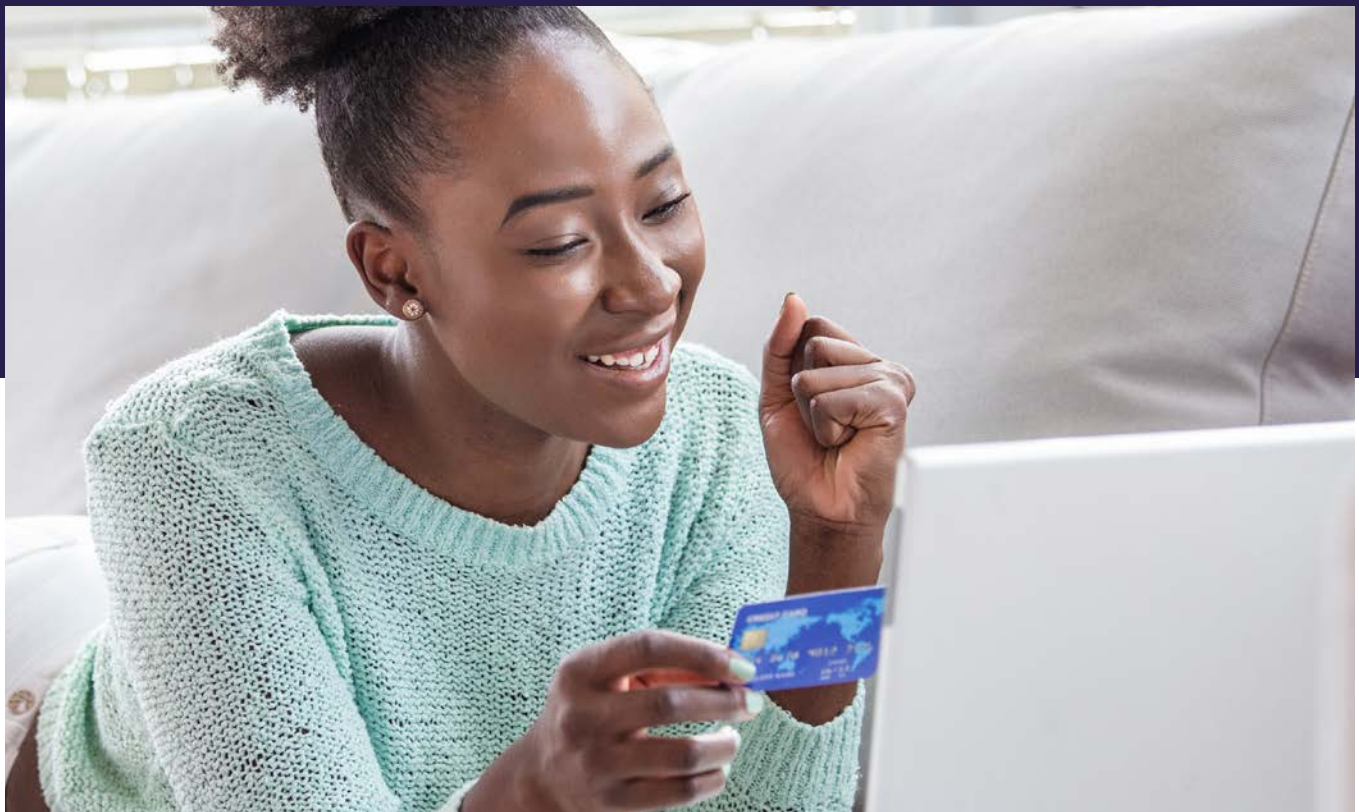# Consumer Holiday Shopping in 2022

How Retailers Can Use Targeted Advertising and Cross-Channel Strategies to Build Lasting Relationships with Customers

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Worldwide Business Research

eTail

Simon

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Executive Summary

There has been a marked shift in consumer shopping behavior over the past two years. Shoppers have demonstrated that they are happy to engage in online purchasing if it means avoiding long lines or trips to stores, especially during peak periods like the holiday shopping season. Consumers have even demonstrated a willingness to shop online for items that have traditionally been purchased in-store, including products like clothing.

However, this shift to ecommerce has been underway for a long time. Most consumers now have a smartphone, and many of them use online shopping apps regularly. As consumer preference for digital shopping continues to increase, retailers and consumer brands must adapt to consumers' increasing appetite for personalization, digital engagement, and instant gratification.

This report is based on a survey of consumers and focuses on their habits, preferences, and demands for holiday shopping. It sheds light on how consumers intend to shop during the 2022 holiday shopping season and provides insights into how brands and retailers can build long-lasting customer relationships.

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About the Respondents

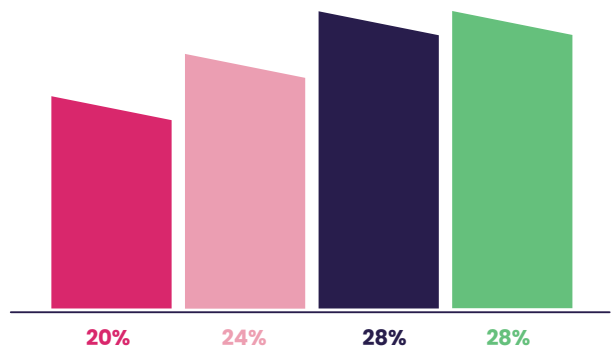The WBR insights research team surveyed 500 consumers aged 18 and older to generate the results featured in this report. All the survey participants live in the United States.

Device Type

52%	IOS Phone / Tablet
37%	Android Phone / Tablet
7%	Windows Desktop / Laptop
3%	MacOS Desktop / Laptop
1%	Other

Age

20%	18-29
24%	30-44
28%	45-60
28%	>60

Region

23%	South Atlantic	**7%**	Mountain
15%	Middle Atlantic	**6%**	New England
15%	Pacific	**5%**	East South Central
13%	East North Central	**5%**	West North Central
11%	West South Central		

