

# Eye On | Retail 2020

A guide to engaging retail shoppers this holiday season.

A man with a beard is sitting on a blue couch, looking at a laptop. A large dog is sitting next to him, looking at the laptop. The room is decorated for Christmas, with a tree on the left and a white dresser in the background. The text "For holiday season 2020..." is overlaid on the image.

# For holiday season 2020...

There will be an unprecedented amount of first-time online shoppers, along with seasoned digital buyers, browsing, searching, and purchasing gifts, holiday essentials, and everyday items. With the increase in online purchase activity, brands may need to take a fresh approach to holiday campaign planning by activating more refined audience segmentation strategies to engage with the **right desired customers**.



# Despite the restrictions...

A collective **\$3.914 trillion** in ecommerce sales is anticipated this year with most countries still expected to experience strong growth.

**Retail Ecommerce Sales** (by region, 2020, billions)

\$498.32 Billion

EUROPE

\$749 Billion

AMERICAS

\$2,448.23 Billion

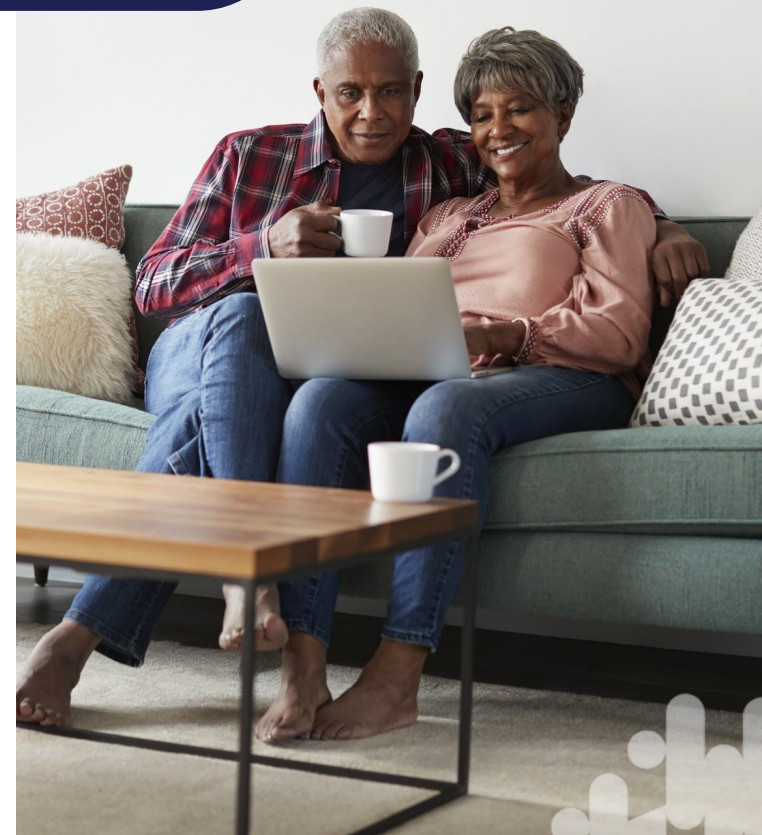
ASIA-PACIFIC



Note: includes products or services ordered via the internet using any device. Source: eMarketer 2020

# To prepare for their holiday campaigns ... retailers will need to adapt their targeting and engagement strategies to reflect **new consumer buying behaviours and attitudes.**

