

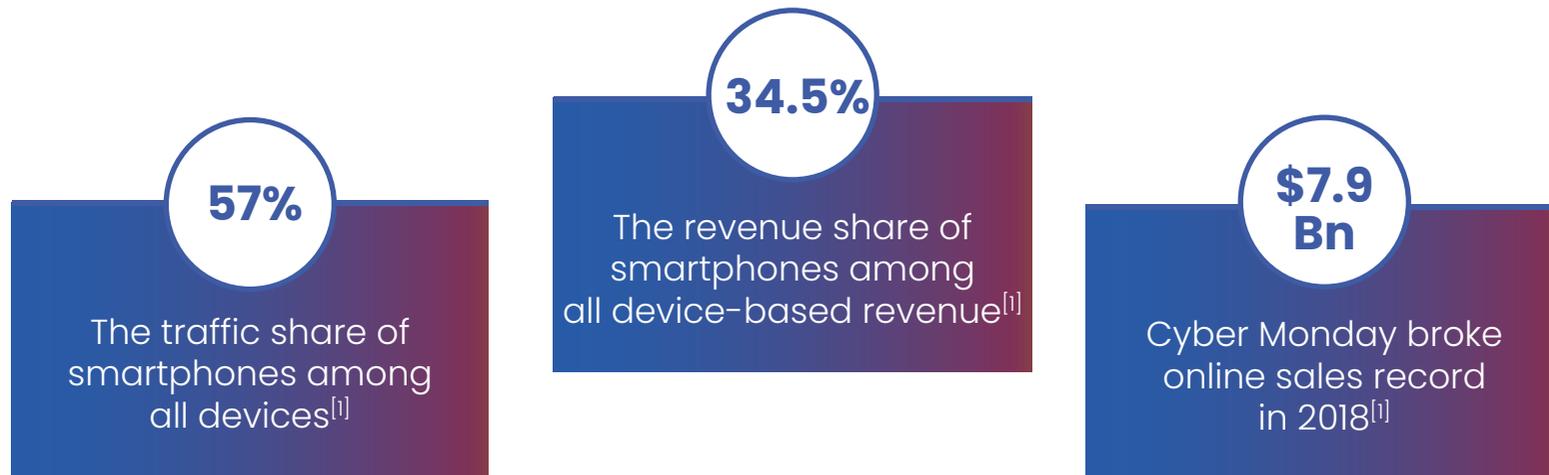


Your Marketing Plan for Holiday Shopping Season

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Exclusive for Marketers

Holiday Season 2018: Key Stats



Holiday Season 2019 is Going to be Bigger.

Is your marketing ready for it?

Holiday Season: Highlights & Why It Matters to Marketers

The last quarter of the calendar year is studded with holidays, thanks to Christmas – the most celebrated festival on the globe **(by 2 Bn+ people in 160+ countries^[2])**. Along with Christmas, there are several other festivals, such as Black Friday, Thanksgiving Day, Christmas, New Year and more regional festivals, in the same quarter – making it the quarter of celebrations.

This festive season or holiday season is known for a high-shopping period, contributed by various reasons, such as gifting, holiday travel, and more. As consumers are willing to spend, marketers across industries leverage this opportunity. With heavy discounts on offer during the season, several consumers plan their expensive and aspirational shoppings in this season. But how do you win the race to being in the consideration set and ending with a transaction on your app or web?

Mobile marketing can be the game-changer. There are over **3 billion smartphone users across the globe^[2]** who are increasingly spending time on mobile phones to research, compare, and purchase the products, brands are often lost in choices. However, to utilize mobile marketing to your advantage, you need a comprehensive mobile marketing strategy to attract genuine users or as they say in marketing terms – high intent users and retain them.

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Leveraging Holiday Season With Mobile Marketing

A

Key Factors in Favor of Marketers

Cyber Monday 2018 recorded **\$7.9 billion** spent online that day, an increase of 19.3 percent from the previous year.^[4]
- CNBC

Black Friday 2018 pulled in a record **\$6.22 billion** in e-commerce sales.^[4]
- CNBC

Cyber Monday is once again expected to be the biggest online shopping day in history, with a total that could approach—or even surpass—**\$10 billion**.^[5]
- eMarketer

Customers are Willing to Spend

As the positive vibe of the holiday season stirs enthusiasm among customers for shopping, there is an increased willingness among shoppers. It provides an interesting opportunity for marketers in different business verticals.



How to make most of it?

