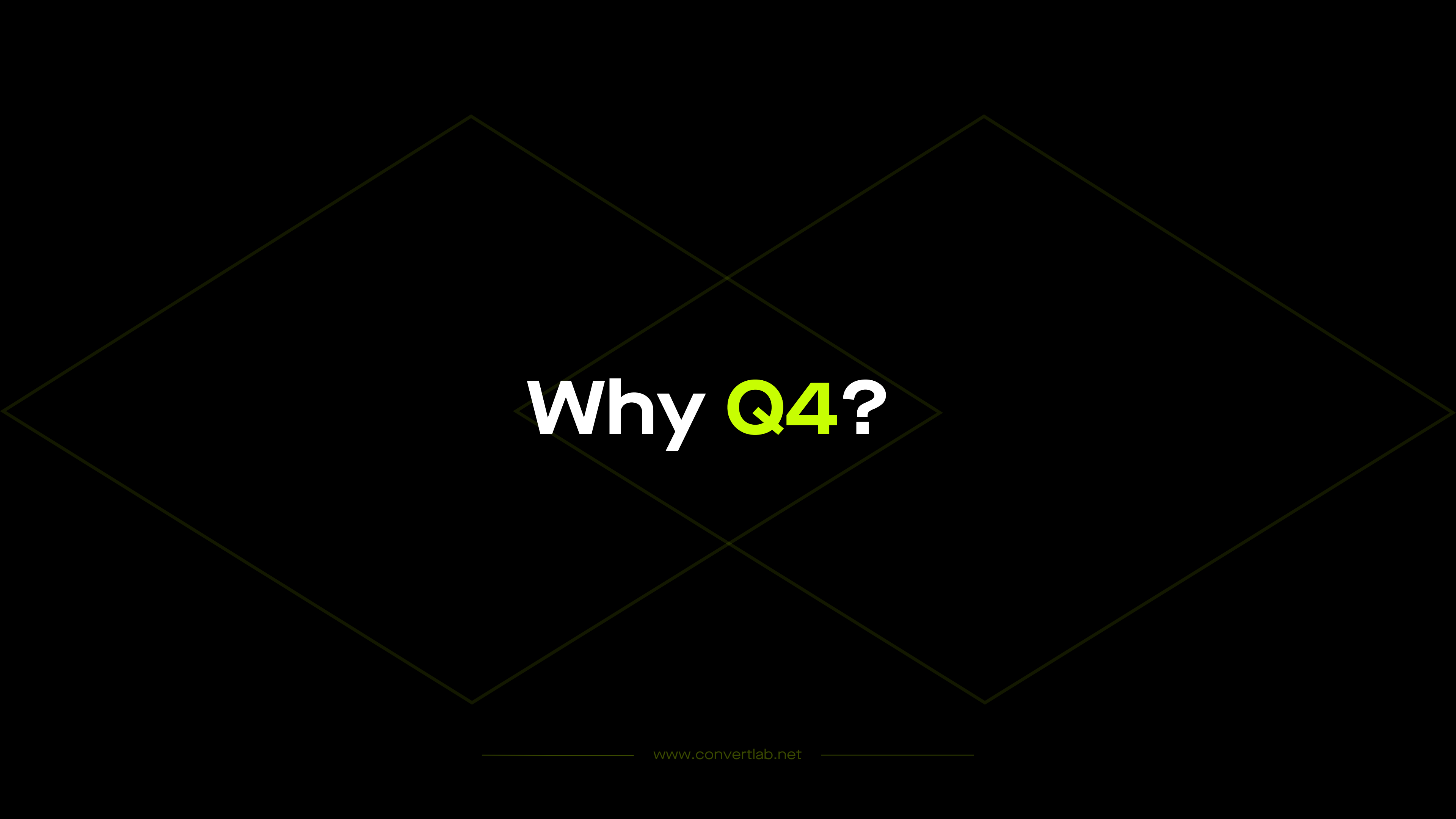




Shopify A/B Tests uncovered.

