

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...¹

¹ "Research Study by Sharethrough: Consumer Holiday Shopping Behavior", October 2022.

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

Over half of US and Canadian Holiday shoppers said they intend to spend the same or more this year than last year, with a little less than half of UK consumers intending to spend the same or more as last year.



69%

of **US** consumers intend to **spend the same or more than last year** on holiday gifts



59%

of **Canadian** consumers intend to **spend the same or more than last year** on holiday gifts

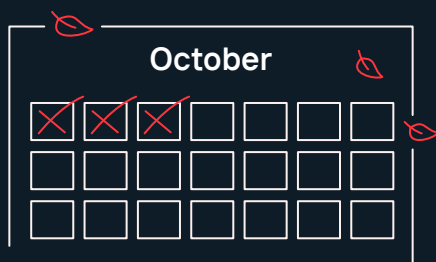


48%

of **UK** consumers intend to **spend more or the same as last year** on holiday gifts

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.



89% of consumers are planning to begin their Holiday shopping as **early as October**.

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



More Consideration Towards Ads With Promotional Offers or Discount Codes

The discount coupon is an age-old strategy which dates back to the late 1880s². And to no surprise: they still work very well today, especially in online advertising where the offer is just one click away.

² Time. "The History of Coupons", Brad Tuttle, April 2010.

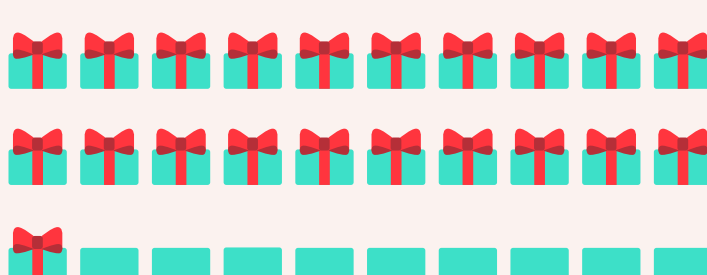


88% of Holiday shoppers are likely to click on an ad with a **discount code or offer**

Grab Consumers' Attention With Gift-Giving Ideas

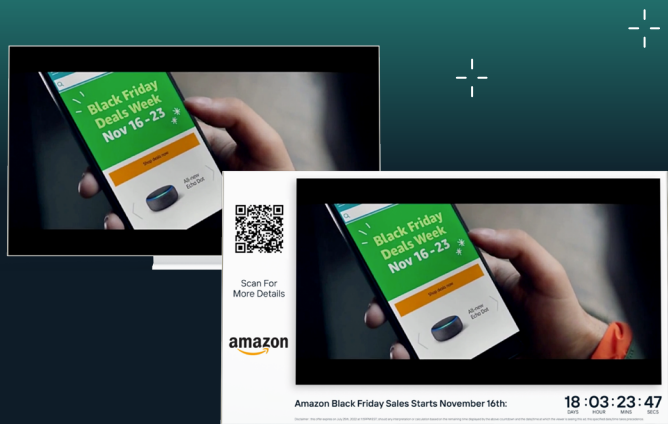
Consumers are always looking for fresh new ideas to fill their gift baskets. It is no surprise that the search term "gift ideas" peaks on Google³ between Black Friday and early December.

³ Google Trends. "Gift Ideas", October 2022.



71% of consumers are more likely to look at ads that have **gift suggestions!**

Media Execution Tips



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**.

Improve Awareness & Comprehension with Dynamic Video Captions

When consumers see holiday video ads with dynamic captions they are:



96% more likely to remember the brand name



74% more likely to remember the message of the ad



Improve Message Comprehension and Drive Action with Display & Native

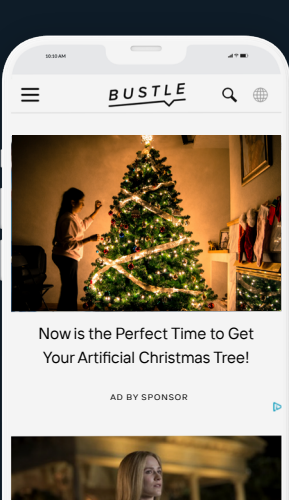
When consumers see banners enhanced with a headline they are:



16% more likely to remember the brand name



39% more likely to remember the message of the ad



Start Your **Holiday Campaign** With Sharethrough Today