

How to light up your holiday shopping marketing strategy

pg 2	Our research formula	GO TO SECTION
pg 3	Holiday shopping is looking a bit different this year because of...	GO TO SECTION
pg 4	Spending is changing	GO TO SECTION
pg 6	Hybrid shopping means omnichannel campaigns are a must	GO TO SECTION
pg 7	Early signs of eager shoppers	GO TO SECTION
pg 8	What does the research journey look like?	GO TO SECTION
pg 9	How the holiday season affects programmatic inventory	GO TO SECTION
pg 10	How to measure success	GO TO SECTION
pg 11	Plan a successful holiday shopping campaign	GO TO SECTION

Our research formula



We take data from digital devices



We use historic campaign learnings



Viewing data from connected TVs



Historical inventory trends to understand seasonal variations

THEN

We add insights around consumer behaviors from a survey with our partner, Sapio Research, across ten countries totaling over 8000 consumer responses.

Holiday shopping is looking a bit different this year because of...



HIGH INFLATION



HIGHER-INTEREST RATES



GEO-POLITICAL DIFFERENCES



SUPPLY CHAIN DISRUPTION

- While people are looking to spend more money across all regions, the consumers we surveyed were ready and prepared for inflation and rising costs. **Higher inflation = higher prices = higher spending.**

RETAIL SPENDING BREAKDOWN TODAY VS 2021

PERCENTAGE CHANGE TODAY VS 2021

Source: MiQ -SAPIO Consumer research, May 2022, n=9018

% SPEND MORE

% SPEND LESS



6/10

Consumers surveyed in India, China, the Middle East and SEA are looking to increase their spending. Why? Greater resilience during the slowdown.

