



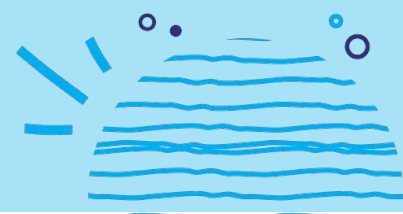
The Future of Ecommerce: Black Friday Cyber Monday

5 Ecommerce Marketing Cheat Codes for a Winning Holiday Season

Grow this holiday season — regardless of team size, budget, or expertise.



Agenda



Welcome and Introduction	5 min
5 Ecommerce Holiday Trends & What to Do About Them	20 min
Key Takeaways	5 min
Q&A	15 min



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The marketing and advertising platform
for growing ecommerce brands.

Introduction



Growing a Business this Season is Tough:



Competition is fierce.



**Consumer discretionary
income is shrinking.**



**Marketing budgets are
stretched.**

Growing a Business this Season is Complicated:

With **over 56 customer touchpoints**, there are many factors to consider.

- ...Which channels to be on and prioritize
- ...How to get the most out of your budget
- ...Which tools and technologies to use
- ...How to manage attribution and reporting
- ...When to run promotional campaigns
- ...How to grow while facing shipping and supply chain delays



We've got your back

Deep breath, you've got this!

5 2022 Holiday Marketing Trends

...and what to do about them

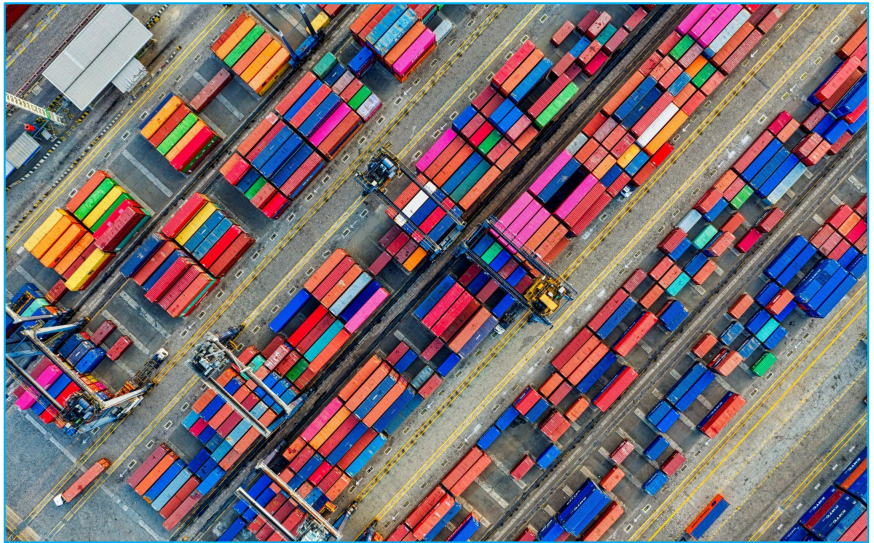


Trend 1

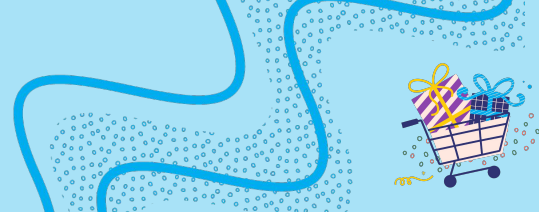


The Peak Holiday Shopping Season is Earlier Than Year's Prior

- BFCM in North America marked the start of the holiday shopping season... now, it marks the winding down of it
- Consumers are aware of inventory and shipping issues and are shopping early
- The holiday shopping season is a longer window – lasting from as early as June and running into The New Year

