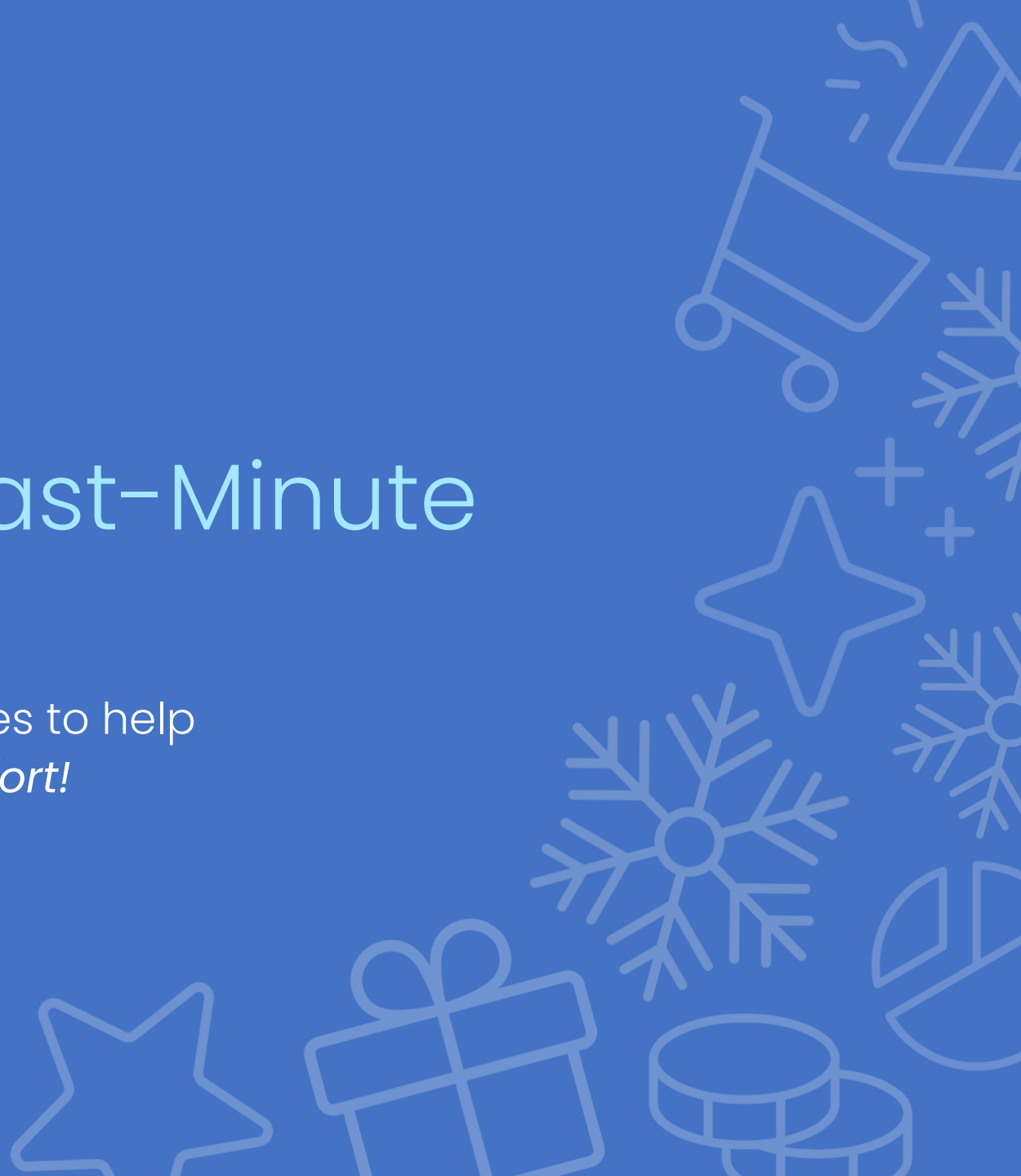




A Guide to Winning Last-Minute Holiday Shoppers

The latest shopper behavior and best practices to help
Maximize Holiday Campaigns *with Minimal Effort!*



Recent research shows there's still time to inspire holiday shoppers!

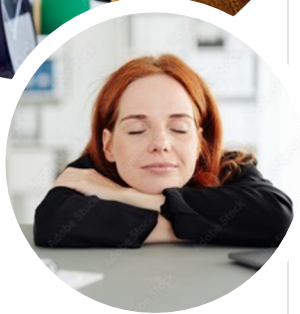


1

Procrastinators edge out Planners for Holiday Prep

53% of consumers **won't start their shopping until after Halloween**

47% of consumers plan to start their holiday shopping before Halloween



2

The Online Surge & The Omnichannel Bridge

43% of consumers will purchase ALL of their gifts online this year. Even more surprising, **1/3 of shoppers will buy ALL of their Groceries online this season!**



1/3 of all holiday purchasers will remain omni-channel; using a mix of in-store & online.

