The
2021
Festive Season Commerce Report

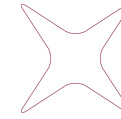Data & Ad Strategies for
the New Seasonal Shopper

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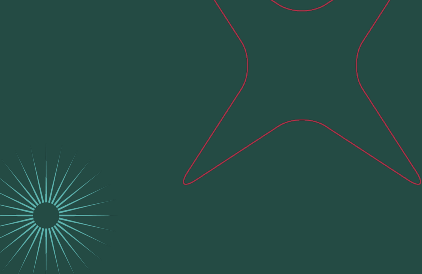# A New Approach for the New Seasonal Shopper

2020 taught us that people can adapt to any situation, and technology helps them do it exponentially faster. In the face of unforeseen challenges, consumers adopted new behaviours in a matter of months that moved the entire retail industry into a new era.

When consumers are making purchase decisions in 2021, they aren't thinking about channels, touchpoints, and the path to purchase. They're letting businesses into their lives that bring them value in the form of free content, privacy over their personal information, relevant and exciting ads, and a consistent omnichannel experience.

Top Commerce Trends for the Peak Season:

1 **Ecommerce will stay strong globally through the new year**

2 **Constant commerce will fuel early shopping**

3 **Seasonal product discovery will happen on all channels**

4 **Stores will drive seasonal spending and excitement**

5 **Video will be even more influential this gifting season**

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The 2021 peak shopping season is the chance to get the value exchange right and make a lasting impression on consumers.

Even in the most challenging times, we've seen that consumers will honor shopping and gift-giving traditions throughout the run up to New Year's Day. In this report, we look at Criteo's seasonal sales data from our 5,000 retail partners, plus our data from the first half of this year, to predict what consumer behaviours will look like in the latter part of 2021 and how marketers can take a new approach for the new seasonal shopper.

Inside This Report:

5 Trends Shaping Peak Shopping Season

The Evolution of Black Friday

3 Steps to Renew Your Seasonal Ad Strategy for 2021

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5 Trends Shaping Peak Shopping Season

Based on past and present shopping patterns, we anticipate how consumers will discover products and make purchase decisions this year.

1

Ecommerce will stay strong globally through the new year

Data from eMarketer shows that ecommerce sales were up nearly 28% year over year in 2020.[1] According to statistics from the UN Conference on Trade and Development, online sales accounted for 19% of all retail sales.[2]

By the 2020 peak shopping season, many stores were open with added safety measures, but consumers made their seasonal purchases online more than they ever had before. Criteo's global sales data shows that online retail sales increased 22% year over year in early December 2020—a time when retail sales are already at their highest annual level on every channel.[3]

After an exceptional period of ecommerce growth, the big question is: Will consumers stick with their digital shopping habits, or will they revert to their 2019 behaviours? Criteo's global retail data shows that consumers aren't breaking their new habits.

RECAP

Global Ecommerce Momentum

+28% year over year retail ecommerce sales growth in 2020

Share of retail sales generated online:

2018	2019	2020
14%	**16%**	**19%**

Sources: eMarketer, December 2, 2020; UN Conference on Trade and Development (UNCTAD), based on national statistics offices in Australia, Canada, China, South Korea, Singapore, UK, US.

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Around the world, ecommerce sales were significantly higher in July 2021 than their pre-pandemic levels.

+24% Global

+35%
Americas

+18%
EMEA

+22%
APAC

Online Sales July 2021 vs. July 2019

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Ahead of the 2021 peak shopping season, many local economies are open, but not without setbacks. Lockdowns are returning in some countries as new COVID-19 cases rise and fall.

When and where the COVID-19 situation is stable, we anticipate that consumers will do a mix of online and in-store shopping, and their reliance on ecommerce for seasonal purchasing will be higher than it was pre-pandemic. In locations under lockdown, consumers will lean heavily on ecommerce for its safety, convenience, and 24-hour availability.

Ecommerce overall will remain steady through the end of the year, but the rate of growth of online sales in the peak season will not be a repeat of 2020.

