

re^onate

2023 Holiday Spending Predictions

This holiday season, AI-powered
consumer data is the gift that
keeps on giving.



Heading into the holidays, worries about the economy are affecting plans.

Nearly 30% of Americans reported feeling less financially stressed as we have progressed through 2023. This had them spending on big-ticket purchases, such as cars or long-awaited vacations. At the same time, Resonate data shows they are preparing for potential economic challenges by the end of 2023.

Brands and their agencies should take note of this. Consumers are still spending money, but they are doing so with caution. Aligning messaging and creative with how consumers are feeling about the economy will be essential to driving sales.

Here's the issue: To drive performance and growth, you need to fill in gaps in your data with fresh, privacy-safe, AI-powered consumer data to get to know consumers better and speak to them effectively.

Gain a competitive edge by enriching your 1st-party data with the most recent and predictive AI-powered data on the 2023 holiday season's big spenders and savers.

To identify the top two 2023 holiday consumer segments, you need to tap into Resonate's comprehensive data to understand and win over shoppers to end the year in the black. Read on to meet them and learn:



What this season's biggest spenders and savers are buying, thinking and doing



Where to find and target these audiences with the right message on the right channels



How to leverage comprehensive data on consumers' psychographics, intent signals, media consumption, behaviors and demographics in your marketing

Ready to meet the 2023 holiday shoppers?



The big holiday spenders & savers of 2023

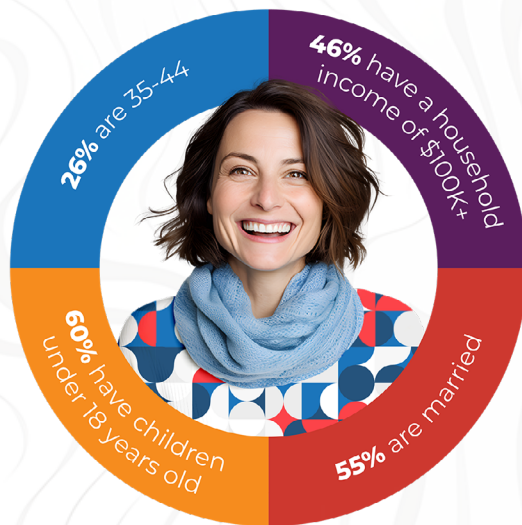
Vacation destination? Toy company? Car dealership? Any other brand? You want people to spend this holiday season. And, let's be honest, you want to become the "must-have" of 2023. That means you need to know more about your current customers than what you see on the surface, and you need to attract audiences beyond your customer base.

Filling in the gaps in your data to determine who your customers and prospects really are, what they value, what motivates them and more will help you understand them better to drive more effective and efficient performance.

Get the data you need to attract shoppers, regardless of the holiday they celebrate!

THE ACCOMPLISHED ACHIEVER

Spending Habits: Comfortable spending money



THE GO-GETTER

Spending Habits: Closely monitors spending



Demographics are critical — but they're not enough. To form a brand-consumer connection that drives results, you need to go deeper.

Don't rely exclusively on the who and the what — get to know the why behind your customers.

HOLIDAY GIFTING BUDGET: \$1,000+

PERSONAL VALUES

- Acquiring wealth and influence
- Showing abilities to be admired
- Living a life full of excitement

DRIVEN BY

- Finding romantic love
- Exhibiting creativity
- Proving their competence

HOBBIES

- Going to the movies
- Sports gambling
- Going to theme parks

DAILY ROUTINE

- Being physically active with family
- Making healthy, home-cooked meals

HOLIDAY GIFTING BUDGET: UP TO \$499

PERSONAL VALUES

- Being in charge and directing people
- Obeying laws
- Acceptance of those who are different

DRIVEN BY

- Exhibiting creativity
- Expressing individuality
- Proving their competence

HOBBIES

- Arts and crafts
- Exercising regularly
- Eating healthy, high-protein foods

DAILY ROUTINE

- Athletic accomplishments
- Buying & eating nutritious foods




Meet the Accomplished Achiever

Spending Habits: Comfortable spending money | **Holiday Gifting Budget:** \$1,000+

The Accomplished Achiever is busy and motivated by success. They are working hard to build their career while being family-oriented and enjoy spending time with their loved ones. When it comes to shopping this holiday season, they are comfortable spending money and are willing to pay for quality products that will make their lives easier and help them stay active and healthy.



WHAT'S ON THEIR HOLIDAY WISH LIST:

-  Sports & fitness
-  Computers, tablets & smartphones
-  Home improvement

THEY PREFER PRODUCTS THAT ARE MORE LIKELY TO BE:

-  Luxurious
-  Unique
-  Timesaving

WHERE THEY ARE LIKELY TO SHOP:

- Tractor Supply Company
- Academy Sports
- Ace Hardware
- Dick's Sporting Goods
- Macy's
- OshKosh B'Gosh
- JustFab
- Igloo
- Journeys
- Nine West



76% of Accomplished Achievers plan to travel this holiday season. Resonate data shows that the Accomplished Achiever will be on the move for this season's festivities, and most anticipate spending the holidays in good company — with immediate family or friendly neighbors.

