To help capitalize on the largest consumer spending period, expected to climb 3.8% YOY to $691.9 billion¹, Watson Advertising is giving you **the gift of insights** to help you better influence coveted audiences, focus on the right channels, and achieve your advertising objectives.

1. **Advertisers should start their holiday campaigns well before Thanksgiving**

   50% of consumers have already started their holiday shopping prior to Thanksgiving.² In fact, $1.3 billion in holiday eCommerce sales (an increase of 9.1%), occurred on Veteran’s Day last year.³

2. **Key dates remain important for heavying up digital spend**

   Nearly half of all consumers are shopping on Black Friday (47%) and Cyber Monday (46%).²

3. **Make sure your promotions are running through to the last minute**

   Better fulfillment operations have extended the online shopping season by making last minute purchases a reality. In 2017, the week before Christmas had the 2nd highest spending growth rate of the holiday season with Saturday, December 23rd, 2017 coming in as the 2nd highest shopping day of the year, according to MasterCard.⁴

4. **Increase ad receptivity by understanding who and what is important to a shopper**

   - **Millennials**: Parents and siblings, Electronics
   - **Gen X**: Parents and siblings, spouse and children, Personal Care
   - **Boomers**: Spouse and children, Gift cards

   Segment insights compared across Millennials, Gen-X, and Boomers.²

IBM Watson Advertising.
5. Promote the right products in the last few weeks leading up to Christmas

Just a few weeks before Christmas, shoppers are in-market for key items like money/gift cards, food/liquor, and personal care/beauty products.⁴

6. Do not forget about in-store

Although there are increasing levels of multi-channel shopping, and eCommerce sales are predicted to grow 15.3% in 2018, in-store is still critical. Mass merchants and traditional department stores were the top two destinations for holiday shopping in 2017, and most of the shopping with these stores was done in store only.⁵

7. Use special sales or promotions to encourage purchase of your product or service

1 in 3 shoppers took advantage of email offers / direct mail promotions on Cyber Monday and Black Friday.⁶

8. Partner with brand safe, trusted sites who can deliver key audiences at scale on key dates

The Weather Channel mobile and desktop properties see increases in traffic on Black Friday and Cyber Monday as users seek out information that helps them plan their holiday shopping.⁷ In fact, 40% base their holiday shopping plans around the weather.⁷

9. Don’t hold back on pushing big ticket items

Shoppers are spending more money on holiday gifts than ever. In 2017, 1 in 4 people spent more than $1,000 on holiday gifts.⁵

Sources:
1. MasterCard, Feb 2018  
2. Watson Advertising Holiday Shopping Survey, Q4 2017 –Q1 2018 n=3226  
3. Adobe platform, as cited in company blog, November 27th, 2017  
4. MasterCard SpendingPulse, December 26, 2017  
5. Adobe and Localistcs, Nov. 2017