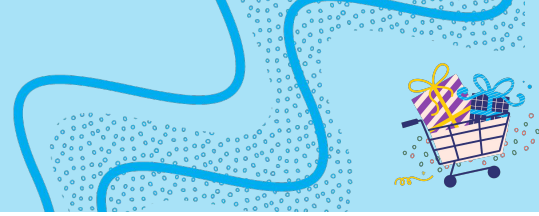


What To Do About Trend 1



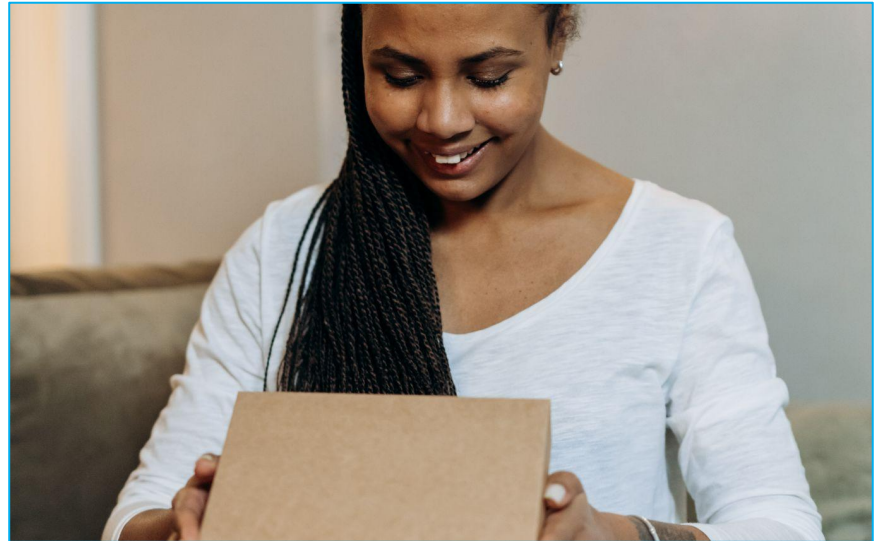
- Stretch holiday sales and corresponding campaigns out before and after BFCM
- Keep reaching potential new customers with brand awareness to stay competitive
- As the season progresses closer to BFCM, shift focus down the funnel by prioritizing retargeting
- Stay close with inventory, fulfillment, and shipping

Trend 2

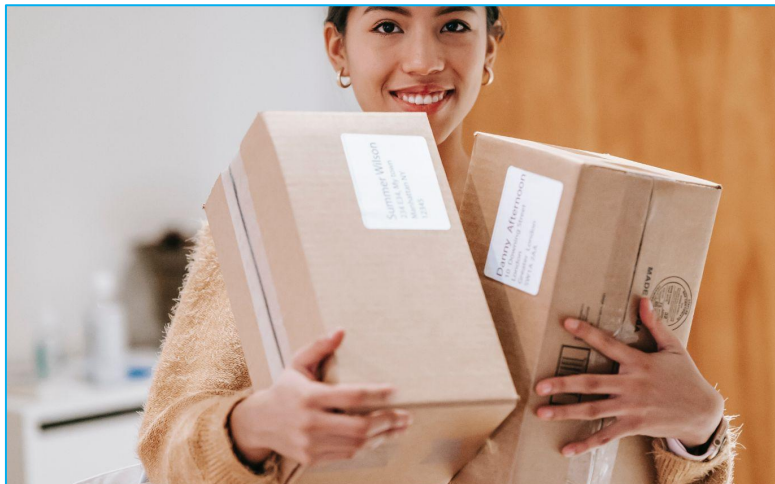
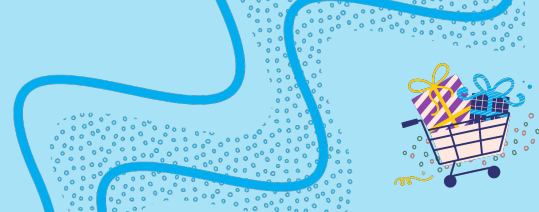


Great Customer Experiences Are More Important Than Ever Before

- With the macroeconomic challenges consumers are facing, their expectations and sensitivities are heightened
- The last few years have brought many changes to peak season fulfillment and supply chain

