



# Apparel Quick Guide

## Holiday Commerce Marketing

Fast fashion and virtual try-ons. Retail rightsizing and in-store pop-ups. Gen Z trend-setters and fashion vloggers. It's an exciting – and transformative – time in Apparel retailing. Brands and retailers need new ways to connect with elusive and quixotic apparel buyers whenever and wherever they choose to shop. So what's the plan for dressing up Holiday 2017?

Criteo, which represents a growing network of 15,000 advertisers across the globe and reaches 1.2B shoppers per month – one-third of all internet users in the world – has unique insights into how to meet every shopper's wants and needs this holiday season.

## Anticipated Apparel trends this holiday season

### Weekends are mobile

In today's mobile-first lifestyles, smartphones are increasingly the purchase platform of choice. In Holiday 2016, over 1/3 of all ecommerce on weekends was completed on mobile phones. Sunday evenings see peak conversions overall as shoppers may have built their carts over time but aren't ready to click the "buy" button until the end of their weekend.

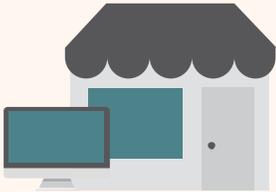
### Cyber Week II is an opportunity to win more sales

Gift cards are so impactful that they push ecommerce conversion spikes into what Criteo is seeing as Cyber Week II: Christmas Day through the New Year. In the Apparel category, gift cards come in handy for those shoppers who are hesitant to buy online. It's increasingly important for brands to maintain their advertising presence so they are there when mom decides to purchase those shoes with her gift card during Cyber Week II.

“In Holiday 2016, over 1/3 of all ecommerce on weekends was completed on mobile phones.”

## Omnichannel is the new normal

Optimizing across channels and devices is imperative. Given the proliferation of technologies that shoppers use today, and the fact that everyone is a click (or tap) away from a purchase, it's crucial to build a robust attribution strategy across every device and channel.



### Webrooming

Shoppers researching online and purchasing in store



### Showrooming

Shoppers checking out merchandise in store but buying online

## Click & Collect and Click & Ship are perfect for Apparel commerce

### Click & Collect

Buy online, pick up at a convenience area of the store. This is not just more convenient for the shopper, but gives the retailer the opportunity to upsell in store with their true secret weapons, in-store displays and personnel who are often the best salespeople.

### Click & Ship

Buying in store on your phone and having the merchandise shipped is brilliant for increasing profitability by not having to stock every color and size while reducing the friction of checking out at crowded times.

“It's crucial to build a **robust attribution strategy** across every device and channel.”

# Top 6 tips to entice Apparel shoppers this holiday season

## 1. Develop an always-on strategy for anytime commerce

Everything we thought we knew about retail seasonality goes out the window as shoppers shop when they want to. Brands need to support sales with Criteo Sponsored Products that reach gifters throughout the winding shopping journey. Retailers should begin using Criteo Dynamic Retargeting early to remain competitive and build a larger user-based cookie pool to be able to retarget consumers during key holiday peaks.

## 2. Take advantage of increased mobile conversion opportunities

With so many shoppers not just researching gifts on mobile phones, but also buying on them, make sure you are leveraging Criteo Dynamic Retargeting for mobile. For brands this holiday season, it is important to increase visibility on retail mobile sites by using Criteo Sponsored Products, which run on a network of the largest US ecommerce sites.

## 3. Optimize your search marketing strategies

Criteo Sponsored Products help brands drive sales by ensuring products are in eye view, but can also help improve organic rankings by driving clicks to product detail pages from paid units. And Criteo Predictive Search can drive higher ROI for your Google Product Listing Ads with minimal effort, feed optimization, and machine-learning.

## 4. Reach the shopper, not the device or channel

Activate your CRM data with Criteo to ensure a seamless consumer shopping experience across devices. And, with a deterministic matching solution like Criteo Universal Match, you can focus on people-based vs. device centric marketing efforts. Criteo Device Graph is an attribution tool that allows marketers to track the impact of digital campaigns both online and in stores.

## 5. Make the most from Google Shopping

Google Shopping is a powerful channel for driving sales, but its complexity presents an ongoing challenge for marketers. That's where Criteo Predictive Search can help you: it enables you to automate your Google PLAs and shopping feeds in real-time with machine learning technology.

## 6. Use the breadth of Criteo offerings

Criteo offers a full suite of performance marketing products for brands and retailers. Criteo Sponsored Products increase product visibility as busy shoppers sort through thousands of options across retail sites. Brands benefit from the lift in sales, retailers from the incremental revenue. Criteo Dynamic Retargeting can not only recommend the best offer from your entire product catalog in real-time – serving up personalized ads for maximum sales – it can drive shoppers back to your site once they've wandered away. Criteo keeps your products top-of-mind when they're ready to buy. Getting shoppers the accessories and apparel to make them shine this season? It's what Criteo does best.

For more trends and tips for Holiday 2017 and updates throughout the season, go to:

[criteo.com/enlightened-holiday](https://criteo.com/enlightened-holiday)

## About Criteo

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 15,000 advertisers worldwide and with direct relationships with thousands of publishers.

For more information, please visit [www.criteo.com](http://www.criteo.com).