

Make Connections and Be Merry

Navigating the 2020 Holiday Shopping Season

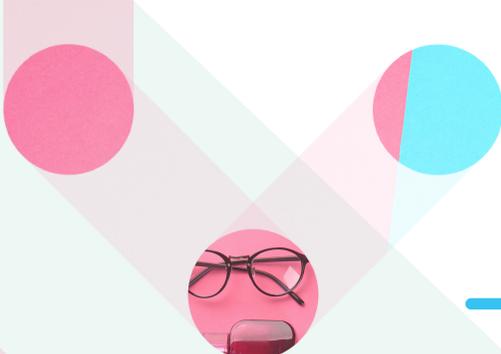
Following months of turbulent change, 2020 holiday shopping will no doubt look different than previous years.

With a recession, continued uncertainty about pandemic restrictions and the subsequent tightening of consumer wallets, retailers must adjust their seasonal strategy. Use the insights from our latest poll as a guide to this year's seasonal shopping trends:



58% of consumers plan to spend less money during this holiday season than in past years.

E-commerce is king, even for small businesses



67% of shoppers plan to complete most or all of their holiday shopping online.



74% of shoppers would shop online at least half the time, even if COVID wasn't a factor.



22%

22% of shoppers will prioritize supporting small and local businesses this season.

Key Takeaway:

Invest in solutions that improve your digital commerce experiences across all channels, including email, mobile and social. The shift to e-commerce is likely permanent, so focus on offering low prices and convenience to the e-commerce experience, such as low-touch pick-up or delivery options.

Emotional connections can make or break sales



83% of shoppers are more likely to purchase from brands when they form an emotional connection.

GEN Z

32% of Gen Z shoppers prefer an empathetic and comforting tone in promotional marketing messages.



64% of high earners are "much more likely" to make a purchase when they connect with a brand.

Key Takeaway:

Brands that fail to connect with their customers stand to lose sales — both during the holiday season and beyond. **Cater messaging to the preferences of your audiences.** For younger groups, ensure you make meaningful connections by instilling marketing communications with empathy and understanding.

Shoppers need recovery time after promotions — and ample notice before new ones.



65% of consumers prefer to receive promotions no sooner than two weeks before a sales event.



28% of consumers need two weeks to feel ready to receive alerts from retailers again after the holidays.



20% of consumers need an entire month before they welcome promotional messaging again.

Key Takeaway:

Holiday shopping can easily burn out consumers and make further promotional messaging an unwelcome nuisance. Automate the perfect marketing for every customer with modern growth marketing platforms that use AI technology to optimize by send time and frequency.

About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility. Leading brands, like Zillow, SeatGeek and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle.

