

Three things agencies should focus on this holiday season

As the holiday shopping season begins, understanding consumer habits, shopping preferences, and emerging trends is vital. With changing behavior and a rapidly evolving media landscape, marketers are faced with immense challenges from signal loss to measurement. Yet, by adapting strategies, these challenges can become opportunities.

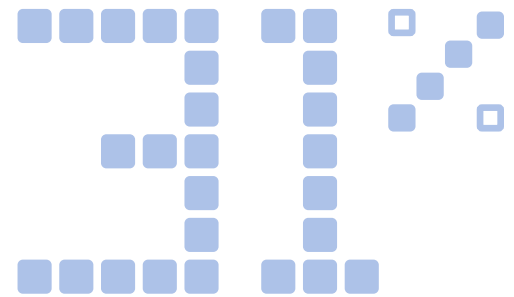
Here are three things that agencies should focus on this holiday season to maximize marketing success for their clients.



When consumers are shopping

Consumers are shopping earlier

While December has traditionally been the biggest spending month for consumers, 2022 brought a surprising twist. Holiday shopping now starts earlier, especially when it comes to online sales. Thanks to an influx of promotions and deals, shoppers opened their wallets early in the season, boosting sales. Cyber Week sales remained powerful, accounting for 8% of total consumer holiday spending.



of holiday sales took place in October in 2022.

Experian tip

Target audiences primed for early conversion and likely to shop during the Cyber Five holiday season. Our [audience offerings](#) include segments based on discount indicators such as Black Friday, Cyber Monday, and Coupons/Sale.

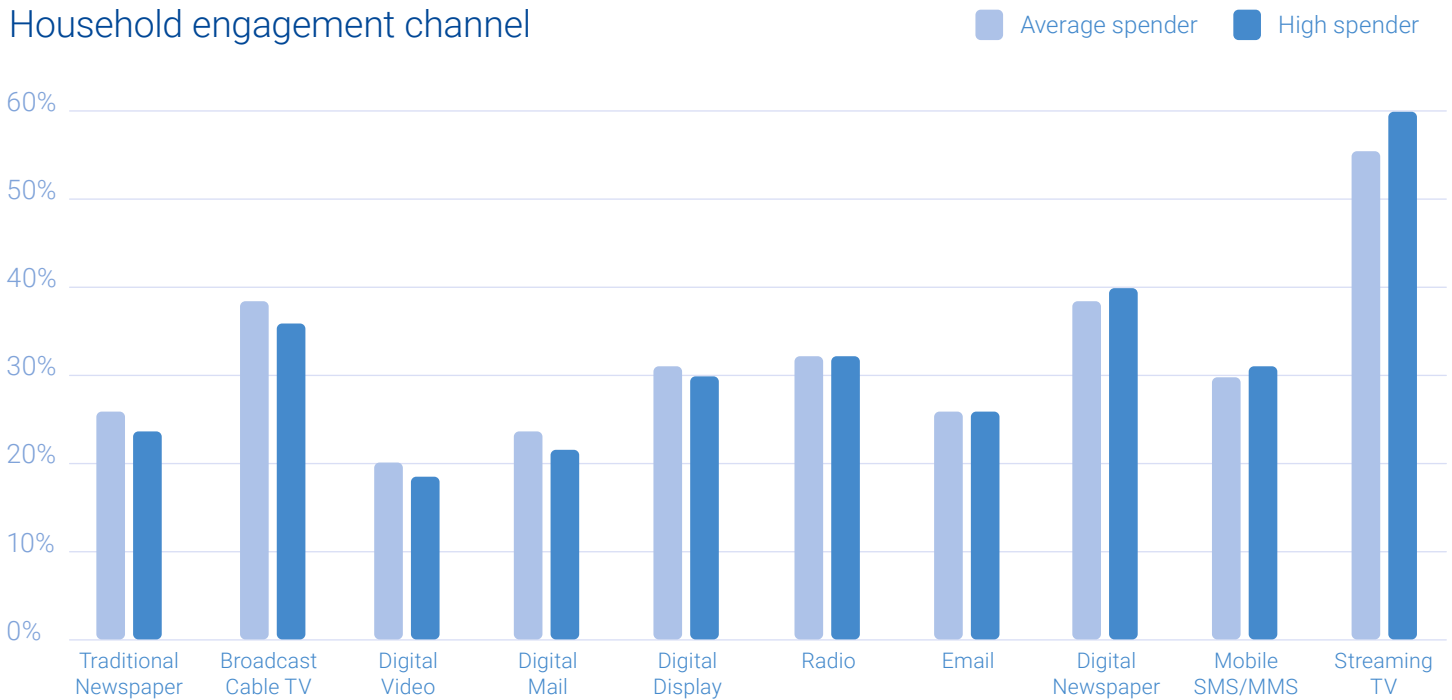


Engagement channel

Streaming TV is the top engagement channel for spenders in our 2023 holiday shopping report.

Make sure that you allocate marketing dollars to streaming TV this holiday season to reach these spenders.

Household engagement channel



Our TrueTouchSM engagement channels score a person's receptivity to receiving brand messages.



CTV interoperability allows advertisers to take advantage of high impact ads with strong targeting precision. Advertisers should focus on their audience and message first, then work with partners like Experian to scale across the ecosystem.

Ali Mack, Head of Advanced TV & Agency





Audiences to activate

To reach holiday shoppers, here are a few audience segments that you can activate directly through Experian or on-the-shelf of most advertising platforms:



- 1 Retail Shoppers: Purchase Based > Seasonal > Black Friday/Cyber Monday: Big Box/Club Stores Shoppers
- 2 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Gift Shoppers
- 3 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Heavy Buyer/Spenders: In Store
- 4 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Department Stores: Online
- 5 Retail Shoppers: Purchase Based > Seasonal > Holiday Shoppers: Last-Minute Holiday Shoppers

Experian tip

Depending on the product, the decision maker in the household might be different than the person doing the research online. It's important to reach everyone in the household to ensure you present the right message to all decision makers. The Experian Graph can help you find additional users in the household and target a broader audience that includes all decision makers.

For more expert advice and access to all our predictions for this year's holiday shopping season, download our 2023 Holiday spending trends and insights report today.

[Access the full report →](#)