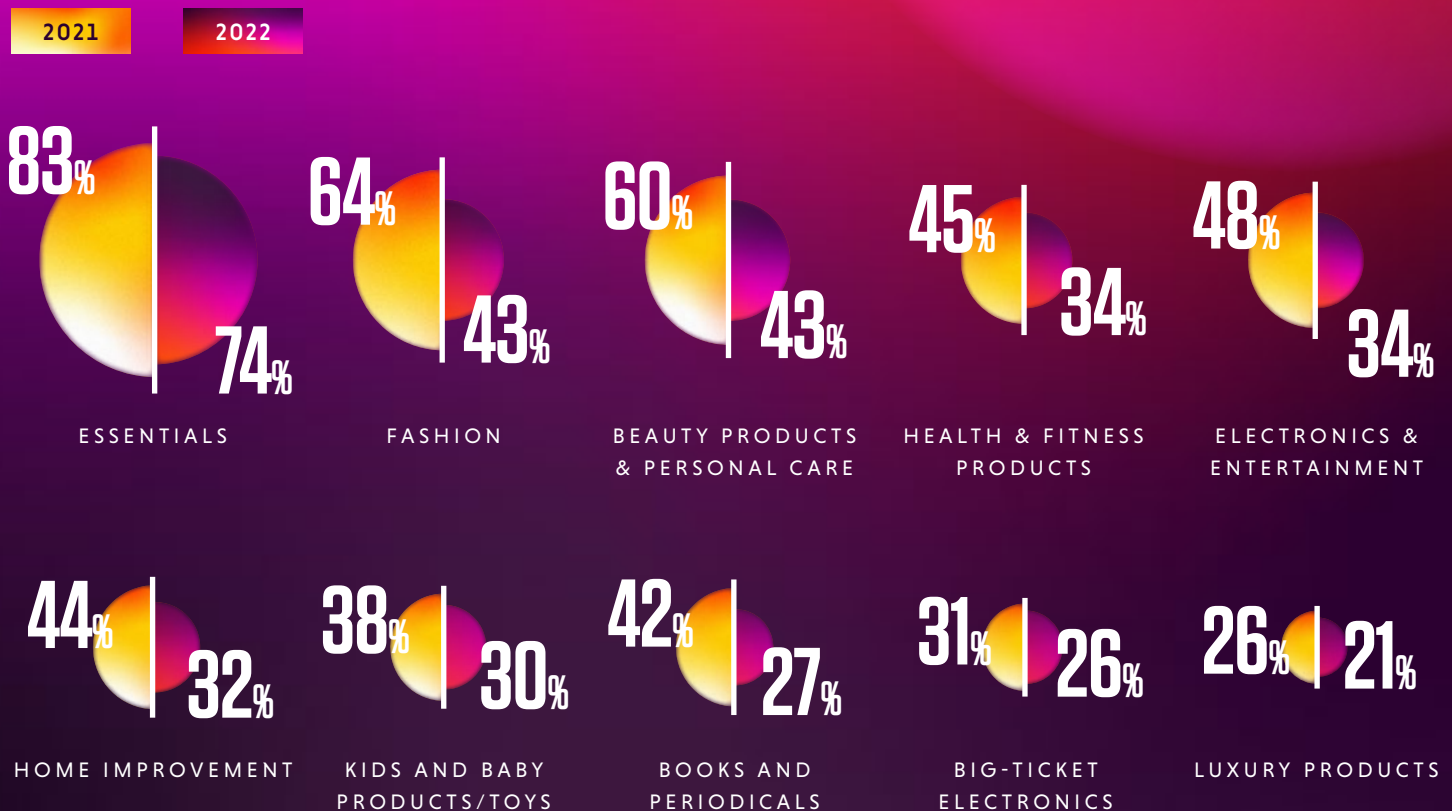
Spending is changing

- ▀ Budgets are tighter... **spending incomes dropped 15% - 25%** compared to last year because of the macro-economic situation and supply chain challenges.
- ▀ Money is going toward general living expenses and essentials for **three in four American households**.
- ▀ **People are spending more money, but they are buying fewer products** due to inflation. They are being more selective, and doing more research.

WHAT ARE PEOPLE LOOKING TO BUY THIS YEAR COMPARED TO LAST?

PERCENTAGE OF RESPONDENTS

Source: MiQ -SAPIO Consumer research, May 2022, n=9018





People want the best deals

- **One in two shoppers** in North America and Europe will shop during holiday shopping events, from Thanksgiving through Boxing Day. **Millennials top the search looking for deals.**

The gift breakdown

- Self-gifting is up among **millennials**.
- **Older audiences** will buy gifts for family and friends during the Christmas period.
- **Americans** and **European** shoppers will go big on **fashion** and **beauty**.
- Shoppers in the **Middle East and Asia** are expected to buy **consumer electronics** and **entertainment supplies**.
- **Two in three affluent American households** (income over \$100K) will buy one or more luxury retail items.

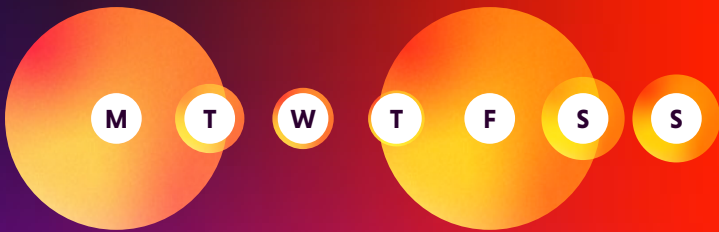
Hybrid shopping means omnichannel campaigns are a must

4/10

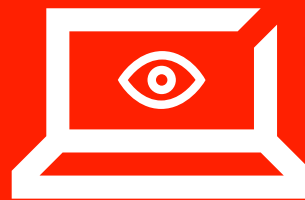
consumers will switch between **online** and **offline shopping platforms**.



Offline shopping will pick up closer to the holidays.



Online shopping will increase on **Black Friday** and **Cyber Monday**.



Online product research has gone mainstream.

