

HOW > HOLIDAY SHOPPERS maneuver through the "season"

Lines have blurred for the season, which means you need to stay present right up to the last minute. Given the impact of mobile phones, ecommerce and discount expectations, consumers are empowered to shop whenever and however they want. Sharpen your advertising plans with these actionable insights.

GLIDING BETWEEN ONLINE AND PHYSICAL STORES

2018 Holiday Predictions



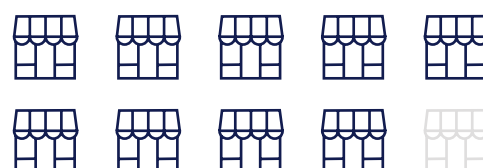
Ecommerce sales expected to jump **16%**¹



Total retail sales to grow **4%**¹

9 IN 10 Retailers

will use an omnichannel approach this season²



ARM IN ARM: PRINT & DIGITAL

Read print ads then go online to:

purchase from that retailer³
44%

use a featured coupon code for an online buy⁴
71%

Research online then buy in-store⁵

say consumers
86%

55%

of consumers say it is important they are able to **buy online and pick up in stores** during the holiday season²

MORE LOOKING. LESS LEAPING.

Influence long before the moment of purchase

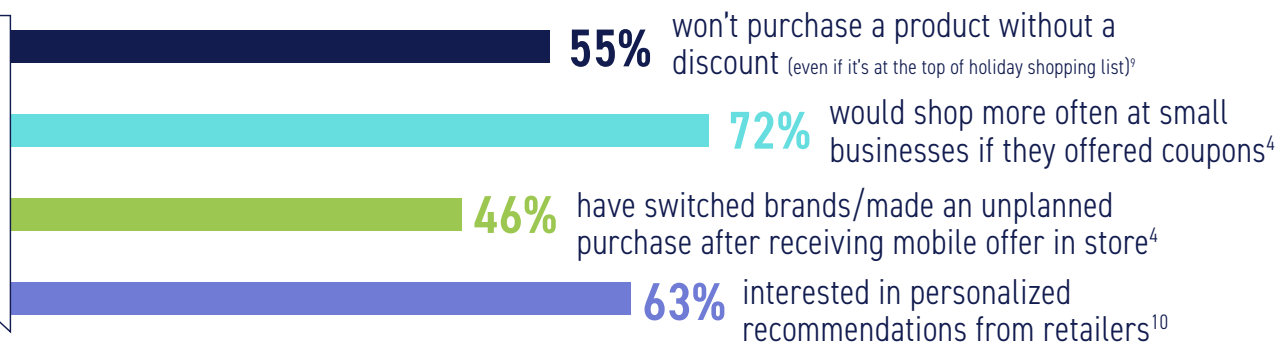
41%
spend a lot of time researching and planning holiday gift purchases⁶

46%
of holiday gift shoppers spend a lot of time & effort searching for deals⁶

65%
will use their mobile devices to research holiday shopping⁷

75%
expect to visit 3 or more physical stores for Christmas gifts⁸

RETAILERS AND DEALS HAVE SWAY



DAZZLE SHOPPERS IN NOVEMBER & DECEMBER

40%
of all holiday shopping predicted to happen during Cyber Week¹¹

34%
browse online for top Cyber Monday deals¹²

20% rely on Black Friday¹²
15% rely on Cyber Monday¹²
20% shop both equally¹²

17%
shop last minute, expecting better deals closer to the holidays¹²

NOV.



DEC.



EXTRA SHOPPING DAY
Between Thanksgiving and Christmas

Predicted busiest shopping days¹³



22%

Expect to finish prior to December⁸

6%

Don't start holiday shopping until the week before Christmas⁷

QUICK-TURN MEDIA

Activate last-minute shoppers with these Valassis options:

3 - 6 Weeks
Inserts
Variable Data Postcard

10+ Business Days
Digital Coupons
Dynamic Mobile (custom)
Email

5 - 8 Business Days
Dynamic Mobile

3 Business Days
Display Ads
Newspaper ROP Ads
Video Ads

Sources:

1. Coresight Research, US Holiday Outlook 2018
2. RetailMeNot 2018 Holiday Insights Guide
3. Valassis Building Loyalty with Dynamic Shoppers, July 2018
4. 2018 Valassis Purse String Survey
5. Prosper Insights & Analytics Monthly Survey Data, Sept. 2018
6. 2017 Valassis Holiday Shopper Survey
7. OpenX 2018 Consumer Holiday Shopping Report
8. Field Agent 2018 Holiday Insights Report, "An Old-Fashioned, Omnichannel Christmas"
9. TrendSource 2017 Post-Holiday Report
10. "Delivering for the New Consumer, The Move to Ubiquitous and Ultra-Personal Shopping," RILA and Accenture, 2018
11. Salesforce 2018 Holiday Predictions
12. 2018 Valassis Holiday Consumer Survey
13. ShopperTrak, 2018 Busiest Holiday Shopping Days, Sept. 18, 2018