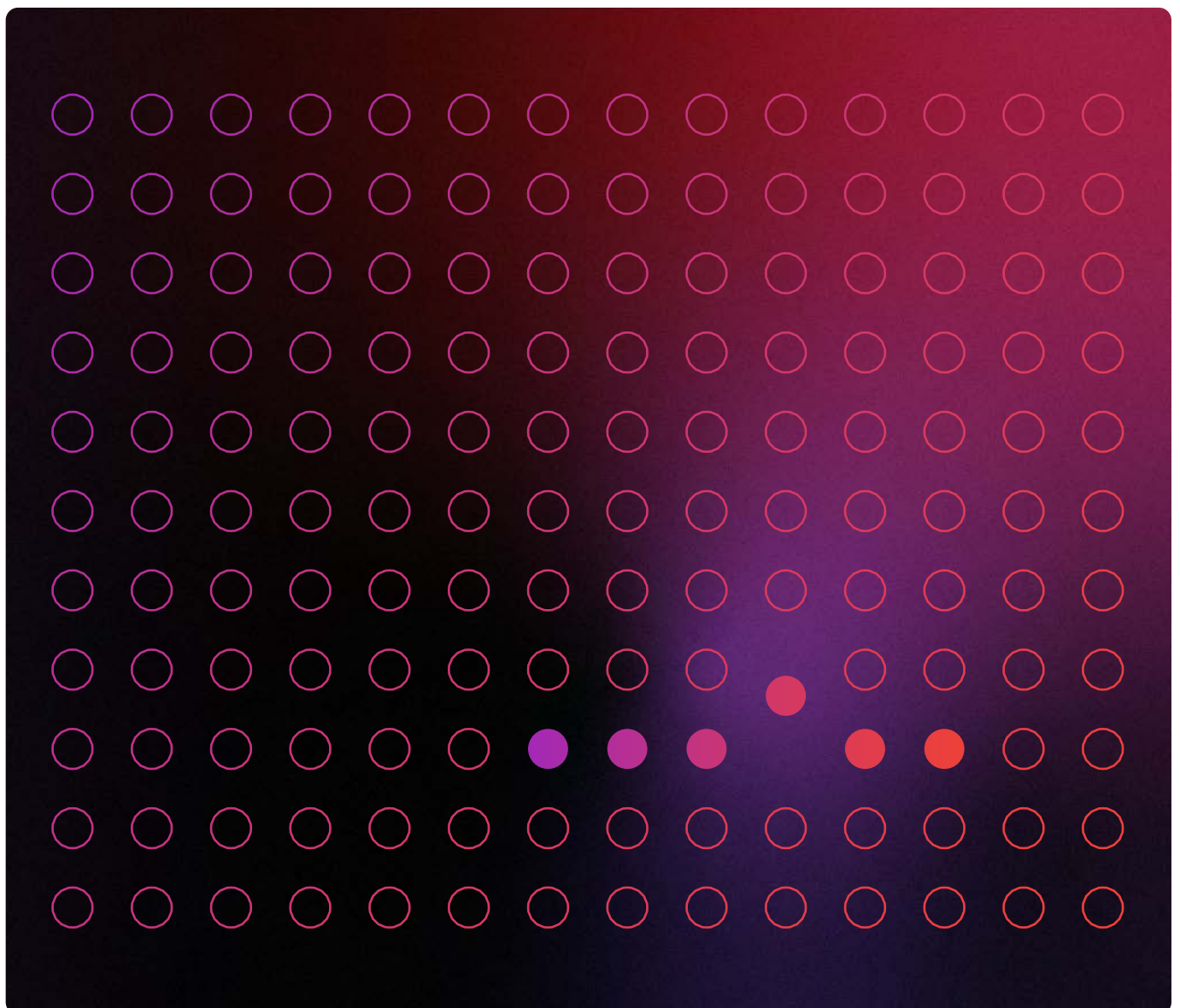


Queue For...

Marketing strategies for maximizing opportunities during the all-important Q4 period and holiday season.

A report from RTB House,
September 2023





Getting ready for Q4

Welcome to “Queue For...”

Once upon a time, the biggest sales opportunity of the year was squeezed into a couple of frantic weeks at the end of December. Nowadays—with the globalization of Black Friday, Singles Day, and other holidays—retailers have exceptional opportunities to reach customers and drive sales throughout the last three months of the year. And then come the January sales...

Q4 has been embraced by consumers as one long festival of online and in-store shopping, with deals to be found at every turn. As customers get in line, retailers need to strategize and create robust and effective communications to make the most of this exceptional time.

This guide is your manual for building that strategy. It looks at changing customer behaviors, opportunities for business, and the value of personalized retargeting ad campaigns.

Join the queue for success this holiday shopping season.



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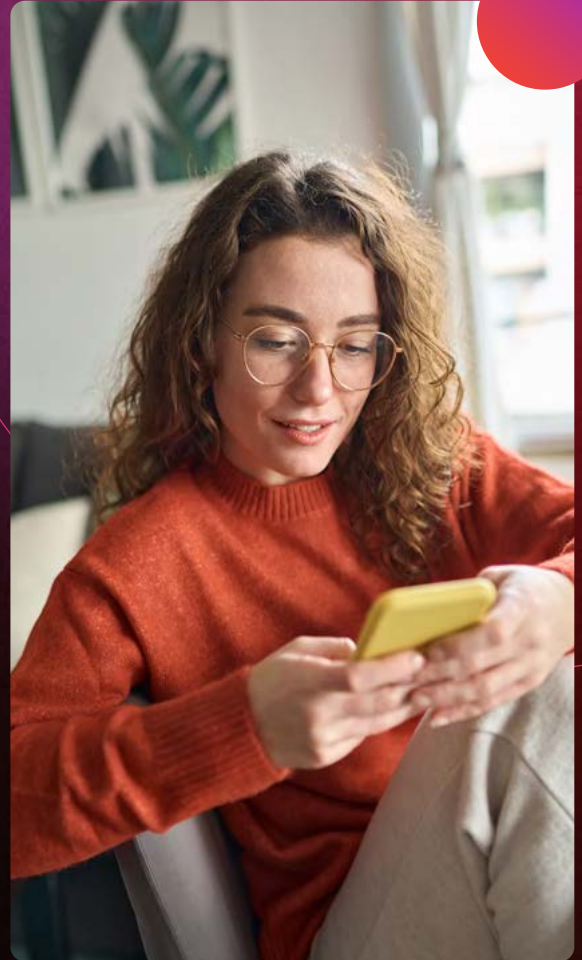
CHAPTER 1

The Queue for Convenience

Changes in today's world are relentless and happen at high speed. What worked in promotional periods in the past may not be the best strategy in 2023. In order to build your Q4 strategy, you need to understand your customers' evolving behaviors and changing expectations.

Early birds and money-conscious buyers

Economic uncertainty and inflation are affecting people's behavior in 2023.



12%

Only 12% of U.S. consumers said that inflation would not impact their holiday celebrations in 2023.^[1]

67%

67% of U.S. consumers stated that they planned to buy on-sale items to save money and stretch their budget.^[1]

-16%

German consumers planned to spend up to 260 EUR on Black Friday 2022, 16% less than the previous year.^[2]

[1] Source: <https://www.numerator.com/holiday-trends/consumer-survey>

[2] Source: <https://www.ideal.de/dam/jcr:6b33031f-2d24-4a69-b4ff-f27038ee551d/ideal-Black-Friday-Umfrage-Whitepaper-2022.pdf>



In recent years, consumers have spent more time researching and have started shopping earlier—believing it is the best way to find great deals and save money.



