

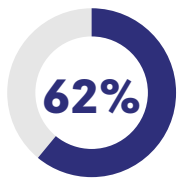


HOLIDAY SHOPPING 2020 PREVIEW

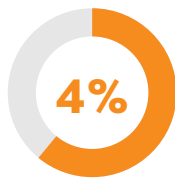
COVID ISN'T THE HOLIDAY SHOPPING GRINCH WE THOUGHT IT MIGHT BE

Mailing gifts may eclipse gift-swap gatherings this year, but either way, consumers are ready to ring in the holiday season with retail.

WE ASKED: HOW HAS YOUR SPENDING CHANGED IN COVID TIMES?



REMAINED
THE SAME

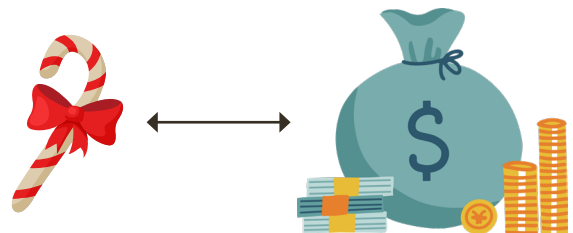


INCREASED

Those worried about the economy to a large extent dropped 17.4% from March to September. Additionally, **holiday retail sales could increase between 1% and 1.5%, with e-commerce sales growing 25% to 35% year-over-year** (context: that could be up to \$196 billion total in e-commerce sales).*

WHO ARE BLACK FRIDAY AND CYBER MONDAY SHOPPERS?

The line between Black Friday and Cyber Monday looks more like a candy cane every year, with retailers aiming to hook consumers with early doorbusters and exclusive online deals running for weeks instead of just two days.



This year, online shopping will undoubtedly break new records, solidifying the trend. To connect with and convert this audience, you'll need to personalize your strategy by getting to know the human behind the checkout page.

DEMOGRAPHICS

52% FEMALE

25% 25-44 YEARS OF AGE

26% \$50-75K HHI



SHOPPING HABITS



MY FAVE BRANDS



DKNY
Donna Karan New York

LANDS' END



WHAT I LIKE TO BUY:

I pick products that are:

- ☒ Popular
- ☒ Luxurious
- ☒ Innovative

I care less about products being:

- ☒ Easy-to-use
- ☒ Familiar
- ☒ Practical

I'm more likely than others to buy products that are:

- ☒ Produced sustainably
- ☒ Healthy for me
- ☒ Durable
- ☒ Easy to return
- ☒ Creative

I buy based on:

- ☒ Price
- ☒ Brand
- ☒ Convenience

I choose retailers that have:

- ☒ Best prices/sales
- ☒ Convenient locations
- ☒ Larger product selection

I'm also a fan of:

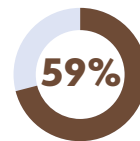
- ☒ Loyalty programs
- ☒ Achievement-boosting products
- ☐
- ☐
- ☐

HOW I BUY IN 2020

29% MORE LIKELY TO USE DELIVERY
OVER IN-PERSON SHOPPING IN THE
NEXT 90 DAYS



AVOIDING PHYSICAL STORES



TO MODERATE
EXTENT



TO LARGE
EXTENT

Top value: obeying laws and
fulfilling obligations.

This audience will not only obey, but expect in-store COVID precautions. Put their minds at ease by offering delivery and curbside pick-up.



WHERE TO PUT A TWINKLE IN MY EYE

Advertisers have the best chance of connecting with these shoppers by placing advertising and sponsored content on these channels.



STREAMING HOLIDAY MOVIES ON:

HBO, YouTubeTV, Disney+, Hulu



ADDING FESTIVE FILTERS TO THEIR POSTS ON:

Snapchat, TikTok, Pinterest, Instagram



DOG-EARRING GIFT IDEAS IN:

Real Simple, Food Network, Allrecipes, Food & Family

STRATEGIES FOR MARKETERS TO GET A LITTLE CONSUMER JINGLE JANGLE THIS HOLIDAY SEASON

All marketers know that getting to know your customers and prospects better leads to stronger activations. Here's how you can turn the insights above into action:



Turn into a caroler and sing about those promotions and sales



Light up your loyalty program if you have one



Spread joy and safety with delivery and curbside pick-up options



Let consumers know your returns process is as easy as pie



Decorate their favorite apps and channels with ads



Promote products that emphasize treating your loved ones with luxurious products



Let them know which must-haves are flying off the shelves like elves

ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.

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