Brand New Research Study by Sharethrough: 
7 Stats to Guide Your Brand’s Holiday Advertising Campaigns

We surveyed 1,000 consumers in the US, UK and Canada about their holiday shopping behaviors.

Most Consumers Will Spend More or the Same As Last Year When Shopping For Holiday Gifts

- 69% of consumers plan to spend more or the same as last year on holiday gifts.
- 55% of Canadian consumers plan to spend more or the same as last year on holiday gifts.
- 48% of UK consumers plan to spend more or the same as last year on holiday gifts.

Blogs & Websites Ranked Most Influential Digital Resource for Gifts Ideas

- Most people rely on digital platforms to get inspiration for their holiday shopping list.
- Blogs and websites ranked the #1 most influential digital resource for gift ideas.
- And, no surprise, TikTok ranked #1 most influential for 16 - 24 year olds.

2022 Holiday Gifting Influence Ranked by Digital Platform

It’s Time to Launch Your Holiday Campaigns

- In fact, the majority of surveyed consumers in the US, UK and Canada are starting to shop as early as October. Scale your Holiday campaigns today with Sharethrough’s custom PMPs.

Grab Consumers’ Attention With Gift-Giving Ideas

- Consumers are always looking for fresh new ideas to fill their gift baskets. It is no surprise that the search term “gift ideas” peaks on Google between Black Friday and early December.

More Consideration Towards Ads With Promotional Offers or Discount Codes

- The discount coupon is an age-old strategy which dates back to the late 1880s. And to no surprise: they still work very well today, especially in online advertising where the offer is just one click away.

Consumers are More Likely to Remember When a Promotion Starts With CTV Countdown Overlay

- We tested commercials with and without CTV Countdown Overlay on real consumers. The result? Consumers that watched a commercial with a countdown were 43% more likely to remember when the promotion starts.

Media Execution Tips

- Consumers are More Likely to Remember When a Promotion Starts With CTV Countdown Overlay
- Improve Awareness & Comprehension with Dynamic Video Captions
- Improve Message Comprehension and Drive Action with Display & Native

Start Your Holiday Campaign With Sharethrough Today

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