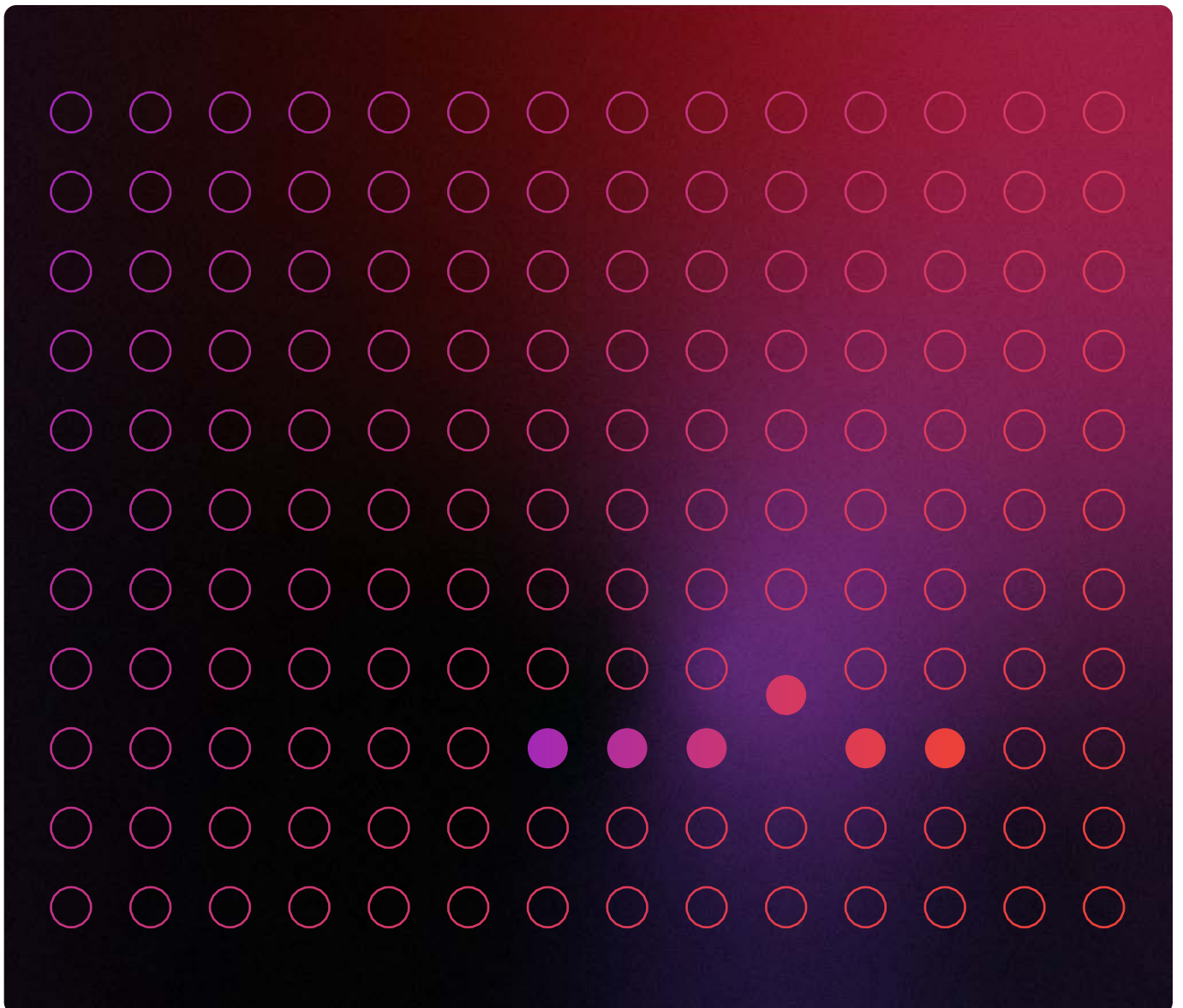


Queue For...