42%

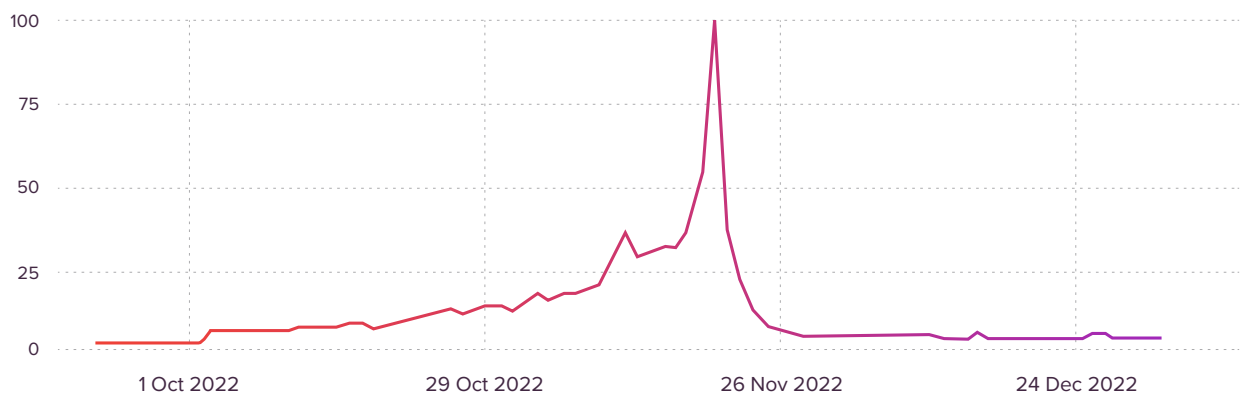
In 2022, 42% more shoppers worldwide and 37% more in the U.S. started buying gifts earlier than ever before. This is an ongoing trend but was also fueled by inflation.^[3]

6 weeks

Consumers start web searches for Black Friday in early October, and the number rises rapidly in mid-November. Interest drops off completely straight after the event.^[4]

Interest over time

The chart shows web searches for “Black Friday” over the last three months of the year.



[3] Source: <https://www.salesforce.com/blog/holiday-shopping-predictions/>

[4] Source: Google Trends, “Black Friday”, 1/10/2022-31/12/2022

However, this savvy early-bird behavior doesn't necessarily mean that consumers end up spending less. In fact, a Deloitte survey found that:

23%

People that start shopping earlier are expected to spend 23% more than those who start on or after the exact promo day.^[5]

So, how can you best serve budget-conscious customers and do what's best for business?

Queue for... tips

- Start planning promotions earlier to catch early-bird customers who are doing research and looking for the best deals.
- Getting to these customers early gives you more chance of actually increasing revenue as they may end up buying more over time.



The shift toward online sales

Before we look at exactly where people are buying, let's see how much they spend over the last two months of the year.

\$85 M+

In the U.S., retail sales in November and December were \$85 million higher than the previous year. In fact, there have been three consecutive years of growth above 6%.^[6]

166 M

166 million people in the U.S. planned to make a purchase in the six days between Thanksgiving and Cyber Monday 2022. That's 8 million more than the year before and the highest number on record.^[7]

[5] Source: Deloitte Retail Buyer Survey - Holiday Season 2021 (September 2021)

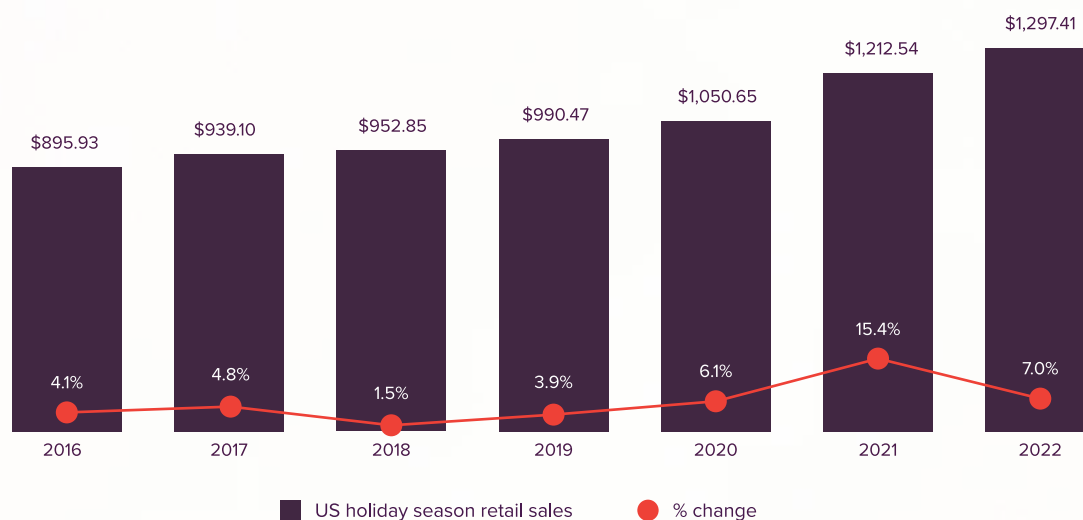
[6] Source: <https://www.insiderintelligence.com/content/black-friday-sales-rise-12-yoy>

[7] Source: <https://nrf.com/media-center/press-releases/record-1663-million-shoppers-expected-during-thanksgiving-weekend>



U.S. holiday season retail sales, 2016 - 2022

BILLIONS AND % CHANGE VS. PRIOR YEAR



Source: eMarketer, September 2022

Brick-and-mortar stores have been through some hard times in recent years but they are still the preferred experience for many shoppers—and footfall is still increasing.

+2.9%

Shopper traffic data indicates that in-store traffic on Black Friday rose by 2.9% compared to 2021.^[8]

Immediate order fulfillment (known in the old days as “getting your hands on the product straight away”) drives people into brick-and-mortar stores throughout the holiday shopping season—although Christmas does see a spike in online purchases.^[9]



[8] Source: <https://www.sensormatic.com/resources/pr/2022/2022-black-friday-recap>

[9] Source: <https://www.entrepreneur.com/growing-a-business/3-predictions-and-tips-for-attracting-customers-this/436937>



However, this is not true across all markets and in all circumstances. Buying habits are changing fast.

92%

In 2022, 92% of German consumers planned to do their Black Friday shopping online, while only 8% planned to visit stores.^[10]

15.4%

Another sign of rapid change...Mobile purchases during the holiday season are predicted to grow by 15.7% in 2023, with desktop purchases increasing by 8.7%.^[11]

4.5x

The U.S. is also changing. In-store purchases have grown and still account for the majority of sales, but ecommerce is moving 4.5 times faster. From 2022 to 2023, holiday season sales in brick-and-mortar stores will grow by 2.8%, compared to 11.9% for online sales.^[11]

9 M

Shopping apps in the U.S. collectively saw over 9 million downloads in 2022 during the Black Friday weekend.^[12]

What's the takeaway?

Queue for...insight

- Don't discount brick-and-mortar stores. We hear tales of struggles, but in many places, it is still the preferred channel for shoppers, especially in the Q4 sales season.
- Ecommerce is growing rapidly, and though it will take more time, it will eventually catch up to in-store sales.
- Make sure your website is optimized for mobile devices. If you are running ad campaigns over the holiday period, make sure users can convert on any device.
- Focus on promoting offers that drive sales at this critical time rather than app installs. Even though app installs skyrocket over the promo weekend, it's still a time to focus on converting on your offers.
- If you have both channels, don't treat them as separate entities. Take an omnichannel approach (and you can read more about that in part 6 of this report!).

[10] Source: <https://www.ideal.de/dam/jcr:6b33031f-2d24-4a69-b4ff-f27038ee551d/ideal-Black-Friday-Umfrage-Whitepaper-2022.pdf>

[11] Source: <https://www.insiderintelligence.com/content/us-holiday-2022-review-holiday-2023-preview>

[12] Source: <https://sensortower.com/blog/state-of-shopping-apps-us-2022>

CHAPTER 2

Queue for... Longer

When we think of Black Friday, most of us imagine lines around the block or a mass of people sprinting across a store the moment the doors open. The excitement is the same, but the shopping fever is no longer packed into a single moment or a single day. Retailers no longer need to be ready for a single day; they need a strategy that covers a full quarter of opportunity.

In line for 2024

Before we take a closer look at Q4, it's worth considering how it fits into the retail year. This guide is looking at how to prepare for promotional periods from October to December, but those same tactics can be applied to any number of peak shopping periods throughout the year.





Shopping days to prepare for in 2023 and 2024

Make sure your ecommerce is ready for every opportunity. Check your inventory and let existing and new customers know what you have on offer.



