

HOLIDAY RETAIL GUIDE

# 5 TIPS

## TO WIN CONSUMERS' GIFTING DOLLARS

PLUS, MEET THE 2021 **BLACK FRIDAY**  
**AND CYBER MONDAY** SHOPPER



# INTRODUCTION

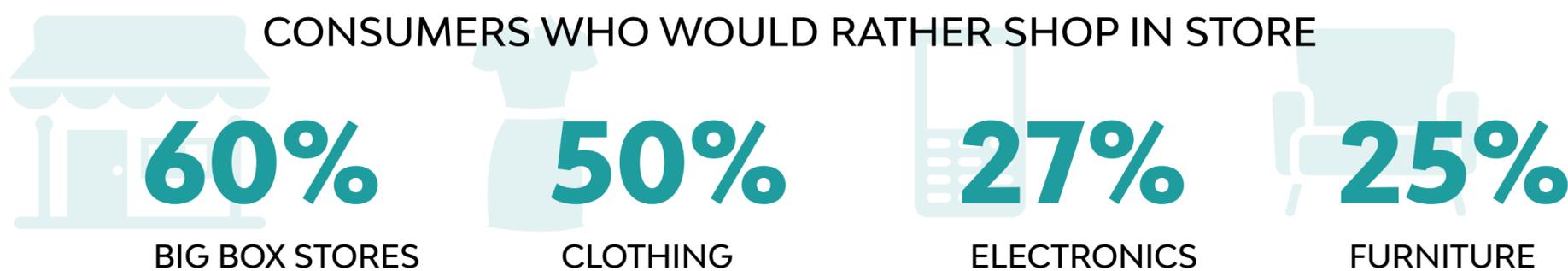
## 2021 HOLIDAY SHOPPING PREVIEW

**Fa-la-la-la FACT:** Holiday retail sales could see a 2.7% increase in 2021. That means holiday shoppers will spend **\$1.093 trillion**. 18.9% could be spent through e-commerce – an all-time record!<sup>1</sup>



Here we are again. The second edition of "Socially Distanced Holidays" now playing. How will another festive season spent calculating the risk of an annual work party against a neighborhood gift swap play out? We know from [our latest consumer data](#) that **82% of consumers think that a return to normal life could be 7 months away – or never.**

Put at end of previous paragraph: But that doesn't mean they'll stay away from the checkout lines. Despite a now-annual increase in e-commerce, there's also a pent-up demand for a return to in-person shopping. **In fact, the follow percentages of consumers would rather shop at these stores than online if given the option.**



In this report, we'll share 5 tips to win your share of consumers' holiday gifting dollars, including how to get them into your store, the brands they're shopping for, the messaging that will resonate, and more.

Now, let's meet the Black Friday and Cyber Monday shopper who should be on your radar as you kick off this holly jolly season.



1. *Wiley, Danielle. 2021, Aug 17. Holiday Season 2021: Influencer Marketing Predictions and Tips.*

# MEET THE BLACK FRIDAY AND CYBER MONDAY HOLIDAY SHOPPER

DOOR BUSTING, DESIGNER DREAMING MALL MOMS



52%

FEMALE

23%

25-34 YEARS OF AGE

18%

MORE LIKELY TO HAVE CHILDREN UNDER 18

21%

\$50-75K HHI

23%

HAVE 2-3 CHILDREN

53%

HAVE A DOG

These data points are found in the [Resonate Ignite Platform™](#), a consumer intelligence platform that provides access to first-party, privacy-safe insights on evolving consumer sentiment, plus psychographics, personal values, preferences, behaviors, and AI-driven analytics covering intent across industries. **With these in hand, you can develop a data-driven strategy to increase revenue and make sure you're on the consumer's nice list this holiday season.**

# 5 TIPS TO WIN CONSUMERS' GIFTING DOLLARS

These five data-driven insights will help you understand how to connect with the shopper you just met: the Door Busting, Designer Dreaming Mall Mom who is busy planning her Black Friday and Cyber Monday shopping. Everybody knows she's a 25-34 year old female with kids – but, **thanks to Resonate's AI-powered data, you understand the values and motivations that will connect on a deeper level to drive revenue this holiday season.**



## TIP 1 UNDERSTAND YOUR CUSTOMER'S COMFORT LEVEL

To bring customers into your store, you need to tap into the preferences that will keep them shopping in store – or provide them an option to easily shop from the safety of their own home, especially during the busy holiday shopping season. Here's what you need to know based on the latest data from Resonate's [trending consumer sentiment report](#).

### THEY FEEL MOST SAFE SHOPPING WHEN



#### RETAILER REQUIRES MASKS

#### WHAT DOES THIS MEAN FOR RETAILERS?

Consider a soft mask policy, "Please wear a mask regardless of vaccination status", to encourage shoppers to feel comfortable to linger longer and spend more in your store.

This data is even stronger when it's about YOUR customers. We can onboard your CRM to tell you specifically how many of your shoppers feel this way or what's important to them.



