Eye On | Retail 2020
A guide to engaging retail shoppers this holiday season.
This holiday season ...

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)

- **EUROPE**: $498.32 Billion
- **AMERICAS**: $749 Billion
- **ASIA-PACIFIC**: $2,448.23 Billion

Note: Includes products or services ordered via the internet using any device. Source: eMarketer 2020
To engage with the right consumers... retailers may need to adapt their seasonal marketing strategies to reflect new 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. 1

- In difficult times, self-gifting and seasonal shopping can be positive outlets: 74% of global Christmas shoppers say they research gifts for themselves. 2

- 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. 3

- 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. 4

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, 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.

Activate New Consumer Attitude segments, available only with Eyeota. Contact Eyeota Data Desk to find out more.
The Eyeota Audience Marketplace
Identify, reach and engage the right retail consumers

- Early Christmas Shoppers
- Prepared Holiday Shoppers
- November Christmas Shoppers
- Black Friday Clothing Spenders
- Black Friday Cosmetics Spenders
- Black Friday Tech Spenders
- Parent Christmas Shoppers
- Grandparent Christmas Shoppers
- Paced Holiday Shoppers
- Last Minute Shoppers
- Mostly Offline Shoppers
- Click & Collect Grocery Shoppers
- Flowers & Accessories Online Shoppers
- Holiday Cooks
- Festive Food Shoppers
- Holiday Decorating Enthusiasts

Click here to download our Retail & Festive Holiday Recommendations
Access the Eyeota Audience Marketplace in your chosen platform

**Demand Side Platforms**
- adform
- Adobe
- Appier
- AppNexus
- Amobee
- Avocet
- Conversant
- DataXu
- MiQ
- Mediatool
- Oath
- RhythmOne
- Sizmek
- Taboola
- Tapad
- TheTradeDesk

**Data Management Platforms (available on request)**
- adform
- Adobe
- Amobee
- Google Marketing Platform
- Lotame
- [Other logos]

**Social Networking Platforms (available on request)**
- Facebook
- Instagram
- Pinterest
- Snapchat
- Twitter
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