Build a mobile marketing strategy that can make the most of the user's willingness to purchase. To begin with, acquire more users across various platforms. The performance of an acquisition campaign depends heavily on the choice of ad formats across different touchpoints and channels (like display ads, video ads, personalized push notifications, and more). Optimize them on as per their performance to reach and attract the genuine users at different touchpoints.

Leveraging Holiday Season With Mobile Marketing

A

Key Factors in Favor of Marketers

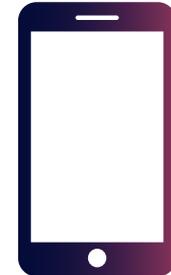
48% shoppers agree their mobile device allows them to make more informed purchases.^[6]
- Accudata

43% say they use mobile for holiday shopping because it's more convenient than going to a store.^[6]
- Accudata

Transactions on mobile devices were up 55.6% Cyber Monday from last year to reach **\$2.2 billion** in sales.^[4]
- CNBC

Mobile Device Drives Sales

More and more users are relying on mobile at different stages of their purchase cycle - from researching products/services to purchasing them. The trend grows during the festive season. Therefore, brands with mobile apps have an upper hand in the market, and with strategic app marketing, you stand a strong chance to boost sales.



How to make most of it?

Your business can thrive when you are continuously adding more users to your mobile app and then regularly reaching and converting them into customers. With solutions like programmatic user acquisition, your ads reach the relevant audience without much of manual efforts. Relying on affinity models (transactional, behavioral, and appographic data), it can garner faster and profitable results as it addresses the genuine users at different stages of your app.

Leveraging Holiday Season With Mobile Marketing

B

Commonly Missed Opportunities

Delaying the Campaign

49% of holiday shoppers say they begin their shopping in November.^[6]
- Accudata

A number of users purchase gifts for friends and families, which is given during Christmas and New Year. However, before reaching the decision stage, your competitors might have already acquired them at awareness or consideration stages. Delays in running the campaigns would mean you might have already lost a significant share of users. It can be a worrisome situation to be in as you will be left with limited time to run ads and engage consumers.

How to Get Past it?

Start campaigns early with user acquisition campaigns. It can be more impactful if you start before the holiday season as you are connecting with users before they start spending. It gives you the chance to reach users across different touchpoints and ample time to analyze and optimize conversions.

Leveraging Holiday Season With Mobile Marketing

B

Commonly Missed Opportunities

Ignoring Inactive or Dormant Users

Acquiring a new customer is anywhere from 5 to 25 times more expensive than retaining an existing one. ^[7] - Harvard Business Review

Ignorance may be bliss, but never when it comes to dormant app users. Inactive or dormant users are those who have installed your app but are not engaging with it. A significant number of inactive users not only means that the app will struggle in gaining enough transactions, but it is also an indication that you might not be targeting the right set of audiences with your user acquisition campaigns. In both situations, your ROAS is going to take a hit.

How to Get Past it?

Pay attention to all users. Engaging the inactive user will require a strategy different from the one you used to acquire them. To consistently attracting, engaging, and delighting the users with your marketing to influence even the dormant users, re-engagement ads and personalized push notifications can gain attention and grow on transactions for you. Even when the user is converted into a customer, it can support your upselling strategy.

Leveraging Holiday Season With Mobile Marketing



Opportunities For Marketers To Grab

Advertising on Social Media

Social Networks will drive 5% of retail shopping traffic.^[8] – ZNet

55% of shoppers around the world have a more favorable view of businesses that respond to them over social media.^[9] – 2017 State of Global Customer Service Report.

Users are spending a chunk of their time on their mobile phones using social media. During the holiday season, users are likely to have more free time, which enhances the chances of using social media app even more. Hence, it a valuable platform for targeted customers for the advertisers.

How to leverage it?

As most of the leading social channels offer a quality ad platform along with valuable insights, running ad campaigns on them gives you an edge. You can finetune the campaign even better if you are opting for an ad partner that has credibility, such as Authorized Facebook Marketing Partner.

Leveraging Holiday Season With Mobile Marketing



Opportunities For Marketers To Grab

Attracting Impulse Buyers

\$1,496 is the Average household spend in the holiday season 2019.^[10] – Deloitte

18% of items to be purchased in the holiday season 2019 will be unplanned.^[10] – Deloitte

While most of the holiday shopping is planned, there is still a decent scope of impulsive and unplanned shopping. Contextual marketing that understands recent user behaviors can use it to your advantage and eventually, enhancing LTV during the season.

