

'Tis the season for shopping

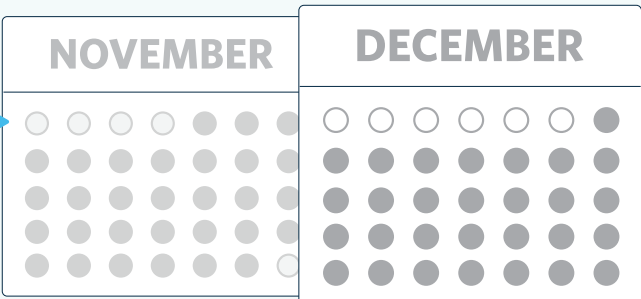
2018 HOLIDAY RETAIL PLAYBOOK

Winter is coming, and retailers everywhere are bracing for the busiest shopping season of the year. Gain new insight into consumer trends and preferences so you can fully sleigh your holiday goals this season.



COOL IT WITH THE HOLIDAY CREEP

52% don't want to see holiday ads until **November**



IN FACT:
50%+ will wait until **December** to buy most gifts

ONLY 17% plan to do most of their shopping **before Thanksgiving**



LET'S GET PERSONAL THIS HOLIDAY SEASON

SHOPPERS PREFER PERSONALIZED ADS



55% enjoy receiving discounts from their favorite stores



37% want recommendations based on location



21% like ads that feature products recently viewed



SNOW MUCH FUN TO BUY & SAVE



40% purchase **most** gifts on sale



38% **always** wait for sales & discounts



10% don't wait for sales at all

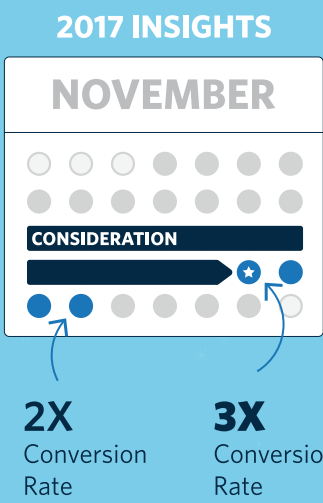
41% are open to trying new brands if they offer a discount—39% if they offer relevant products

TIPS TO WIN HOLIDAY SALES*

1 BE FIRST TO THE PARTY

Reach Planners Early in November

Build strong momentum heading into Black Friday. Reactivate interest and deliver a timely, relevant reminder before the biggest spending weekend of the year. During the 2017 holiday season, shoppers took **an average of 13 days to convert**.



2 FOMO-FREE BLACK FRIDAY

Turn Planners into Buyers

Optimize your campaign to align with key shopping days. Last year, Conversion Rates **increased 3x** on Black Friday and **2x** on Cyber Monday.

3 CYBER MONDAY SECOND CHANCE

Strike While the Iron is Hot

Reconnect with shoppers who visited your site from Thanksgiving to Cyber Monday and use Programmatic Direct Mail® to convert the non-converters. Leverage Cyber Weekend's high web traffic and strong purchase intent to drive more sales.



About PebblePost®
PebblePost created Programmatic Direct Mail® to convert shoppers into buyers with meaningful mail. We use real-time online interest and intent data to send relevant direct mail that influences at-home purchase decisions and drives conversions across all transaction channels.

*Insights based on PebblePost 2017 Programmatic Direct Mail® holiday campaign performance.
Source: Consumer survey conducted by PebblePost using SurveyMonkey, Inc., August 2018.