OCTOBER 31

Halloween



NOVEMBER 24

Black Friday 2023



NOVEMBER 27

Cyber Monday 2023



DECEMBER 24/25

Christmas Day



DECEMBER 26

Boxing Day Sales



**JANUARY 7
– FEBRUARY 29**

Winter Sales



FEBRUARY 14

Valentines Day



MARCH 10

Ramadan 2024



MARCH 31

Easter 2024



JUNE 20

Summer Sales Starts



**AUGUST
– SEPTEMBER**

Back to School



DOZENS OF REGIONAL
AND COUNTRY-SPECIFIC
SHOPPING DAYS ACROSS
THE GLOBE.



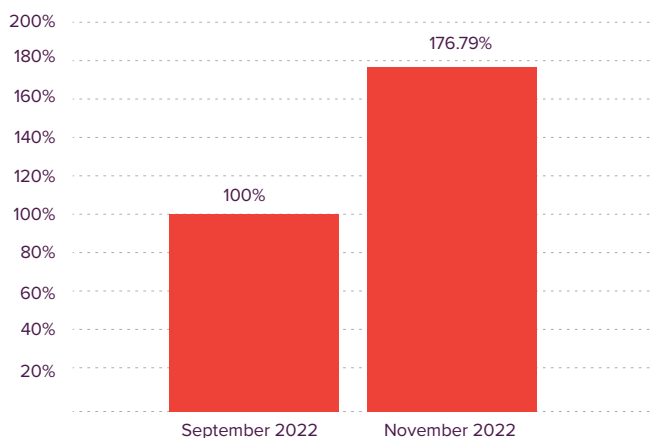
Black Friday becomes Black November

Great products can win over consumers at any time, but the major spikes in customer interactions with brands are linked to major sales events in the last quarter of the year when shoppers are on the hunt for bargains.

176%

Comparative conversion value increased 176% from September to November 2022.^[13]

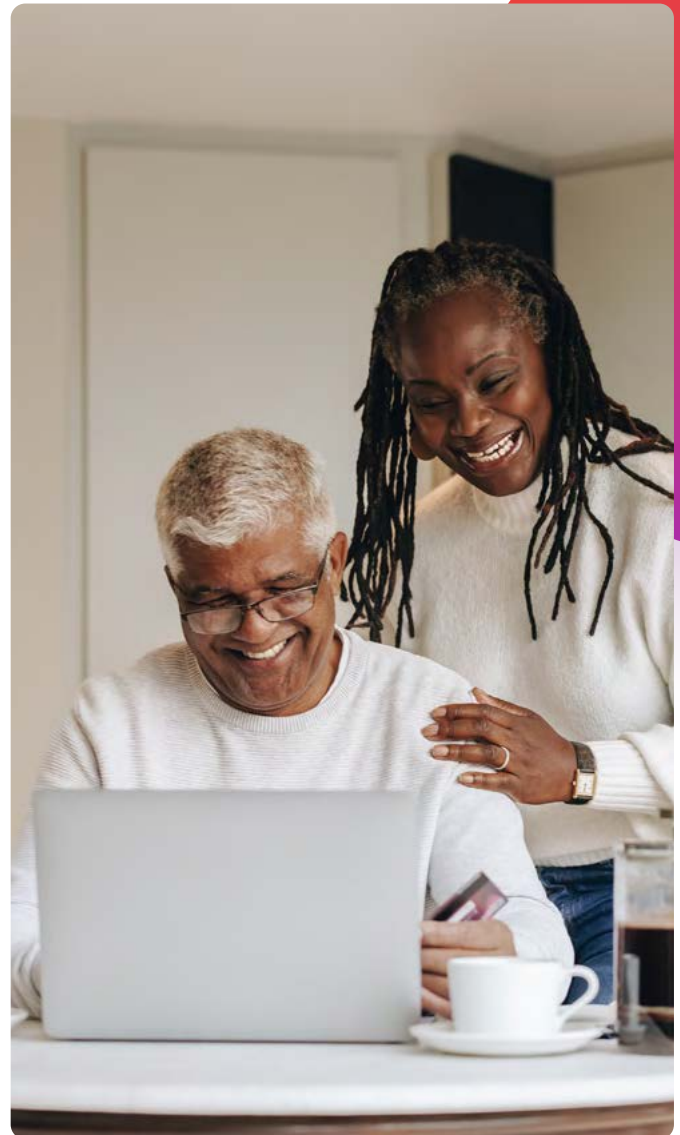
Conversion values November vs. September



Countries: BR, DE, FR, UK, PL, U.S.

Verticals included: Fashion, Electronics, Health&Beauty, Home&Garden.

Comparison of relative conversion value (median); data from 449 campaigns.

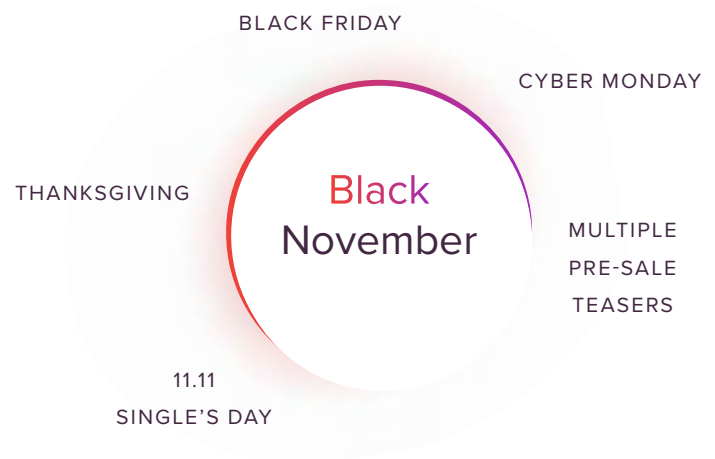


- Black Friday remains one of the year's biggest shopping events in the Americas and many European countries.
- However, the idea of a single-day shopping event is dying out and being replaced by Black November, a full month of shopping opportunities.

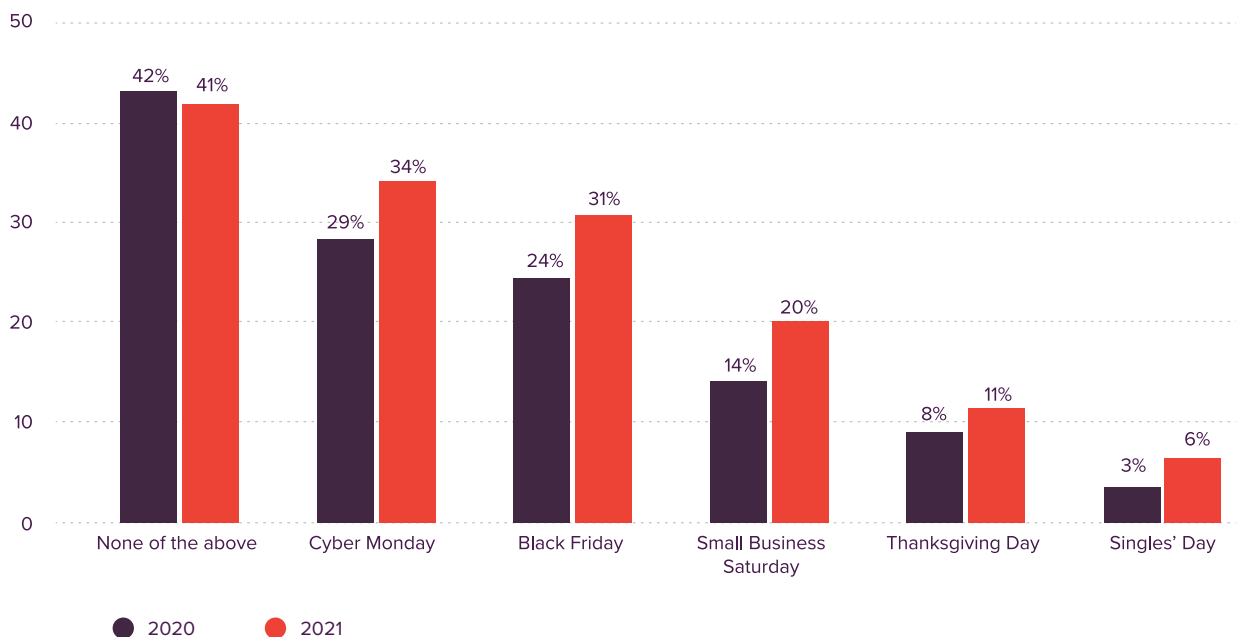


Increases across the board

In the past, stores and consumers in the West built up to one major event, Christmas, for months in advance. Nowadays, savvy consumers are more aware of the different opportunities to find bargains throughout Q4. In fact, just from 2020 to 2021, individual Q4 sales events saw a comparative 3% to 6% rise in shoppers. Black Friday is the loudest event, but Cyber Monday—which is a vital event for electronics brands—boasted 34% of holiday shoppers in the U.S.^[14]



Share of holiday shoppers by shopping event day



Source: Deloitte, 2021 Holiday Retail Survey (U.S. market)



What brings people to stores in Black November?