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

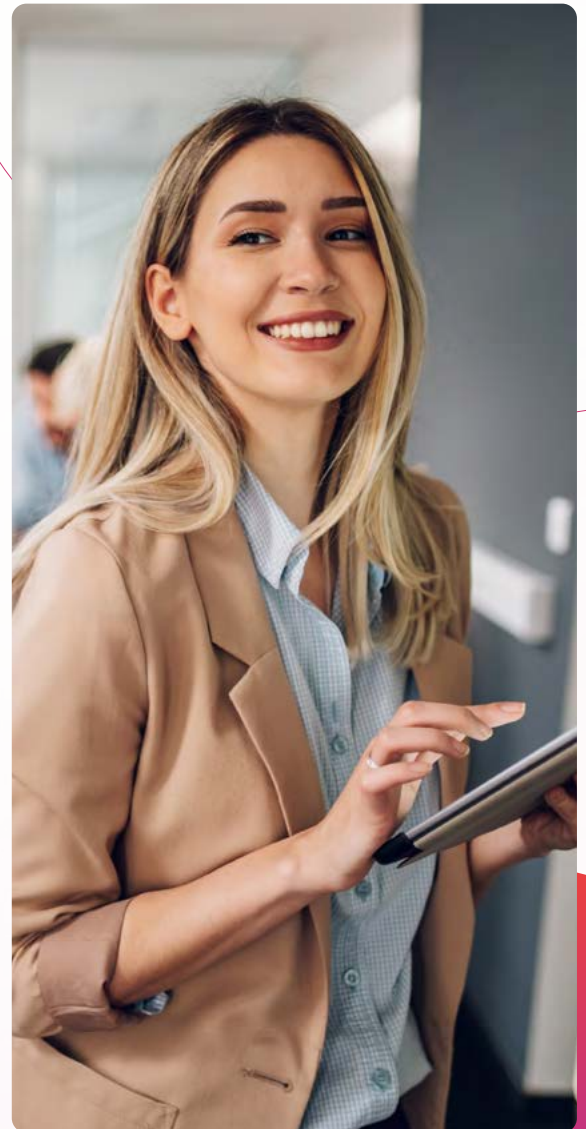
Welcome to “Queue For...”

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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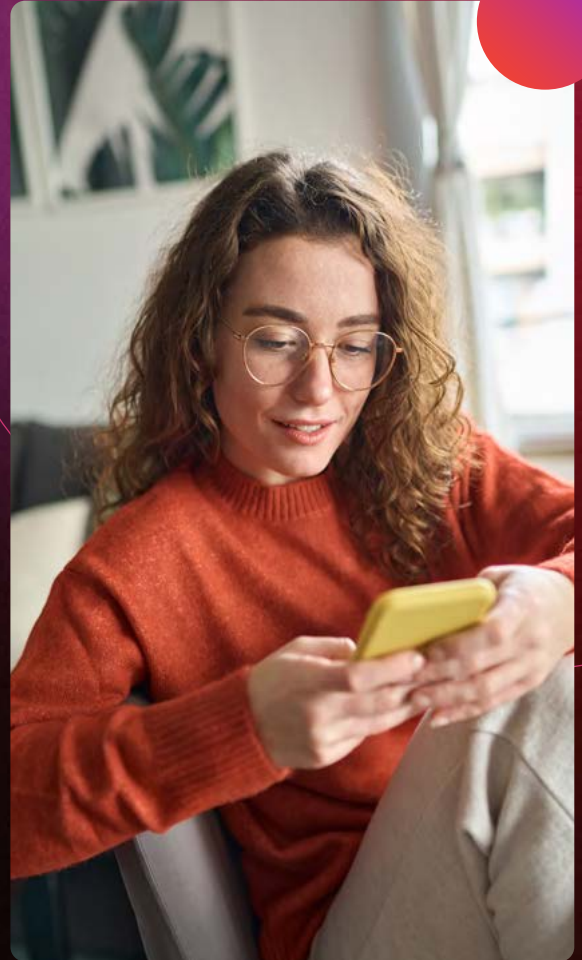
CHAPTER 1

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.idealo.de/dam/jcr:6b33031f-2d24-4a69-b4ff-f27038ee551d/idealo-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%

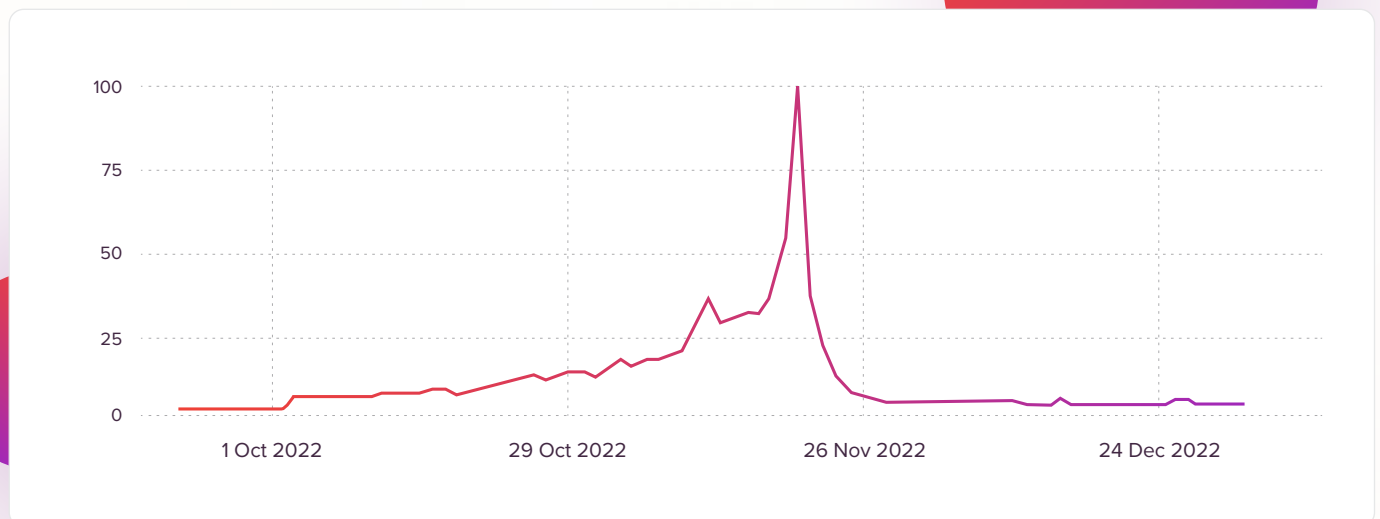
In 2022, 42% more shoppers worldwide and 37% more in the U.S. started buying gifts earlier than ever before. This is an ongoing trend but was also fueled by inflation.^[3]