Meet the Go-Getter

Spending Habits: Closely monitors spending | **Holiday Gifting Budget:** Up to \$499

The Go-Getter is ambitious and driven to succeed. They also are creative, expressive and want to make a difference in the world. They have a tighter budget for holiday shopping, so they are looking for products that are affordable, sustainable and align with their values.

WHAT'S ON THEIR HOLIDAY WISH LIST:

-  Bed & bath
-  Movies, music & books
-  Computers, tablets & smartphones

THEY PREFER PRODUCTS THAT ARE MORE LIKELY TO BE:

-  Energy-efficient
-  Produced sustainably
-  Family-friendly

WHERE THEY ARE LIKELY TO SHOP:

- Aldi
- Amazon
- eBay
- Target
- Dollar Tree
- Banana Republic
- Gap Kids
- Reebok
- Eastbay
- Calvin Klein



The Go-Getter won't be packing a suitcase this season. Resonate data shows that this audience anticipates they will relax at home over the holidays, either alone or with immediate family.

Where & how to reach them



THE ACCOMPLISHED ACHIEVER

58% of Accomplished Achievers spend more than 20 hours a week online, and they prefer to watch their favorite streaming networks on their phone. These consumers are connected — you just have to know the right channels to reach them. With Resonate, you not only can find out where they are, but you also can activate this audience directly across all channels without creating proxies. Need to reach them via email? Simply onboard your CRM file and segment your prospect list.

TOP SOCIAL NETWORKS

Nextdoor
Twitch
Twitter

TOP STREAMING SUBSCRIPTIONS

Starz
Hulu (without ads)
Paramount+

TOP APPS BY CATEGORY

Books/educational materials
Sports
Games



THE GO-GETTER

The Go-Getter uses a variety of media platforms to stay informed, entertained and connected. They use their top social networks to chat with friends, stream live video games and share news and opinions. In terms of app preferences, they might use TikTok to watch funny videos, Headspace to meditate and VSCO to edit photos. Like the Accomplished Achiever, the Go-Getter has a paid subscription to Hulu. Resonate data shows you this and will tell you who is — and isn't — paying a premium to avoid ads so you can target more effectively.

TOP SOCIAL NETWORKS

Discord
Twitch
Snapchat

TOP STREAMING SUBSCRIPTIONS

Starz
Amazon Prime Video
Hulu (with ads)

TOP APPS BY CATEGORY

Entertainment/lifestyle
Health & fitness
Photo & video services

The Accomplished Achiever's wish list in action



You've worked hard all year, so it's time to treat yourself to a well-deserved vacation. And what better way to do that than with a stay at Hilton Hotels?

Choose from thousands of hotels worldwide for the perfect place to relax and unwind. Want to spend your holidays on the beach? Want to head to the city? Does a ski trip sound fun?

Hilton has something for you.

Book now and enjoy a special holiday discount! Reservations made by Oct 31 are eligible for 20% off the regular room rate.

What are you waiting for? Book your Hilton Hotels vacation today and start planning your well-deserved break!

[CLICK HERE TO BOOK YOUR STAY](#)

Why it Works: An email about a luxury vacation appeals to the Accomplished Achiever's personal values and motivation for achievement. Because this audience is demonstrating a strong intent to travel during the holidays, the ad uses a sense of urgency by mentioning that the discount is available until October 31. The call-to-action demonstrates that it's easy for the Accomplished Achiever to book their stay, appealing to their desire for convenience.

The image of the luxurious hotel room is a fantastic way to appeal to the Accomplished Achiever's sense of luxury and sophistication and helps to create a sense of anticipation and excitement for the upcoming vacation.

The Go-Getter's wish list in action



ALDI Finds | Holiday Savings | Order Curbside

SAVINGS SERVED WITH EVERY HOLIDAY DISH!

[View Weekly Ad](#)

Shop ALDI by Brand



Festive Finds for Your Home, Starting at \$5



[Get Into the Spirit With These ALDI Finds](#)

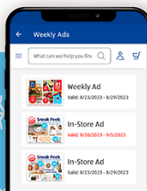
Just add a sprinkle of savings.

We serve recipes you can shop all in one place.

[View Recipes](#)

Never-Ending Low Prices Are Now at Your Fingertips

We serve recipes you can shop all in one place.

