

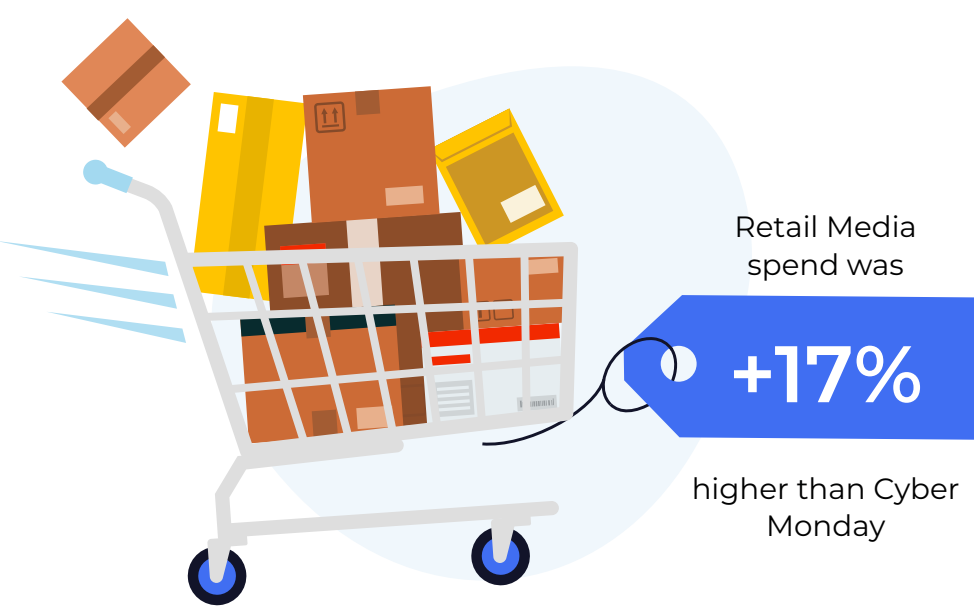
2023 HOLIDAY SEASON RECAP

In 2023, the holiday season was characterized by early shopping, careful budgeting, and a mix of online and in-store shopping experiences. Economic concerns were evident, yet consumers remained determined to find the best deals, with many starting their holiday shopping before November. Key shopping events like the Cyber 5 and Amazon's October Prime Day played pivotal roles in driving holiday spending, underscoring the importance of strategic timing and adaptability for marketers.

As we prepare for the 2024 holiday season, reflecting on these trends from 2023 can help inform and enhance your strategy for the year ahead.



IN 2023, BLACK FRIDAY CONTINUED TO DOMINATE THE "CYBER FIVE"

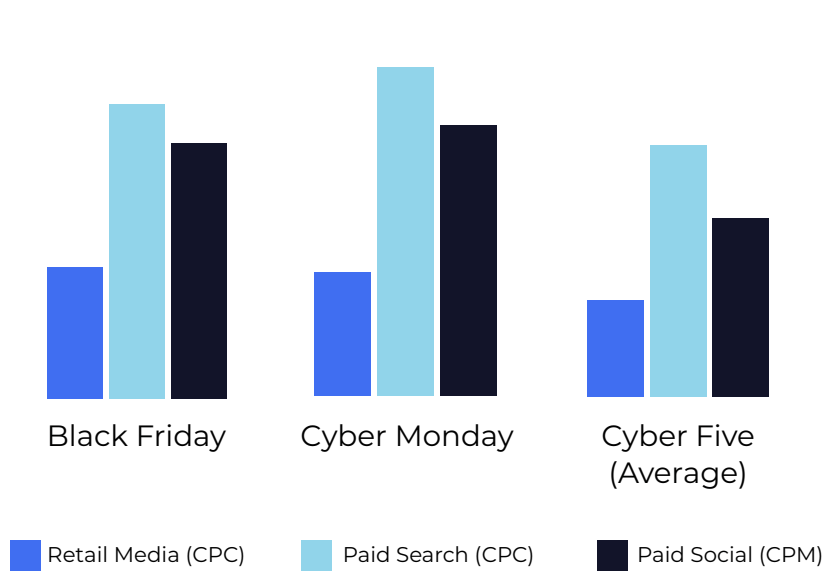


In November 2023, average daily spending increased by at least 25% in all channels (retail media, paid search, paid social) compared to October.