How to leverage it?

Your holiday season campaigns should focus on branding as well as transactional messaging aided with contextual ads to trigger impulse shopping and boost your campaign results. Adoption of behavioral targeting based on transaction, recency, and app-category can target the users at the right time on the right platform to offer the products and services as per their behavioral preferences and enhancing instant conversions and raise the LTV.

Key Festive Events and Campaign Recommendations

EC

Evergreen Customer

Shops in a planned manner over the entire holiday season

EBC

Early Bird Customer

Transacts early in the season

DSC

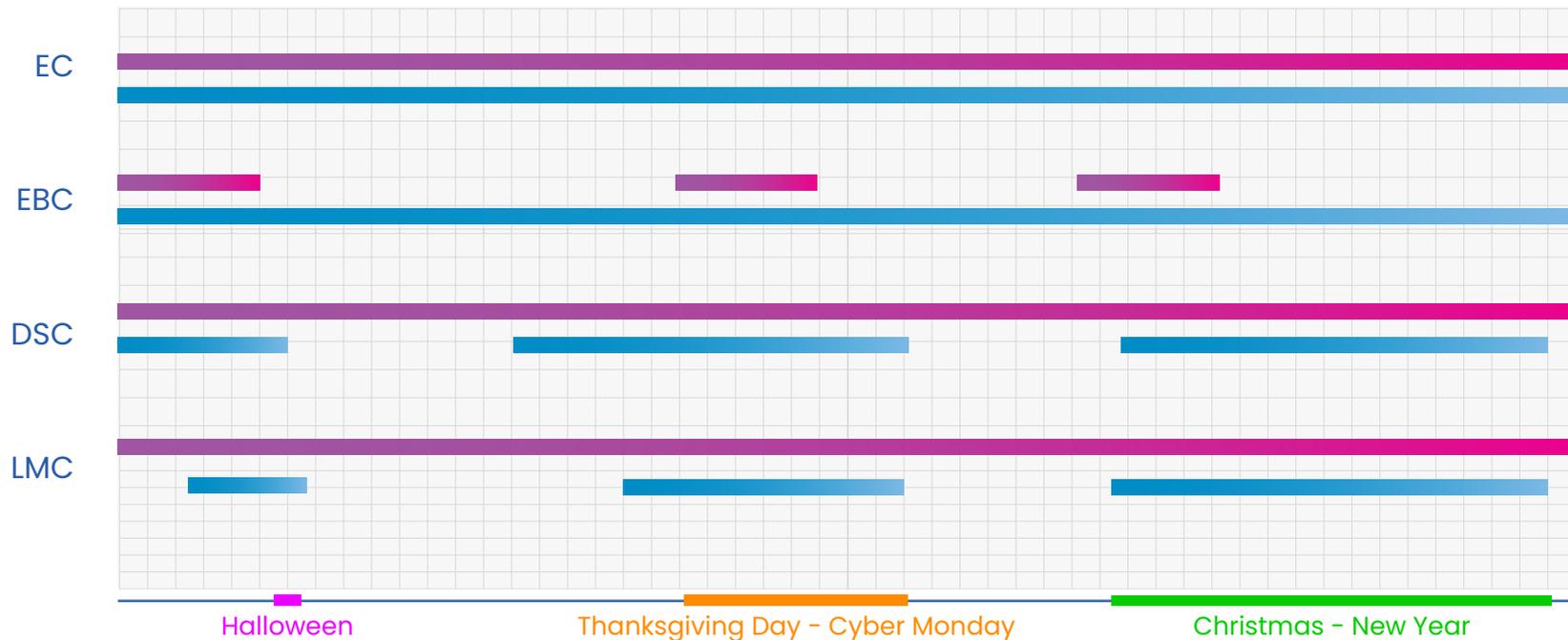
Deal Seeker Customer

Holds shopping till they find heavy discount offers

LMC

Last Minute Customer

Waits to shop till the final push at the end holiday season



Acquisition Campaigns
 Retargeting Campaigns

Leveraging Holiday Season With Mobile Marketing

D

Challenges That Need Attention

Spike in Ad Bids

Late Q4 is unlike any other advertising environment of the year. Ad costs typically spike by 25% or more.^[1] – MarTech Advisor

Since most advertisers in the industry run more ads during the season while the ad space is the same, the ad space bids start growing exponentially. Marketers consistently face the challenge to make the most out of a limited ad budget and it's even more daunting during the holiday season.