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2

Constant commerce will fuel early shopping

From physical stores to smartphones and smart speakers, commerce is all around us. There is an abundance of ways for consumers to discover, research, and buy products and services in their daily lives.

In 2020, this "constant commerce" became even more prevalent as consumers spent more time at home plugged into all their devices. Many even discovered new ways to shop online. Prior to the peak shopping season last year, more than half (53%) of the consumers we surveyed around the world said they had recently discovered a new form of online shopping they liked—such as click and collect or purchasing in apps—and would keep it up.[4] In 2021, we see continued evidence of consumers' attraction to online shopping as ecommerce sales stay above 2019 levels.

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At a time of year when consumers are thinking about celebrations and gifts and retailers are offering their best deals, we anticipate "constant commerce" to be an even bigger trend. However, this doesn't mean consumers are always making purchases; it means they're always thinking about their next purchase.

At Criteo, we used Black Friday as a case study to understand what the path to purchase will look like in the 2021 peak shopping season.

Sales spike on Black Friday in many countries across the Americas, EMEA, and APAC. Our data shows that on average, from first touchpoint to purchase, it takes a new customer two weeks in the US—and even longer in other countries—to make their Black Friday purchase decision.[5]

United States

14

days before Black Friday

The path to purchase for Black Friday begins an average of **two weeks** before the mega-discount day in the US.

Data from our retail partners shows that new customers view their first product page on a retailer's website 14 days on average before they purchase from that retailer on Black Friday.

For the one-quarter of consumers who have the longest path to purchase, there is an average of almost **one month** from their first touchpoint to their Black Friday purchase.

Source: Criteo Data, Apparel, US, Q4 2020, desktop and mobile combined.

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United Kingdom

15

days before
Black Friday

The path to purchase for Black Friday begins an average of **two weeks** before the deals day in the UK.

Data from our retail partners shows that new customers view their first product page on a retailer's website an average of 15 days before they purchase from that retailer on Black Friday.

For the one-quarter of consumers who have the longest path to purchase, there is an average of **one month** from their first touchpoint to their Black Friday purchase.

Source: Criteo Data, Apparel, UK, Q4 2020, desktop and mobile combined.

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France

18

days before
Black Friday

The path to purchase for Black Friday begins an average of **two and a half weeks** before the shopping day in France.

Data from our retail partners shows that new customers view their first product page on a retailer's website 18 days on average before they purchase from that retailer on Black Friday.

For the one-quarter of consumers who have the longest path to purchase, there is an average of **six weeks** from their first touchpoint to their Black Friday purchase.

Source: Criteo Data, Apparel, France, Q4 2020, desktop and mobile combined.

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Germany

24

days before
Black Friday

The path to purchase for Black Friday begins, on average, **more than three weeks** before the big sales day in Germany.

Data from our retail partners shows that new customers view their first product page on a retailer's website an average of 24 days before they purchase from that retailer on Black Friday.

For the one-quarter of consumers who have the longest path to purchase, there is an average of more than **eight weeks** from their first touchpoint to their Black Friday purchase.

Source: Criteo Data, Apparel, Germany, Q4 2020, desktop and mobile combined.

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Japan

34

days before Black Friday

Black Friday is an emerging holiday in Japan, but its popularity is growing. Last year, online retail sales increased 61% from Black Friday to Cyber Monday compared to October.6

Data from our retail partners shows that new customers view their first product page on a retailer's website 34 days on average before they purchase from that retailer on Black Friday in Japan. This means the path to purchase begins an average of **more than one month** before Black Friday.

For the one-quarter of consumers who have the longest path to purchase, there is an average of almost **nine weeks** from their first touchpoint to their Black Friday purchase.

