

Holiday Shopping

Black Friday, Cyber Monday,
and Small Business Saturday 2026

Tis the season

Consumers will be looking for discounts and ways to save during this year's peak retail season.

92% of shoppers use a coupon, discount code, or coupon during the year

87% of holiday shoppers plan to use at least one money-saving strategy such as buying fewer items, shopping earlier, using coupons, and more

Advertisers should adjust their campaigns to focus on the following:



Value



Offer convenience



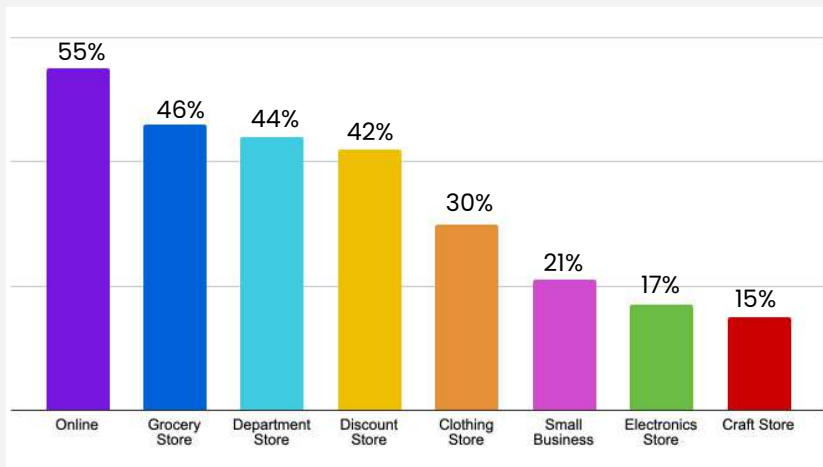
Deliver a personalized experience



Shopping period

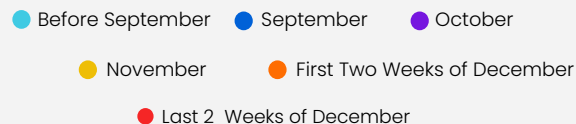
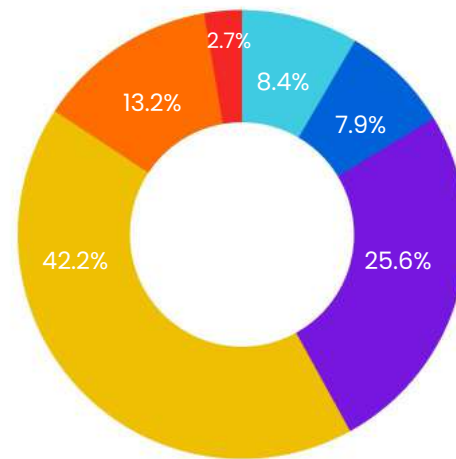
About 202.9 million people, or more than 59% of the U.S. population, shopped over the five days from Thanksgiving to Black Friday and through Cyber Monday in 2025.

Where consumers shopped in 2025?



Source: National Retail Federation

When did you start, or plan to start, holiday shopping (e.g., for gifts, decorations, etc.) in 2025?*



Source: Medill Spiegel Research Center

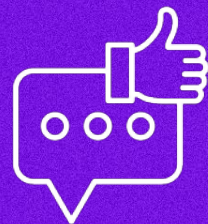
Source: Bankrate

2025 holiday shopping trends

- Holiday spending in 2025 reached **\$79.6 billion across Cyber Week**, the five days from Thanksgiving to Cyber Monday, a 5% increase from last year.
- Mobile phones drove **56.4%** of all eCommerce sales, highlighting their dominant role in online shopping. Christmas Day stood out as the peak for mobile purchases, with a remarkable 66.5% of all online sales made via mobile devices.
- Americans relied on 'Buy Now, Pay Later' more than ever to manage their holiday budgets, with spending through the service rising **9.8%** to \$20 billion in spend.
- Paid search and email continued to be reliable drivers of traffic to retail sites, although the highlight was social media, which drove **4.6%** share of sales, up from 3.3% in 2024. Of note, traffic to retail sites coming from generative AI tools surged by an impressive **693%** year-over-year, though this remains a modest source of traffic.