How to deal with it?

If you are planning to run ads on the network, then booking the ad space on the relevant inventory for the festive season can help mobile marketers to run campaigns that reached and engages a genuine audience. Booking early also helps you escape the seasonal spike in the bidding trends. It can help them run ads on relevant and high-quality ad spaces.

Leveraging Holiday Season With Mobile Marketing

D

Challenges That Need Attention

Brand-Safe Ads

Advertising decision-makers this year, **99%** said they were concerned about their brands appearing in unsafe environments– and **58%** said their concern had increased compared to a year ago.^[12]– LinkedIn

Serving the advertising on the inventory that is not catering to your intended target group simply means that your marketing budget is being drained down. Along with that, it has the risk of impacting brand safety, while hurting ad experience for users.

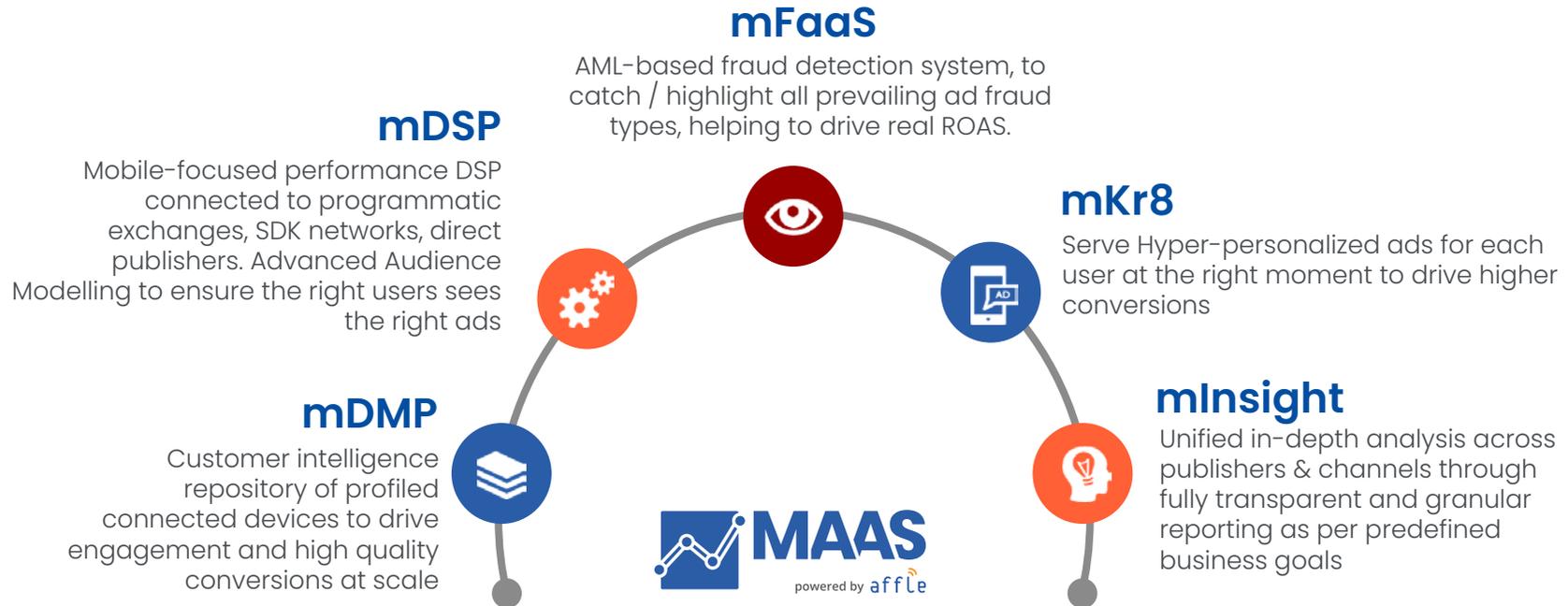
How to deal with it?

Marketers can choose programmatic solutions in which the machine can automatically choose the most reliable ad slots for your target audience. Based on the choice of your programmatic advertisement platform, you have various options such as building a lookalike audience using machine learning, running retargeting ads on social media, fraud mitigation, and more to ensure that your campaigns run brand-safe ads.

About Maas

Affle's MAAS is a unified audience platform that enables mobile advertisers to acquire quality users at scale, across directly integrated publishers, programmatic platforms, and app recommendations on OEM app stores

MAAS | Diversified Technology Unified at One Place



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Thank You!

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