

HOLIDAY STRATEGY GUIDE

Marketing strategies that will top your holiday list

The 2022 holiday season suffered from ongoing inflation, inventory challenges, and economic pressures. What should retailers expect for the 2023 holiday season?

Our winter holiday guide will highlight key consumers trends, opportunities, and marketing strategies to help you tailor and maximize your holiday campaign media spend.

What to Expect

Key consumer trends and how marketers can proactively prepare.

We expect to see holiday retail sales grow

4.5% YoY,

in line with last year's growth of 4.8% between from 2021 to 2022.¹

Though growth isn't exponential, it is steady year-over-year, which means that marketer's do not need to overhaul their approach, and instead can fine tune their planning.

Inflation is still on shoppers' minds.

53%

of shoppers surveyed earlier this year said they expected inflation to have a moderate to severe impact on their holiday celebrations and spending year-round.²

Balancing spending on essentials vs. discretionary items will still be a big consideration for a large portion of the U.S. market. Understanding your key customer and reaching that audience while maximizing your media dollars will be the difference in driving ROI.

85%

of all retail sales still happen in physical stores, and

56%

of shoppers visit a store before making an online purchase.³

The connection between bricks and clicks matters. Regardless of where your customer makes their purchase, ensuring a seamless, relevant, and unified experience will be key.

Reach your Shopper with Precision

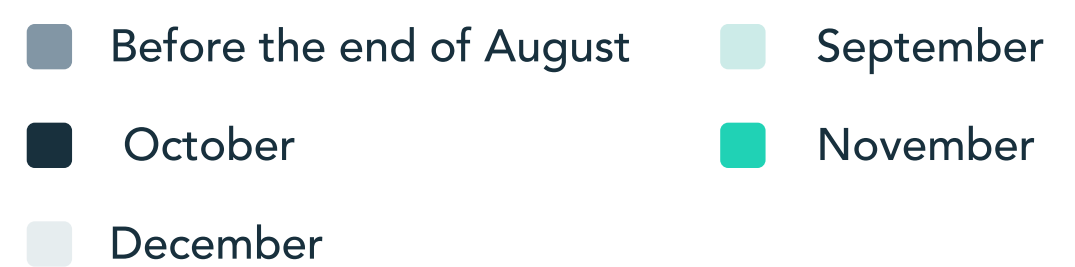
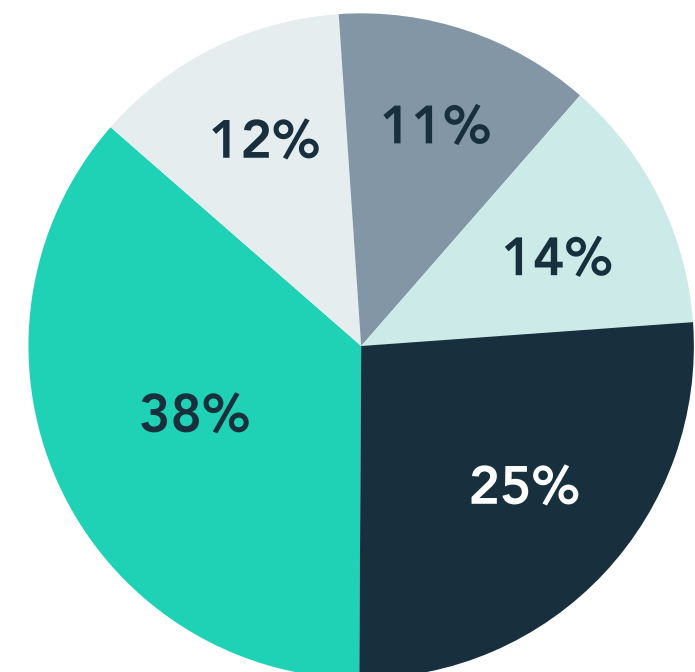
The Holiday Planner

Every year, the holiday shopping season seems to get longer, starting earlier in the calendar year. Last year, half of shoppers planned to start their holiday shopping by October!