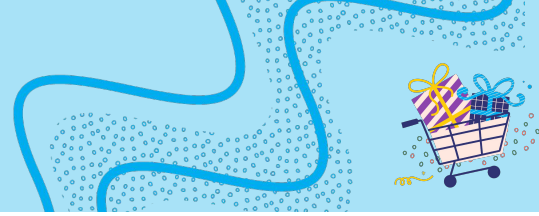


What To Do About Trend 2



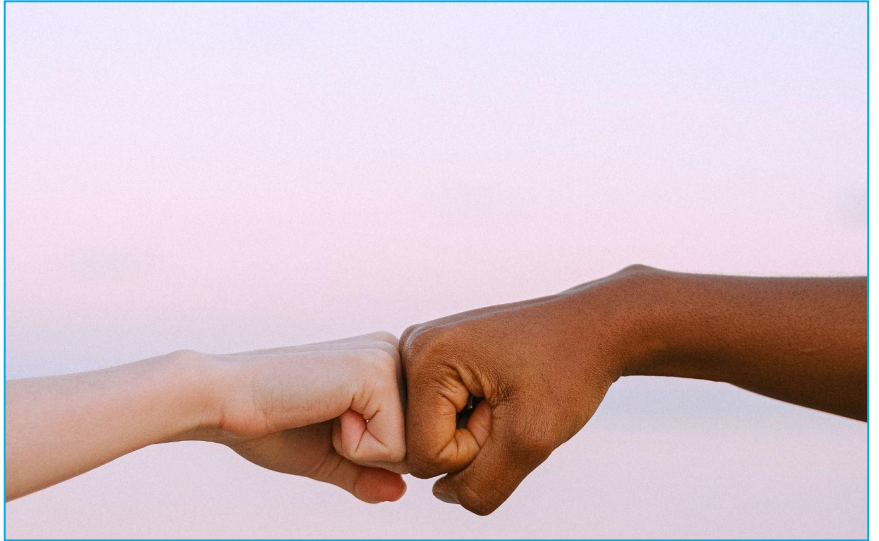
- Recognize the power you have as a marketer to turn customers into advocates and brand loyalists through the marketing experiences you create
- Know your dates, and understand key holiday shipping cut offs
- Set clear and realistic expectations with your customers at every stage of the shopping journey
- If possible, invest more into customer service

Trend 3

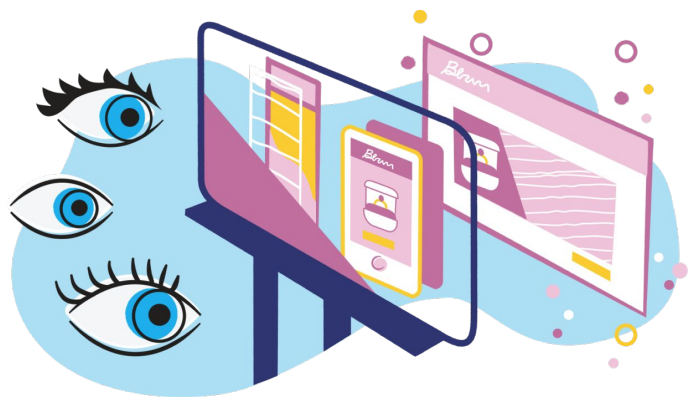


Brand Loyalty is Weaker, While Customer Advocacy is Stronger

- Higher price tags are driving shoppers to be more open to trying to alternate brands
- People have also been trimming their spending... saving up to splurge on items from brands they love and trust



What To Do About Trend 3



- Focus on retargeting loyal customers and fans, and create VIP experiences for them
- Prioritize omnichannel marketing
- Leverage tools and technologies (like AdRoll) to make creating great customer experiences across functions easier
- Be aware of deadlines, set clear customer expectations, and deliver on them

Trend 4

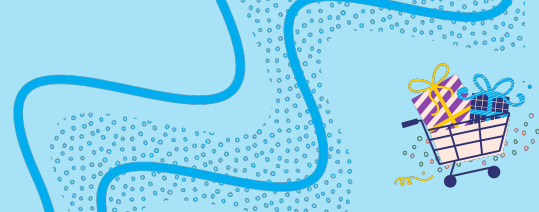


Consumers Are Shopping More Mobily

- In 2021 mobile ecommerce sales brought in \$359.32 billion
- 71% of last year's Shopify BFCM sales came from mobile devices
- Yet shopping cart abandonment rate on mobile is 15.9% higher than on desktop