#### INSIGHTS INTO ACTION

**HALF OF DOOR BUSTING, DESIGNER DREAMING MALL MOM SHOPPERS WANT TO UTILIZE CURBSIDE PICKUP**  
Additionally, they're 28% more likely to buy online and pick up in-store. Make your curbside pickup experience seamless to encourage them to shop with you. Consider extended pickup hours this holiday season to avoid long waits and crowds.

# TIP 2 REMEMBER 'TIS THE SEASON FOR GIVING

When many of us think of the holiday season, we think of giving – but not just giving gifts to friends and family. Consumers often look to charitable giving this time of year, to help those who are less fortunate.

For retailers, this is an opportunity to connect with your consumers and form deeper relationships and loyalty, while also doing good in the world and aligning your brand with a cause that is authentic to your mission.



The Door Busting, Designer Dreaming Mall Mom Holiday Shopper is 14% more likely to shop with companies that support the community and 24% more likely to prefer companies that donate to charities. They're also 45% more likely to participate in a brand's societal program and 30% more likely to pay more based on an important issue.



## INSIGHTS INTO ACTION

Taking a stand with a charitable cause elevates your brand in this customer's eyes. Consider whether you can donate a percentage of proceeds back to charity this holiday season or partner with a charity to create a special product that directly supports a cause.

## THE CAUSES THAT TUG AT THE HOLIDAY SHOPPER'S HEARTSTRINGS



QUALITY OF EDUCATION



HOMELESSNESS AND POVERTY



CANCER AND ILLNESS RESEARCH



CHILDHOOD HUNGER



CARE FOR VETERANS



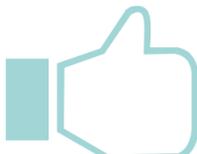
ANIMAL RIGHTS

# TIP 3 SOCIAL STATUS IS A CONSIDERATION

Status symbols are a big industry. From bags to jeans to shoes, keeping up with the Kardashians keeps consumers opening their wallets. We know that these shoppers are driven by the following:

**ACQUIRING WEALTH AND INFLUENCE:** 

Defined as “may desire to accumulate wealth, and the status and power that comes from money and material possessions.”

**ACHIEVEMENT AND BEING ADMIRIED:** 

Defined as “may desire to seek success and admiration of others for being successful. Ambitiousness may be a distinguishing attribute.”

## INSIGHTS INTO ACTION

These values could indicate the holiday season is prime time to acquire material items that will help build their aura of wealth and achievement. This is the time to get that status symbol purse. The holiday season could be the time they’re willing to splurge on gift for others – our themselves. Draw through themes of admiration, success, prosperity, and prestige into your holiday ad creative, influencer placements, and customer experience.

## MOST LIKELY TO PURCHASE PRODUCTS THAT ARE



LUXURIOUS



INNOVATIVE



POPULAR

### TOP BRANDS

RALPH LAUREN



GAP

AMERICAN EAGLE  
OUTFITTERS

### TOP RETAILERS

NORDSTROM HomeGoods

T.J. maxx

This Door Busting, Designer Dreaming Mall Mom Holiday Shopper is more likely than the average consumer to shop for accessible luxury, including Izod, Zara, and J.Crew.



TIP

4

## CATER TO THEIR CX PREFERENCES

Customer experience is always critical, but even more so during the busy holiday season when shoppers are running from store-to-store, checking off gift lists, and navigating the stress of the season while maintaining a merry grin.

How can you keep them feeling festive and ready to spend? This group values achievement and influence, and that also means they want their voice heard by the brands they buy from. **They're 22% more likely than the average consumer to contact a company to share their thoughts and 21% more likely to share their opinion of a product or company.** Put this insight into action by bypassing the typical automated survey and, instead, reaching out with a post-purchase email that looks as if it came directly from a member of your corporate team. Give them the opportunity to provide feedback.



### WHEN IT COMES TO RETAILER SELECTION, THE DOOR BUSTING, DESIGNER DREAMING MALL MOM HOLIDAY SHOPPER IS

22%

MORE LIKELY TO PRIORITIZE EASY RETURNS

*make sure that post-holiday return window is long!*

15%

MORE LIKELY TO PRIORITIZE LOYALTY PROGRAMS

*they want to rack up points on those gift purchases!*

13%

MORE LIKELY TO PRIORITIZE RESPONSIVE STAFF

*that chat bot needs to be top notch!*

**They're 28% more likely** than the average consumer to want to be the first to know about and buy new products. Use this insight to inform your messaging. If you have a new product, that should be front and center in your creative. Everything shiny, sparkly, and brand new will catch their eye – and their dollars.

**They're 42% more likely** than the average consumer to download a mobile app. Looking back at what else we know: new products should be featured within the mobile app, curbside pickup should be an easy option when mobile ordering, and your charitable partnership should be promoted throughout the buying process.

What don't they care as much about? Friendly staff, convenient locations, and large product selection.



# TIP 5 FOCUS ON VALUES-DRIVEN CREATIVE

Effective messaging hits at the heart of customers and that's more true than during the holiday season, when sentimentality and emotions are running high. You can't afford to take a stab in the dark at what's going to resonate with your audience. Resonate empowers you to understand the deep, granular values that drive a person's psyche and decisions.