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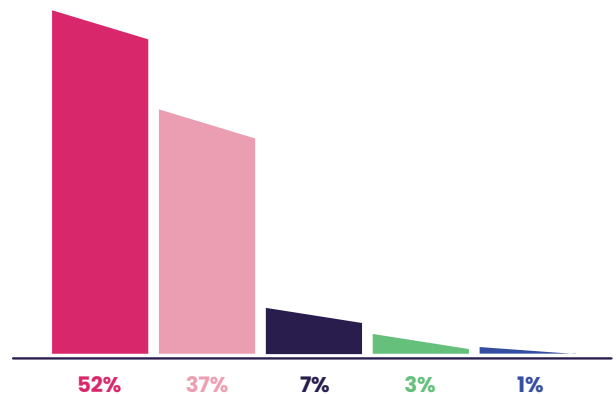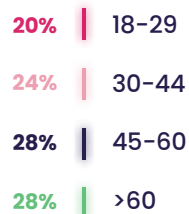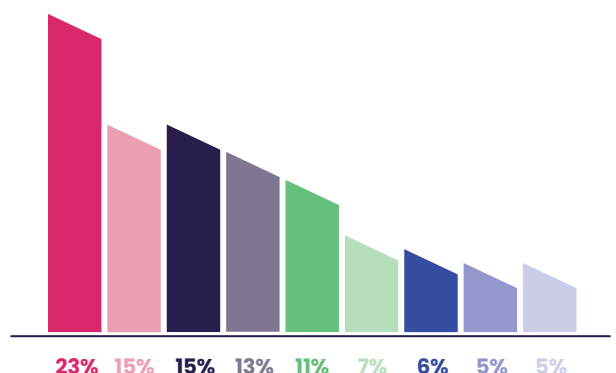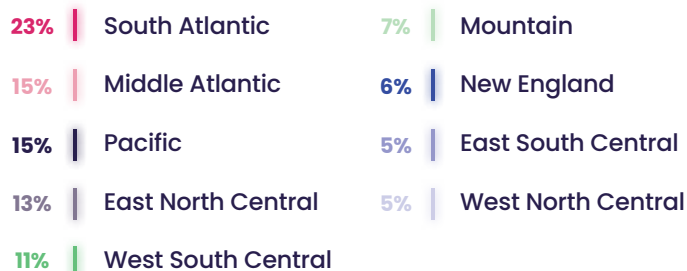
Gender

46% | Male

54% | Female

46%   54%
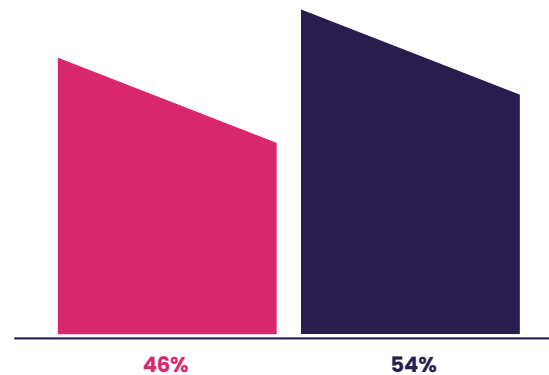
Household Income

5%	$0 – $9,999	**5%**	$125,000 – $149,999
10%	$10,000 – $24,999	**3%**	$150,000 – $174,999
19%	$25,000 – $49,999	**3%**	$175,000 – $199,999
19%	$50,000 – $74,999	**4%**	$200,000+
11%	$75,000 – $99,999	**10%**	Prefer not to answer
11%	$100,000 – $124,999		

5%   10%   19%   19%   11%   11%   5%   3%   3%   4%   10%

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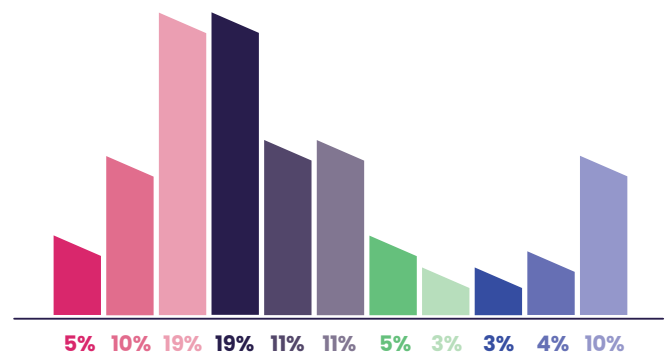
Key Insights

AMONG THE RESPONDENTS:

64% strongly agree that they have **not yet completed their holiday shopping** (at the time of the survey: May–June 2022).

53% plan to do their holiday **shopping mostly online**, while **15%** plan to do it **entirely online**.

66% say it is at least somewhat likely that they **will do more of their holiday shopping online** this year compared to last year.

66% at least somewhat agree that they don't know what they want to buy yet during the 2022 holiday shopping season, but they'll **probably focus on discounted products**.

57% at least somewhat agree that they don't know what they want to buy yet during the 2022 holiday shopping season, but they will **probably test new brands**.

96% say it is at least somewhat likely they will **shop with retailers they already use regularly** throughout the year this holiday shopping season.

92% say it is at least somewhat likely they will **continue shopping with a specific retailer** throughout the remainder of the year after taking advantage of its holiday discounts.

44% will use **mostly apps and only some internet browsers** when doing their holiday shopping with a smartphone, while **10%** will use **entirely apps**.

69% will **prioritize ecommerce-only websites** for their digital holiday shopping.

Email is the most preferred channel for all types of communications from retailers they like.

68% will fill up their digital shopping cart, then leave a website without purchasing at least somewhat often while doing their holiday shopping online. Among only this group:

- o **74%** will do so because **they want to save items for purchase later**.
- o **58%** will do so because **the costs of all the products are too high**.
- o **55%** will do so because **the shipping costs are too high or not transparent**.

28% say **social media marketing** is the single type of digital marketing **most likely to lead them to consider a purchase** from a retailer—**27%** said the same about email marketing.

Many often discover new brands or retailers during the holiday shopping season through **internet search results (35%)**, **suggestions from online contacts (28%)**, and **word of mouth (27%)**.

57% at least somewhat agree that they are **willing to give retailers some basic information** about themselves so they can **receive more personalized recommendations and discounts** during the holiday shopping season.

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Consumer Holiday Shopping Habits Continue Their Digital Shift

Consumer shopping habits have significantly changed. More consumers are now shopping online for everything from basic household staples like food to high-priced items like furniture and clothing.

A variety of factors are influencing this shift in shopping behavior. The recent COVID-19 pandemic are certainly a consideration, but it isn't the only one.

For many consumers, shopping online is now easier than shopping in-store. Most consumers have a smartphone or a computer at home, and they have plenty of tools at their disposal to search for products, find discounts, and take advantage of great deals.