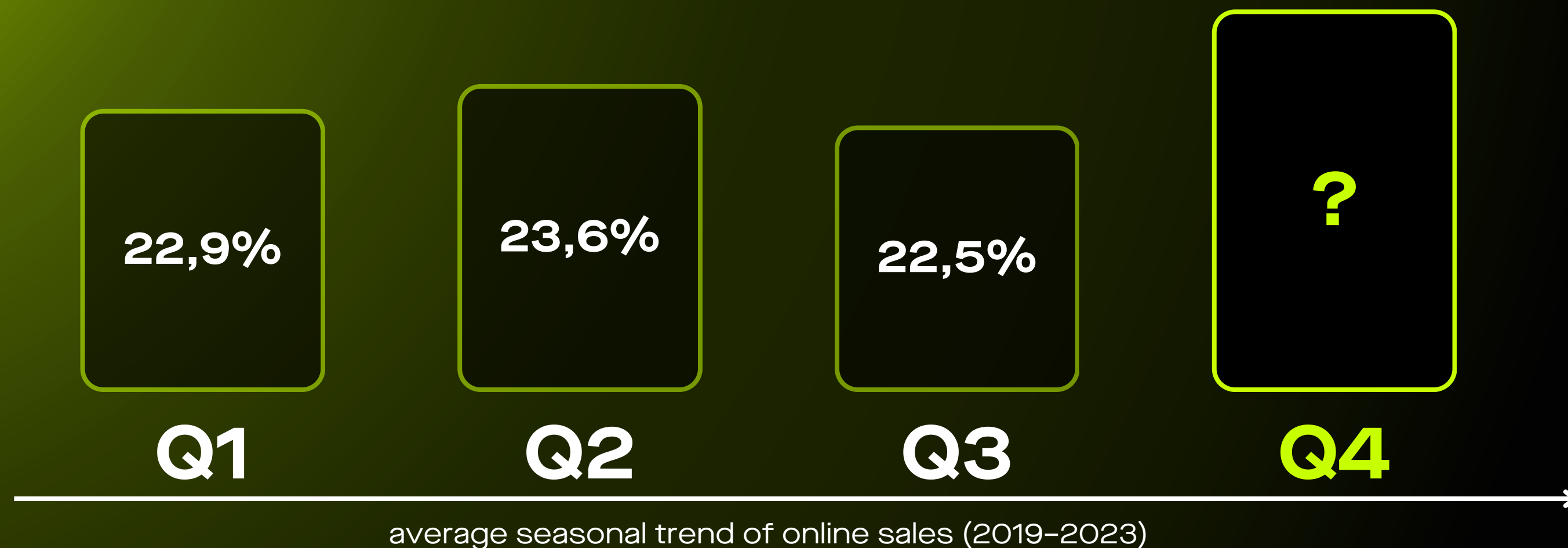
Find out what really works for Q4.



Why Q4?

