

ADDING VALUE TO HOLIDAY SHOPPING EXPERIENCES IN 2016

September 2016

The holiday shopping season is hectic for both shoppers and marketers. Digital advertising during the shopping season plays an important role in shoppers' planning, and it's a win-win for brands and shoppers alike. Shoppers use online ads to:



50%
Find Deals



24%
Remember Products, Brands, or Stores



24%
Get the Perfect Gift Idea



22%
Discover New Stores and Other Shopping Options

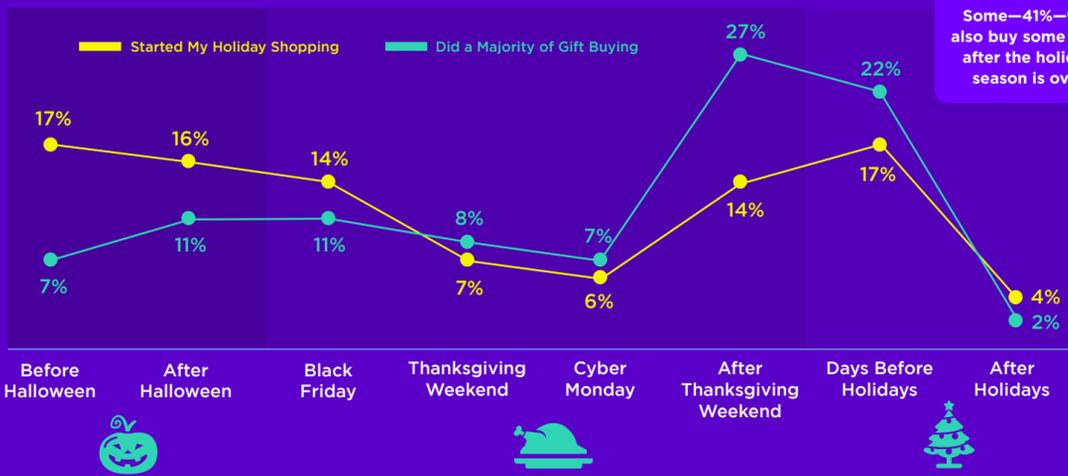
Our understanding of the way shoppers get through their holiday shopping checklists can help brands build strategies that reach consumers, while taking a bit of stress out of shoppers' lives.



HOLIDAY SHOPPING STARTS EARLY, BUT HOLIDAY BUYING COMES LATER

47% of shoppers **start** their holiday shopping on or before Black Friday (some even start before Halloween). But 49% make their purchases **after** Thanksgiving weekend.

Holiday shoppers actively shop and consider gift ideas well before the usual Black Friday/Cyber Monday craze. Many decide to actually purchase just days before the holidays.



THE FIRST STOP FOR HOLIDAY SHOPPING IS ONLINE SEARCH

40% of holiday shoppers use online search as their first step in researching holiday gift options.

Holiday shoppers kick off their journeys with online search, providing a valuable indication of the products and brands they might be considering.



HOLIDAY SHOPPERS ARE IN NO HURRY WHEN CONSIDERING WHAT TO PURCHASE

42% of holiday shoppers take a "wait and see" approach rather than buying on impulse.

Whether shoppers are procrastinating or spending the time researching products, there is a great chance to continue engaging them in meaningful brand experiences that can help them make decisions.



HOLIDAY SHOPPERS ARE VALUE-DRIVEN

42% prioritize value over price during their holiday shopping.

Shoppers want to feel confident that the product or brand they are purchasing is more than a good bargain; they're looking for quality products.



CONTENT HAS THE POWER TO INSPIRE SHOPPERS TO MAKE PURCHASES

57% of holiday shoppers are persuaded to buy gifts online after reading articles on products or gift guides.



MOBILE IS AN ON-THE-GO HOLIDAY SHOPPER'S BEST FRIEND

1-in-4 holiday shoppers visit a retailer's website from their mobile device.

Whether it's to purchase products or aid them in their research, holiday shoppers love using their mobile devices help make holiday shopping more efficient.



HOLIDAY SHOPPERS ARE NOT CREATED EQUAL

- Teens are most likely to leave their shopping to the last minute
- Boomers love to shop right after Thanksgiving weekend
- Millennials are the biggest fans of Black Friday

Considering the different shopping patterns across age groups can go a long way in helping address their particular needs during the holiday season.



Source: Yahoo Holiday Retail Insights Study, 2015

Want to learn more?
Go to advertising.yahoo-inc.com