Source: Criteo Data, Apparel, Japan, Q4 2020, desktop and mobile combined.
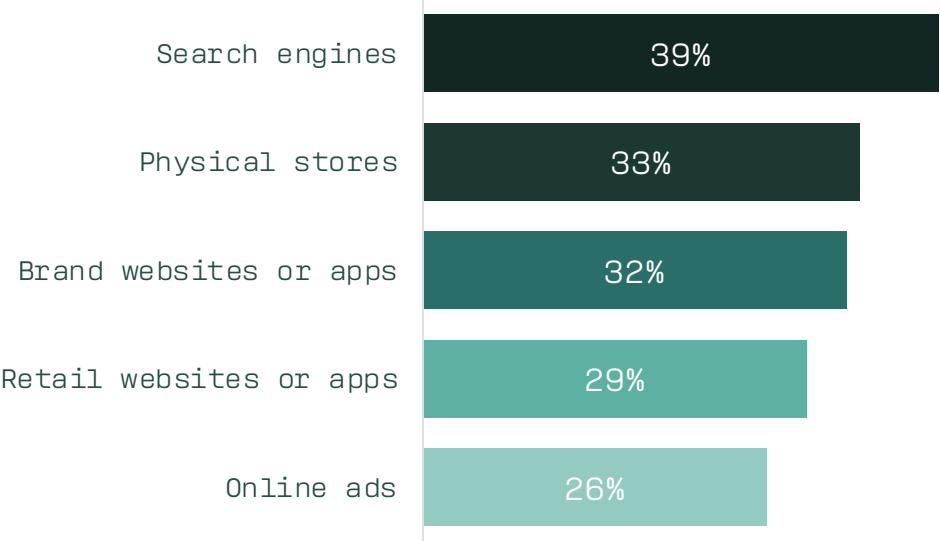
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3

Seasonal product discovery will happen on all channels

The peak shopping season is always prime time for brand and product discovery. Consumers often break their typical shopping habits to purchase items they've never bought before for celebrating and gifting.

This year, discovery is likely to be in overdrive. Consumers are spending weeks considering their seasonal purchases, giving them many opportunities to find new brands and products as they do their research.

Criteo survey data shows that in 2021, discovery isn't limited to search and social media. From April to June, we surveyed over 14,000 consumers around the world and found that people often discover the products they end up purchasing via search engines, physical stores, brand sites and apps, retail sites and apps, and online ads. When we break it down by country and product category, all five of these channels are still highly influential at the beginning of the path to purchase.[7]
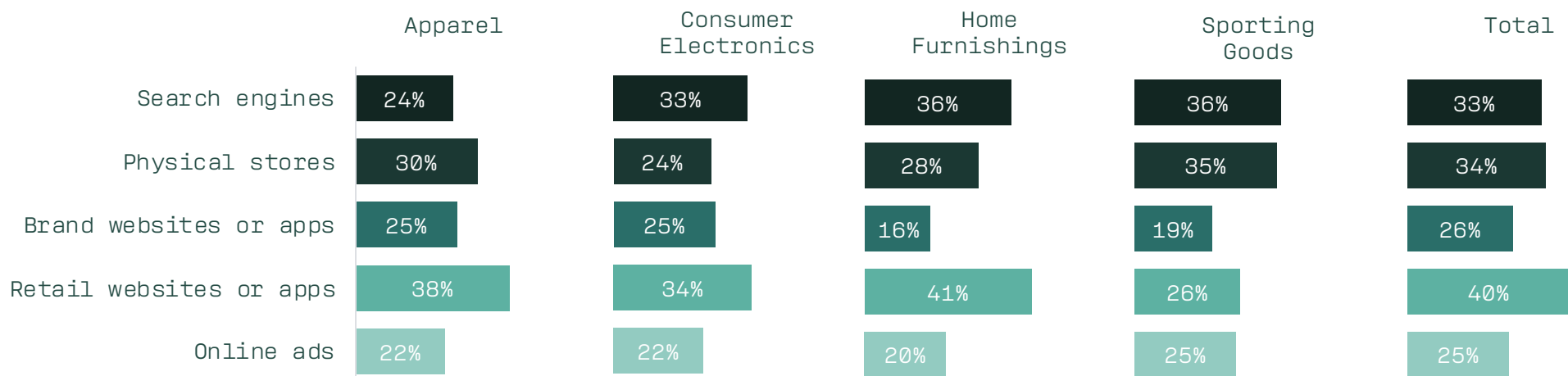
Where did you discover the last product you purchased?