Strategic Recommendations



Suggested timeframe

1

September &
October

Heavy up on Awareness ads
such as advanced TV (CTV/OTT),
pre-roll and native video, social,
and audio.

2

Week of Black Friday &
Cyber Monday

Heavy up using high
impact and social ads

3

Mid November –
Mid December

Continue to run conversion
tactics, with a large focus on
retargeting



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- A man in a dark suit is holding a whiteboard with a mind map. The mind map consists of several sticky notes of different colors (pink, teal, yellow) connected by black lines. The notes contain handwritten text, including dates like '20/10/07', '20/10/08', '20/10/09', '20/10/10', '20/10/11', '20/10/12', '20/10/13', '20/10/14', '20/10/15', '20/10/16', '20/10/17', '20/10/18', '20/10/19', '20/10/20', '20/10/21', '20/10/22', '20/10/23', '20/10/24', '20/10/25', '20/10/26', '20/10/27', '20/10/28', '20/10/29', '20/10/30', '20/10/31', '20/11/01', '20/11/02', '20/11/03', '20/11/04', '20/11/05', '20/11/06', '20/11/07', '20/11/08', '20/11/09', '20/11/10', '20/11/11', '20/11/12', '20/11/13', '20/11/14', '20/11/15', '20/11/16', '20/11/17', '20/11/18', '20/11/19', '20/11/20', '20/11/21', '20/11/22', '20/11/23', '20/11/24', '20/11/25', '20/11/26', '20/11/27', '20/11/28', '20/11/29', '20/11/30', '20/12/01', '20/12/02', '20/12/03', '20/12/04', '20/12/05', '20/12/06', '20/12/07', '20/12/08', '20/12/09', '20/12/10', '20/12/11', '20/12/12', '20/12/13', '20/12/14', '20/12/15', '20/12/16', '20/12/17', '20/12/18', '20/12/19', '20/12/20', '20/12/21', '20/12/22', '20/12/23', '20/12/24', '20/12/25', '20/12/26', '20/12/27', '20/12/28', '20/12/29', '20/12/30', '20/12/31'. The man is holding a white marker in his right hand, pointing at the sticky notes. The background is blurred, showing other people in a meeting room.

1 Leverage retail media networks to reach more qualified audiences

Utilizing valuable first-party retailer data to reach your customers during the holiday season will be key to staying ahead of your competition and reaching consumers during their shopping journey.

Benefits of Retail Media Network (RMN) data

- Deterministic data
- Future-proof, not reliant on cookies
- Reach consumers across their online journey
- Easily integrate into full-funnel campaign
- Measurable