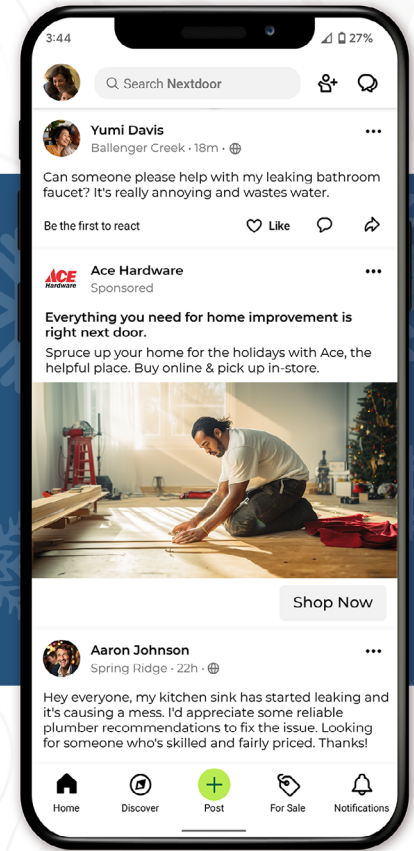


Why it Works: This email appeals to the Go-Getter's price-sensitive needs during the holiday season, using Aldi's low-price value proposition throughout the copy. Additionally, the copy promoting ALDI brands, like Simply Nature, speaks to this audience's health-conscious hobbies and routines. The section of the email that promotes ALDI Finds is tailored to the Go-Getter's shopping list items in the bed and bath category. Overall, the message is individualistic to reflect the motivations of this audience.

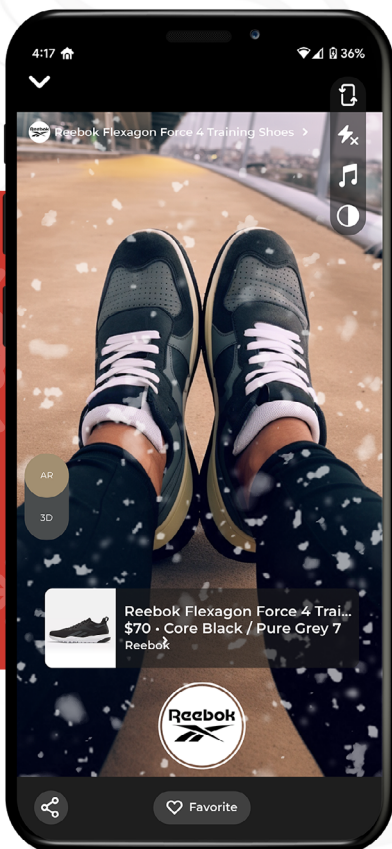
Turning insights into ad creative

TARGET THE ACCOMPLISHED ACHIEVERS ON NEXTDOOR

The **Accomplished Achiever** is on the hunt for home improvement goods this holiday season. Because this audience is active on Nextdoor, it is the perfect channel to promote a local franchise like Ace Hardware (one of this segment's top retailers). The brand can target Accomplished Achievers on the app with messaging about how convenient and timesaving shopping at Ace can be.



Holiday gifting budget: \$1,000+



TARGET THE GO-GETTERS ON SNAPCHAT



The **Go-Getter** is a Reebok fan and heavy Snapchat user. The brand can target this audience with a shoe from its vegan collection to appeal to the Go-Getter's preference of buying sustainable products. The ad's AR technology allows this audience to "try on the shoes" where and when they want to, appealing to their sense of individuality while giving the brand an innovative edge.

Holiday Gifting Budget: Up to \$499

Ignite growth & drive sales this holiday season

Fuel your holiday sales with the most comprehensive, predictive continuously updated data.

Consumers are constantly evolving. Savvy brands and agencies are using comprehensive data to keep up — but the savviest organizations to tap into continuously refreshed, predictive, privacy-safe Resonate data to ensure their products and services are at the top of everyone's holiday wish lists.

Fill in the gaps in your data with Resonate AI-powered intelligence to better understand your customers and prospects at an individual level for more effective and efficient segmentation, personalization and activation. rAI, the Resonate proprietary AI neural network, powers rich, scalable data on what consumers are doing today to predict what they will do in the future and help business leaders anticipate change and deliver more personalized, effective strategy and messaging.

Now is the time to gain comprehensive insights that help keep pace with consumers across any industry. Get comprehensive, AI-powered data that works wherever and however you do:

RESONATE
APPEND

IGNITE 1ST-PARTY
INSIGHTS

IGNITE CONSUMER
INSIGHTS

RESONATE
ACTIVATE

CUSTOM
MODELS

Brands that rely on Resonate increase revenue, boost retention and skyrocket lifetime value. Brands that don't...well, they don't.

Average ROI **304%** | Payback **< 3 months**

~20x faster time to understanding, answers and decisions

~25% cost savings for ongoing research

~50% reduction in 3rd-party data costs across channels

Ready to supercharge your growth?



ABOUT RESONATE

Headquartered in Reston, VA, Resonate is a pioneer in AI-driven data and intelligence, delivering proprietary, privacy-safe consumer data for insights, analysis and activation. The Resonate data set includes more than 14,000 rich, relevant, real-time data points that holistically describe more than 230 million US individuals. Resonate data is delivered through Resonate Append, which allows customers to leverage Resonate data anywhere and anytime; the easy-to-use Resonate Ignite platform; or through the highly-rated Resonate Managed Media Services. Hundreds of companies use Resonate to drive more effective marketing strategy and execution fueled by a more comprehensive understanding of their audience that extends beyond traditional demographics, psychographics and behavioral data to uncover why people choose, buy, or support certain brands, products or causes. For more information, please visit www.resonate.com.

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