What To Do About Trend 4



- Improve the UX of your ecommerce store on mobile
- Have an effective abandoned cart recovery campaign set up and running
- Say goodbye to navigating separate social ads platforms, and hello to running connected social ads

Trend 5



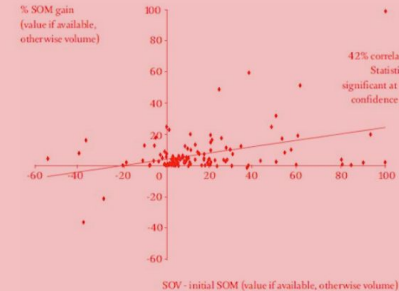
Ecommerce is Expected to Mildly Grow this Holiday Season

- US holiday retail sales are also projected to increase by 3.3% from last year 📈
- Amazon's eighth annual Prime Day event this past July — a consistently reliable predictor of consumer Q4 shopping behavior — saw 8.5% YoY growth 📈

PRIME FOR MOMENTUM ON REBOUND

Companies cutting investment by 50% for 1 year before returning to normal weight take up to 2 years to recover lost share.

Those that increase exposure during downturn can gain up to 3x more share in the first 2 years of recovery.

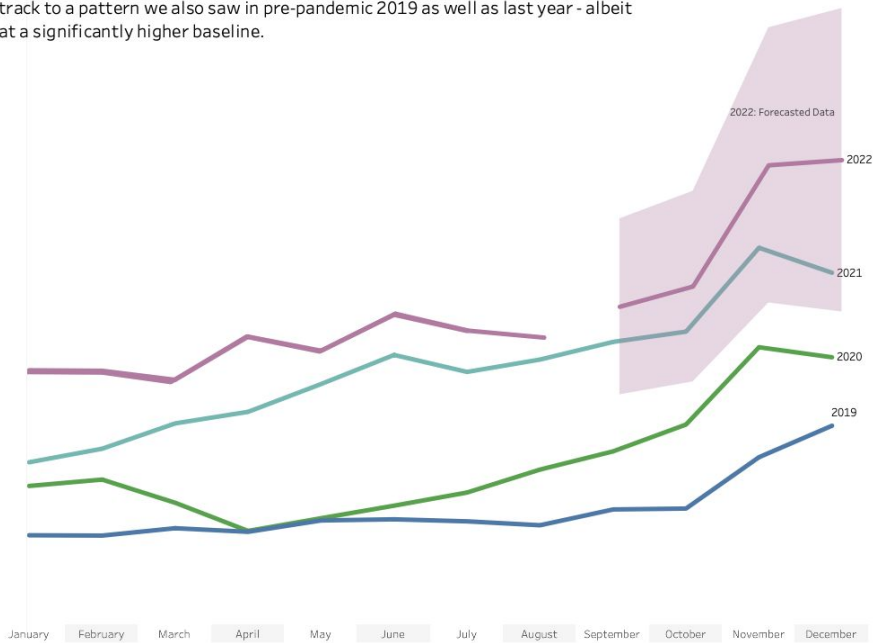


Source: Binet, Les and Field, Peter: Marketing In The Era Of Accountability, 2007 Base: 880 successful marketing campaigns, 1979 - 2006

What To Do About Trend 5



Looking ahead based on data from the last few years, in terms of CPM 2022 is on track to a pattern we also saw in pre-pandemic 2019 as well as last year - albeit at a significantly higher baseline.



- Take your opportunity to drive revenue
- Execute an effective holiday marketing and ads campaign plan
- Prioritize the goals of your campaigns and optimize them
- If-possible, consider increasing your budget
- Get going, and be progressive and consistent into 2023

Key Takeaways



- Take your opportunity to grow this holiday season
- Start now, market and advertise progressively and consistently into The New Year
- Recognize the power you have as a marketer to create great customer experiences
- Lean on data and scalable technology to enhance the customer experience
- Grow more with less by managing your marketing and ads all in one place





Thank You!

What's Next?

- Check the comment section and the post-event email for **The 2022 Ecommerce Peak Holiday Marketing and Advertising Trends Guide**
- Register for our upcoming webinar **"The Winning Formula to Q4 Growth and Beyond"** on October 11



