

# Holiday Shopper Insight 2018

DIGILANT



*The tools you need to expand your reach this holiday season.*

# Who Will You See Spending This Season?



**51%**  
WOMEN

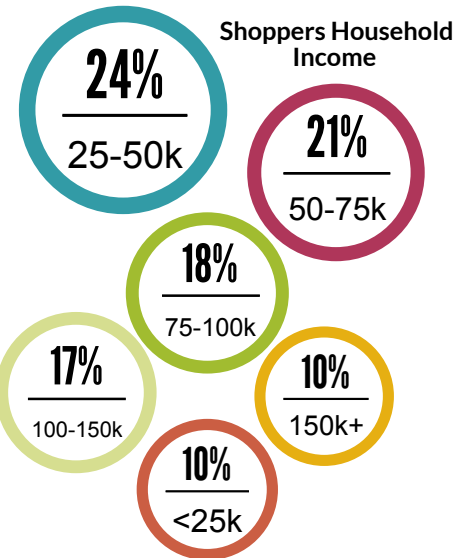


**49%**  
MEN



18-24 (19%) 25-34 (26%)  
35-44 (21%) 45-54 (17%)  
55-64 (11%) 65+ (6%)

Age Range



Ecommerce has significantly impacted Black Friday's dominance over early holiday shopping. What has also assisted in the decreasing popularity of the shopper's holiday is the increasing prevalence of sales throughout the season. In fact, **more and more people are shopping on Thanksgiving rather than Black Friday.** Due to the plethora of deals in-stores and online there is less urgency to get your shopping done all on one day.

## When Will They Shop?



**20%** get their holiday shopping in early (Starting in October!)



**26%** buy their gifts in late November



**54%** are better late than never, buying in December

## BREAKDOWN

35.5% Before Thanksgiving  
7.8% Thanksgiving  
19.3% Black Friday  
5.3% Cyber Monday  
32% During the Month of December

**39%**

ONLINE OR MOBILE MARKETPLACE



**38%**

IN-STORE TRADITIONAL RETAILER  
& ONLINE TRADITIONAL RETAILER



**22%**

IN-STORE LOCAL/ SMALL BUSINESS  
& ONLINE LOCAL/ SMALL BUSINESS



2018

**HOLIDAY SHOPPER INSIGHTS**

SOURCES: SOURCING JOURNAL, STATISTA

# ONLINE SHOPPING HABITS

**\$108.15 BILLION**



Spent in 2017 online by consumers in just November and December alone.



**14.7%**

More than the 2016 Holiday Season

EVERYONE'S FAVORITE MARKETPLACE

**DOMINATING  
THE ONLINE  
SPACE** 



In 2017 Amazon accounted for **37.53%** of total U.S. retail sales from November 1st-December 31st

Amazon gets **200,000** New Prime Members Per Month



Amazon has disrupted the grocery shopping industry with "Amazon Fresh", and more recently, "Amazon Go", a new form of grocery shopping currently being beta-tested in Seattle. The new concept allows people to buy their groceries without even interacting with store employees. This is ideal for the busy holiday shopper who cannot be bothered with waiting in another line.

Amazon Dash and Alexa have completely revolutionized the way we make purchases by simplifying the act of buying a product to be as easy as pressing a button or asking Alexa. Experts predict that this sector will only continue to evolve.



Approximately **half** of all product searches start on Amazon

Amazon is expected to generate **50%** of ecommerce by 2021.

2018

**HOLIDAY SHOPPER INSIGHTS**

SOURCES: DIGITALCOMMERCE360, SHOPIFY, RETAILDIVE, FORBES

# MEDIA CONSUMPTION



8 in 10 holiday shoppers are influenced by the internet before making a purchase.



76%

Of mobile shoppers change their mind about which brand to buy after searching online.



68%

Of shoppers visit YouTube on their smartphones to determine what to buy.



64%

Of smartphone shoppers turn to mobile search before heading to the store.

