

2023 Holiday Commerce Report

Key Trends & Tips to Maximize Your Impact

As the holiday season approaches, the retail industry will be inundated by consumers rushing to shop for gifts and gatherings.

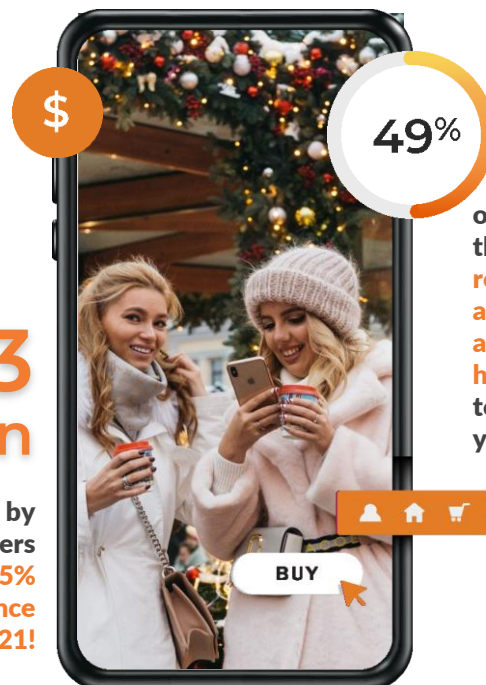
In the short span between the end of October and the last day of December, the retail industry will generate around 20% of its annual sales.^{NRF}

How can you best connect with holiday shoppers?

- Focus on transparent, authentic messaging
- Lean on dynamic, context-based advertising
- Use digital incentives to help shoppers afford necessities

\$1.3 Trillion

will be spent by holiday shoppers in 2023, a 9.5% increase since 2021!



of shoppers say they're more receptive to advertisements around the holidays, compared to the rest of the year.

Top Tips for A High-Tier Holiday Strategy



CONNECT ACROSS CHANNELS

76% of consumers over the age of 18 will use 3+ channels for holiday research and purchasing.^{TWG}

>> **AKI TIP:** Meet consumers during holiday gift research by collaborating with a creator to feature your brand's product. Use Social Unbound to extend the power of creator content into new environments across multiple screens as an authentic yet scalable way to maximize reach.



LEVERAGE SEASONAL SHOPPING SHIFTS

44% of consumers say that their approach to shopping is different during the holiday season.

>> **AKI TIP:** Form a 360° view of each shopper and their individual preferences by accessing nationwide transaction and behavior signals through Inmar's ShopperSync® CDP. Understand previous buying signals to reach the right shopper at the right moment with the right message.



GIVE THE GIFT OF CONVENIENCE

57% of consumers consider a convenient, seamless shopping experience "enjoyable" — and 41% will purchase more as a result.

>> **AKI TIP:** Use a Brandsite — a single branded destination delivering an all-new shopping experience — to enable convenient shopping at the exact moment, and in the exact location, that purchase inspiration strikes.