

[Prentice Capital's Zimmerman](#) Expects E-Retail Holiday Boom

[Michael Zimmerman](#), of [Hedge Fund Prentice Capital Management](#) notes that consumers are getting more savvy about finding deals, using the Internet instore to conduct product research and find the lowest prices. Retailer accommodations to online modes of shopping, such as free product shipping to stores, retail apps and other mobile properties, will help drive e-retail sales.

Shoppers are also expected to exert more focus during this year's holiday shopping season, which is shorter than in years past. There are only 25 days between Black Friday and Christmas Day — six fewer than in 2012. That shortened timeframe isn't expected to hurt sales, though — instead, it will increase urgency among consumers.

As consumers evolve retailers must keep up, engaging their customers with innovative new approaches methods. An estimated 33% of Smartphone users check for product reviews, coupons and discounts prior to making a purchase, often while instore - a trend fuelled by Social media. Intelligent use of Social networks and Smartphone data allows forward thinking companies to analyze customer behavior and quickly address needs and concerns, adapting as necessary.

As retailers better utilize these channels for driving business, consumers are more likely to find attractive promotions and purchase opportunities in new places, offering new rewards for both the most tech-savvy shoppers and the e-retailers who cater for them.

[Prentice Capital's Michael Zimmerman](#) believes online shopping growth will quicken as consumers turn to their mobile devices seeking ways to preserve their lifestyle choices at lower prices.