Channel	%
Search engines	39%
Physical stores	33%
Brand websites or apps	32%
Retail websites or apps	29%
Online ads	26%

Source: Criteo Consumer Sentiment Index Survey, April-June 2021, Global, n= 9,137, Base: Category shoppers (at least one online purchase of apparel, consumer electronics, home appliances, home furnishings, or sporting goods in the last 30 days).

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United States

Where did you discover the last product you purchased?

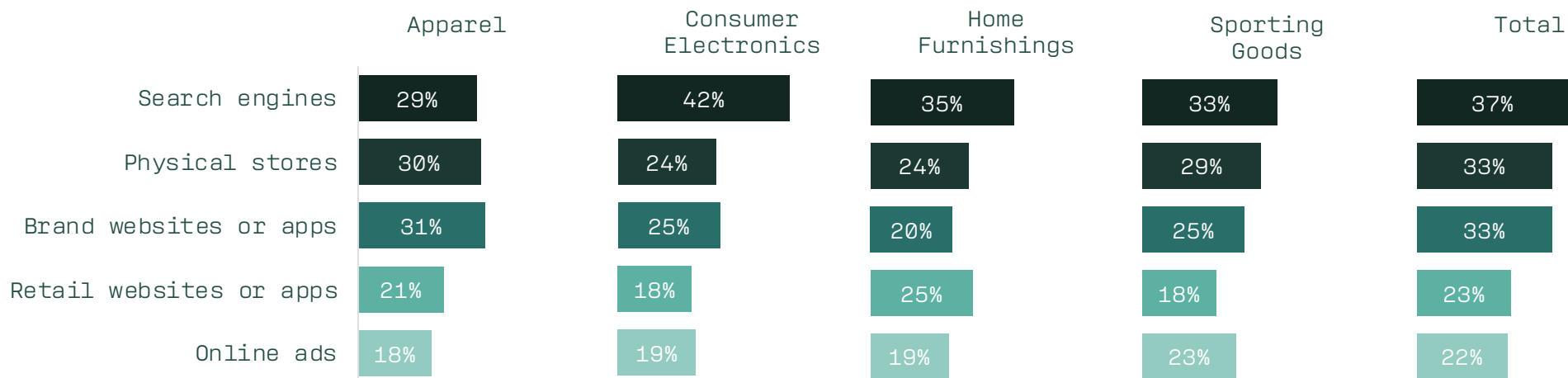|	Apparel	Consumer Electronics	Home Furnishings	Sporting Goods	Total
Search engines	24%	33%	36%	36%	33%
Physical stores	30%	24%	28%	35%	34%
Brand websites or apps	25%	25%	16%	19%	26%
Retail websites or apps	38%	34%	41%	26%	40%
Online ads	22%	22%	20%	25%	25%

Retail websites are the most popular channel for product discovery in the US, though **stores** and **search engines** are almost as prominent.

However, **sporting goods** breaks from this trend. Purchase journeys are most likely to begin at a **search engine** or **store**, and **online ads** are just as influential as **retailer websites and apps**.
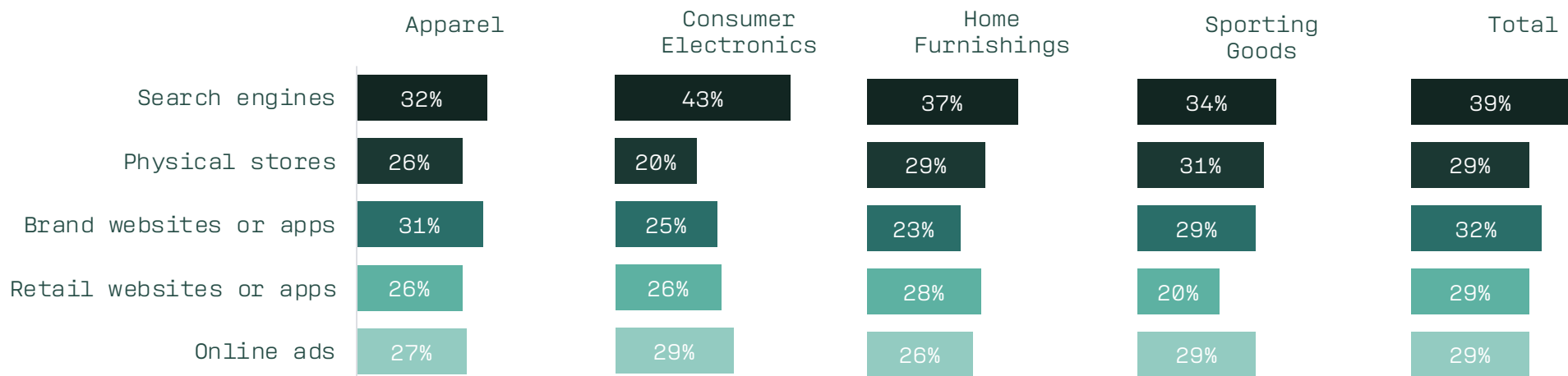
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Europe

