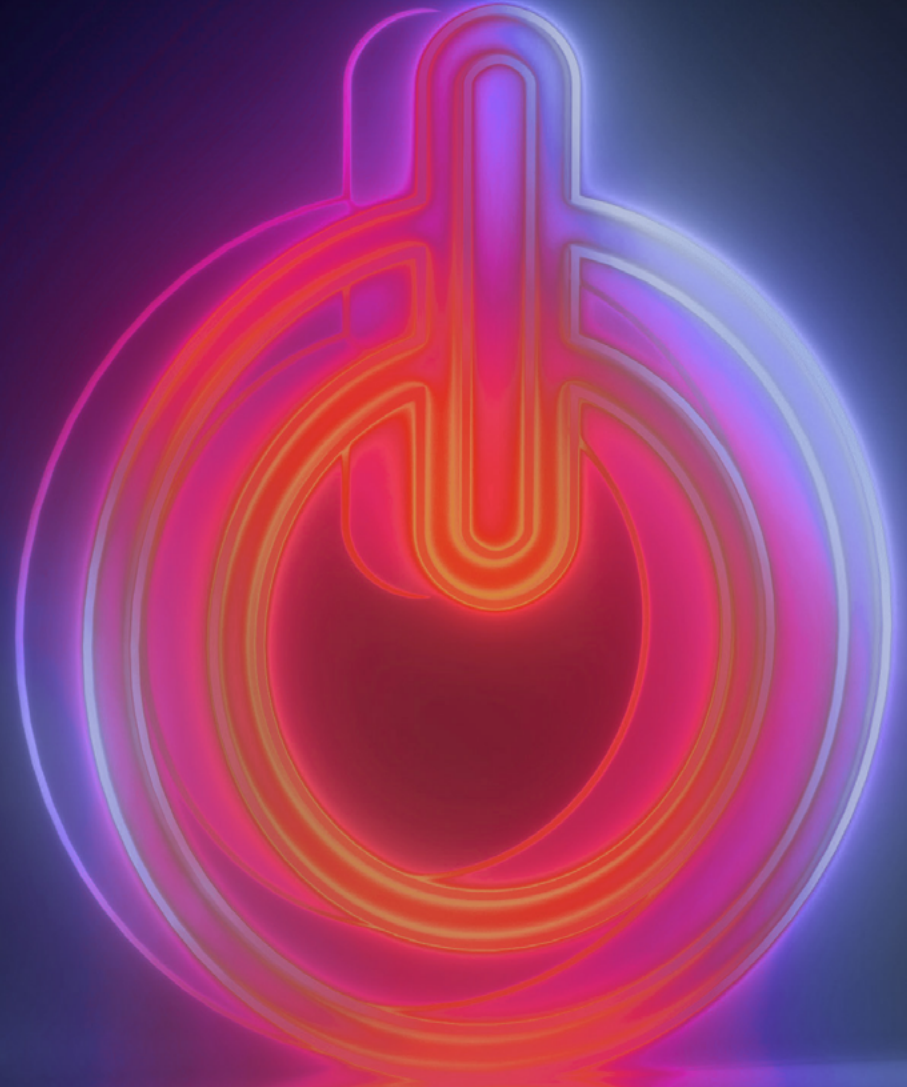


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Powering up ads for electronics brands
during promo periods



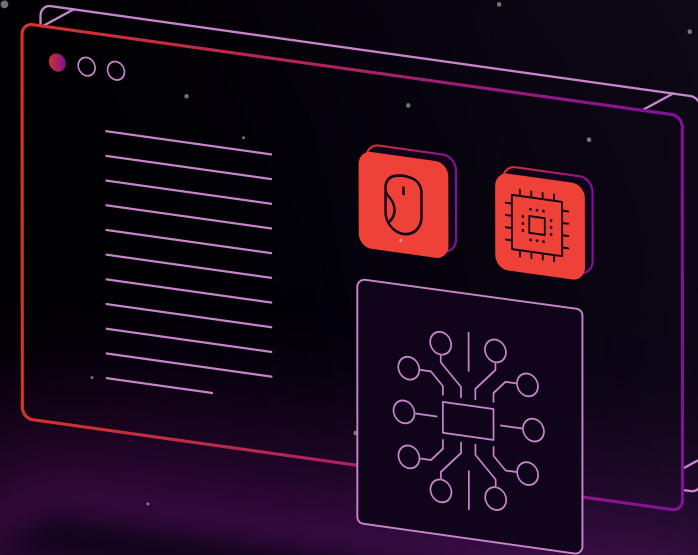
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Welcome

The world is increasingly geared toward technology. Every aspect of our lives is continually being enhanced by apps and electronic devices.

