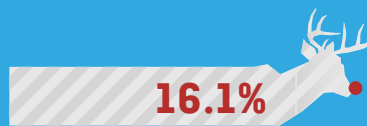


These Are The Top 3 Trends Predicted for the 2022 *Holiday* Shopping Season

Holiday shopping is just around the corner and the data shows that consumers will be spending and shopping even earlier this year! Here's what brands and advertisers need to know when it comes to their holiday advertising and digital marketing campaigns for 2022.

1 More Spending & Growth Predicted this Holiday Season

Call it post-pandemic energy, excitement, relief - whatever it is, consumers spent big last year and that trend is predicted to continue.



US retail sales grew by 16.1% to \$1.221 trillion in the 2021 holiday season, the fastest growth rate in more than 20 years (eMarketer)



Total holiday retail sales in 2021 increased 8.5%, the largest annual increase in 17 years (Deloitte)



eMarketer predicts 2022 holiday retail sales to increase 3.3% to \$1.262 trillion (eMarketer).

Advertisers: Holiday spend is going to be big.
Now is the time to scale.

Bidtellect's platform is integrated with 25+ of the industry's leading SSPs and exchanges, giving buyers access to 98%+ of the internet-connected US, and 100s of thousands of publishers and global supply.

Don't skimp on brand safety: filter towards quality to ensure viewability, brand safety, supply path optimization, and to combat fraud.

Make use of all Bidtellect's ad formats (Responsive Native, High Impact, Banner Display, and Video) and devices (desktop, tablet and mobile) to drive brand and promotional awareness.

2 eCommerce Continues to Dominate Holiday Shopping & Sales

Great news digital advertisers: ecommerce shopping growth has been holding steady post-pandemic. Nearly all shoppers will buy something online this holiday season - Google reported that only 4% of U.S. holiday shoppers did not use digital channels for their shopping in 2021.



\$235.86 Billion

Holiday eCommerce sales will climb 15.5% to \$235.86 billion in 2022 [eMarketer]



4%

Only 4% of U.S. holiday shoppers did not use digital channels for their shopping in 2021 [Think With Google]



11%

2021 eCommerce sales increased 11% compared with 2020 and 64.1% compared with 2019 [Deloitte]



Cyber Monday

Cyber Monday will be the No. 1 spending day of the season —rising 12.0% to \$12.22 billion [eMarketer]



Black Friday

Black Friday will be the second biggest online spending day, rising 9.8% to \$9.91 billion



Thanksgiving

Thanksgiving will again grow the fastest at 14.1% to reach \$5.90 billion [eMarketer]

Advertisers: Use context to reach more relevant audiences and industry decision-makers where they are consuming holiday content.



Contextual targeting seamlessly integrates your ads into relevant content users are already consuming - like holiday gift inspiration, holiday deals to take advantage of, holiday shopping sites - and provides higher engagement and greater cost efficiencies, especially in combination with Bidtellect's context-driven optimization engine.



Utilize Bidtellect's proprietary audiences, which use natural language processing technology and the context of the page to build custom audiences that show an explicit interest in the category of your choosing.



Re-engage with users who have interacted with your brand using creative retargeting (sequential messaging), lookalike audiences, or site retargeting to complete the purchase funnel.

3 Holiday Shoppers Will Start Early Thanks to Loyalty Programs & Stock Concerns

In 2021, holiday shoppers started shopping sooner - and this was thanks to brand loyalty programs offering discounts and early access to stock.

81%

of consumers shopped specific brands during the 2021 holiday season because they were a member [Deloitte]

61%

of consumers joined a loyalty program to receive discounts during the 2021 holiday season [Deloitte]

31% and 37%

As of June 2021, 31% of U.S. shoppers had already started their holiday shopping and 37% of shoppers who shopped last holiday season wished they had started earlier [Think With Google, March 2022]

50%

In June 2021, stock issues were top of mind for holiday shoppers. Over 50% of U.S. shoppers surveyed saying they would start holiday shopping earlier to avoid an item being out of stock [Think With Google, March 2022]

Advertisers: Call out loyalty programs and discounts in your creative assets.

Holiday shoppers are eager to maximize their loyalty program membership and join if it offers exclusive discounts.

Bidtellect's in-house creative agency, [b]+studio, consistently sees the highest engagement with creative assets that offer a discount or loyalty program in the headline.

Creative expertise combined with optimization technology will ensure maximum engagement to best-performing creative assets in real time.