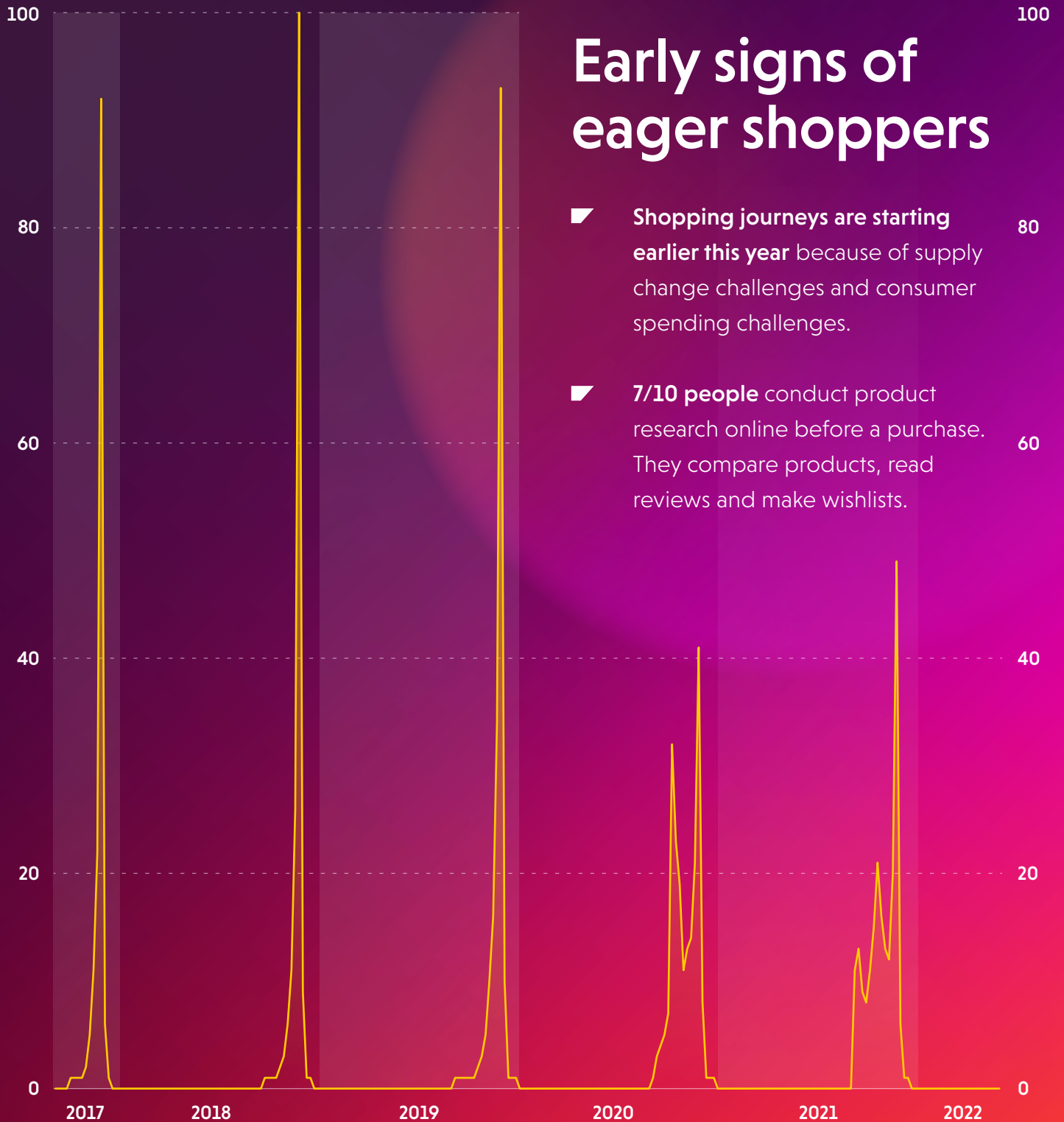


Trends like, '**click and collect**' and '**research online and then buy offline**' are driving hybrid shopping behaviors.