As we look forward to the year ahead, readiness for promotional periods is more important than ever. Devices are essential to our modern lives, as well as being the go-to gifts for special occasions – but consumers are feeling the squeeze of a tough economic climate and are looking for bargains. Meanwhile, brands are challenged by an ever more competitive online marketplace.

This guide has been designed to help electronics retailers and producers identify the critical sales dates throughout the year and plan campaigns in advance, with a particular focus on the holiday season. We'll talk about how to align branding and performance campaigns, activating sales while building long-term relationships that turn casual customers into brand evangelists.



It's ON

Stand by for insight that will empower your electronics brand.

1. Continual ExpansiON

The growth of the electronics e-commerce market.

2. ON Trend

5 trends that are shaping the electronics industry.

3. The Importance of PromotiON

Key dates on the e-commerce calendar for promotional activities.

4. Consumers are Switched ON

The behavior of online electronics customers during sales periods.

5. Staying ON Top

Strategies for making the most of promo periods.

6. Use Your ImaginatiON

5 campaign strategies to try in upcoming sales events.

7. How Electronics Brands Can Reconcile Branding and Performance

Branding and performance campaigns.

8. It's ON the List

A checklist for creating campaigns for promotional periods.

9. About RTB House

10. How to Contact Us

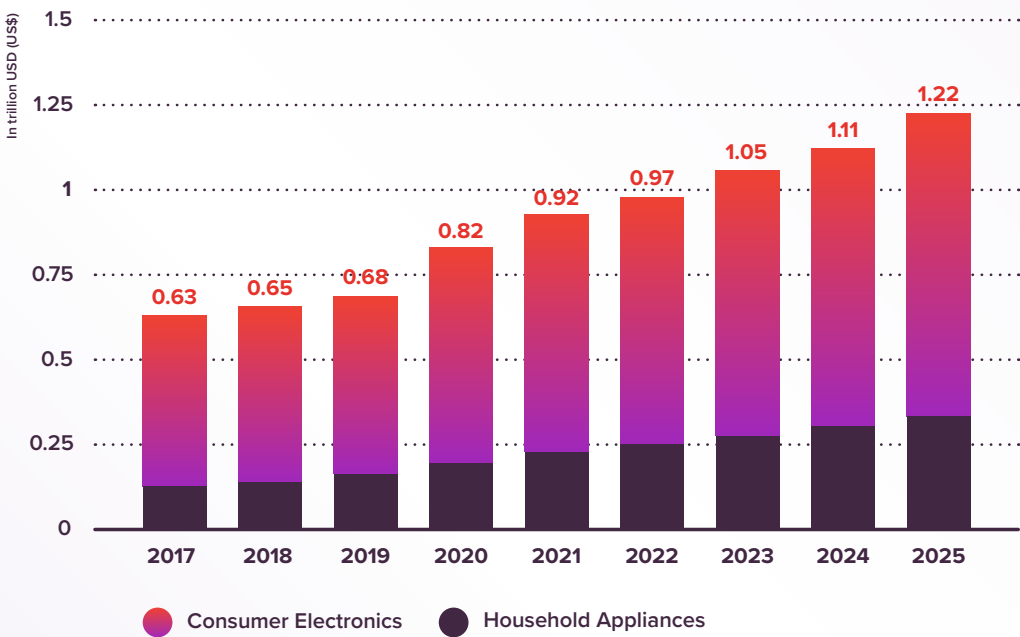
1 | Continual ExpansiON

THE GROWTH OF THE ELECTRONICS
E-COMMERCE MARKET



Continual Expansion

The consumer electronics industry shows no signs of slowing up. Globally, it almost broke the 1T USD revenue barrier in 2021, hitting a revenue value of 0.92T USD, up 46% from 2017 after six years of continual expansion. There is sustained and consistent growth each year and that trend is set to continue with the industry adding around 25% to its overall value by 2025.



Source: Statista

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