The costs and time commitments associated with in-store shopping are also considerations for many consumers. If fuel prices continue to stay high, it could influence more shoppers to shop online during the holiday 2022 shopping season rather than drive around town to different stores.
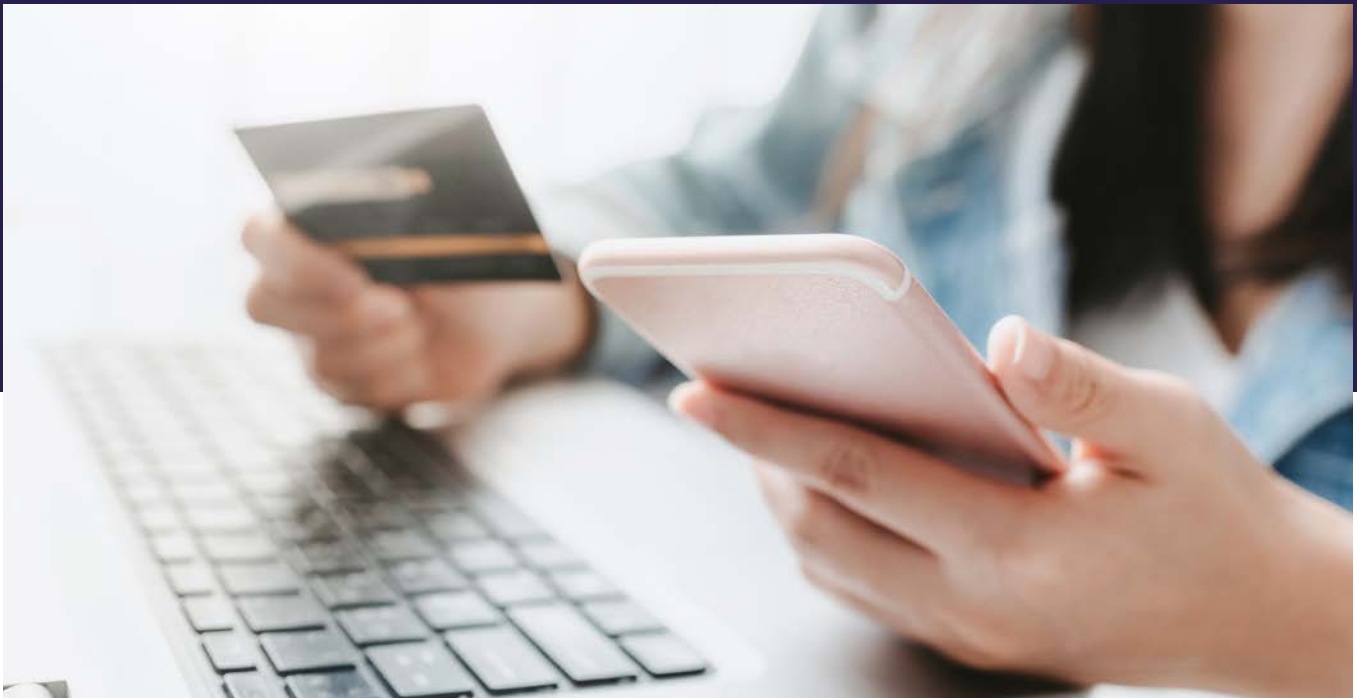
Where do you plan to do your holiday shopping in 2022?

15%   53%   32%

| Entirely online
| Mostly online, some in-store
| About half online and half in-store

How much do you agree with the following statements about your holiday shopping this year?

| Strongly agree | Somewhat disagree
| Somewhat agree | Strongly disagree

| 19% 47% 24% 10% | 12% 29% 23% 36% | 8% 49% 33% 10% | 8% 24% 28% 40% | 7% 37% 40% 16% | 7% 13% 16% 64% |

I don't know what I want to buy yet, but I'll probably focus on discounted products.

I already know what products I want to buy, but I'm waiting for them to be discounted for the holidays.

I don't know what I want to buy yet, but I'll probably test new brands this year.

I already know what products I want to buy and just haven't gotten around to buying them yet.

I don't know what I want to buy yet, but I'll probably focus on the brands I bought last year.

I've already completed my holiday shopping.

Indeed, 53% of the respondents to this study say they plan to do most of their holiday shopping online this year. Another 15% say they will do their holiday shopping entirely online.

Meanwhile, only 32% say they will do about half of their shopping online and about half in-store. These results represent a significant shift in consumer behavior compared to previous years. It is also becoming much more difficult to point to numbers like these and say that the pandemic is the main cause.

In-person events have returned in earnest in most parts of the United States. It is more likely that these preferences are representative of an overall shift toward online shopping among consumers, at least for the holidays.

Consumers are also shopping for holiday gifts based on specific criteria this year, such as discounts. For example, 66% of the respondents at least somewhat agree that they don't know what they want to buy yet during the 2022 holiday shopping season, but they'll probably focus on discounted products. Similarly, 41% of the respondents who already know what products they want to buy say they are waiting for them to be discounted before making a purchase.

Inflation and the escalating cost of living are currently top-of-mind among consumers. If these concerns continue, the preference for discounts may increase among shoppers who haven't completed their holiday shopping.

Other shoppers demonstrate a willingness to try new things. Specifically, 57% of shoppers who don't know what they want to buy yet say they are at least somewhat willing to test new brands this holiday shopping season.

Nonetheless, **43% of the respondents don't want to test new brands this year, indicating that they'll stick with brands they know and trust.** Similarly, 44% at least somewhat agree that they want to focus on the brands they bought last year.

While there's an opportunity to acquire new customers during the holiday shopping season, marketing to existing customers shouldn't be overlooked. Many customers will be looking for discounts, promotions, and other opportunities from the brands they're already familiar with.

How much do you agree with the following statements about your holiday shopping this year?

Legend: Very likely | Not very likely | Somewhat likely | Not likely at all

45% 51% 3% 1%	20% 46% 27% 7%	12% 46% 30% 12%	10% 58% 28% 4%	9% 43% 35% 13%
I will shop with retailers I already use regularly throughout the year.	I will do more of my holiday shopping online this year compared to last year.	I will shop with retailers I only use during the holiday shopping season.	I will shop with retailers I only use on occasion throughout the year.	I will shop with new retailers I've never used before.

Still, 45% of the consumers surveyed say they are very likely to continue shopping with retailers they already use regularly throughout the year. Most (51%) say this is somewhat likely.

Far fewer respondents (12%) say it is very likely they will shop with retailers they only use during the holiday shopping season, and only 9% of the respondents say it is very likely they'll shop with retailers they've never used before.

The results counter the assumption that holiday shoppers primarily hunt for discounts, regardless of the retail brand. Instead, holiday shoppers are much more likely to stick with the retail brands they shop with throughout the year.

Retailers intending to take market share from those that capitalize on consumer attention throughout the year will need to be aggressive in their campaigns. They'll also need to focus more heavily on strategies like personalization and contextualization in their ads.

After taking advantage of holiday discounts with a specific retailer, how likely are you to continue shopping with them throughout the remainder of the year?

As noted, discounting should play a primary role in how brands and retailers market and advertise to consumers. Discounting can even play dividends after the holiday shopping season has ended.

Most of the respondents (92%) say it is at least somewhat likely they'll continue shopping with a retailer after they've taken advantage of their holiday discount.