Increased customer spend is driven by cut-price offers. According to Adobe research, customers could expect heavy discounts in different categories in 2022.^[15]

Category	Peak Discount in Q4
Apparel	13.8%
Electronics	23.4%
Toys	31.8%



It's not just existing customers that are checking out offers. Studies have shown that:

4.5x

More new users engage with brands during the Black November promotional season.

3.7x

More lapsed users who have not visited websites in the 30 days prior to campaign launches place orders during November promos.

Queue for...tips

- Pitch your discounts at a price point that will match or beat those of other players in your category.
- Use sales events to engage new customers and bring back lapsed users, creating a positive effect on your business far beyond the Q4 promotional period.

[15] Source: <https://business.adobe.com/resources/holiday-shopping-report.html>



Think globally...

Black Friday was once just a U.S. phenomenon but is now a truly global event.

+30%

Despite a harsh economic climate, spending over Black Friday week was up 30% in the Netherlands in 2022. ^[16]

67%

67% of Australians believe that Black Friday deals are worth the wait. ^[17]

63%

63% of Singaporeans feel the same. ^[17]

We also need to look at regional events in the Q4 period, which offer huge opportunities for retailers and are beloved by consumers. Diwali runs for five days, from 31 October to 4 November 2023, and is India's biggest shopping event. ^[18]

Shopping events for which adults in India plan to shop:

Diwali	51%
Black Friday (and similar events)	31%
New Year	26%
Christmas	19%

Local relationships to the sales season can also be complex. In the APAC region, Black November doesn't actually outperform other months, where as traditional December shopping is still a massive draw.



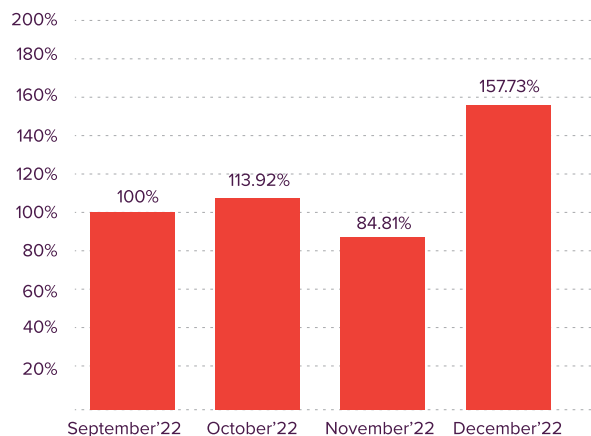
[16] Source: <https://www.reuters.com/markets/europe/german-pre-christmas-shopping-picks-up-over-black-friday-weekend-2022-11-28/>

[17] Source: <https://business.yougov.com/content/43758-uncovering-black-friday-shoppers-australia-and-sin>

[18] Source: <https://business.yougov.com/content/43669-diwali-urban-indians-favourite-shopping-occasion-f>



Sales volume change December vs. September (APAC)



Verticals included: Fashion, Electronics, Health&Beauty, Home&Garden. Comparison of number of conversions (sum); data from 428 campaigns. Countries: JP, ID, MY, VN, TH, CN, HK, KR, PH, SG, TW. Source: RTB House internal data: September to December 2022

Q4 is the biggest time of year across the globe, but it is important to understand how sales data varies across regions and then adapt accordingly.

Cyber Monday is king

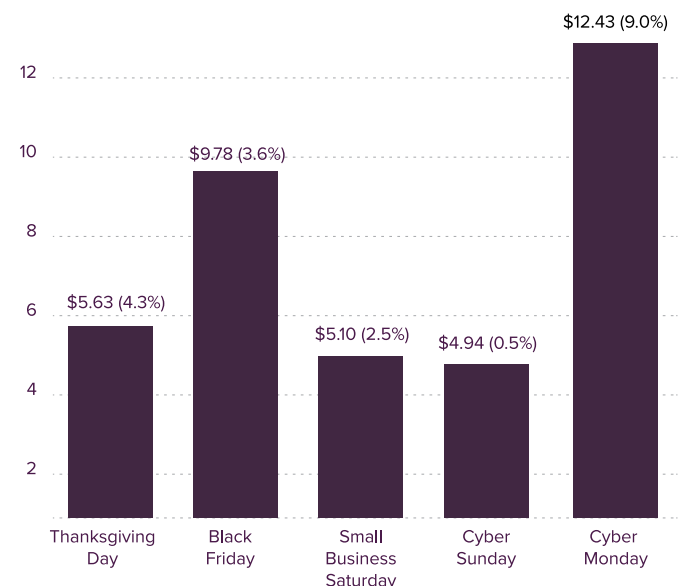
It started with Black Friday and became Black November, but the sleeper hit is Cyber Monday. In fact, according to stats published by eMarketer, Cyber Monday 2022 sales in the U.S. top those of Black Friday by nearly \$3 billion.^[19]

Did you know?

Cyber Monday sees a 181% increase in add-to-cart actions from shoppers.

What's more, the year-on-year growth of Cyber Monday outstrips that of any of the other 'Cyber 5' shopping days.

Billions and % change vs. prior year



Queue for...success

- Prepare for a cycle of promotions that can last up to two months, depending on your domain.
- Make the most of regional opportunities and special events outside of the typical Q4 promotions.
- Take into account how customer expectations and behavior differ for each particular shopping event. Customers are looking for different products on Black Friday, Cyber Monday, and Christmas and shop differently.

CHAPTER 3

Queue for the Buzz

We know that customer interest builds before sales events and drops off immediately after. We also know that price and opportunity is the most compelling purchase trigger. So, in an ideal scenario, you get in early and let existing (and potential) customers know about the great offers that you have coming soon. And then you remind them at significant moments, right up until the sale goes live and they make the purchase.

It's all about creating that buzz.

Here are five tips for making sure that people are both informed and excited about your Q4 activities.

1. Exclusivity

Have you ever been to a big stadium rock show and seen the first ten rows of people in a special section? You probably thought that they paid several times more money than everyone else for their tickets, but money alone can't buy that exclusive experience.

Usually, the only way to get into the "golden circle" is to be a fan club member, subscribe to email blasts, or actively follow a band on social media and participate in competitions. They are not just loyal listeners; they are actively and regularly engaged with a band. Golden Circle tickets are just one reward, but they also get a chance to hear new releases first and pre-order special editions of merchandise.



Now add an “r” and change the word band to brand. Imagine your app users and most engaged followers as your biggest fans. Q4 is a great opportunity for you to put on a show for a big crowd, but you should also make sure that your most ardent supporters get an even better experience than others. This is particularly important for younger buyers, as Millennials and Gen Zers value exclusive access to limited products and experiences nearly twice as much as Gen X and Baby Boomers.^[20]



Before you go to the masses with your sales events, offer your app users and most engaged customers a chance to get their hands on goods before anyone else. You may even create tiers, with the most prestigious offers only available to people who have opened the app daily for a month prior to the event or made a certain amount of purchases.

This not only generates interest, it also gives other people a reason to download your app or become brand advocates so that they will have a shot at the exclusive offers next time around.

2. Gamification

Exclusive offers and top-tier products are the banner items of your big promo activities. If you have run a sports store, maybe you've paid a premium to get ten baseballs signed by the league's best pitcher—and one lucky customer will also win the chance to meet their hero at a game and get a signed jersey.