## How Do Consumers Research?

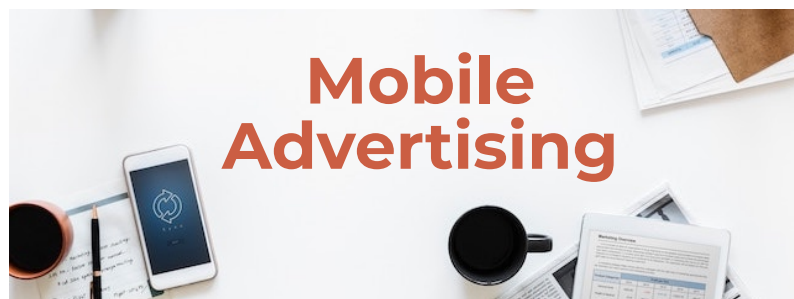
As consumers become more tech-savvy, researching everything they purchase, retailers feel the pressure to lower prices of their products and/or have sales ongoing during the holiday season. Savvy shoppers browse the internet ensuring the product they choose is marked at the lowest price available. It can be confusing as to why prices would be lowered during the most profitable time of the year, but this rise in consumer research has justified this decision for retailers.

## Holiday Shopper's Research Data



- Research, buy online (42%)
  - Research, buy in-store (23%)
  - \* Research online, view i.. (10%)
  - Visit store, buy online (4%)
  - Visit store, buy in-store (21%)
- \*Research online, view in-store, buy online

# MESSAGING IN MEDIA



In 2017, over **40%** of all sales in the months of November and December were made on mobile devices. This is projected to increase to **50%** in 2018.

With more people buying on their smart phones and tablets than ever before, there's no better time for marketers to invest in more advertising on mobile. With this ample opportunity comes more competition. We have some suggestions for how your brand can dominate the mobile ad space this gift-giving season.



## Tips for Holiday Sales on Mobile

1

Prioritize the quality of the customer experience.

2

Maximize on mobile.

3

Drive multi-channel purchases.

4

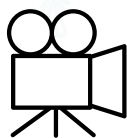
Make sure your app is ready to go & your team knows how much traffic to expect.

5

Do not use this time to test out new features, this may potentially hinder the function of the app during such a crucial time.

6

Anticipate & prepare for risk of any sort.



Another tool for maximizing effectiveness is to use mobile video in campaigns. It is proven that people are **2x as engaged** with video ads on mobile than on TV.

**76%**

of consumers ages 18-29 watch videos on their smartphones.

**46%**

of consumers ages 30-49 watch videos on their smartphones.

2018

**HOLIDAY SHOPPER INSIGHTS**

SOURCES: CRITEO, MARKETWATCH, DIGITALCOMMERCE360, INMOBI

# APPEALING TO YOUR AUDIENCE

## Call to Action: Holiday Edition



Consider Re-targeting



Create holiday deals, we recommend a discount on a special edition product. Everyone is looking for discounts!



The holidays make people more receptive to promotional messaging. It is the perfect time to send emails/ and or post on social platforms.



Extend your reach by using advanced programmatic marketing. Using data, your ad can reach the ideal consumer, at the right time and place.

Changing the industry...

### BLOCKCHAIN

Allowing companies and their partners to manage, track, and store digital transactions.

"Blockchain has a scope of advantages for retailers including thwarting counterfeiting and serving as the basis of loyalty programs."

### 2018 EMARKETER EXPECTATIONS

eMarketer projects that sales this holiday season will be strong, but not as strong as last year.

Holiday ecommerce sales are projected to increase **15.3%**

eMarketer's forecast for **all** retail sales is growth of 3.8% in 2018, less than the 5.5% increase of 2017.

### Geolocation



**Geolocation** is the perfect tool for targeting consumers at a specific time; when they are at your store or even at a competitor store. It can also be used for targeting consumers who have walked out of a store.

### Targeting

Consumers who shopped at small or local retailers during Small Business Saturday last year.

Target shoppers recently at high-end retailers like Neiman Marcus.

Reach consumers in real-time when they are in close proximity to your stores.

2018

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SOURCES: BIGCOMMERCE, FORBES, USATODAY, FACTUAL



# Happy Holidays

from DIGILANT



## ANY QUESTIONS?

Contact us at:  
[USinfo@digilant.com](mailto:USinfo@digilant.com)

### What we are known for:

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Digilant is a programmatic buying company, designed for both agencies and brands. We connect people and technology to create a perfect blend of strategy, insight and efficiency that will elevate any marketing team to find massive success. We also support advertisers who are moving towards programmatic self-sufficiency by aligning with and training them on the right set of programmatic platforms and technologies.

Using MAIA – Marketing, Artificial Intelligence and Analytics - the harmonious combination of machine power and human expertise behind all things DIGILANT, we intelligently navigate massive data sets. MAIA enables marketers to use data as a currency to generate more efficient media buys, make better informed decisions, optimize and drive performance across all digital channels and campaigns.



Programmatic Power With Thoughtful Human Insights.