25% Very likely | 7% Not very likely
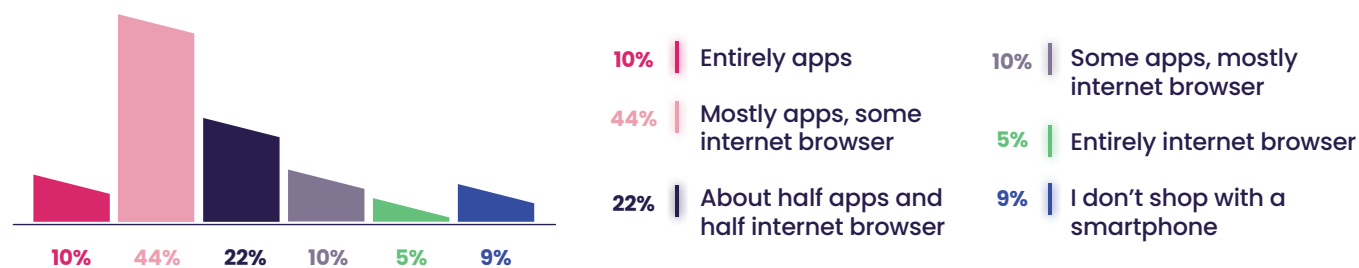67% Somewhat likely | 1% Not likely at all
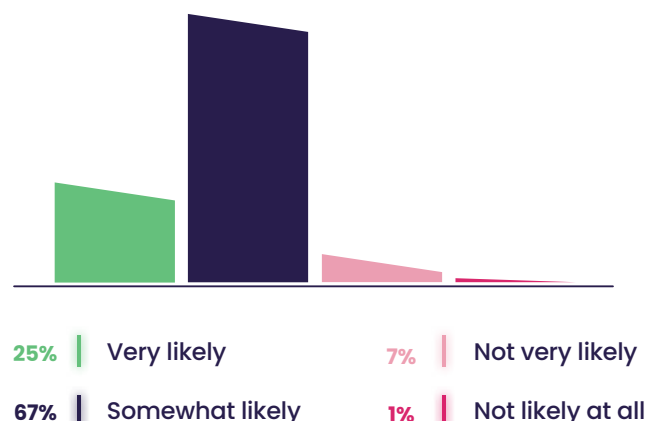
Consumers Prefer to Communicate with Brands Via Email and SMS

The increasing interest in digital shopping among consumers may not require retailers to shift much of their strategy. Most retailers likely anticipated higher levels of online shopping this year, as has been the case for the past two years.

Retailers should instead pay close attention to *how* consumers plan to shop online this year, including which channels they prefer, which devices they'll use, and what types of websites they'll visit. The granular factors of the online shopping experience, such as the ease of use of an app or ecommerce website, can have a significant effect on whether shoppers complete a purchase or abandon their shopping cart.
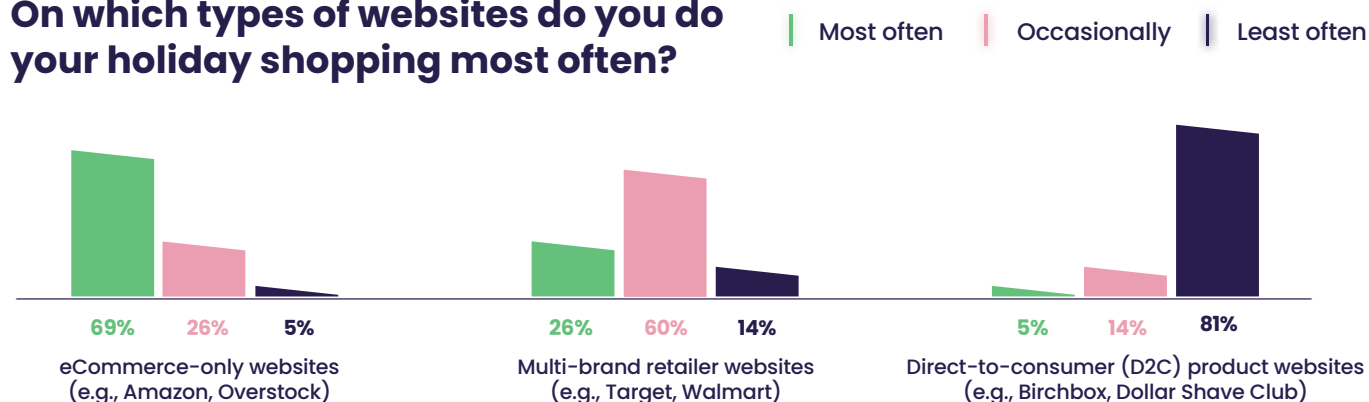

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When doing holiday shopping with a smartphone, are you more likely to shop using a mobile app (Amazon, Wish) or your phone's internet browser (Safari, Firefox)?

10%	Entirely apps	10%	Some apps, mostly internet browser
44%	Mostly apps, some internet browser	5%	Entirely internet browser
22%	About half apps and half internet browser	9%	I don't shop with a smartphone

Most of the respondents (54%) are likely to mostly or entirely use shopping apps while shopping on a smartphone. Only 15% are likely to mostly or entirely use their internet browsers.

Many consumers prefer third-party shopping apps like Amazon when making purchases on their smartphones, but they may prefer retailer apps if it means they can get a better deal or find products more easily. Retailers with proprietary shopping apps may need to incentivize purchases through them through unique discounts, rewards programs, and more.

On which types of websites do you do your holiday shopping most often?

Most often | Occasionally | Least often

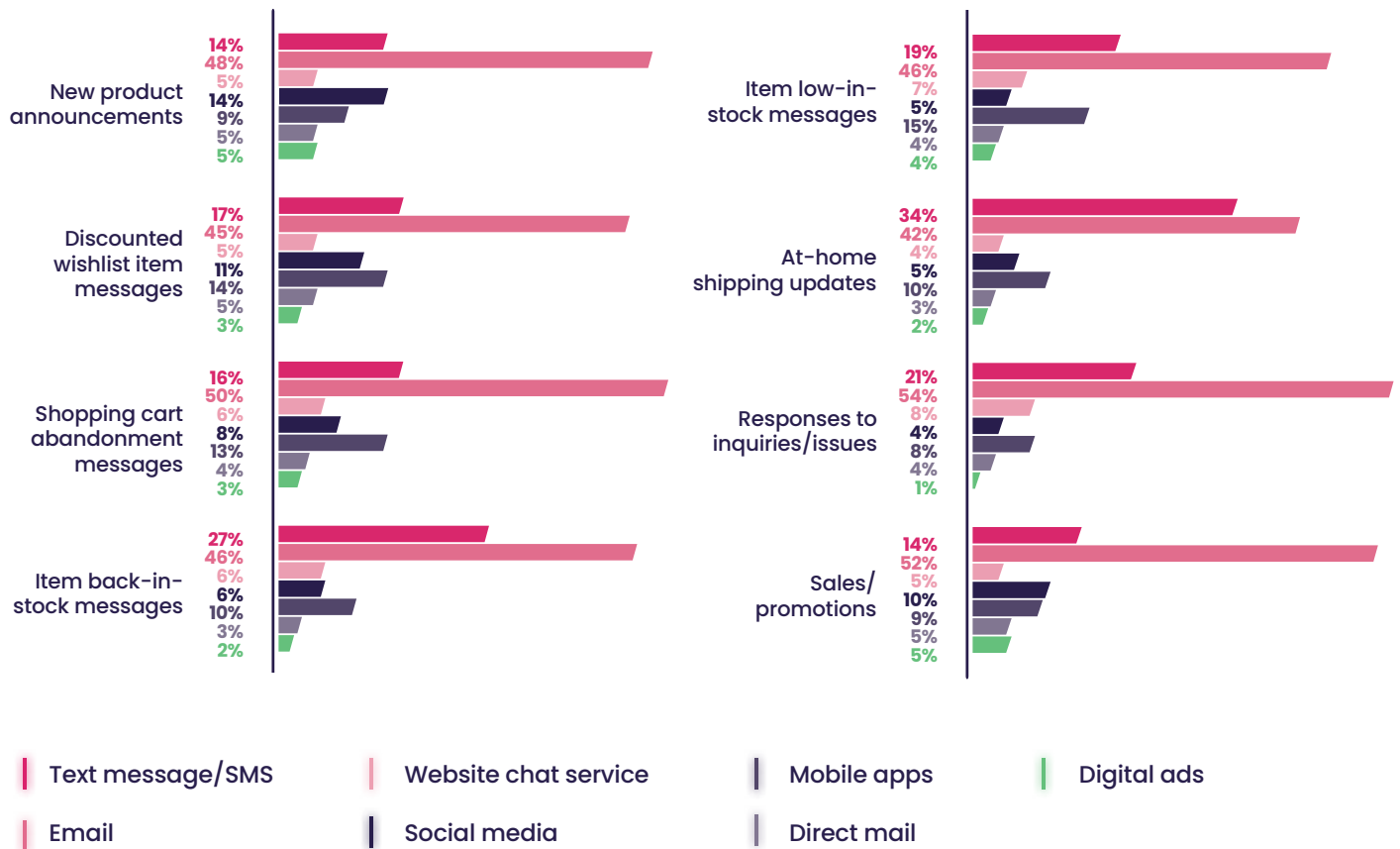| eCommerce-only websites (e.g., Amazon, Overstock)	Multi-brand retailer websites (e.g., Target, Walmart)	Direct-to-consumer (D2C) product websites (e.g., Birchbox, Dollar Shave Club)
69% 26% 5%	26% 60% 14%	5% 14% 81%

