

HOME FOR THE HOLIDAYS

An Advertiser's Guide to Reaching Shoppers this Holiday Season

As with most things this year, the holiday season and, consequently, the holiday shopping season will look a little different. Amazon Prime Day will take place at the beginning of October, kickstarting the holiday shopping season. Many stores have elected to not open their doors on Black Friday and the millions of Americans who have historically traveled for the holidays might be staying put.

Experts have varying opinions on what the holidays will bring during this unique and uncertain time. So, the Digilant team has analyzed a variety of scenarios and created a game plan outlining how brands can adapt and change as holiday behavior changes.

Keep scrolling to learn more about what you can expect from the holiday season and the best ways to keep your brand top of mind as US consumers stay home for the holidays.



WILL HOLIDAY SHOPPING TAKE A HIT?

\$942

spent per person during the 2019 holiday season

COMPARED TO LAST YEAR, CONSUMERS ANTICIPATE SPENDING...



More Same Less

OCTOBER						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Amazon Prime Days

NOVEMBER						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Black Friday

Cyber Monday

DECEMBER						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Hanukkah Begins

Kwanzaa Begins

Christmas

October 13

This year, there will be **45 additional shopping days** in the holiday shopping season (October 13th will mark the unofficial start of the season).

WHAT CONSUMERS EXPECT FROM BRANDS

"The 2020 holiday season will reward omnichannel retailers. Instead of the recurring and seasonal demand cycles retailers are used to, in the wake of COVID-19, brands must contend with consistent high demand for ecommerce year-round."

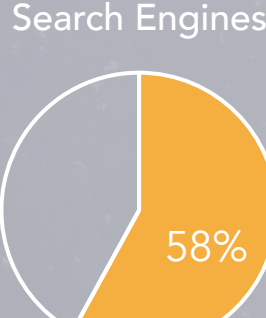
- Tim Hinckley, Chief Commercial Officer for Radial

WHERE ARE CONSUMERS BROWSING FOR HOLIDAY GIFTS?

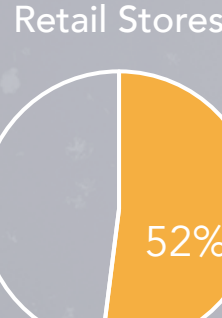
Online Retailers



Search Engines



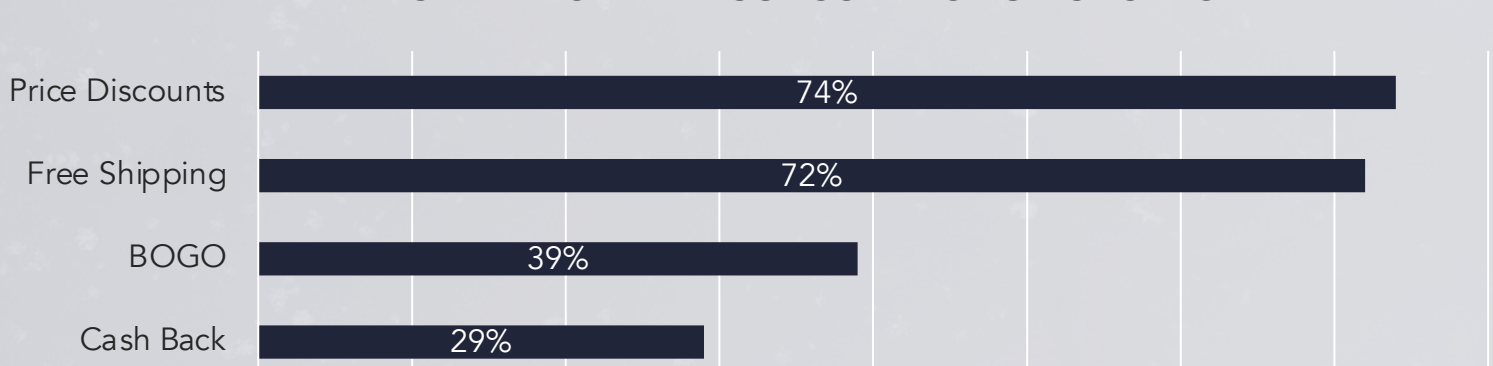
Retail Stores



Retailer Websites (or Apps)