And consumer new behavior, means new tactics



3

Inflation Adjusted Traditions

6 out of 10 expect to alter traditions due to inflation and higher costs.

Top coping mechanisms: buying fewer gifts, simplifying celebrations, and coupon/discount hunting



4

Carts used as a List

Don't be in a rush to call a cart "abandoned!" Less than $\frac{1}{3}$ of consumers use their cart for immediate checkout.

70% use their carts as a list and purchase later— either online *or* in-store.

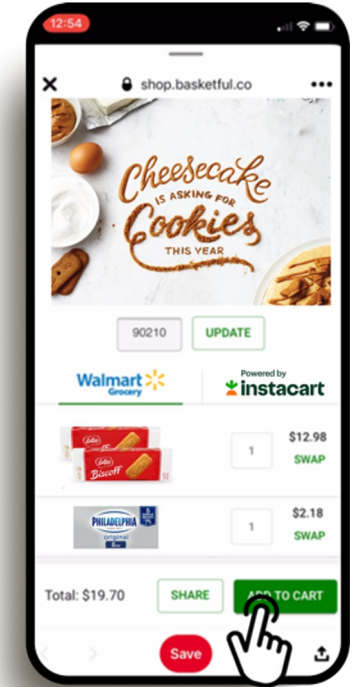
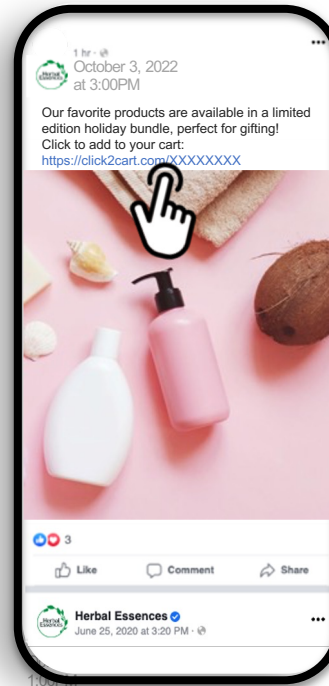


TIP: Anytime you can get products into online carts, do it! Cart-building influences shopping behavior, online *and* in store!

Holiday Shoppers are Highly Inspirable:




DID YOU KNOW?
Because of contextual
product messaging,
multi-product ads
typically enjoy 1.2 to 2x
the CTR of single-
product ads.



1

Create Digital Holiday Gift Sets

Work around out of stock issues and extend your shelves by getting digital. Whether it's a gift for family, a hostess, or your favorite teacher, get creative using bundled Click2Cart links.

2

Mobilize Social Shoppers

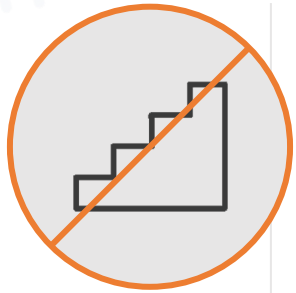
During the Holidays there's extra activity on social. Ensure ALL your content has a frictionless path to purchase so people can easily stuff their stockings this season.

3

Promote Shoppable Recipe Content

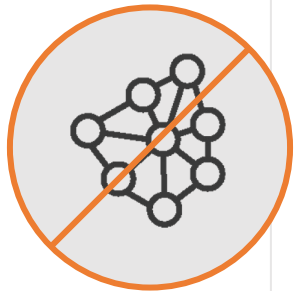
Over 1/3 of surveyed consumers said they will buy ALL of their groceries online this year for the holidays. Easily inspire them to purchase your brand with shoppable recipe content.

Consumer behaviors that will help inform your 2023 planning:



Passive Shoppers are Friction-Averse

- Every intermediary step or click in the purchase funnel loses ~ 80% of interested CPG shoppers.
- Larger speed-bumps, like Opt-ins, required logins, or immediate purchase attempts, can drive even higher friction loss – up to 99.5%!



Passive Shoppers are Complexity-Averse

- Offering 3 or fewer local retailers drives double the carting of 4+ options!
- Offering a single size or alternate option drives 13x volume over multiple sizes.
- With rare exceptions, showing price slows, rather than aids, carting.





Passive Shoppers are Easily Distracted

- PDPs are ripe for competitive substitution. When offered competitive options ~10–30% (varies by category) substitute.
- In-store purchase options can be distracting. When a store locator is presented alongside the “buy online,” online carting is reduced 32% or more.



Passive Shoppers are Highly Inspirable

- Multi-Product ads typically enjoy 1.2 – 2x the CTR of single-product ads.
- Several campaigns using bundles to inspire meal solutions & new usage occasions have driven \$1 million+ in carting during campaigns.



For more information about how
SmartCommerce can help accelerate
your holiday commerce, contact your
client excellence team.