When not using a smartphone or an app, 69% of consumers do their online holiday shopping most often through ecommerce-only websites like Amazon. Only 26% of the respondents say they do this type of shopping most often through a multi-brand retailer website, such as those maintained by major brands like Target and Walmart.

Overcoming the ubiquity of an ecommerce giant like Amazon is a formidable challenge and not something any retailer will be able to accomplish in a single holiday shopping season. Indeed, many retailers prefer to work with Amazon rather than against it to access customers during the holidays.

However, just like with their smartphone apps, there are steps retailers can take to incentivize consumers to shop through their proprietary websites. Special holiday promotions are an avenue worth exploring, as are loyalty and rewards programs.

Retailers also have an asset that third-party marketplace do not: customer data. Most retailers can draw insights from their customer data to generate special holiday shopping programs that speak to their unique customers and provide them with additional value they'll appreciate. Retailers with strong data operations have an competitive opportunity to personalize their offerings and even experiment if they have the solutions in place to support these efforts.

Which are your preferred channels for each of the following types of communication from a retailer or retailers you like?

New product announcements
- 14%
- 48%
- 5%
- 14%
- 9%
- 5%
- 5%

Discounted wishlist item messages
- 17%
- 45%
- 5%
- 11%
- 14%
- 5%
- 3%

Shopping cart abandonment messages
- 16%
- 50%
- 6%
- 8%
- 13%
- 4%
- 3%

Item back-in-stock messages
- 27%
- 46%
- 6%
- 6%
- 10%
- 3%
- 2%

Item low-in-stock messages
- 19%
- 46%
- 7%
- 5%
- 15%
- 4%
- 4%

At-home shipping updates
- 34%
- 42%
- 4%
- 5%
- 10%
- 3%
- 2%

Responses to inquiries/issues
- 21%
- 54%
- 8%
- 4%
- 8%
- 4%
- 1%

Sales/ promotions
- 14%
- 52%
- 5%
- 10%
- 9%
- 5%
- 5%

Legend:
- Text message/SMS
- Email
- Website chat service
- Social media
- Mobile apps
- Direct mail
- Digital ads

Finally, retailers must understand which digital channels consumers wish to be contacted over for specific types of communications. The respondents overwhelmingly prefer email for almost every type of communication, whether it's a new product announcement or a response to an inquiry.
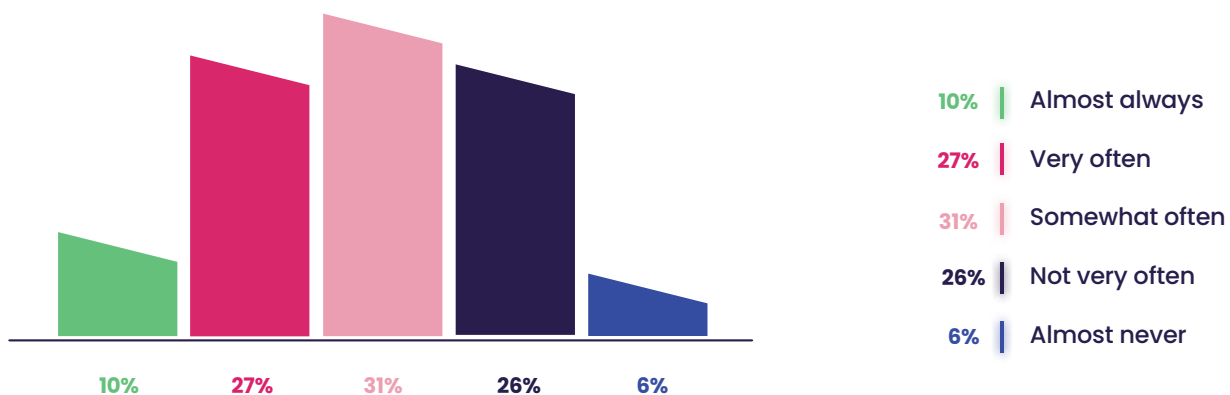
However, over one-third of the respondents (34%) prefer to be contacted via SMS about at-home shipping updates. Similarly, 27% prefer to be contacted via SMS with item back-in-stock messages, and 21% prefer it for responses to inquiries.

Retailers must determine how to orchestrate all the channels at their disposal to provide the best experience for customers. Retailers may also wish to allow customers to opt into specific channels at different stages of their journeys. SMS messages may be welcome in some contexts, but only after the customer has agreed to them when demonstrating interest in a purchase.