Source: MiQ -SAPIO Consumer research, May 2022, n=9018

NORMALIZED SEARCH INDEX FOR 'HOLIDAY SHOPPING'

Source: Google Trends, September 2016 - August 2022



Early signs of eager shoppers

- Shopping journeys are starting earlier this year because of supply change challenges and consumer spending challenges.
- 7/10 people conduct product research online before a purchase. They compare products, read reviews and make wishlists.

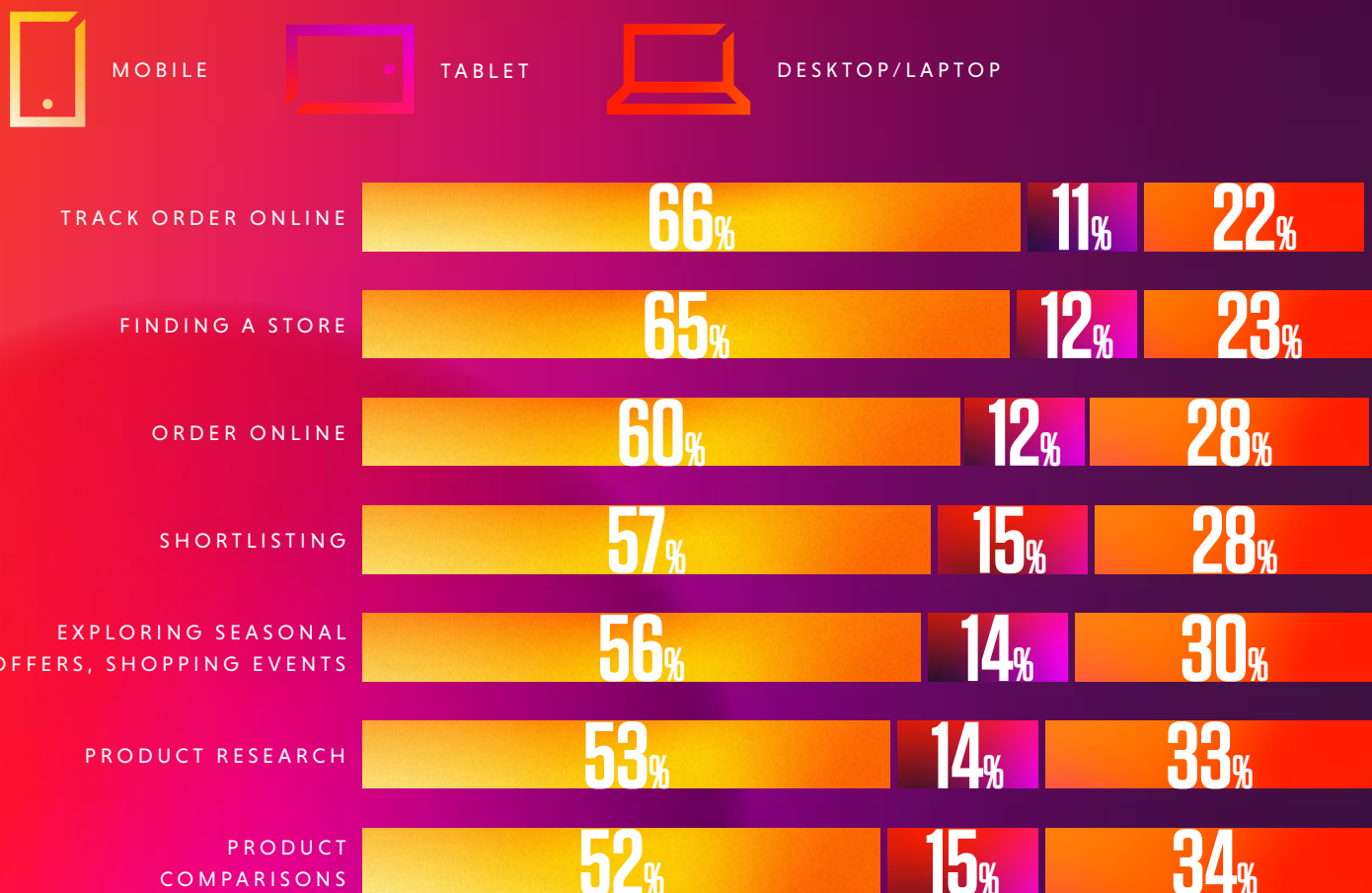
What does the research journey look like?