It's a prize that will get people talking, as well as an opportunity to get new and potential engagement. There are perhaps thousands of people who want to get to that game, and you can create buzz around your brand by turning your offer into a game itself.

Could you run a daily quiz about baseball, and only people with the correct answer on ten consecutive days get a chance to win the top prize? Or maybe you build a simple baseball pitching game on a landing page, and people who achieve above a certain score can qualify? Or do you go big and create a treasure hunt that takes your users on a journey across your various media platforms, picking up clues and access codes along the way?



Gamification is hot right now, but it has been around for a while. Statistics from 2019 showed that 60% of consumers said they would be more likely to buy from a brand if they enjoyed playing a game with it.^[21] This is particularly true for Gen Z users, who are becoming the biggest customer group, which is why 87% of online retailers planned to introduce some level of gamification in their customer interaction by 2024.^[22]

The run-up to the Q4 promo period is the absolute best time to do something that really gets people excited about your brand.

[21] Source: <https://www.digitalmarketing-conference.com/5-benefits-of-using-gamification-in-your-digital-marketing-strategy>

[22] Source: <https://www.customerglu.com/blogs/gamification-in-ecommerce>

3. New customer outreach

Here's the bad news—you are going to lose some customers this year. Even if you have a great brand and good offers, many people are feeling the squeeze of economic uncertainty and alarming inflation. They may still want your brand but are making financial decisions that cut out certain spending. And your brand will fall into that category for some of your customers. They are just doing what they need to do in order to get through hard times.

However, as one door closes, there is a window of opportunity opening up. If you have compelling offers at an attractive price point during the Q4 sales season, then you now have more chance than ever to bring in customers who were previously loyal to competitors and may not have considered your store before.



Six in ten people say that they would stop spending with their favorite brands if money was tight. What's more, in 2023, 85% of consumers say they will be on the lookout for cheaper alternatives when shopping.^[23]

Loyalty is no longer a priority, though it is not clear if this is a temporary situation or if it will become a long-term trend. Marketers must look at this as an opportunity and try to create as much buzz among new customers before the promo period ramps up. Be loud and proud about your biggest discounts and run strong retargeting campaigns for new users who visit your site. It also makes sense to add branding campaigns on top of these retargeting activities, making sure that prospective new customers are aware that you exist because the research shows that they will be shopping around more than ever right now and that they are willing to try new brands.

4. Social media

Of course, your business is on social media. It's the number one way in which most retailers engage with customers and build a community around a brand. During the promo period, it is more important than ever to use your social media platforms to create buzz and communicate your offers. As you strategize, ask yourself the right questions.

Where are we and why? Facebook, TikTok, Pinterest, Instagram, and YouTube are the biggest platforms for most Western retailers, but are you choosing the ones that best fit your products? For example, many Home & Garden retailers find that Pinterest is the best place to share inspirations, while fashion and beauty brands get the most engagement on Instagram or TikTok. Make sure you are putting your efforts into the right media.

How easy is the customer journey? In an ideal scenario, customers will be able to buy your promo offers directly from social media platforms. If not, how easy is it for people to convert interest into purchases? You need to make sure it's one or two clicks from your social media feed to your checkout.



What more do people want from social media?

As you hype your upcoming promos, you will get people talking. And when people talk, they have questions. A key part of your social media strategy before campaigns is making sure that your social media feeds are constantly engaging with people on the public feed and on private chat. The level of your pre-sales support and communication will directly affect how people feel about your brand when they come to spend their money. Make sure that you have the right chatbot or human customer service support on social media to field all the questions and really turn that buzz into buyers.

5. Social listening

Your planning for the Q4 sales season starts months before Black Friday. You start planning in the spring, but how do you know what people will really want in the autumn and winter? How do you accurately evaluate the optimum amount of each product, and what price point will be most tempting to customers while still benefiting your business?

Social listening is one of the most effective tools you can implement before a campaign. Rather than looking at wider trends and general statistics, you can monitor your social media and other online channels to analyze conversions about your brand. By using the right tools, you can then get a truer and more accurate picture of how people feel about your brand and what they want.



Two-thirds of marketers say that social listening is a useful way to gain insights about what products are of most interest to customers, how they feel about your brand, and where they encounter problems.^[24]

It's a long-term investment, but also one that takes a lot of the guesswork out of promotional campaigns. It ensures that you are creating buzz around the right products and giving your customers what they want.

6. Email marketing and automation

Email is still alive and kicking. In fact, it has a lot of advantages over social media. While our feeds are constantly updating and offers can be missed, email requires some action from the user. Even if they choose to delete a mail, they have to take action to do so, and that involves some level of engagement and awareness.

Rather than manually composing emails to every customer, 55% of ecommerce marketers were already using email marketing or marketing automation software as long ago as 2019 and finding the results to be well worth the investment.^[25]

However, for the most effective use in the build-up to your promo period, don't just automate and send out the same email blast to every subscriber on your mailing list. Just as the most effective retargeting ads are personalized to individual users, your emails should include some level of intimacy in the message that creates buzz and feels personal.

You can do this via trigger points that create different content based on site activity. And it's highly effective: stats have shown that triggered emails have a three times higher open rate than standard emails.^[26]



For example, if a customer browsed a particular collection but didn't buy, let them know that those items are going to be on offer with great discounts. Or if a customer did make a purchase, let them know about complementary items that will be featured in your Q4 sales.

Email automation, as well as app notifications, should not just let customers know that a sale is coming. After all, every store in the world has a Q4 sale! Your communications should let customers know what is coming in the sale that will fit their individual needs.

[25] Source: <https://moosend.com/blog/10-marketing-automation-statistics-need-know/>

[26] Source: <https://www.klaviyo.com/blog/abandoned-cart-email>

CHAPTER 4

Queue for Personalization

Data dominates ecommerce. Let's save ourselves time by assuming that anyone reading this report is already part of a data-driven business.

23x

Data-driven organizations are 23 times more likely to add new customers and 6.5 times more likely to retain them.^[27]

If that is our starting point, then the difference between success and failure is how you can use that data more effectively than competitors. You need to implement technology that can extrapolate the right meaning from data and suggest the right course of action. During promo periods, your goals should always be more personalization and better segmentation.



[27] Source: <https://www.salesforce.com/news/stories/state-of-marketing-in-2021/>

[28] Source: <https://www.hubspot.com/state-of-marketing>



The power of personalization

Consumers actually want personalized content. In fact, 83% of customers are willing to share personal data if, in return, they get personalized experiences—especially offers that suit their needs and are rewarded with compelling discounts.^[28] What's more, targeting new users with personalized content during promo periods gives you a significant chance of keeping them as repeat customers when the sale ends.

Queue for...insight

- Retargeting campaigns and personalized product recommendations are the most commonly sought-after personalized content by retail companies.
- Personalized is really a different way of saying relevant—and 70% of Millennials are now frustrated by brands sending irrelevant offers.^[34]
- The greater the level of personalization, the better the campaign performs. By utilizing Deep Learning AI and more first-party data, you can display ads that feel truly tailor-made, showing the right size and price point and the cut and color that match user preferences.

89%

89% of marketers see a positive ROI when they use personalization in their campaigns.^[29]

60%

60% of consumers say they'll become repeat customers after a personalized shopping experience.^[31]

76%

76% of consumers say they're more likely to purchase from brands that personalize.^[30]

54%

The acceptance rate for personalized ads was 54% in 2021. That's up from just 35% in 2019.^[32]

+50%

Deep Learning can ensure up to 50% more efficient personalized retargeting.^[33]

[29] Source: https://www.slideshare.net/adobe/adobe-personalization-2020-survey-of-consumers-and-marketers?from_action=save

[30] Source: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

[31] Source: The State of Personalization 2021, Twilio Segment

[32] Source: <https://www.amanewyork.org/wp-content/uploads/2021/10/AMA-NY-Future-of-Marketing-Study-Did-Covid-Kill-the-Techlash.pdf>

[33] Source: RTB Internal data

[34] Source: <https://blog.salesmanago.com/marketing-and-business/top-10-mind-blowing-statistics-about-hyper-segmentation-you-have-to-know-in-2021/>



The power of segmentation

Effective segmentation is a mix of knowing your target audience and trusting your technology. You use your vast knowledge and experience to create customer groups and marketing tactics. However, you should avoid letting those assumptions become too inflexible. If you have technology that can analyze and interpret data as the campaign runs, then you can recalibrate over time and adapt segmentation on the fly.