Getting in front of these audiences earlier can help drive more sales ahead of Q4, while keeping your brand top of mind throughout their planning process.



During the 2022 holiday season, when did people begin their holiday shopping?⁴



How to Reach Them



Location Audience Targeting: Reach loyalists or visitors to competitor locations by promoting new products, special promotions, or limited-time offers. Competitive Conquesting allows you to target people at competitors' retail stores and competitor locations (in-store, on-lot, retail block, or radial distance).



Neighborhoods: Drive new visits by reaching people in Neighborhoods, or certain trade areas, with high visitation affinity to your locations or where your products are sold. This also allows you to expand reach of your brand to people who have similar audience personas as your loyalist visitors.



Retargeting: Bucket unique audiences you've already served an ad to and retarget those customers. Re-emphasize your brand's messaging to build loyalty and prompt consumers further down the sales funnel.

Reach your Shopper with Precision

The Budget-Conscious Shopper

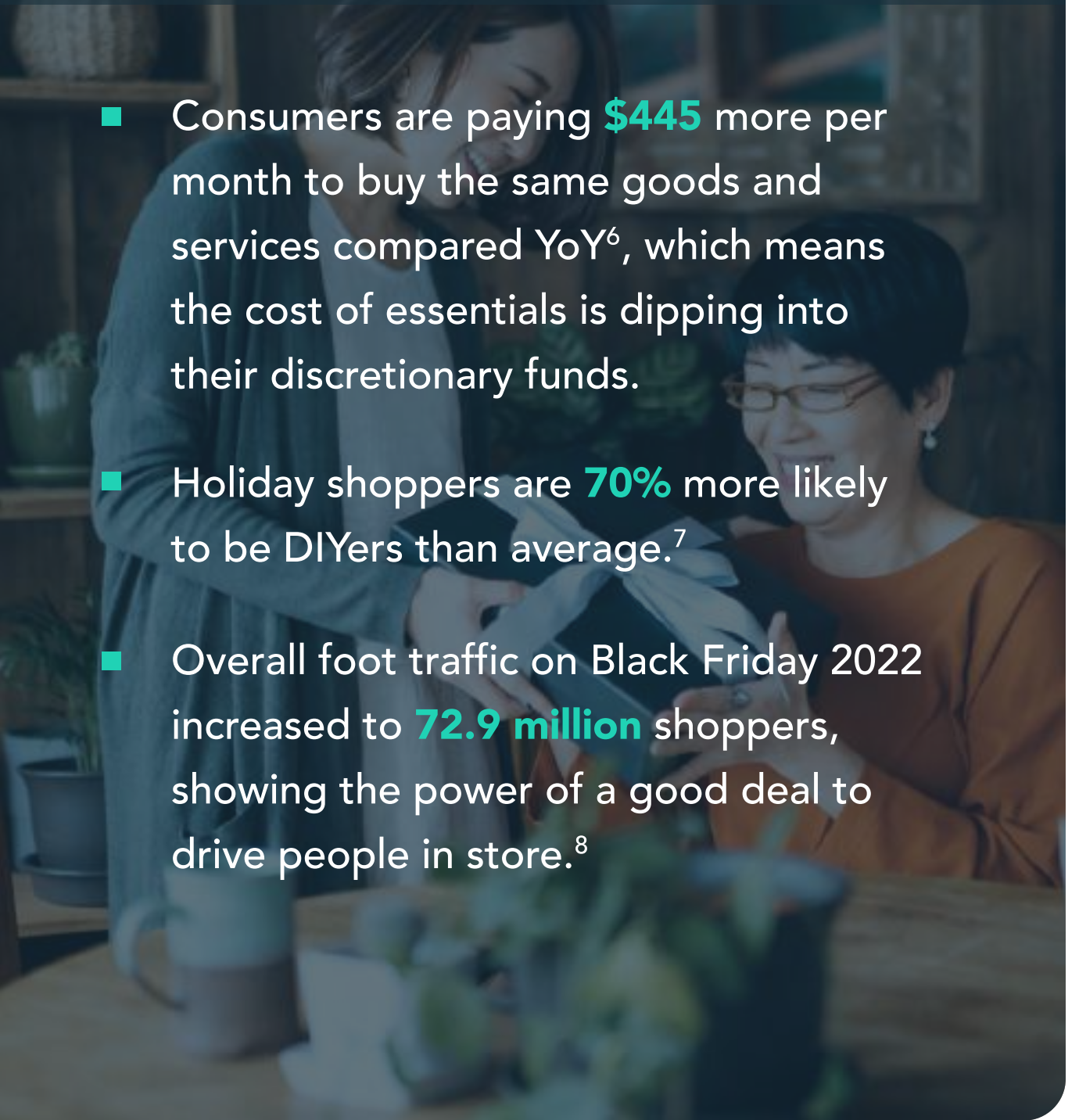
17% of U.S. adults said they stopped using or buying from a company or brand from 2021-2022 because prices went up or discounts ended, and 11% said that they made a switch because another brand offered lower prices.⁵