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)

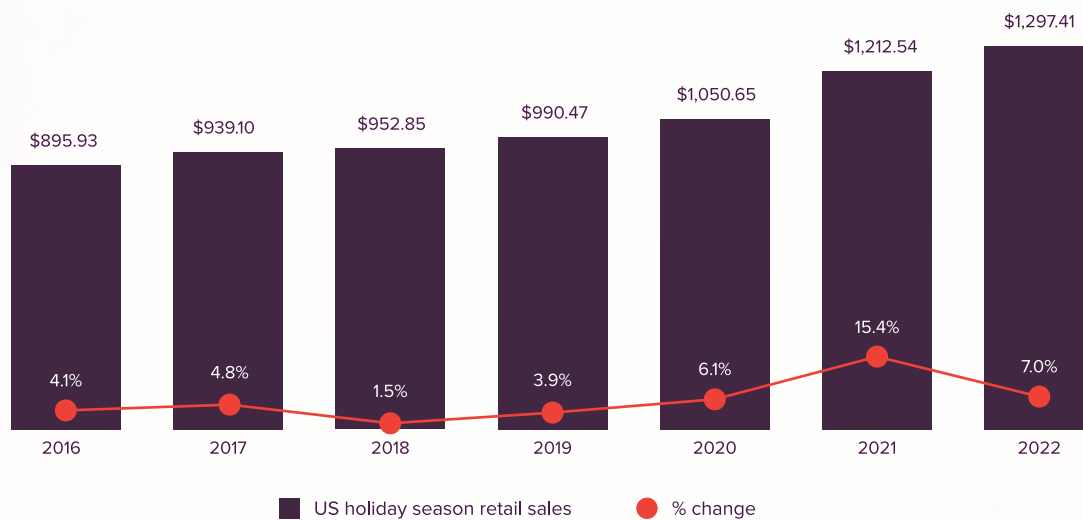
[6] Source: <https://www.insiderintelligence.com/content/black-friday-sales-rise-12-yoy>

[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



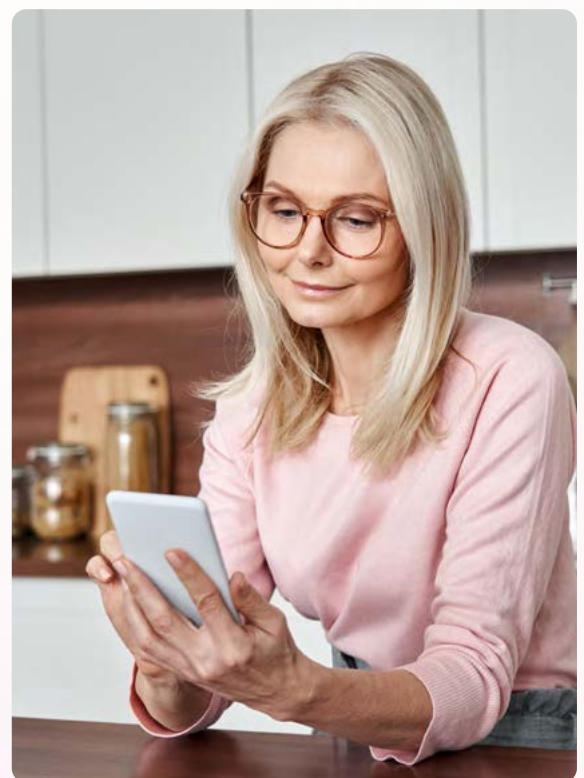
Source: eMarketer, September 2022

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.sensomatic.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>

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