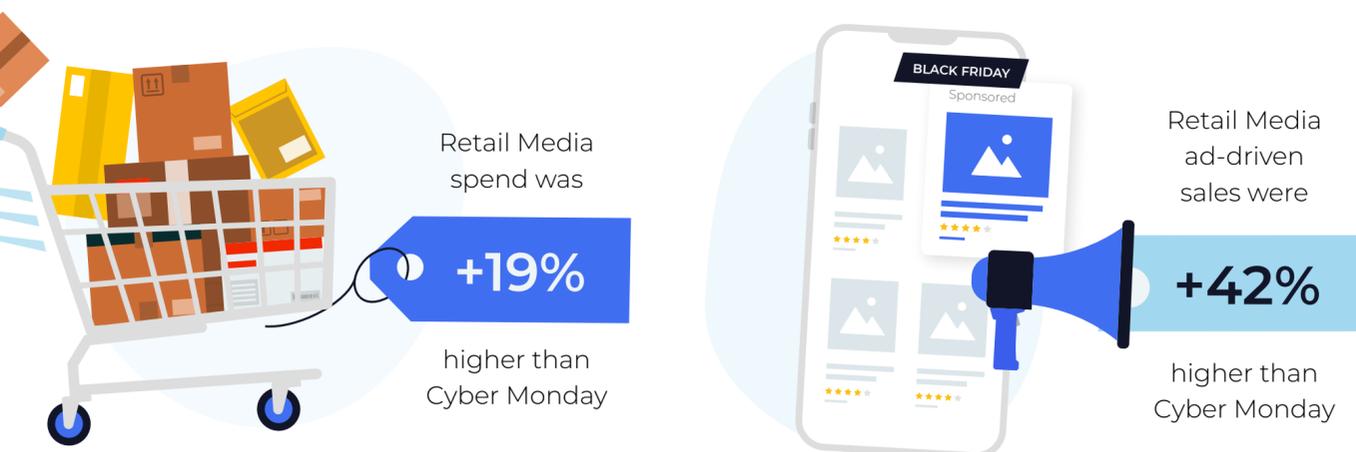


# 2021 Holiday Season Recap

In 2021 the lingering effects of COVID-19 were still felt throughout the holiday season. However, the tremendous shift in spending patterns in 2020 began to subside as we moved toward a post-pandemic market.

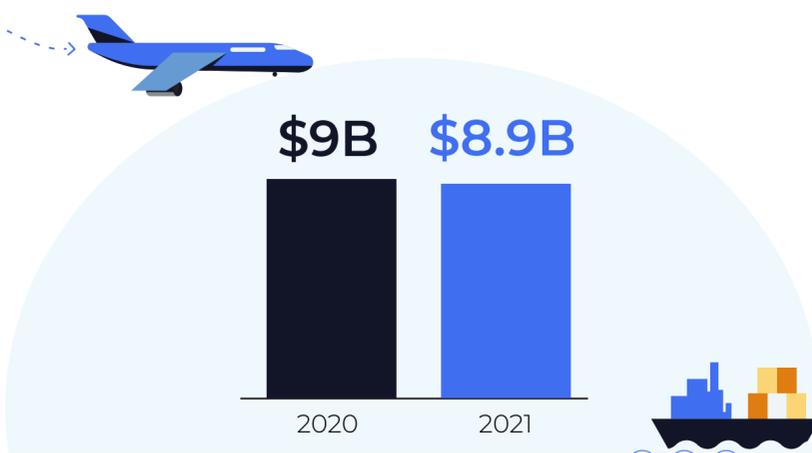
With the **holiday season** around the corner, we're taking a quick peak back at the trends from the previous year to help inform your 2022 strategy.

## In 2021, Black Friday spending topped Cyber Monday for the first time in years



## Black Friday experienced negative year-over-year growth for the first time

as consumers kicked off their holiday shopping before Thanksgiving weekend to beat potential supply chain issues



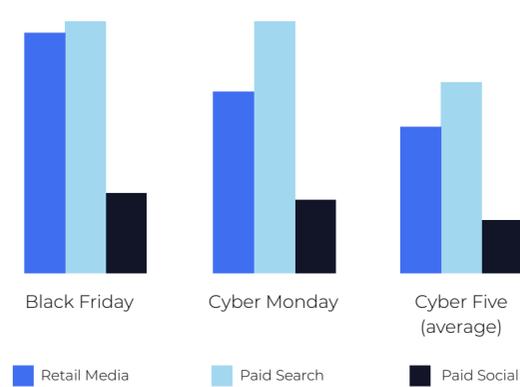
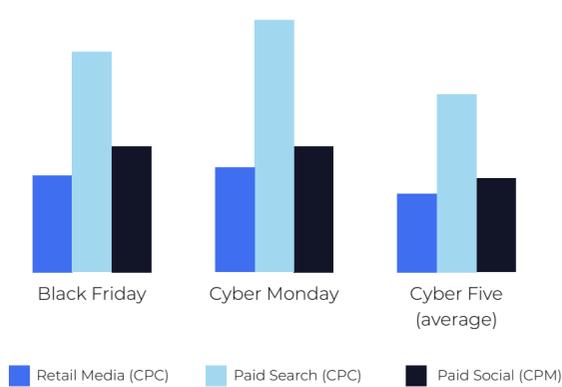
In November 2021, MoM spending increased significantly on paid search and retail media, while paid social trends were mixed.



## Some of the increase in ad spend boiled down to increase in ad prices

Ad Prices Compared to Pre-Thanksgiving Average

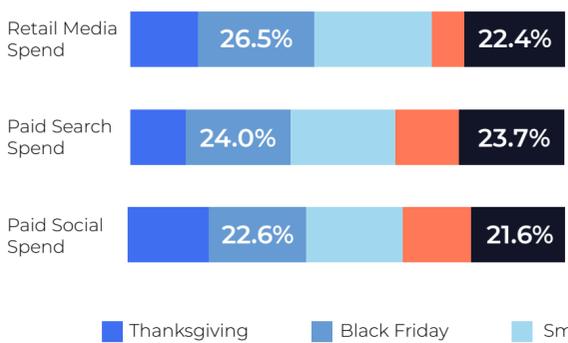
Spending Compared to Pre-Thanksgiving Average



## Return on ad spend was greater on Black Friday vs. Cyber Monday

Share of Ad Spend by Day

Share of Ad-Driven Sales by Day



## What can we expect from the 2022 holiday season?

The 2022 holiday season is upon us, and many factors will affect how it looks for both advertisers and customers. The macroeconomic climate is generally thought to signal that consumers will buy less, however it may also shift those consumers toward digital channels as they seek out deals.

Advertisers know this and will spend accordingly. Relatively low prices for shopping ads on paid search may help them do that, as will a second Prime Day in October that stands to kickstart and elongate the holiday season, allowing consumers to spread out their shopping as a way to cope with inflation. There will be growth in digital advertising and ecommerce, but how much is still uncertain.