With rising costs, discretionary budgets for many consumers will likely tighten, and loyalty will likely be up for grabs. For marketers, that adds another obstacle to driving conversions.



Did You Know?

- Consumers are paying **\$445** more per month to buy the same goods and services compared YoY⁶, which means the cost of essentials is dipping into their discretionary funds.
- Holiday shoppers are **70%** more likely to be DIYers than average.⁷
- Overall foot traffic on Black Friday 2022 increased to **72.9 million** shoppers, showing the power of a good deal to drive people in store.⁸



Discount Shopper Profile

Audiences observed at variety stores, or brands like Dollar General, in the past six months.

Category	Brand
Warehouse Stores	Costco's, BJ's, etc.
Off-Price	Nordstrom Rack, Macy's Backstage, Saks Off Fifth, GAP Factory
Discount Stores	Dollar Tree, Dollar General, etc.

How to Reach Them

Behavioral Audience Targeting: Optimize your media by targeting shoppers based on a mixture of past behaviors and demographic data for a more relevant ad experience. For example, reach audiences that lean toward budget-friendly options, such as Discount Shoppers, Fast Fashion Shoppers, or DIYers.

Location Audience: Focus your efforts on audiences with past visitation to deal-focused categories or brands to reach deal-seekers.

Retail Block Targeting: Reach audiences in real-time when they are within the retail block where your store is located. Couple this tactic with creative ad messaging promoting current sales or offers can influence additional shoppers to make an incremental stop.