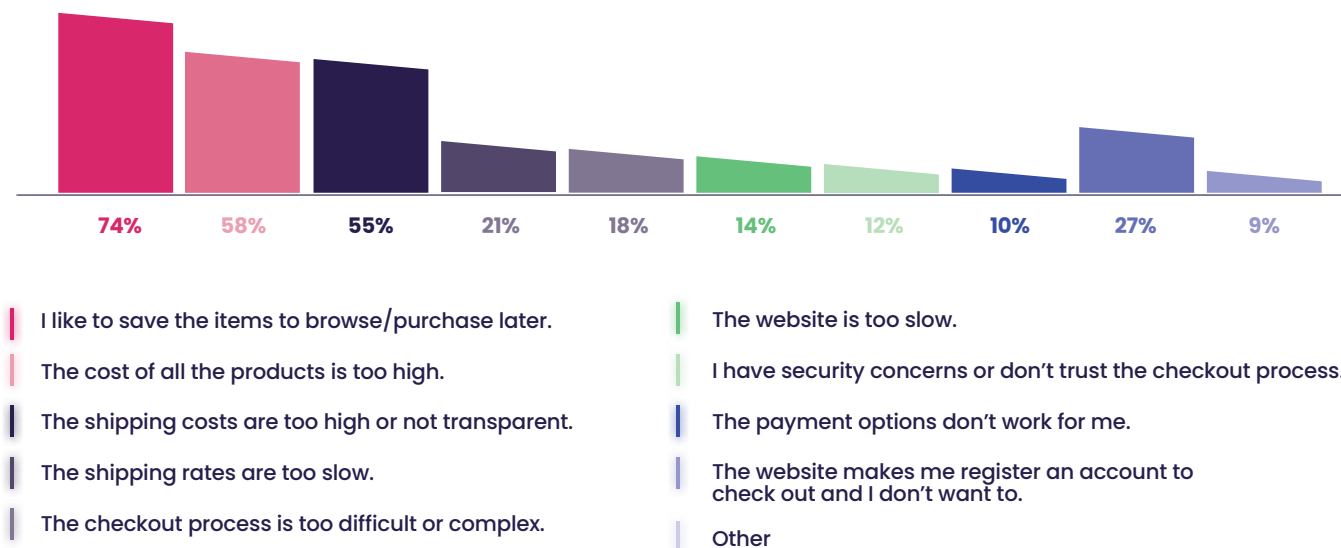# Most Shoppers Abandon Carts to Consider Their Options

Cart abandonment has long been one of the key challenges in digital commerce. Ecommerce companies and retailers often view an abandoned cart as a missed opportunity. Unfortunately, it can be challenging for companies to identify the key reasons customers abandon their carts and more challenging still to convince them to come back to finish a purchase.

When doing holiday shopping online, how often do you fill up your digital shopping cart and then leave the website without making a purchase?

10%	Almost always
27%	Very often
31%	Somewhat often
26%	Not very often
6%	Almost never

10% 27% 31% 26% 6%

Most of the respondents admit to abandoning their digital shopping carts at least somewhat often while doing holiday shopping online. This includes 27% of the respondents who say they do so "very often" and 10% who say they abandon their carts "almost always."

Since you said you abandon your online shopping cart at least somewhat often, what are your reasons for doing so?

74% 58% 55% 21% 18% 14% 12% 10% 27% 9%

▌ I like to save the items to browse/purchase later.	▌ The website is too slow.
▌ The cost of all the products is too high.	▌ I have security concerns or don't trust the checkout process.
▌ The shipping costs are too high or not transparent.	▌ The payment options don't work for me.
▌ The shipping rates are too slow.	▌ The website makes me register an account to check out and I don't want to.
▌ The checkout process is too difficult or complex.	▌ Other

The respondents say they have many different reasons for abandoning their carts. However, 74% say they use their digital shopping carts to save items they'd like to browse, consider, or purchase later. These shoppers aren't necessarily abandoning a purchase but are instead using their shopping carts as a type of temporary "favorites list" containing items they are more likely to buy than others.

This suggests that abandoned carts could represent a promising opportunity rather than missed one. Customers are using the digital shopping cart function to consider their options, which leaves room for bottom-of-the-funnel marketing opportunities.

Using customer data to send personalized, contextualized reminders could encourage customers to finish their purchases. These could be paired with special offers or temporary discounts to increase urgency and improve digital purchase rates.

Researchers asked the respondents what caused them to re-engage with an abandoned cart after they had left it, and the respondents reiterate these concepts in statements.

For example, one respondent who regularly abandons their cart says, **"If I am sent an email with a discount or a free shipping code, I will be more likely to go back and complete the order, especially if [I abandoned my cart] because the shipping costs were too high."**

Other respondents also say they use shopping carts to compare total costs between sellers to determine the best deal.

"I usually [abandon my cart] for a price comparison between different sellers to see where I could save the most with tax and shipping costs included," says one respondent.

"I'm trying to optimize the shipping cost," says another. **"I prefer not to pay shipping and sometimes I need to check to see if I have an item already before I add it to try and get to the amount for free shipping."**

Other respondents say they like to place items in a shopping cart, then let them sit for a while before they decide to purchase them.

"I usually place items in my cart then wait a while to think it over before purchasing them," says one respondent. **"I originally planned to purchase at least some items when I first abandoned the cart. I may choose not to purchase them if I find a better price or change my mind. I prefer not to make rushed decisions."**

Retailers must be able to balance their customers' need to make thoughtful decisions about purchases with their desires to reduce cart abandonment. Most consumers appear to be receptive to targeted cart abandonment messages, but they are generally concerned about costs when they abandon their shopping carts. Any discounts on shipping or item costs could go a long way to re-engage customers.

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Consumers Are Willing to Provide Data for a Better Customer Experience

Retailers are already making key investments into holiday marketing programs to engage customers and potentially boost sales compared to previous years. In the past, consumers have generally been receptive to digital marketing campaigns, although some are more effective than others. For example, most retailers can think of at least one social media marketing campaign that flopped due to poor targeting, poor reception, or poor creative assets.
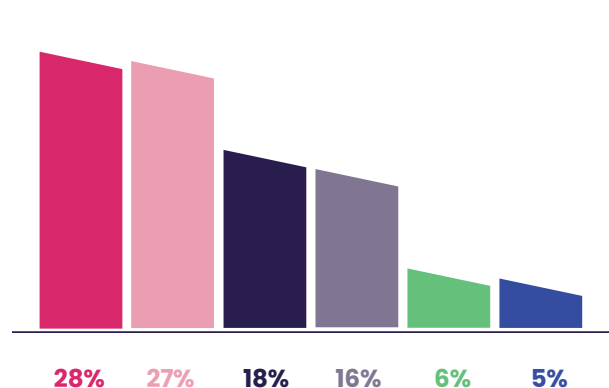
The challenge for retailers during the holiday shopping season is "breaking through the noise." Consumers will be subjected to a barrage of marketing campaigns both online and offline throughout the season. Retailers must be able to select the best channels

to reach their customers and then draw insights from their zero-party data to determine factors like targeting, messaging, and creative.

Zero-party data is data that the customer voluntarily and proactively shares with the brand. It differs from first-party data, which is typically obtained when the brand directly monitors customer activity. Zero-party data is powerful because it provides direct context surrounding customer preferences and purchase intentions, and it reveals how the individual customer wants the brand to recognize them.

It is particularly useful for crafting personalized digital marketing messages.

