How to prepare for the omnichannel holiday shopper

1. Click and Collect is the new normal

Over the past few months, buy online and pickup in store (BOPIS) has emerged as a huge differentiator. Curbside orders increased 208% year-over-year in April 2020 and 59% of customers say they are likely to continue using curbside pickup after the pandemic.¹

2. Consumers use multiple channels before buying

40% of consumers who made a purchase during Black Friday weekend in 2019 converted in a different channel than the channel where they started their journey.² Furthermore, more than 59% of matched in-store transactions followed mobile touchpoints.³

3. In-store shopping will still exist, with new safeguards

Consumers want to return to in-person activities. In a recent survey, 64% of US consumers stated they missed physical stores and 65% are already or will be comfortable shopping in malls by mid-October. With proper precautions and social distancing in place, shoppers will go in-store to make their holiday purchases.⁴

Sources:
1: Adobe Digital Economy Index
2: Criteo Data, All Retail, United States, Q4 2019.
3: Criteo Data, All Retail, United States, Black Friday weekend transactions 2019
4: Criteo “Peak to Recovery” Survey. Criteo surveyed 13,532 respondents having experienced partial or complete lockdown at any point within the past few months across 12 countries between May 13 and May 29, 2020 (1,366 in the US). Respondents were asked to evaluate how forced social distancing had affected their daily habits and how they envisaged returning to normal. The sample is representative of the populations of the respective countries by age and gender (ethnicity in the US).
How can you take advantage of these three trends?

Start earlier than usual:
Criteo data shows that buyers who shop for the first time from a retailer during Black Friday weekend make their first online visit, regardless of browsing environment, 41 days prior on average. In 2020, with an emphasis on social distancing in stores and increased delivery costs and times, retailers can anticipate consumers beginning their holiday shopping much sooner than in past years. That could mean as early as Sept 1st.

Know your shopper personas:
Comfort levels with in-store shopping vary, but retailers can expect some customers will be comfortable and want to shop in-store while others will prefer to shop exclusively online. Evaluate your unique audience to determine their comfort level of in-store vs. online shopping, and target them accordingly.

Plan for the omnishopper:
Before making a purchase with a retailer during Black Friday weekend in 2019, a customer would use two of the retailer’s digital properties. Engage shoppers with a consistent brand message online, in-app, and in-store for the best possible results this upcoming shopping season.

Want more data to help you get ready for the holiday ad swing?
Contact us today!