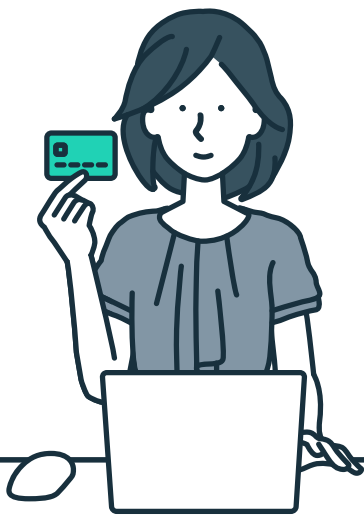


Reach your Shopper with Precision

The Splurge Spender

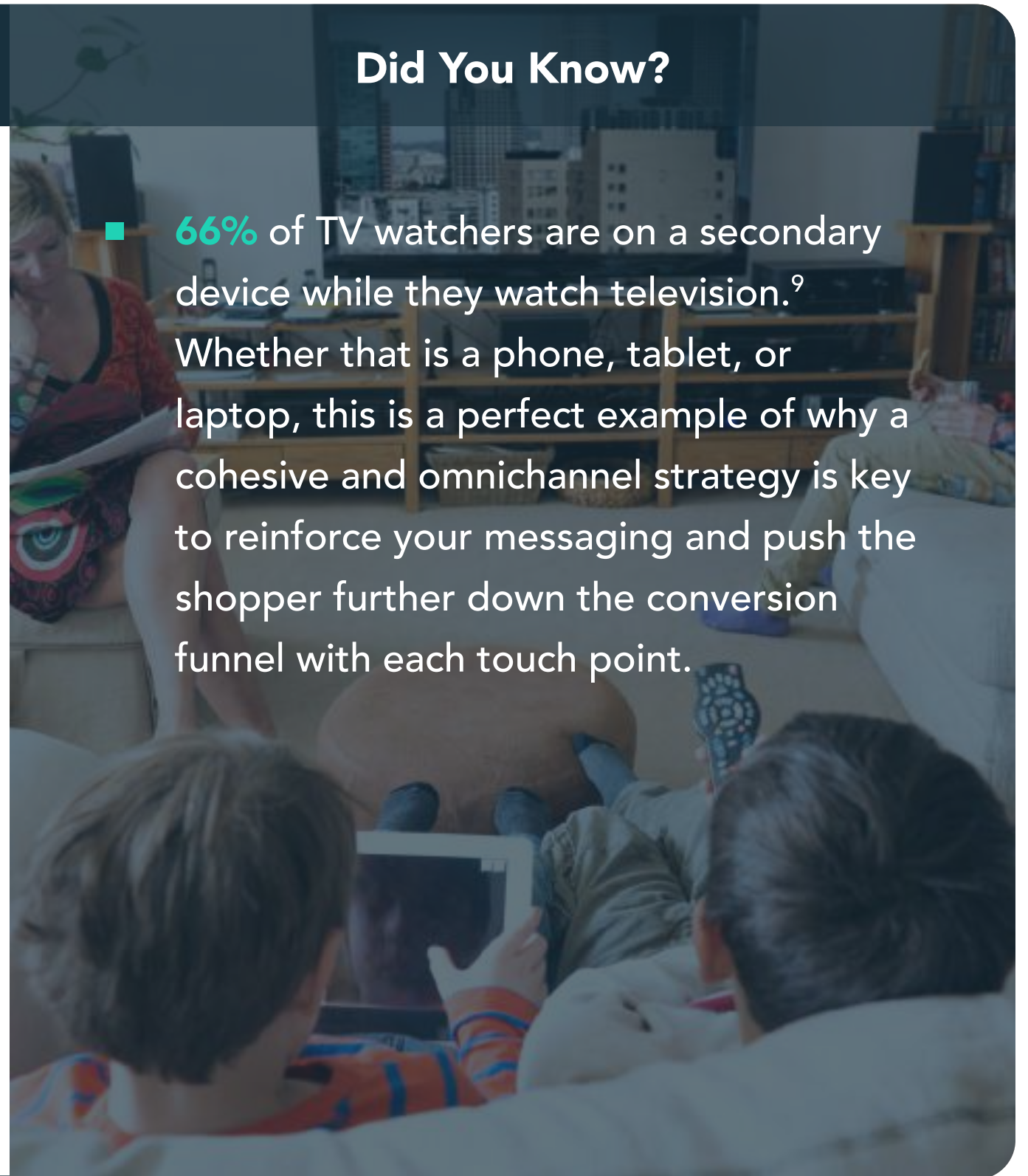
Whether it's gifting for themselves or their loved ones, reach shoppers who skew toward luxury, high-end, or high value items throughout the holidays.

With bigger ticket items, reach target audiences on multiple screens throughout the holiday shopping season to increase awareness, increase consideration, and drive visits and sales.



Did You Know?

- **66%** of TV watchers are on a secondary device while they watch television.⁹ Whether that is a phone, tablet, or laptop, this is a perfect example of why a cohesive and omnichannel strategy is key to reinforce your messaging and push the shopper further down the conversion funnel with each touch point.



How to Reach Them

Demographic Targeting: Reach shoppers based on demographic data, such as age, gender, household income, and more! With GroundTruth targeting solutions, you can apply this demo targeting across all channels, including CTV and OTT.

Location Audience: Identify and target consumers based on past visitation. Accurately reach people who have recently visited any location. For example, reach consumers who have visited brands that might indicate luxury shopping behavior, such as Gucci, Coach, or Kate Spade.

Custom Audience Targeting: Create tailored segments for audience targeting by layering visitation data, behavioral attributes, demographic details, 1st party data, 3rd party data, CRM data, and/or purchase data.