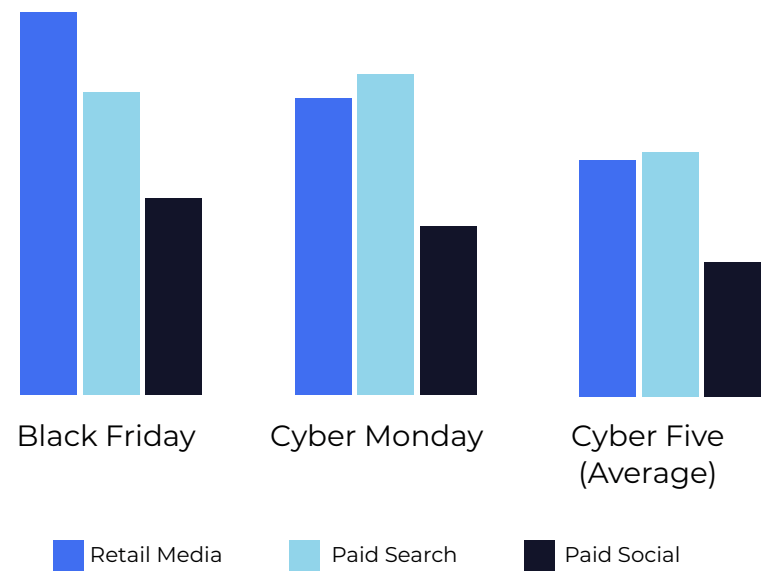


AD PRICES ONCE AGAIN CONTRIBUTED TO THE INCREASE IN SPENDING COMPARED TO THE MONTH PRECEDING THE CYBER FIVE WEEKEND

Ad Prices Compared to Pre-Thanksgiving Average

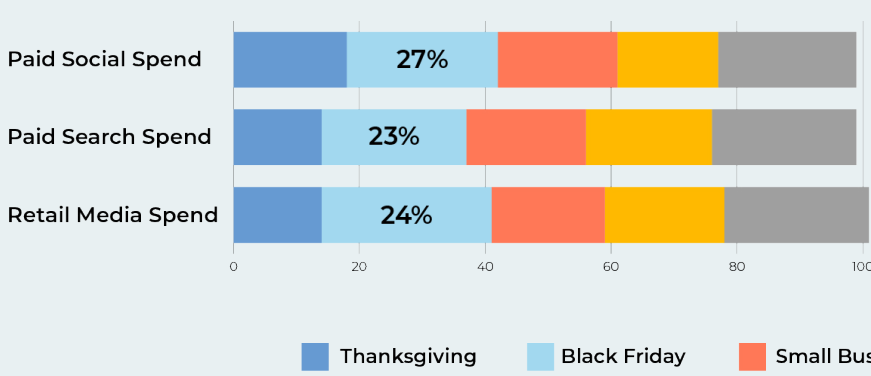


Spending Compared to Pre-Thanksgiving Average

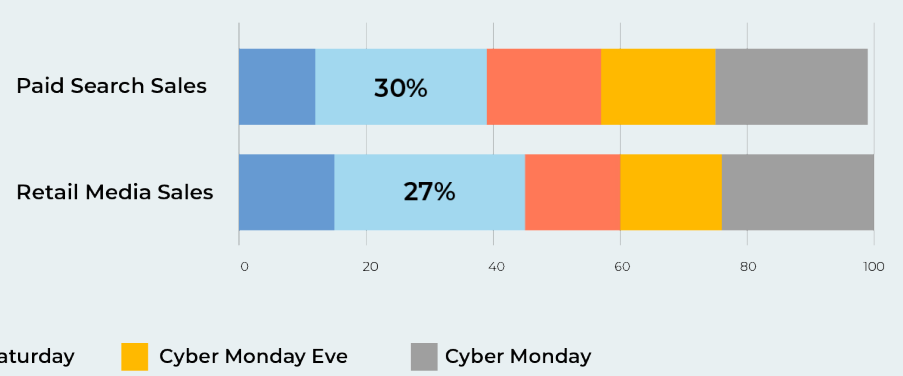


RETURN ON AD SPEND WAS GREATER ON BLACK FRIDAY VS. CYBER MONDAY

Share of Ad Spend By Day



Share of Ad-Driven Sales By Day



WHAT CAN WE EXPECT FROM THE 2024 HOLIDAY SEASON?

Insights from Skai's Consumer Pulse Survey: 'Tis the Season! Holiday Buying Behaviors 2024

The 2024 holiday season is on the horizon, and several factors are expected to shape how it unfolds for advertisers and consumers. Although economic concerns are likely to persist, many consumers plan to start shopping even earlier this year, continuing the trend of front-loading holiday purchases. An omnichannel approach will remain critical, as consumers are expected to divide their spending fairly evenly between online and in-store experiences. Online retailers, in particular, will play a pivotal role, serving as the primary resource for researching and purchasing holiday gifts.

As we look ahead to the 2024 holiday season, several key trends are likely to shape consumer behavior:

- **Earlier Shopping:** Expect consumers to start even earlier, with 58% beginning their holiday shopping by November 1st and 15% starting even before October.
- **Budget Focus:** Economic concerns will keep consumers budget-conscious, with 80% being mindful of their spending and 51% planning to spend up to \$500.
- **Omnichannel Approach:** A seamless experience across online and in-store will be critical, as 64% of consumers prefer researching within online stores while 54% still browse in physical stores.
- **AI's Growing Role:** AI tools like ChatGPT for shopping research are expected to increase from 4.6% last year to 13% of consumers planning to use AI for holiday shopping this year.
- **Event-Driven Spending:** Cyber 5 and Prime Day will remain pivotal for holiday sales, with 66% planning to spend up to 50% of their holiday budget during Cyber 5, and 68% participating in Amazon's October Prime Day.

These insights will guide your strategies, helping you align with consumer expectations for the 2024 holiday season.

