

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 dog is sitting next to him, looking at the laptop. The background shows a living room decorated for Christmas with a tree, lights, and a fireplace.

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...

Consumers are expected to generate **\$3.914 trillion** in ecommerce sales this year with most countries 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

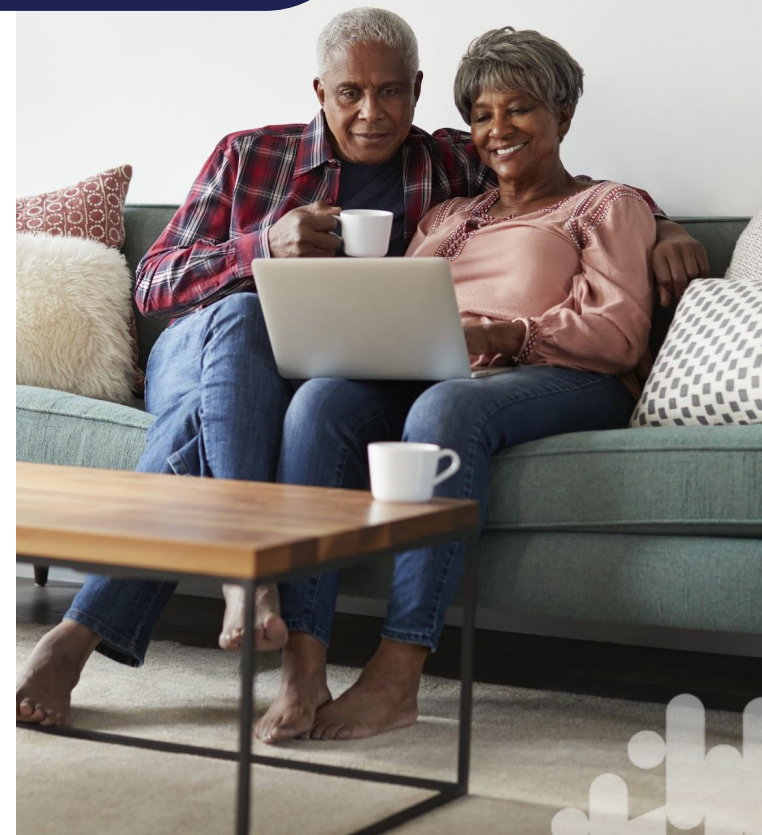


Note: includes products or services ordered via the internet using any device. Source: eMarketer 2020

To engage with the right consumers...

retailers may need to adapt their seasonal marketing strategies to reflect **new buying behaviors 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 based on brand values and purpose:** 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, **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**.



Activate **YouGov Consumer Attitude segments**, available only with Eyeota. Contact [Eyeota Data Desk](#)

The Eyeota Audience Marketplace

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



Halloween Shoppers

Costume Shoppers

Thanksgiving Shoppers

Black Friday Spenders

Cyber Monday Spenders

Hanukkah Celebrators

Parent Christmas Shoppers

Always Checks Product Reviews

In-Proximity to Home Depot

Tech & Gaming Shoppers

In-Proximity to CVS

Festive Food Shoppers

Holiday Decorating Enthusiasts

Get Fit New Year's Resolutions

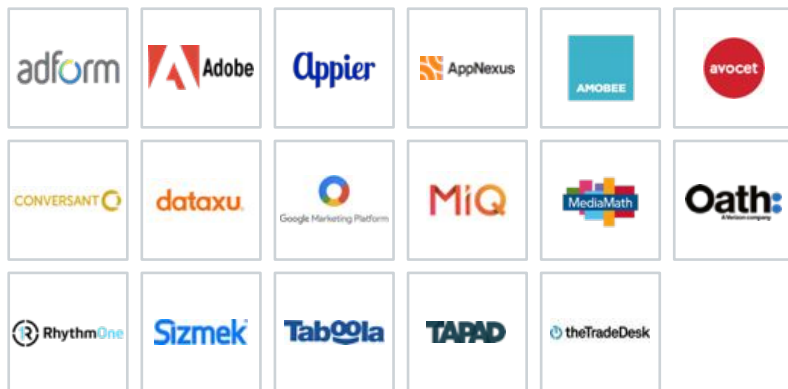
Quit Smoking New Year's Resolutions

Get Organized New Year's Resolutions

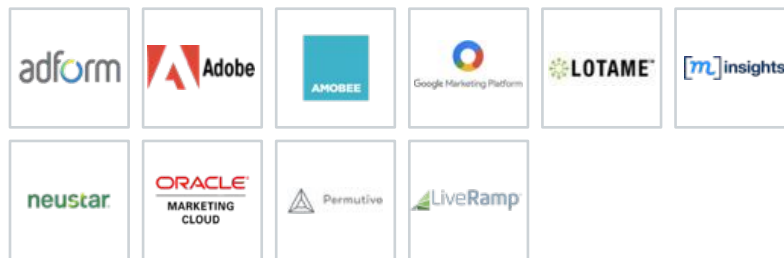
[Click here to download our Retail & Festive Holiday Recommendations](#)

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