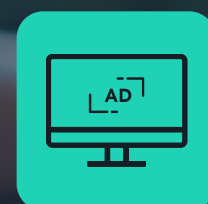
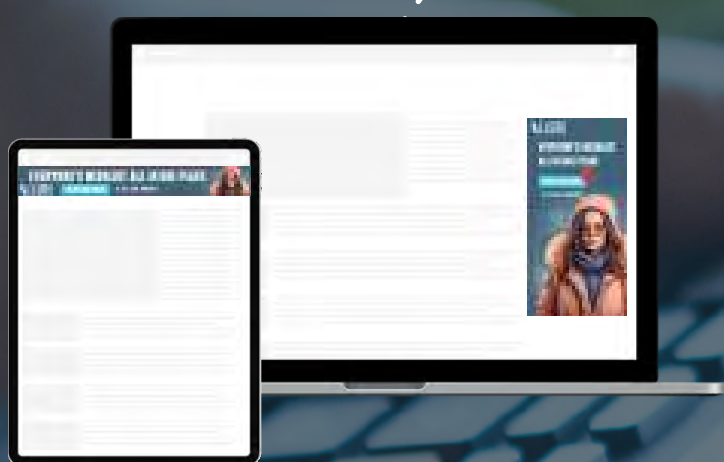


Apply Our Learnings & Strategies to a Full-Funnel Marketing Campaign



Build brand awareness while shoppers enjoy their favorite TV moments.

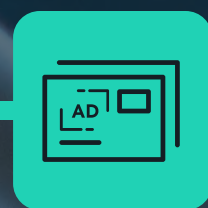
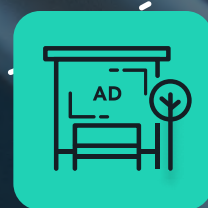
GroundTruth can measure in-store visits post-CTV ad exposure, not to mention we can also capture real-time engagement with reporting on GroundTruth QR Code scans.



Reinforce your messaging by targeting key audiences on desktop and tablet.



Connect with shoppers on-the-go.



Amplify your reach with Digital Out-of-Home and Direct Mail powered by GroundTruth Audiences.



Measure the impact of your marketing campaign on visits to your target store locations.

We can also leverage 1st and 3rd party solutions to measure visit, sales, and brand lift attributed to your GroundTruth campaign.





TV



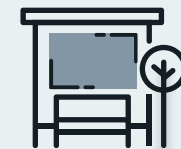
Desktop



Mobile



Direct Mail



Digital-Out-Of-Home



Shopping for the best creative this holiday season? Here are some tips from the creative experts at GroundTruth:

- **Relevant images:** Use relevant images compared to your target audience and specific to the holiday.
- **Keep your message simple:** Focus on the key message and keep the copy simple. We found copy with 5 words or less performed 13% better in CTR.
- **Create a sense of urgency:** Use limited time offers or promotions. Dynamic countdown creatives helps set a reminder and encourage users to take action on deals or purchase products before the holiday.
- **Leverage your product benefits:** Highlight your unique proposition and what sets you apart from the competition.
- **Offer solutions:** Identify what your target audience's challenges are and position your product or service as a solution.
- **Leverage user-generated content:** Social media posts and reviews can showcase real-life examples and generate a sense of trust.
- **Always be testing:** Get the most out of your creative testing by only changing one creative element at a time.
- **Keep it fresh:** On longer running campaigns, refreshing the creative once a month can help increase CTR on the campaign.

About GroundTruth

GroundTruth is a media company that turns **real-world behavior** into marketing that delivers **real business results**.

Interested in Learning More?

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Sources: 1 eMarketer, 2 Numerator Holiday Consumer Trends, 3 US Census, 4 Bankrate, 5 June 2022 PwC "PwC Customer Loyalty Survey 2022, 6 Moody's Analytics, 7 GroundTruth Visitation Data, 8 National Retail Federation, 9 Civic Science, 10 GroundTruth Creative Best Practices



Real-world behavior. **Real business results.**

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