## PERSONAL VALUES OF THE DOOR BUSTING, DESIGNER DREAMING MALL MOM



### INSIGHTS INTO AD CREATIVE

Families around the holiday table. Gift lists for loved ones. Booking that family vacation skiing in a winter wonderland. Everyone cuddled up around the fire. These are the visuals that will tap into the core values of these shoppers.

## PERSONAL DRIVERS OF THE DOOR BUSTING, DESIGNER DREAMING MALL MOM



### INSIGHTS INTO AD CREATIVE

Creative, creative, creative. For that holiday car commercial, a big red bow isn't enough. Make it adventurous! For that festive jewelry ad, make it all about romance and gifting something special to someone special.

**PUT A BOW ON IT:** EXCITEMENT & LOVE ARE WHAT MATTER TO THE DOOR BUSTING, DESIGNER DREAMING MALL MOM HOLIDAY SHOPPER



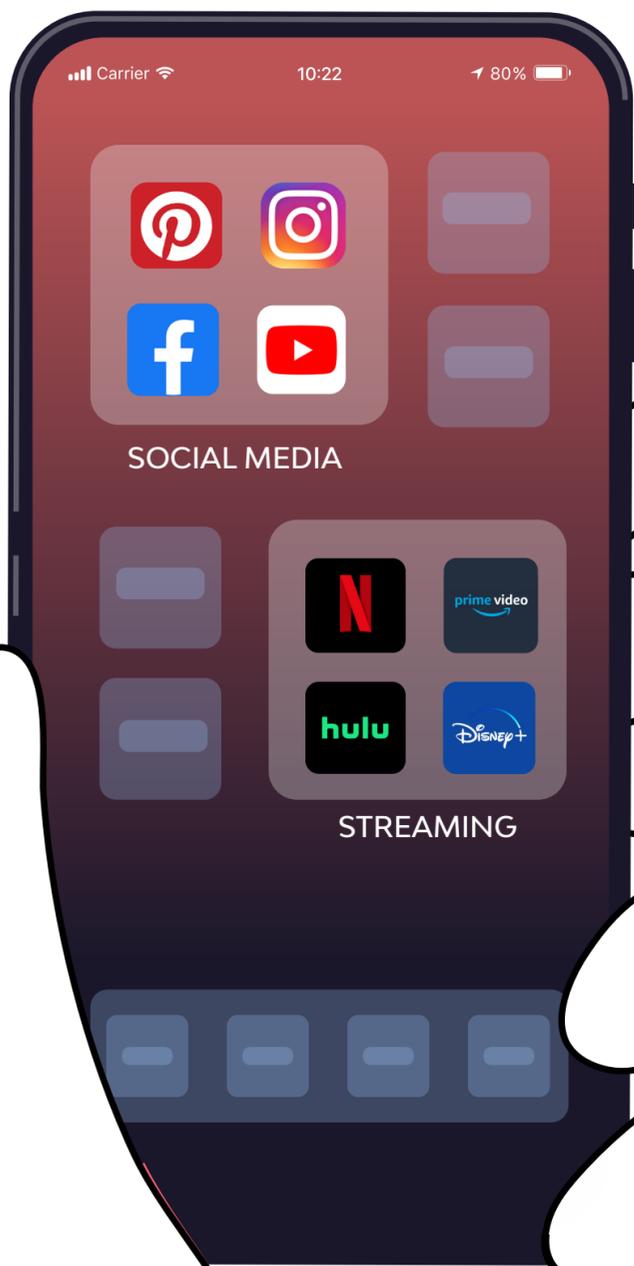
# 'T WAS THE NIGHT BEFORE THE CAMPAIGN LAUNCHED...

A marketing campaign is only as good as the audience it reaches, so make sure you're launching these data-driven strategies and messaging on the right channel.

**55%** SPEND 20+ HOURS A WEEK ONLINE

**36%** MORE LIKELY TO FOLLOW A BRAND ON SOCIAL MEDIA

FIND THE DOOR BUSTING, DESIGNER DREAMING MALL MOM





# CONCLUSION

A successful and revenue-generating holiday retail season relies on connecting with your target consumer and creating a relationship that's deeper than those of your competitors'. That's possible with the fresh, deep, granular data available in the easy-to-use Resonate Ignite Platform. Within it, you can onboard and enrich your own first- and third-party data with our real-time, privacy safe first-party data, then fully integrate it into your marketing ecosystem for direct cross-channel activation.

You need accurate insights during a holiday season that (again) will look like no other. With Resonate, your marketing is always on consumers' nice list.



## ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 13,000 fresh, relevant data points that describe more than 200 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

Headquartered in Reston, Virginia, Resonate is privately held and backed by Argentum Capital Partners, Revolution Growth, Greycroft Partners and iNovia Capital. For more information, please visit [www.resonate.com](http://www.resonate.com).

| 855.855.4320 | [success@resonate.com](mailto:success@resonate.com)