

How to win customer attention, loyalty over the holiday season

The festive season is fast approaching and so is an eager crowd of highly connected consumers. According to eMarketer, total [2016 holiday sales](#) are predicted to increase just 2% over last year, while e-commerce sales will rise 13%. This year, retailers must up the ante across their digital channels to earn the recognition - and wallets - of consumers.

According to a recent survey of 1,500 US consumers conducted by Signal, shoppers this year will [browse for and purchase gifts](#) across all channels. The primary way holiday shoppers browse for gifts is on a desktop or laptop (36%), but the most frequent way consumers purchase gifts is in stores (33%). Additionally, about 1 in 5 consumers primarily browse via mobile devices, 8% use smartphones and 7% use tablets as their primary way to make holiday purchases.

Signal uncovered another crucial behavior of the 2016 holiday shopper. Of those surveyed, 42% say Amazon is the main retailer where they purchase gifts. Of course, this doesn't mean retailers need to become Amazon to succeed. In fact, 40% of consumers say Amazon is not their first choice when it comes to holiday shopping. To learn more about the 2016 holiday shopper and uncover strategies to stay ahead of the curve this year, check out Signal's latest infographic below. Then, download Signal's special report [The Amazon Threat and The Facebook Trap](#) to learn how to win customer attention and loyalty this holiday season.



started thinking about gift ideas before **November**.

32 million Americans started checking items off their holiday shopping lists as early as **September**.



21% of top performing retailers began their holiday promotions as early as September.



35% of top performing retailers began their holiday promotions in October.

This year, retailers will be expected to up the ante across their digital channels.

While total 2016 holiday season sales are predicted to increase just 2% over last year, e-commerce sales are anticipated to increase 13%.



Desktop Is King, but Mobile Is the Future

Consumers will use a blend of channels and devices to complete their holiday shopping this year, and retailers must deliver seamless cross-channel experiences.



36% of shoppers primarily browse for gifts on desktop.



33% of those shoppers buy gifts in-store.

1 in 5 consumers primarily browse via mobile devices.

7%
use tablets to
buy gifts.



8%
use smartphones
to buy gifts.

Conversion Rates by Device



Desktop



Mobile



Tablet



In 2015, more online traffic was generated from mobile devices than desktop on Black Friday, driving a 30% increase in sales via mobile devices compared to the previous year.

Holiday retail sales on smartphones jumped 96% during 2015, and are forecast to grow 50% in 2016.



50% of shopper visits in 2015
could be attributed to mobile devices.

Digital Advertising Has an Impact

Effective digital advertising is crucial to success this holiday season, but it must be meaningful and relevant, rather than generic or annoying.

50% of people say digital ads on a website or in a mobile app influence their holiday gift buying.





One-third of consumers say ads help them get discounts or deals.

27% say ads provide them with new gift ideas.

Holiday shoppers are likely to take advantage of tailored product recommendations received through:



However, 48% of consumers say that digital ads are annoying.

Retailers must prioritize the customer experience above all else when planning online advertising initiatives.

The Amazon Threat is Real

Consumers today operate in a cross-device world where they value experiences over things. One e-commerce giant stands out as a winner in meeting their expectations: Amazon.



42% of U.S. consumers say Amazon will be their primary holiday gift destination this year.

Amazon's sales grew 24% during the five days from Thanksgiving to Cyber Monday in 2015, and 17% for the holiday season as a whole.

In 2015, U.S. Internet users began their holiday gift shopping and research on:

Amazon

Search Engines

Retail Store





35%

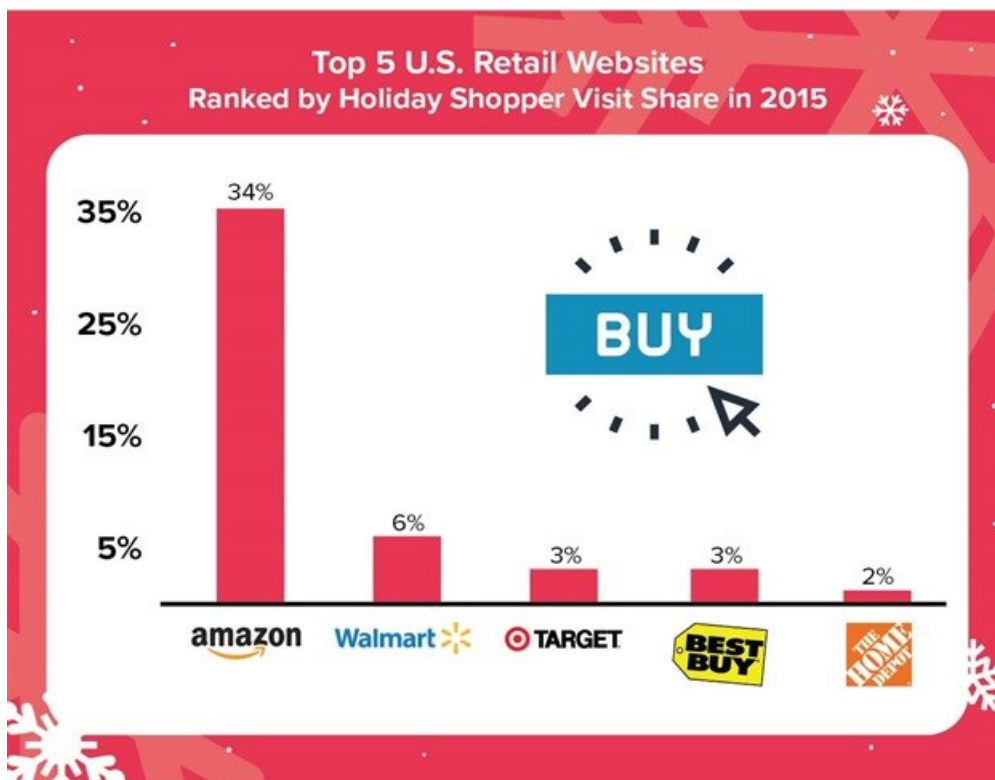


23%



20%

Consumers like Amazon because:



However, 40% of consumers say Amazon is not their first choice for holiday shopping, which means there is plenty of opportunity for retailers to capture holiday dollars.

How Retailers Can Win This Year

Brands that take a hint from Amazon and give shoppers the experiences they crave will profit most this holiday season.
This means retailers should:

Offer frictionless, consistent experiences across channels with added conveniences like buy online/pick up in-store, free shipping and easy returns.



60% of consumers agree the ability to purchase items online and pick them up in-store influences where they make holiday gift purchases.

Use first-party data to better understand and recognize their customers across devices and offer relevant assistance and promotions in real time.

46% of consumers say relevant deals and discounts will motivate them to buy this holiday season.



Create memorable in-store shopping experiences that meet the needs of cross-channel consumers.

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