77%

77% of marketing ROI comes from segmented, targeted, and triggered campaigns.^[35]

+50%

Segmented campaigns show a 50% higher CTR than non-targeted campaigns.^[35]

Queue for...success

- Think about demographics when creating segments, but let your algorithms interpret actions and hard data as your promo runs. Of course, people of a shared age, gender, etc., may generally share characteristics, but the most effective campaigns are built around online behavior.
- When shoppers visit your site, RTB House can identify and create custom segments for these users, such as a “Promo buyers” group for people who view discount products.
- Promo periods attract one-third more new users to stores. In non-promo months, around 15% of customers are new users, while the number rises to 20% in November.^[36]
- Identify loyal customers who’ve made a purchase within the last 100 days and those who are new or dormant. Split these users into different segments and target each with the right content during sales periods.

[35] Source: <https://blog.salesmanago.com/marketing-and-business/top-10-mind-blowing-statistics-about-hyper-segmentation-you-have-to-know-in-2021/>

[36] Source: RTB Internal data. September v November 2021



The superpower of Deep Learning

The level of personalization in ads and precision in segmentation directly correlates to the power of your data analysis engine. The more computational power you have at your disposal, the more data you will be able to analyze effectively. At RTB House, our Deep Learning-powered retargeting and branding ad campaigns are able to interpret unstructured data from multiple sources and then autonomously recalibrate to optimize results.

#1

RTB House was the first major DSP to implement Deep Learning across its entire solution stack.

2500x

Deep Learning is capable of 2500 times more simultaneous calculations than Machine Learning AI.

+41%

Deep Learning is proven to improve product recommendation efficiency by 41%.^[37]

29%

RTB House campaign results improved by 29% immediately upon switching to Deep Learning solutions.^[37]



Queue for... better technology

- As you plan for the Q4 promo period, remember that competitors are doing the same. Don't take it lightly. Where can you find an advantage?
- Better technology is one of the only hard, measurable advantages you can gain over competitors. Running ad campaigns powered by superior Deep Learning algorithms is a potential difference-maker for your business at a time when all retailers are looking for an edge.

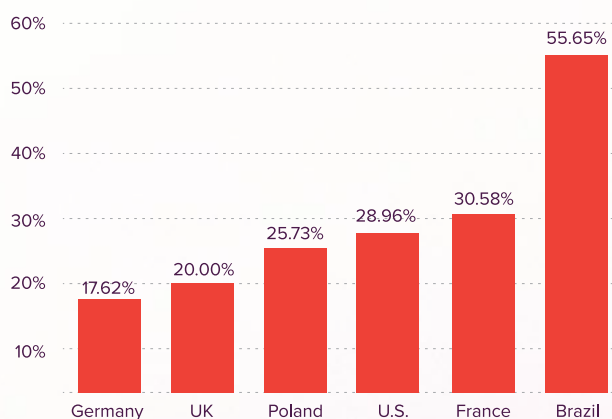
CHAPTER 5

Q4 Campaigns

Strike while the iron is hot. The Q4 sales season is one long event that can make a huge difference to the profitability of any retail business. The value of Q4 promotions varies from place to place, with our internal data showing a 20% increase in sales volume in the UK, over 25% in Poland, 30% in France, and over 55% in Brazil.^[38]

Percentage change in sales volume

PERCENTAGE CHANGE IN CONVERSIONS BETWEEN SEPTEMBER'22 AND NOVEMBER'22



Verticals included: Electronics, Fashion, Health&Beauty, Home&Garden
 Comparision of number of conversions (sum); data from 449 campaigns
 Source: RTB House internal data



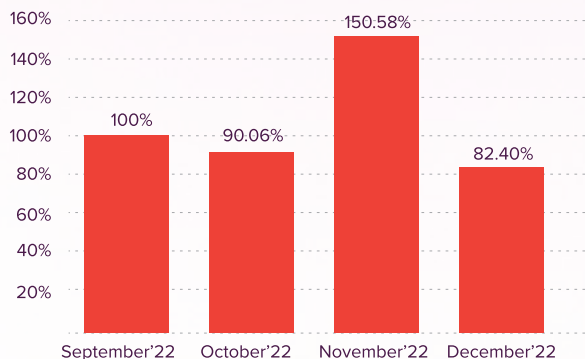
However, as the competition becomes fierce, advertisers are fighting for the best ad placements, and November becomes a true “seller’s market.” The cost of advertising inventory rises to its highest point during the year. Regardless of your ad partners, the cost of a single impression may rise by up to 50%.^[39] Therefore, you want to make the most of every ad, having the best content in the right placement and reaching the right audience.

[38] Source: RTB House internal data

[39] Source: <https://adapex.io/cpm-trends-2019-2022/>



CPM November vs. September



Comparison of CPM(median); data from 449 campaigns.
Countries: Brazil, Germany, France, UK, Poland, U.S)
Verticals included: Fashion, Electronics, Health&Beauty, Home&Garden.
Source: eMarketer, September 2022

With this in mind, it's essential for businesses to understand that they will have a higher advertising outlay and to choose partners and solutions that will make the most of this investment. Make sure you plan your budget according to the realities of the holiday sales season.



Retargeting campaigns drive conversion

Running effective online retargeting campaigns is one of the most important elements of your Q4 strategy. It's how you share more of your offers with the world and convince people to convert interest into purchases.

+50%

Utilizing retargeting alongside other marketing activities increases the likelihood of a sale by at least 50%.^[40]

38%

38% of customers like retargeting ads because they allow them to find better prices.^[41]

+67%

Customers that return to a store via retargeting spend an average of 67% more on their next purchase.^[42]

[40] Source: <https://www.appsflyer.com/blog/trends-insights/app-remarketing-drives-revenue-uplift/>

[41] Source: <https://financesonline.com/retargeting-statistics/>

[42] Source: <https://thrivemyway.com/retargeting-stats/>



In a nutshell, retargeting is highly effective and is becoming more and more accepted by customers as the best way to find great deals.

This is ideal for promo periods in which customers are driven by price and are making fast decisions to capture bargains while stocks last. Customers are actively looking for bargains and are open to retargeting ads that help them find the best offers.

The other big win for business is that customers who convert through retargeting are more likely to become regular users and will spend more on their next purchases. The value of your ads, therefore, lasts beyond the promo period.

Westwing Success Story

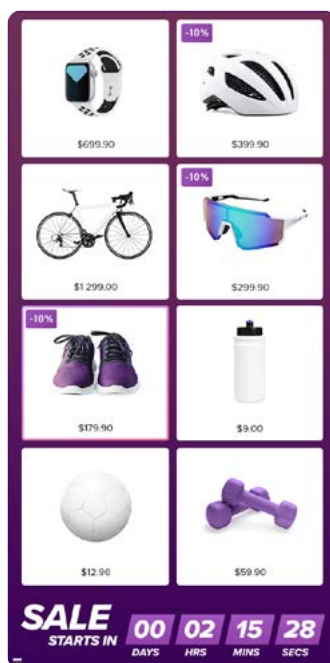
In the challenging 2022 Black Friday period, home decor, design, and lifestyle platform Westwing ran retargeting campaigns in Brazil with RTB House. Engaging and dedicated retargeting banners were used throughout November to drive up incremental sales. The campaign brought in an 81% uptick in revenue from October to November 2022 and saw Westwing achieve a 70% increase in revenue compared to Black Friday 2021.


[See the full story](#)



The right banners for the job

In the offline world, you don't use the same ad format for billboards, rollups, and posters. Ads need to be adapted to suit the environment and the offers you want to display. Online banners are the same. When planning your Q4 promo season campaigns, consider the types of placement you want and which ads will work best.