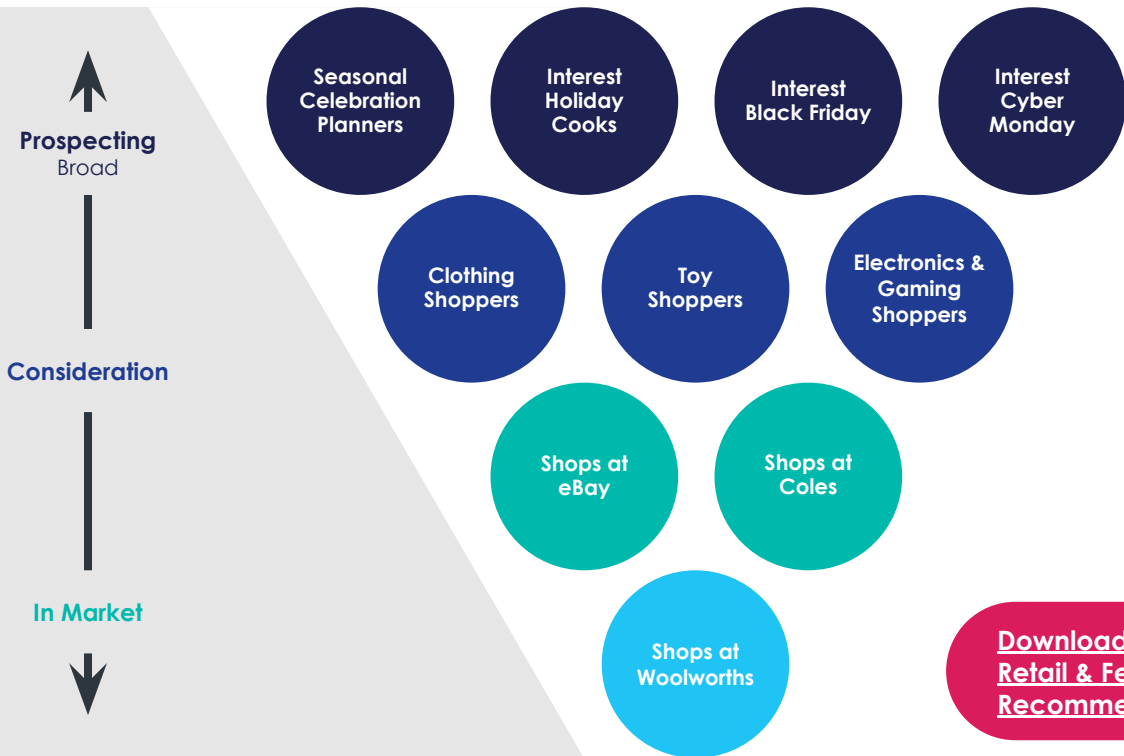
- **In 2020 Gen X and Boomers dominate global mobile and ecommerce growth:** over 80% of Gen X and Boomers shopping online.<sup>1</sup>
- **In difficult times, self-gifting and seasonal shopping can be positive outlets:** 74% of global Christmas shoppers say they research gifts for themselves.<sup>2</sup>
- **In 2020, consumers are losing interest in traditional holiday sales periods:** with 64% of consumers less inclined to shop on Black Friday and almost 60% losing interest in shopping on Cyber Monday, retailers are planning on extending sales periods throughout the entire holiday season.<sup>3</sup>
- **Consumer loyalty is value based not price based:** 47% of internet users surveyed this year say they've switched to a different product or service because a company has violated their personal values.<sup>4</sup>



# Retail Audience Targeting Strategy

This holiday season, brands should consider a **data-driven approach to engagement** by investing in audience profiles built with **diverse consumer attitudes, personas and behaviors**.

Household **demographic traits**, survey-based **attitudes and beliefs**, past-purchase spending, **location-proximity signals** and more, can help brands to gain a more holistic understanding of their target customers to **strengthen engagement on digital display, mobile and social channels**.



[Download the Eyeota Retail & Festive Holiday Recommendations](#)



# The Eyeota Audience Marketplace

Identify, reach and engage the right **holiday consumers**



Clothing Shoppers

Toy Shoppers

Video Game Shoppers

Black Friday Spenders

Cyber Monday Spenders

Seasonal Celebrators

Parent Christmas Shoppers

Shops at eBay

Shops at Coles

Tech & Gaming Shoppers

Shops at Woolworths

Festive Food Shoppers

Holiday Decorating Enthusiasts

Sports Gamers

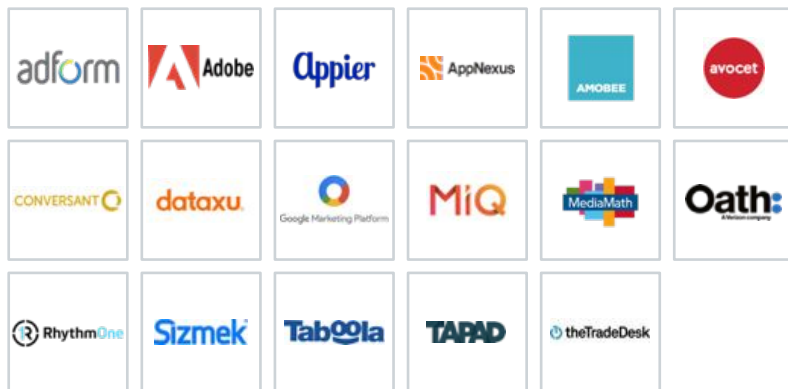
Action/Adventure Gamers

Superhero Gamers

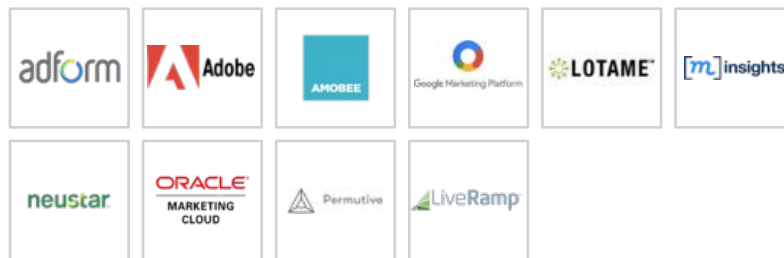
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# Access the Eyeota Audience Marketplace in your chosen platform

## Demand Side Platforms



## Data Management Platforms (available on request)



## Social Networking Platforms (available on request)





Our Audience Specialists can help you build the best audience engagement strategy to meet your campaign goals. Available 24/7, connect with the **Eyeota Data Desk** team at [datadesk@eyeota.com](mailto:datadesk@eyeota.com)