Sample
RMN
Partners

amazon.com
Walmart

Fanatics
Walgreens



ebay

Non-endemic brands

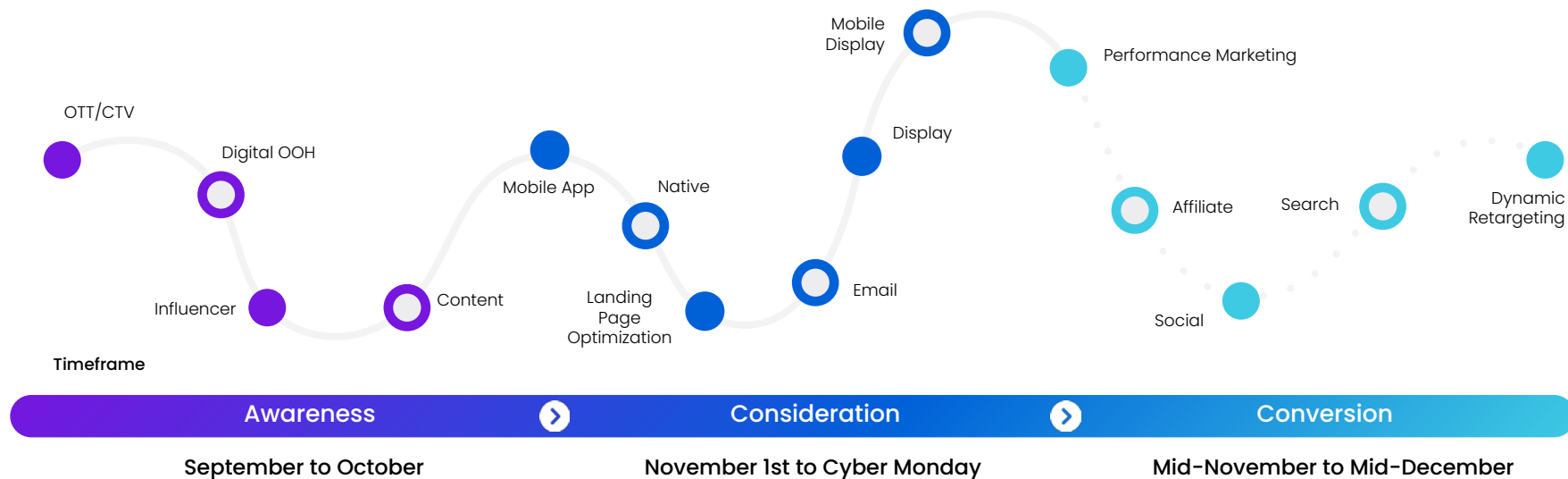
For maximum impact, non-endemic brands (brands not sold on the retailer), can still leverage this data. This allows non-endemic brands to find consumers who are searching for complementary products, competitors, and more.

Cross Format Amplification

Most retail media networks will allow their data to be used across multiple formats such as connected TV, audio, banners, video, and native. This allows advertisers to reach their audience throughout the day while they continue to finalize their holiday gifts.

2 Omnichannel approach

The consumer path to purchase is not linear, which is why an omnichannel approach is key to make sure you are reaching your target audience throughout their online journey. To tell a cohesive story, and drive impact, advertisers should consider multiple channels to reach the audience during their busy day.



3 Emerging channels & formats



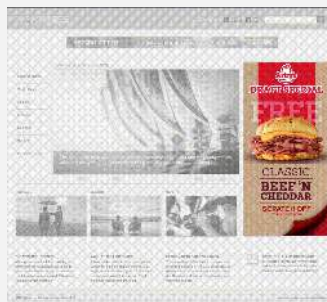
Advertisers can break through the clutter with eye-catching creative formats. Additionally, advertisers should explore emerging channels to reach their audience during this holiday season.

Emerging Channels

- Advanced TV (CTV / OTT)
- Audio (across podcasts, streaming radio & music)
- In-game advertising
- Out-of-home / Digital out-of-home (OOH/DOOH)
- Retail Media
- TikTok

Dynamic Creative Formats

Scratch Off Promo Offers



Create scratch-off cards that reveal special offers, discounts, or promotional codes.

Dynamic Product Feed



Utilize an inventory data feed to create dynamic product ads that automatically update with accurate product information, such as title, price, availability, and images.

4 Personalized creative messaging

Consumers expect advertising to be personalized. They want to feel valued, which is why having tailored ads to the audience is important.

Here are some ways to personalize your ads:

- If using a hyperlocal approach, drive consumers to the nearest store to buy your product
- If targeting more than once audience, include the audience in the creative. For example, when looking to reach families, include families in the creative
- Include a discount code or special offer for your audience if they order during the holiday season

5 Measure campaign success

For additional insights into how your campaign drove performance, we can look to leverage measurement solution to track the following:

- Foot traffic to a store
- Online sales
- Offline sales
- Brand lift

KANTAR



Nielsen



Thank you!

digilant