Retailers often use digital marketing to engage with customers during the holiday shopping season. Which type of digital marketing is most likely to lead you to consider buying from a retailer?

28% — Social media marketing—written posts, images, videos, and ads on social media.

27% — Email marketing—newsletters, offers, discounts, and promotions sent to me by email.

18% — Search engine marketing—websites, web pages, and ads that appear in search results, such as through Google.

16% — Content marketing—how-to guides, articles, blog posts, checklists, and other helpful content.

6% — Influencer recommendations—recommendations from content creators and influencers I already follow.

5% — SMS—text messages.
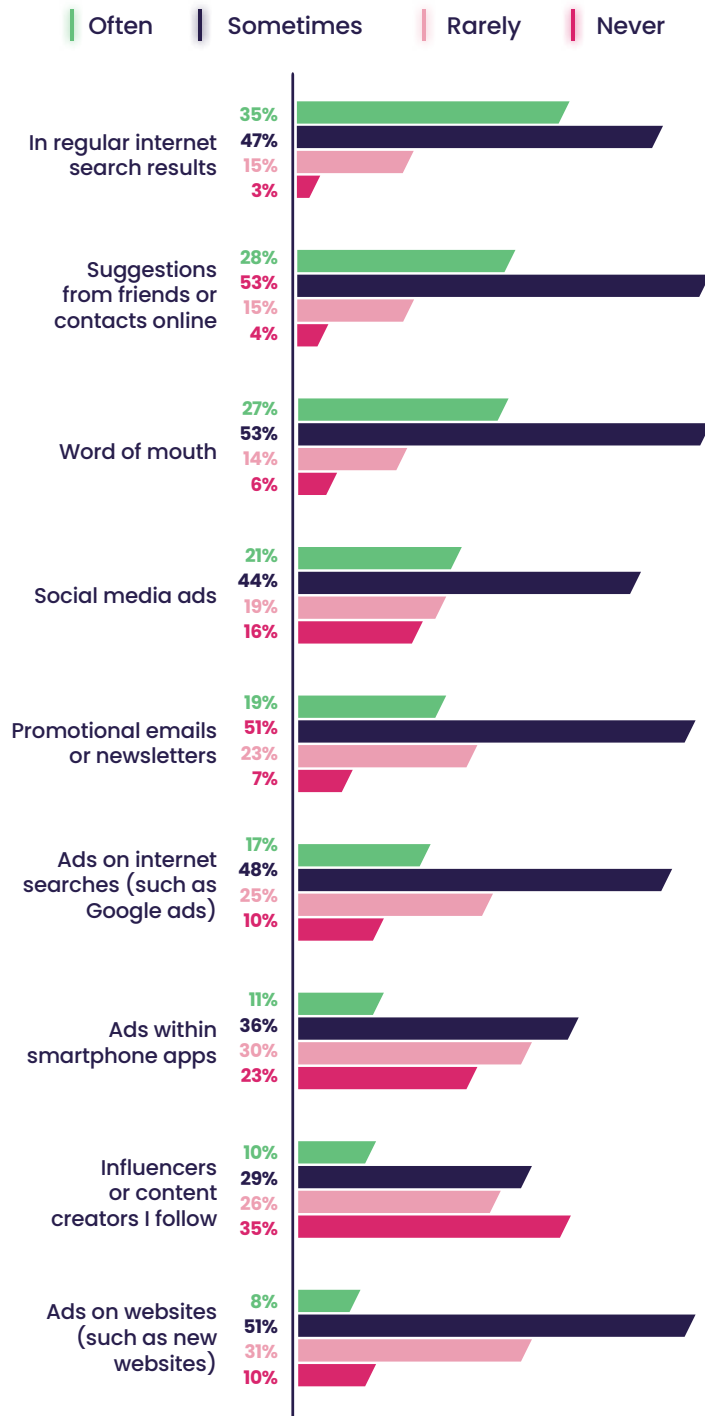
Bar chart values: 28% 27% 18% 16% 6% 5%

Most consumers say either social media marketing (28%) or email marketing (27%) are types of marketing that are most likely to make them consider buying from a retailer. In this context, social media marketing refers to posts, images, videos, and ads, while email marketing refers to newsletters, offers, discounts, and other types of promotions.

It is notable, however, that 18% of the respondents say they are most likely to consider shopping from a brand if they engage with search engine marketing. Search engine marketing can refer to pay-per-click (PPC) ads, but also organic marketing like web pages and content on websites.

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What are the ways you most typically discover and access new brands/retailers during the holiday shopping season?

Legend: ■ Often ■ Sometimes ■ Rarely ■ Never

In regular internet search results
- 35%
- 47%
- 15%
- 3%

Suggestions from friends or contacts online
- 28%
- 53%
- 15%
- 4%

Word of mouth
- 27%
- 53%
- 14%
- 6%

Social media ads
- 21%
- 44%
- 19%
- 16%

Promotional emails or newsletters
- 19%
- 51%
- 23%
- 7%

Ads on internet searches (such as Google ads)
- 17%
- 48%
- 25%
- 10%

Ads within smartphone apps
- 11%
- 36%
- 30%
- 23%

Influencers or content creators I follow
- 10%
- 29%
- 26%
- 35%

Ads on websites (such as new websites)
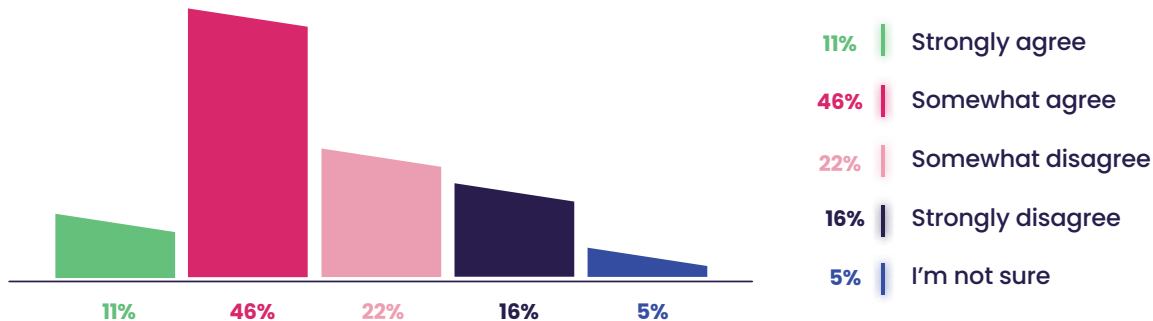- 8%
- 51%
- 31%
- 10%

Indeed, 35% of the respondents say they often discover and access new brands or retailers during the holiday shopping season via internet search results. This suggests organic search marketing is still a viable strategy for most brands.

Brands and retailers may need a combination of paid digital advertising through social media, promotional outreach through email, and organic and paid content that can be found through search to reach customers. Customer data can yield insights into which of these strategies will be more potent for a given retailer as well as how they should structure their marketing to get customers engaged.