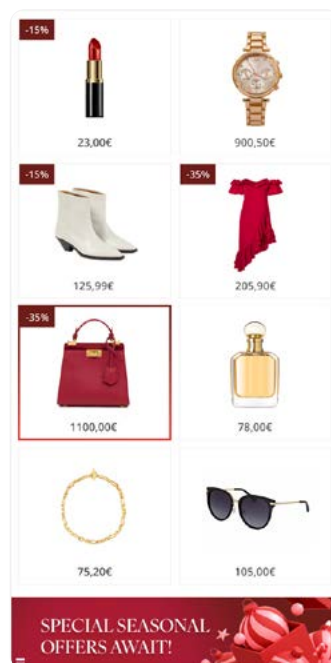


PROMO COUNTERS

Promo Counters can be added to existing creatives to count the hours, minutes, seconds, or days to the start (or end) of a promotion. They are the ticking clock that builds the tension for your Q4 seasonal sales.

Ads that make offers stand out

High-performance and grid banners come in a variety of formats that are designed to deliver the best campaign results, using layouts that change to suit the number of products and can feature content like CTA buttons and pricing. You can enhance them for promo periods with special features, such as:



PROMO LOGOS

Promo Logos are designed specifically for promotional purposes, rotating the graphics and logo at regular intervals to really catch the eye and draw attention to your brand.



PROMO BOARDS

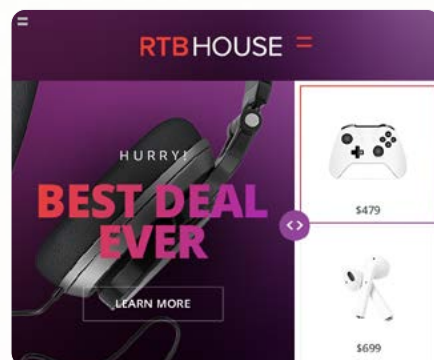
Add an extra layer to performance and grid banners. Promo Boards intermittently cover creatives for a few seconds with information about special store promotions.

[See more banners](#)



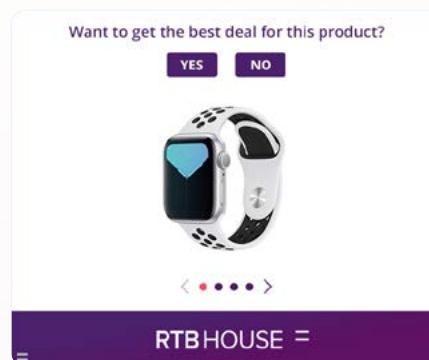
Ad formats that actively engage users

Once you've created retargeting banners that will highlight your offers and drive conversion, add branding and hybrid banners which engage users in surprising ways. Generate greater brand awareness and loyalty through fresh, highly interactive formats.



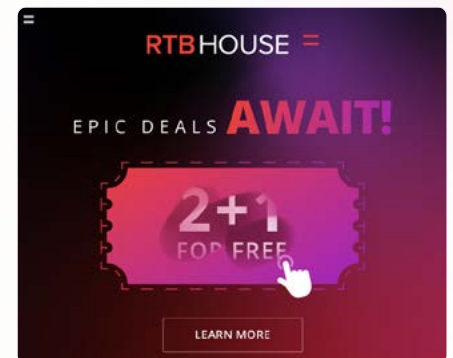
ZIPPER BANNERS

Zipper Banners include a “roll-up” promo board that can be shifted upwards to reveal retargeting offers beneath. A static or video board can be collapsed or expanded automatically, letting you show branding content and promo offers in the same ad.



YES/NO BANNERS

Yes/No Banners ask your users questions...literally. They can respond to offers and big ideas—using thumb icons or text prompts—giving you critical information about what resonates with your customers.



SCRATCH BANNERS

Scratch and win...A fun element added to static banners, where users can scratch off the top layer and reveal your offers like a prize.



CUBE BANNERS

Cube banners are made up of multiple graphic boards that rotate to create a 3D cube effect. It brings a futuristic feel to branding campaigns or dynamic retargeting offers.

[See more banners](#)



In-app retargeting

Your app lets your most loyal customers put your entire retail store in their pocket. It's the shop window for your products and one of the most effective ways to reach people during the Q4 sales season.

People may have up to 60 apps on any mobile device but only regularly engage with a select few. If you want to be a part of that exclusive club and get users excited about your promotions, you need a separate strategy for app users.



35%

35% of app conversions result from retargeting.^[43]

2.5 K

App campaigns run by RTB House create 2.5 K times more user operations leading to a purchase decision.^[44]

In-app campaigns for promo periods should start by making sure that your most engaged users are continually checking in with your brand in the weeks before the promo drops. You can then start reaching out to dormant or new users, creating buzz, and getting people who've not used the app for a while back into the fold.

[43] Source: <https://siteefy.com/retargeting-statistics/>

[44] Source: RTB House internal data



10x

Conversion rates for remarketing campaigns are about ten times higher than user acquisition efforts, with the latter being up to 25 times more expensive than retaining existing users.^[45]

2x

The Day-30 retention rate and share of paying users are two times higher among apps running retargeting than those that don't.^[46]

Since your app's users have already made the decision to put your brand on their device, reward their engagement with early-bird promotions and exclusive offers that are not available on other channels. Once the main promos go live, make sure that your in-app retargeting is personalized with offers that are relevant to each customer and that they have quick and easy ways to convert.



Queue for... retargeting tips

- Develop retargeting strategies for web and app users, treating each channel slightly differently.
- Segment campaigns further with strategies for new and existing customers.
- Focus on cart abandonment. If customers didn't complete their purchase first time around, help them get it over the line.
- Work with a retargeter that can develop customer creatives that match your brand book while shouting about your prices.
- Utilize smart creatives. One banner size doesn't fit all devices and different types of creatives perform differently. Adapt your ads to the most effective outcomes for your audience.

[45] Source: <https://www.appsflyer.com/blog/mobile-marketing/app-remarketing-recession-strategy/>

[46] Source: <https://www.appsflyer.com/resources/reports/app-remarketing-trends/>

CHAPTER 6

Queue for Anything, Anywhere, Anytime...

Omnichannel experiences are now so common that they are omnipresent in ecommerce. Should we perhaps start calling it 'omnicommerce'?!

There are currently so many different types of omnichannel experiences that we are running out of acronyms: BORIS, BOPIS, BODFS, ROPO, BOSS, OMO. Each is a slightly different mechanism within the greater concept, but we can simplify the most authentic version of omnichannel experiences into a single sentence:

"However you want to interact or transact with our brand, we'll be there."



80%

Retailers investing in the omnichannel experience have jumped from 20% to more than 80% since 2020. ^[47]

89%

Retailers with a robust omnichannel approach retain over 89% of their customers compared to those that are weak in this area. ^[48]

55%

55% of consumers want to watch product videos before they buy. ^[49]

74%

74% of retailers reported that shoppers bought at least one more product while in the store to pick up a purchase. ^[50]

[47] Source: <https://www.pwc.com/us/en/retail-consumer/publications/assets/pwc-retailing-2020.pdf>

[48] Source: <https://www.moengage.com/learn/omnichannel-ecommerce/>

[49] Source: <https://optiminder.com/55-of-consumers-use-videos-for-purchase-decisions/>

[50] Source: <https://risnews.com/future-state-bopis-and-curb-side-pickup>

The split between online and offline is closer than ever, depending on the category. In food and groceries, just 10% of shoppers only shop online compared to 61% who shop in-store only. For toys and games, it's the opposite story, with more shoppers purchasing only online than in-store. In clothing and footwear, 40% now shop online, 33% only in-store, and 27% across both channels.^[51]



Queue for... multi-channel customer experiences

- Adapt your ads to different formats —across the web, your app, and offline placements—but make sure that they look and feel the same, maintaining brand integrity.
- Add branding campaigns on top of your retargeting activities. The promo period is all about conversion, but you need to build awareness across all channels before your discounts go live.
- Get creative during promos. Why not offer app users or social media followers the chance to sign up for pre-sale in-store events? An hour before your store opens its doors to the public, perhaps 50 lucky customers who follow you across channels can get access to the store and bag the best offers.
- Give in-store customers further discounts if they have your apps. And push your app to new in-store customers who are attracted by the sales event and shopping with you for the first time.