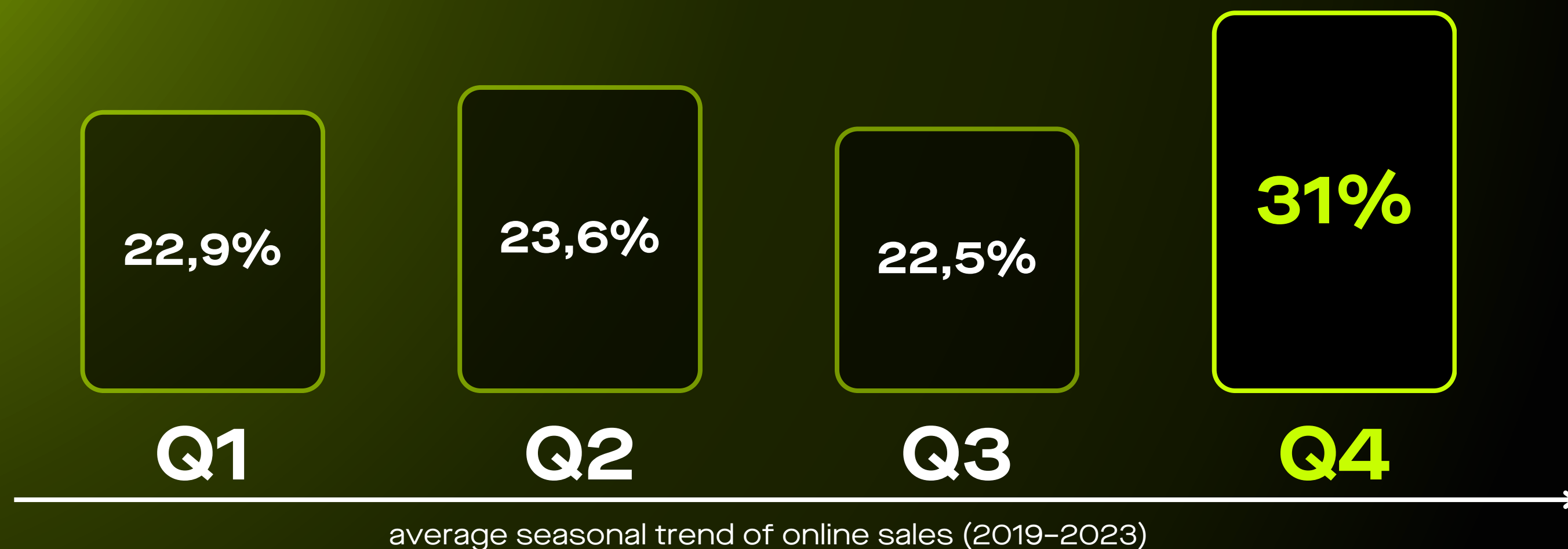


Why Q4: Quarterly share of annual revenue



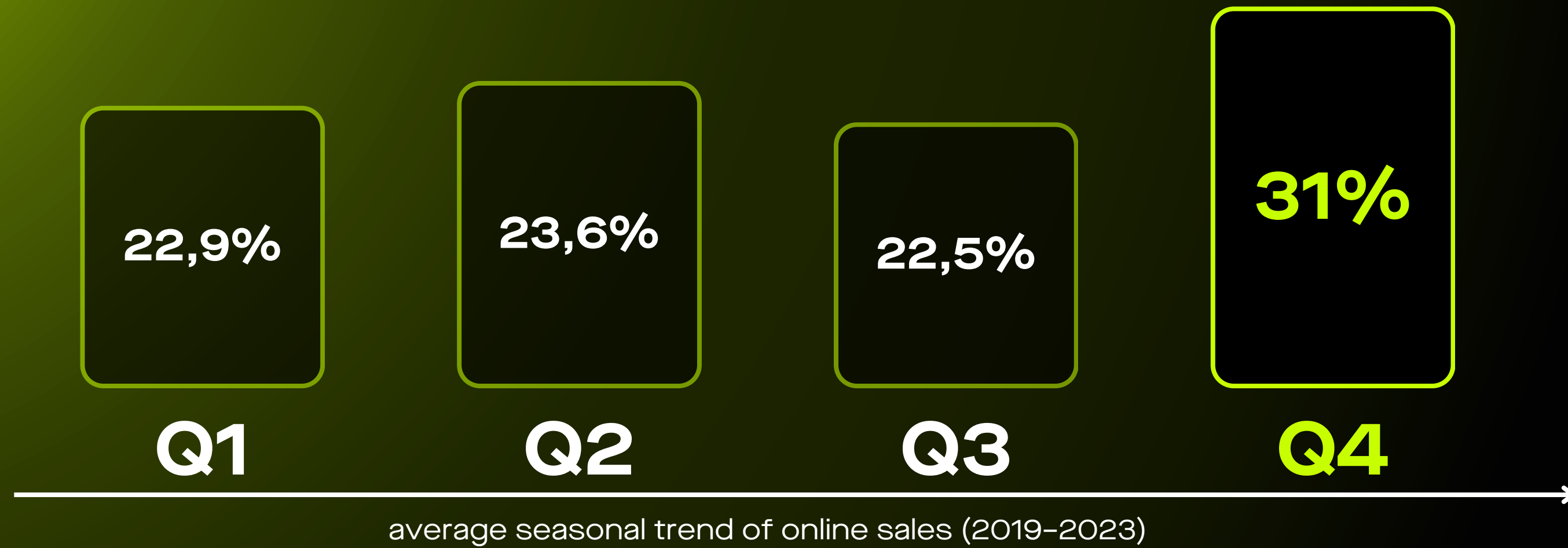


Why Q4: Quarterly share of annual revenue





Why Q4: Quarterly share of annual revenue



➡ around 1/3 of the annual online revenue is generated in Q4.



Why Q4:



More Money Than Any Other Quarter

Q4 alone generates 30–35 % of yearly online revenue across most markets.

In the U.S., shoppers spent \$352.9 billion online in Q4 2024. It's the highest quarter ever recorded.