- **Younger people** read reviews on social media.
- **Older audiences** get product updates and offer notifications from billboards and TV commercials.

THE DEVICES BEHIND THE SEARCH, FIND AND BUY JOURNEY

PERCENTAGE OF RESPONDENTS

Source: MiQ -SAPIO Consumer research, May 2022, n=9018



How the holiday season affects programmatic inventory.

- **In Q4, there's a 12-18% increase in average CPM levels compared to the rest of the year.** South East Asia and Canada have the most variation during the holiday period over the past two years.
- **CPMs during the third and fourth week of November are especially high** with last-minute bids to engage online shopping audiences in the US.
- **Inventory costs in the UK spike** right before Christmas and boxing day sales.
- **Emerging ad channels like CTV and DOOH** are likely to have less competition compared to the traditional digital inventory.
- **Mobile (in-app specifically) is expected to see the biggest jumps in CPM levels,** but may have elevated performance.

Source: MiQ -SAPIO Consumer research, May 2022, n=9018

How to measure success

An optimal measurement framework that connects campaign KPIs with actual business impact.

GO BEYOND THE
TRADITIONAL CAMPAIGN KPIS.



FOCUS ON BUILDING MORE
ROBUST AND HOLISTIC
MEASUREMENT FRAMEWORKS.



THINK OF CONSUMER ATTENTION AS A
FINITE METRIC WHEN YOU PLAN AND
OPTIMIZE CAMPAIGNS.



INVESTING IN FUTURE-PROOF
MEASUREMENT PLANS NOW IS
A SMART STEP.



DON'T FORGET
ABOUT THE
COOKIELESS FUTURE.



Plan a successful holiday shopping campaign

1

UNDERSTAND HOLIDAY SHOPPING AUDIENCES

Shoppers have different budgets, priorities, and shopping plans so how can you reach them? Work with a partner who can identify your audiences before a campaign and give pre-campaign research to optimize your buy before it starts.

CONNECT YOUR CROSS-MEDIA EFFORTS

Siloed campaigns are a thing of the past. It's possible to identify who sees your TV ads and then retarget them online or on mobile devices. Choose a partner who has experience in identifying and activating omnichannel opportunities to deliver higher ROIs.

2

ESTABLISH ROI AND MEASUREMENT STRATEGIES THAT CONNECT MEDIA ACTIVATIONS TO EVENTUAL BUSINESS OBJECTIVES

For retailers with brick-and-mortar stores, tracking online conversions won't be enough. Choose a partner who can track store visits and proximity and target with the right ads and measure incremental ROI to showcase the effectiveness of your campaigns.

3

4

HOLIDAY SHOPPING TIMELINES ARE CHANGING

How, when and where is your target audience planning to research their purchases? Start early, use constant communication with personalization across platforms.

USE PERSONALIZATION AND HIGH-IMPACT CREATIVE FORMATS

Brands need their campaigns to stand out. Dynamic creative optimization (DCO) and interactive shoppable creatives can be tailored to be more in line with a consumer's interest.

5

Thank you for reading!

ABOUT MiQ

We're MiQ, a programmatic media partner for marketers and agencies. We connect data from multiple sources to do interesting, exciting, business-problem-solving things for our clients. We're experts in data science, analytics, and programmatic trading, and we're always ready to react and solve challenges quickly, to make sure you're always spending your media investments on the right things in the right places.

[LEARN MORE](#)