[51] Source: <https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-12/Up-close-and-personal-humanising-omnichannel.pdf>

CHAPTER 7

Line up for Success

An all-in-one tips and tricks guide to choosing and executing your promo season strategy.

Every brand is unique and will have its own goals, so there is not one single strategy for promotional events that can be applied across the board. We've identified three broad approaches to making the most of shopping events based on the size of a business, its market position, and its growth trajectory.

Before you start planning for major events, think about which strategy best fits your needs right now.



GO WITH THE FLOW

- Best for **mature, competitive markets**.
- Balances discounts and margins for **stable return on investments**.
- We provide expert daily **flexibility on goal delivery** (ROAS/Dynamic CPC).



ACQUIRE NEW CUSTOMERS

- Many users wait **months before making their first purchase**.
- Convert them for the first time during promos to **obtain future loyal customers**.
- **Prospecting scenarios** can achieve these specific goals.



GROW ABOVE THE MARKET

- A wide-ranging strategy to **increase market share and get on top of minds**.
- High risk, high reward strategy to put **pressure on margins** and supply chain for solid results.
- Should be bundled with **large discounts** to be really effective.



Five campaign strategies to try in upcoming sales events

Once you've decided upon your strategy as a business, you can choose your mix of personalized retargeting and branding campaigns.

It's also worth thinking outside of the box. Rather than limiting your campaign to traditional activities, consider more advanced tactics that might fit your products and your business goals. Here are five types of campaigns that can be highly effective during promotions.

1. Abandoned cart campaigns

Buyers make it all the way through your store to the checkout but don't complete a purchase for many reasons. Sometimes it is shipping costs or the need to input personal data that put them off. Other times it's just cold feet.

However, there is good reason for optimism when approaching this group. Firstly, they were interested enough in your products to make it all the way to the checkout. What's more, stats show that this is simply the way that many people now shop, with 17% of people abandoning carts because they were just doing research and intended to come back later.^[52] Identifying these people and creating campaign mechanisms that put your offers in front of them during the Q4 sales period is a valuable tactic for business.

On the other hand, retargeting campaigns can also reduce cart abandonment by an incredible 1100%.^[53]

2. Teaser Campaign

With this promo method, you can help people get ready for shopping events. Teaser Campaigns allow you to generate interest and excitement about forthcoming promotions or even product launches.

By promoting your services and products this way, you can be sure that consumers will be more positive about your brand when the moment comes to move to conversion. We recommend building a special landing page for this campaign that contains exciting, engaging, and shareable content.

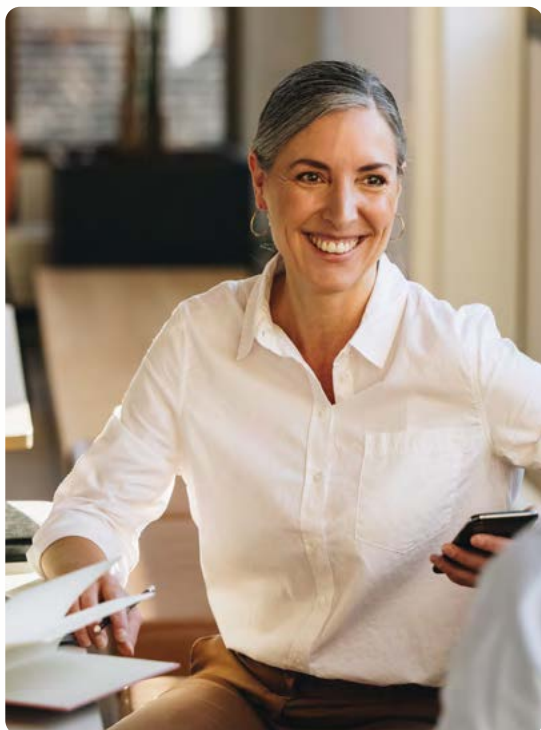
3. Less-Engaged Users Campaign

Window shoppers enjoy browsing and comparing products but don't often make purchases. They usually start to feel more pressure to buy on special occasions such as Christmas. With the right promotion, you can turn some of these users into active customers.

These so-called "Less-Engaged Users" may not become frequent or high-volume buyers, but they will still bring sustained revenue to your brand if you can engage them over a longer period of time. Less Engaged User Campaigns can identify products and categories which are most frequently viewed by these users and find the right price point offer to turn them into buying customers.

[52] Source: <https://www.barilliance.com/10-reasons-shopping-cart-abandonment/>

[53] Source: <https://thrivemyway.com/retargeting-stats/>



4. Omnichannel Campaigns

During the holiday period, many users move through your shopping platform but do not always make actual purchases or come back to the website again. There are several reasons for this “bounce.” Some are browsing for the best deals and find them elsewhere, while others are simply checking out so many different shopping destinations over the holiday period that they forget where they have looked before.

By leveraging the Omnichannel Campaign, you’re making sure that you did all you could to promote your offer and encourage consumers to buy. Utilize campaign data to target offline customers with more precision, customized messaging, and special offers.

5. Featured Category Campaign

A Featured Category Campaign allows you to bring more orders and revenue from chosen categories. You can analyze potential customers’ activity and check what categories they are most interested in. With the right promotion, you can significantly improve your sales during the promo period. This type of campaign can bring value to the business in a number of ways. You can use it to push products that have a high margin, to promote categories that generate the highest volume of sales, and to shift stock from slow-moving categories which are in danger of becoming dead inventory.



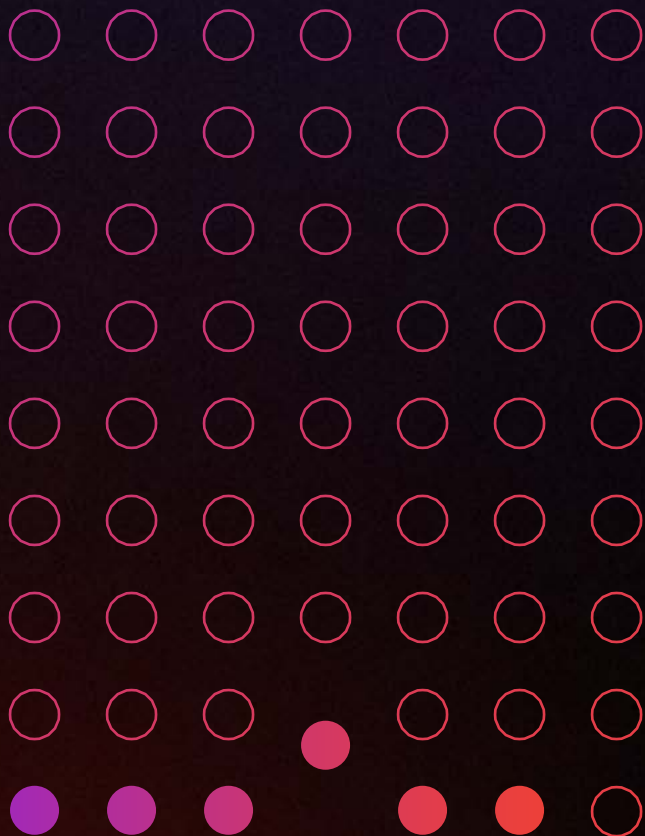
About RTB House

We are a global company that provides state-of-the-art marketing technologies for top brands and agencies worldwide. Our proprietary ad-buying engine is the first in the world to be powered entirely by Deep Learning algorithms, enabling advertisers to generate outstanding results and reach their goals at every stage of the funnel.

Founded in 2012, the RTB House team comprises 1200+ specialists in over 30 locations around the globe. We serve more than 3,300 campaigns for clients across the EMEA, APAC, and Americas regions.

We partner with global retail brands, helping them to meet client needs during both sales opportunities and more challenging moments. We share our experience with promotional periods to help brands build custom strategies, focusing on the big picture and the small details, finding wins for business from sub-campaigns and each individual ad type.





Contact

Contact us to plan and execute amazing retargeting campaigns that boost your 2023 promos beyond limits.

Visit us at

www.rtbhouse.com

E-mail

contact@rtbhouse.com