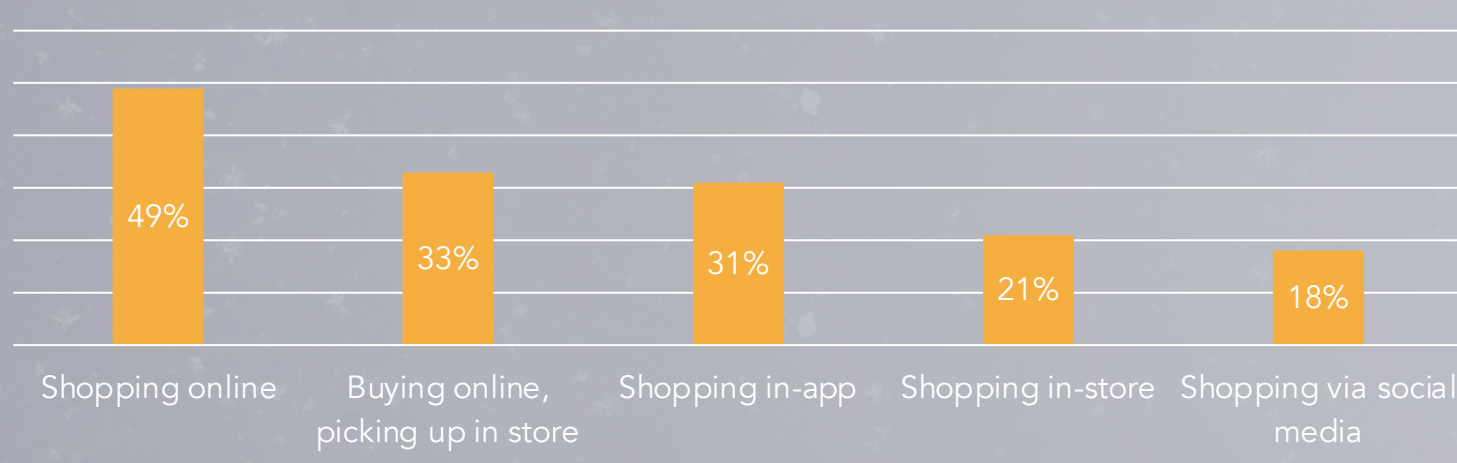


WHAT INCENTIVES DRIVE CONSUMERS TO PURCHASE?



WHERE ARE CONSUMERS MAKING PURCHASES?

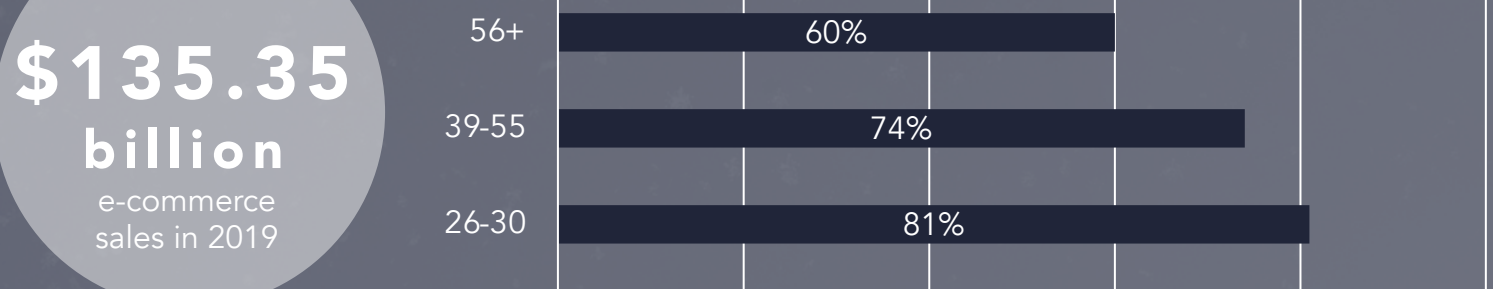
COMPARED TO 2019, CONSUMERS ARE MORE INTERESTED IN...



Stores that offer pickup — curbside, inside, drive-through — will see a **90% increase** in digital sales over the previous holiday season.

ONLINE SHOPPING WILL DOMINATE

US ADULTS WHO PLAN TO DO MORE THAN HALF OF THEIR HOLIDAY SHOPPING DIGITALLY



Source: eMarketer

\$135.35 billion
e-commerce sales in 2019

\$65 billion mobile sales in 2019

Nearly half of the e-commerce sales in 2019 were done on a mobile device. This year, it's projected to account for even more sales. Having a mobile-first strategy for the holiday season is essential.

Below are 3 tips to get you started.



SOCIAL ADS

10% of mobile purchases in 2020 will be made through social channels.



MOBILE SHOPPING LIST INTEGRATION

Place your ad on in-app shopping lists.



APP OWNERSHIP

37% of adults are more interested in in-app shopping this year.

3 TYPES OF HOLIDAY SHOPPERS

This year, it's important to think about your audience in the context of the driving factor of this holiday season: online shopping.

It's a safe bet that despite gender, typical spend levels, or the time of purchase, all shoppers will have one thing in common: they'll be shopping online more than ever before. It's imperative that you present consumers with offers and advertisements that fit their needs and their comfort level with online shopping. Digital preferences and activity usually (but not always) mirrors age groups well. So, we've outlined 3 champion audiences with digital advertisements.

