



# Shopping Season is Here: KCL Can Help Boost Q4 Sales



KCL user conversion  
in Q4 increased  
**68%**  
and spending per  
transaction increased  
**36%**  
*from 2019 to 2021.*

## Top Q4 Categories *(in views and orders):*

Apparel	Home	Toys	Electronics	Shoes
<ul style="list-style-type: none"><li>•Footwear</li><li>•Brand-name outerwear</li><li>•Pajamas</li><li>•Intimates</li></ul>	<ul style="list-style-type: none"><li>•Storage</li><li>•Small appliances</li><li>•Decor</li><li>•Rugs</li></ul>	<ul style="list-style-type: none"><li>•Squishmallows</li><li>•Barbies</li><li>•Magic Mixies</li><li>•LOL Surprise</li></ul>	<ul style="list-style-type: none"><li>•TVs</li><li>•AirPods</li><li>•Video game consoles</li><li>•Apple watches</li><li>•iPads</li></ul>	<ul style="list-style-type: none"><li>•Crocs</li><li>•Nike</li><li>•Vans</li><li>•Victoria's Secret</li></ul>