



Shoppers are utilizing Jifiti's e-gift for both scheduled and last minute gifts

COLUMBUS, OH, USA, December 22, 2016 /EINPresswire.com/ -- With Christmas right around the corner, shoppers are scrambling to complete their gift shopping. According to the statistics you are probably one of them! [Google trends](#) – last minute gifts shows a 1000% spike in last minute gift-related searches days before the holiday.

57% of shoppers don't even complete their holiday shopping a couple of days before Christmas – they are considered in the retail world the 'procrastinators' or the 'last minute shoppers'. Interestingly enough, these shoppers hate being part of that statistic.

But, there is an ever-expanding group of shoppers who are already sitting back on their couch without a gifting worry in the world. They've outsmarted the system.

Jifiti's data analysts started noticing this phenomenon last holiday season when they pinpointed a massive spike in scheduled gifts for a very specific date – December 25th. At first it was flagged as a system bug, but then it became clear: shoppers were purchasing gifts but scheduling their delivery for a later date – simply to avoid being a holiday gift procrastinator.

A few quick surveys and user interviews cracked the case:

"It drives me crazy" a gifter told Jifiti. "Like most people, I work and don't have the time to go out and shop before Holiday. Even if I wanted to, I'm not going to start sending out gifts 3 weeks before holiday."

"Shoppers are being 'forced' into being last minute shoppers and they don't like that. So they are looking for innovative ways to shop earlier, but gift later" says Yaacov Martin, Co-Founder and CEO at Jifiti. "With our e-gifting solutions shoppers can either avoid being last minute gifters by using the scheduling functionality or be successful last-minute gifters by sending a real and thoughtful gift instantly via email or text message".

Last minute gifters still have the perfect solution. [Jifiti's gift market](#) allows shoppers to send a real and thoughtful gift from over 100 national retailers with the gift notification going out instantly – even on Christmas day. The recipient can then enjoy their eggnog, send a nice thank-you card from the gift notification screen and redeem their gift at their own convenience.

[About Jifiti](#)

Jifiti is the leader in gifting solutions for leading national and international brands. Its innovative services eliminate common gifting barriers by allowing shoppers to send gifts to their loved ones without having to commit to details such as shipping address, size, color or style. The gifting service has been successfully implemented as a gift registry as well, substantially increasing gift purchases and eliminating gift returns.

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