

# Eye On | Retail 2020

A guide to engaging retail shoppers this holiday season.

A man with a beard is sitting on a blue couch in a living room, looking at a laptop. A dog is sitting next to him, looking at the laptop. The room is decorated for Christmas with a tree, lights, and a star. The text "This holiday season ..." is overlaid on the image.

## 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)

\$498.32 Billion

EUROPE

\$749 Billion

AMERICAS

\$2,448.23 Billion

ASIA-PACIFIC

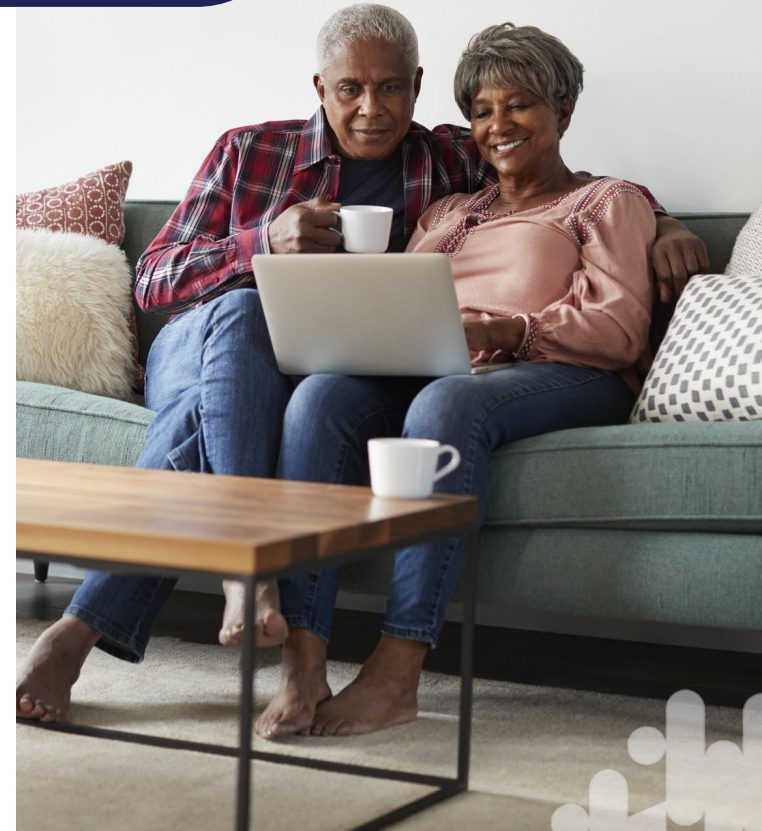


*Note: includes products or services ordered via the internet using any device. Source: eMarketer 2020*

# To 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.<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

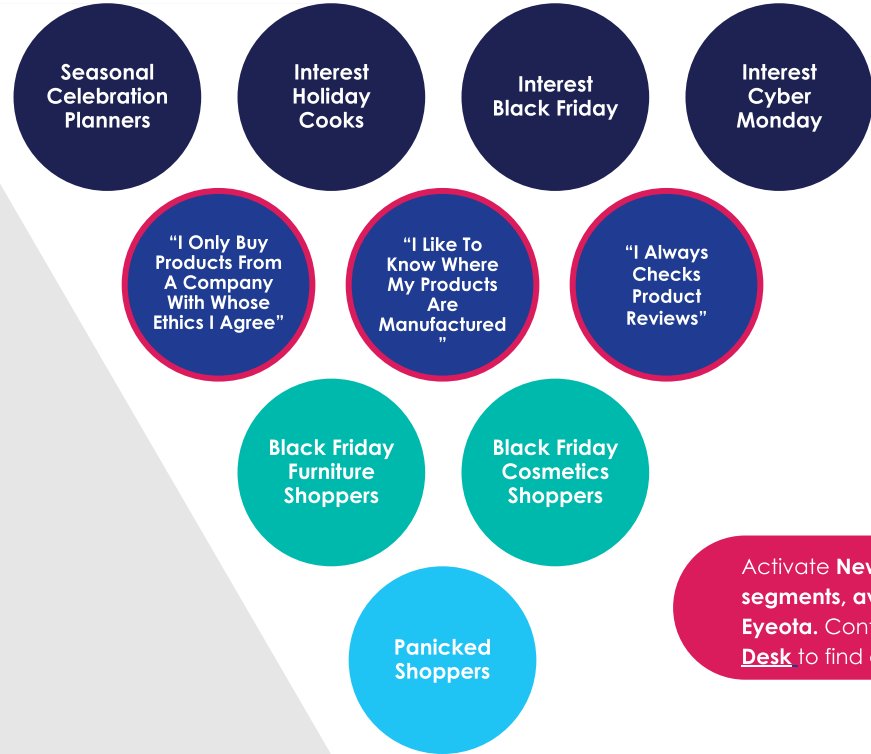
This holiday season, brands should consider a **data-driven approach to engagement** by investing in audience profiles built with **diverse consumer attitudes, personas and behaviors**.

Household **demographic traits**, survey-based **attitudes and beliefs**, **past-purchase spending**, 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**.

Prospecting  
Broad

Consideration

In Market



Activate **New Consumer Attitude segments**, available only with **Eyeota**. Contact [Eyeota Data Desk](#) to find out more.



# The Eyeota Audience Marketplace

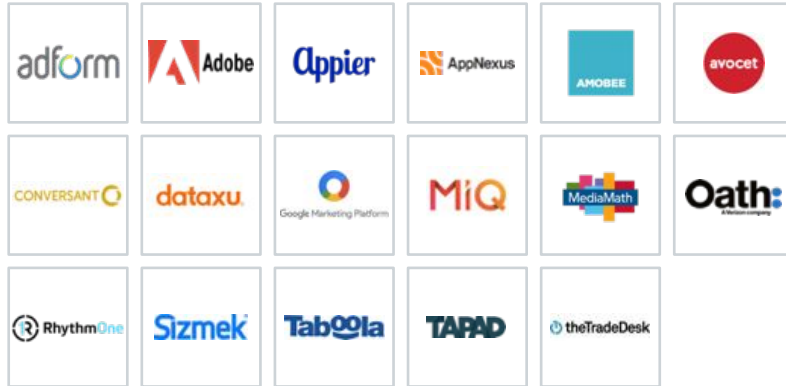
Identify, reach and engage the right **retail consumers**



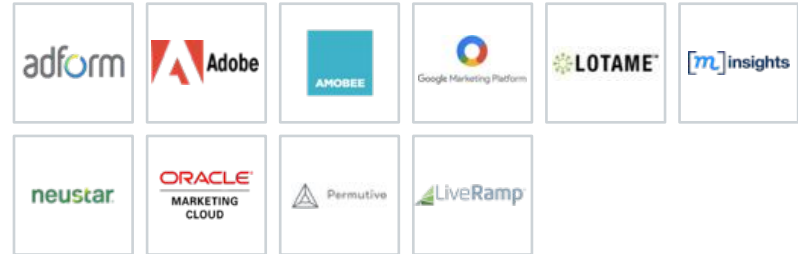
[Click here to download our Retail & Festive Holiday Recommendations](#)

# 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)