Nonetheless, significant portions of the respondents say suggestions from friends and "word of mouth" are two of the ways they discover new brands and retailers. In each case, 53% of the respondents say they sometimes find new brands this way, while more than one quarter say they often find brands this way.

This type of exposure can be difficult to create on the business end. However, working with influencers, generating reviews through campaigns, and using "recommend-a-friend" promotions are a few ways to generate more word-of-mouth exposure.

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To what degree do you agree with the following statement?
I'm willing to give retailers some basic information about myself so they can provide personalized recommendations and discounts during the holiday shopping season.

11%	Strongly agree
46%	Somewhat agree
22%	Somewhat disagree
16%	Strongly disagree
5%	I'm not sure

Chart values: 11%, 46%, 22%, 16%, 5%

Brands and retailers will also be able to rely on their customer data not only to identify customers who will be willing to share their experiences but also to send targeted marketing messages at every stage of the funnel. Most of the respondents (57%) at least somewhat agree that they're willing to give retailers some basic information about themselves in the form of "zero-party data." However, they do so under the expectation that retailers will provide personalized recommendations and discounts during the holiday shopping season.

Nonetheless, 38% of the respondents at least somewhat disagree that they're willing to give retailers information. They may be willing to provide necessary data, such as payment or shipping information, but they generally prefer to remain anonymous.

This is a barrier that retailers who intend to engage in data-driven marketing must overcome. Consumers are generally wary of providing personal information to companies, but they may be more accepting if they understand the benefits of doing so.

Establishing a level of trust with customers is crucial to earning their repeat business, especially after the holidays. Maintaining customer relationships is also much easier when brands and retailers have data to draw on when crafting targeted messaging.

In their final line of questioning, researchers asked the respondents to describe what retailers should do to earn their repeated business after the holiday shopping season.

Several respondents say that they want retailers to demonstrate the same level of quality and affordability they show during the holidays throughout the year. That consistency extends to areas like customer services, shipping, troubleshooting, and communication.

The respondents also want to see clearance events after the holiday shopping season and regular discounts throughout the year, not just during holidays. Some of the respondents believe retailers should offer exclusive discounts to holiday shoppers and new customers as a "thank-you."

"What retailers can do is be consistent," says one respondent. **"I believe the consistency is key — being consistent in their process, quality, and how they even contact me regarding my spending habits."**

"Retailers shouldn't just keep the quality up during the holidays," says another respondent. **"They should be consistent. Don't give up on the unique ideas and promotional activities."**

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Similarly, another respondent says, **"Retailers will often have more flexibility for returns and are all hands on deck for customer support during holiday sales. If they want my return business, I'd like at least some of that to be standard all the time."**

Many of the respondents also want rewards and discounts if they are new customers or if they make continuing purchases. They also indicate that they'd jump at the opportunity to take advantage of discounts sent by email.

"Monthly newsletters with discounted items and announcements of new items, or targeted discounts based on previous purchases and announcements of new items" are what one respondent suggests.

However, the same respondent also says retailers should stop sending barrages of messages that overwhelm consumers: **"I say monthly because I often get annoyed with sites sending weekly or more often emails and unsubscribe even if they have some interest for me because of being inundated by emails."**

Another respondent says, **"don't over-communicate. If you send me emails every day I will unsubscribe and forget about you."**

Finally, a few of the respondents also voice concerns about their data security, and they want retailers to assure them that their information is safe. Their primary concern is that their data is being shared with other companies.

"Keep my info safe and never share it with anyone else for any reason," says one respondent. **"Please do not add me to email or snail mail lists unless I expressly ask for it."**

Building Customer Relationships During the Holidays and Beyond

The results of this study suggest that consumer holiday shopping habits will continue to focus on digital for the foreseeable future. However, the respondents indicate that they've become much more particular about the types of digital shopping experiences that will keep them engaged.

Many consumers now prefer to shop via apps on their mobile phones. Even when they do use a browser on a laptop or PC, they generally gravitate toward dedicated ecommerce sites, including Amazon. Retailers must be able to use their customer data to gain an advantage over third-party websites if they hope to corner more of the market on their proprietary sites and platforms.

Generally, targeted advertising via social media, email, and internet search are the best ways to reach customers at the top of the sales funnel.

Personalized messages, such as abandoned cart messages with discounts, are the best ways to keep customers engaged at lower levels of the sales funnel. Although some customers expressed an interest in SMS when communicating with a brand, email is still customers' preferred mode of communication when dealing with retailers and brands.

Moving forward, relationships with customers will be built on trust and reciprocation. Customers expect the same level of quality and affordability they experience during the holiday shopping season year-round. Ensuring data security will also be crucial if retailers hope to gain the customer data they need to pursue these efforts.

Key Suggestions

Keep investing in digital shopping and ecommerce. Most of the respondents say they will do most of their holiday shopping online this year.

Use customer data to understand customer trends, target your marketing, and deliver personalized messages and offers. Gather as much zero-party data as possible, then leverage it for social media and email marketing campaigns, as consumers say they are receptive to these strategies. zThe respondents also indicate that they want retailers to send them personalized discount offers, rewards, and product recommendations.

Offer exclusive shopping experiences across your digital properties. Retailers must compete with ecommerce giants. Providing customers with user-friendly tools and exclusive offers are two ways to encourage them to use your ecommerce apps and websites.

Send personalized abandoned cart messages to encourage re-engagement. Most of the respondents use digital shopping carts as tools to compare prices and consider their options. Offering extra incentives to complete the purchase could encourage them to check out instead of going to another website.

Offer additional incentives to keep customers coming back after the holidays. In written responses, many consumers say they'd be willing to stick with a retailer if offered rewards for shopping with them over the holidays. Many of these respondents are interested in discounts.

Stay consistent in the quality of your service, the availability of your products, and the rewards and discounts you offer loyal customers. Retailers dedicate a significant number of resources to the holiday shopping season, but customers want to see this dedication year-round.

Orchestrate your communication channels based on customer preferences. Most respondents say they prefer email and SMS, but they prefer some channels over others for specific types of communications. For example, many customer prefer SMS for ship-to-home updates.

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About the Authors

Simon

Simon Data is the orchestration Customer Data Platform (CDP) built for marketers to easily access data and create unique customer journeys across channels without the need for an all-in-one cloud solution. Leading e-commerce, travel, marketplace, and retail brands including ASOS, JetBlue, Equinox, and Vivino, rely on Simon to design personalized experiences across channels at accelerated speeds. Simon Data is a low code software that integrates with most marketing solutions and leverages real-time and historical data and machine learning to power turnkey communications. With a growing team of 140 people, Simon Data is a 2022 Built-In Best Places to Work, Great Places to Work Certified, and is a G2 Leader in the CDP space.

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We launched eTail in 1999 and have been dedicated to supporting the growth of the retail industry ever since. What started off as 100 people in a room discussing where this sector is headed, has led to 2,000 senior-level eCommerce executives being inspired whilst learning and developing their company as well as their careers.

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