DIGITAL NATIVES (gen z)

Touted as the generation that grew/is growing up with technology, the internet, and social media at their fingertips - these tech "addicts" are now high school and college age. Their purchasing power - which is already estimated at \$143 billion in the US will only continue to grow as this generation does.



Shoppable Ads

69% of Gen Z is interested in purchasing via social media.

Youtube Ads

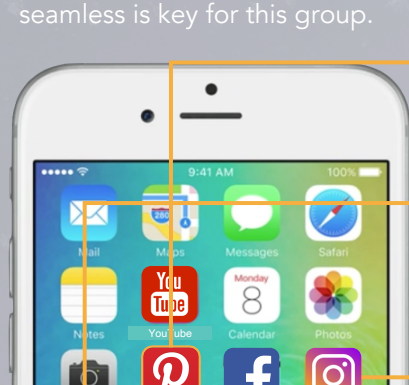
Youtube is the most visited website for those 18-24.

Influencer Marketing

More than half of Gen Z trusts an influencer they follow on social media.

DIGITAL ADAPTORS (millennials)

This group has spent most of their teenage, young adult and now adult lives on social media and the internet, so they know a thing or two. This on-the-go group might have children or a family so making things easy, quick, and seamless is key for this group.



Pinterest

80% of mothers in the US use Pinterest

Amazon

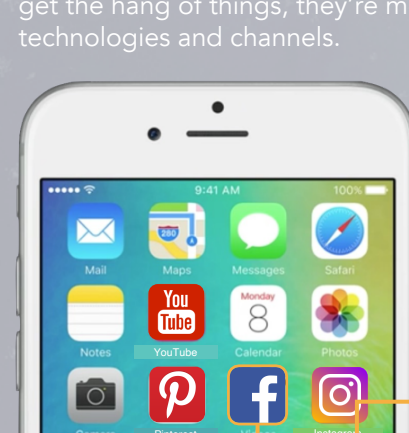
57% of 19-37-year-olds are Amazon Prime subscribers

CTV & OTT

86% of millennials watch their favorite TV shows via CTV

DIGITAL LEANERS (baby boomers)

When thinking of your digital strategy, don't count this group out. They might not be digital natives, but once they get the hang of things, they're more than willing use new technologies and channels.



Omnichannel

Two-thirds of baby boomers have tried BOPIS and, of those, 63% said it improved their overall shopping experience.

Facebook

75% of Baby boomers have Facebook and this demographic shares 20% more on the platform than any other age group.

WILL PEOPLE FLY SOUTH FOR THE WINTER?

WHAT DID 2019 HOLIDAY TRAVEL LOOK LIKE?

115.6 million

Americans traveled

\$600

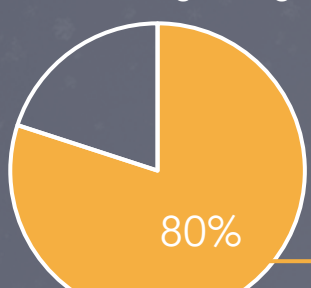
Average ticket price

DECEMBER						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
		1	2	3	4	5
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Most popular days for travel

PEOPLE ARE ALREADY BROWSING FOR HOLIDAY TRAVEL

It's customary to see travel websites suggest booking a trip 4-6 weeks before you plan to leave, however as consumers who are opting for travel are taking advantage of lower year-on-year prices, Expedia is recommending a longer window: 60-90 days before Thanksgiving and 30-60 days before Christmas.



80% of consumers spend about 4 weeks researching before deciding to book a trip which means peak research time is in full-swing. Not knowing what the holiday season will bring for travel brands makes it even more essential to get your brand out in front of consumers as they're researching places to visit, accommodations and transportation options.

KEY TACTICS TO REACH TRAVELERS



EXPEDIA

Build brand awareness amongst an engaged travel shopping audience on premium e-commerce travel sites.



LOCATION TARGETING

Create custom geo-fences around cities that are driving distance from your location to attract potential customers.



TRANSACTIONAL DATA

3rd party credit card data allows you to reach consumer who have book a hotel but not a flight, for example.



Digilant is an omni-channel digital partner built to take advertisers from now to next. We do this with omni-channel digital advertising strategies that are data-driven, actionable, and effective. Part of ispDigital, Digilant is made up of 100+ data-driven media minds and advertising technologists spread across US offices in Boston, New York, Chicago, San Francisco, Dallas, Denver, Los Angeles, Washington D.C., and Atlanta. By combining big ideas with executional scale we are well-equipped to champion consumer insights, campaign analysis, and media initiatives that propel brands and agencies forward. Visit us at digilant.com to learn more.

LET'S TALK!

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