Where did you discover the last product you purchased?

	Apparel	Consumer Electronics	Home Furnishings	Sporting Goods	Total
Search engines	29%	42%	35%	33%	37%
Physical stores	30%	24%	24%	29%	33%
Brand websites or apps	31%	25%	20%	25%	33%
Retail websites or apps	21%	18%	25%	18%	23%
Online ads	18%	19%	19%	23%	22%

The most popular product discovery channels in Europe closely resemble the global trend. Across nearly every category, consumers are most likely to find new products to buy via **search engines** and **stores**—though **brand and retail websites and apps** and **online ads** aren't far behind.

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Asia-Pacific

Where did you discover the last product you purchased?

	Apparel	Consumer Electronics	Home Furnishings	Sporting Goods	Total
Search engines	32%	43%	37%	34%	39%
Physical stores	26%	20%	29%	31%	29%
Brand websites or apps	31%	25%	23%	29%	32%
Retail websites or apps	26%	26%	28%	20%	29%
Online ads	27%	29%	26%	29%	29%

In the APAC region, **search engines** are the most popular way consumers discover new products, followed closely by the four remaining channels.

When it comes to apparel, all five discovery touchpoints are about as likely to influence consumers at the start of their path to purchase.

Source: Criteo Consumer Sentiment Index Survey, April-June 2021, APAC (Australia, India, Japan, Singapore, South Korea), n= 3,248, Base: category shoppers (at least one online purchase in the last 30 days).

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4

Stores will drive seasonal spending and excitement

The store shopping experience adds to the magic of the season. Elaborate window displays, festive in-store décor, and unique experiences—in addition to deep discounts—are what draw increased foot traffic to physical retail locations in the fourth quarter.

However, after a year when ecommerce sales were off the charts, what role will stores play in the 2021 gifting season?

In addition to being influential in the discovery phase, stores are critical at the end of the path to purchase when consumers are ready to buy.

Criteo data shows the following:

When stores are open, consumers will spend.

Omnichannel buyers—those that purchase in-store and online—are the most valuable customers.

Nearly half of consumers use click and collect, which helps them get around shipping delays.

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Store sales bounce back fast

Criteo sales data from the US and Europe shows that whenever lockdowns are lifted and businesses are open, in-store sales rise quickly, driving up overall consumer spending.

When the Great Reopening kicked off earlier this year, overall sales in the US began increasing in April and a gap formed between offline and online sales. In-store sales peaked at an increase of 52% in the week ending April 11 while overall sales were up 29% and online sales were up 1% compared to the first four weeks of January.[8]

In Europe, as soon as lockdowns ended in 2021, offline sales and sales overall began to rise. The biggest in-store sales spike occurred when several countries ran summer sales in the week ending on July 4: in-store sales increased 338% and retail sales in general grew 287% while online sales were up 7% compared to the first four weeks of March.[9]

In places where vaccination rates are rising and businesses can stay open through the peak shopping season, physical stores offer instant gratification in a world where fast, free shipping is expected.
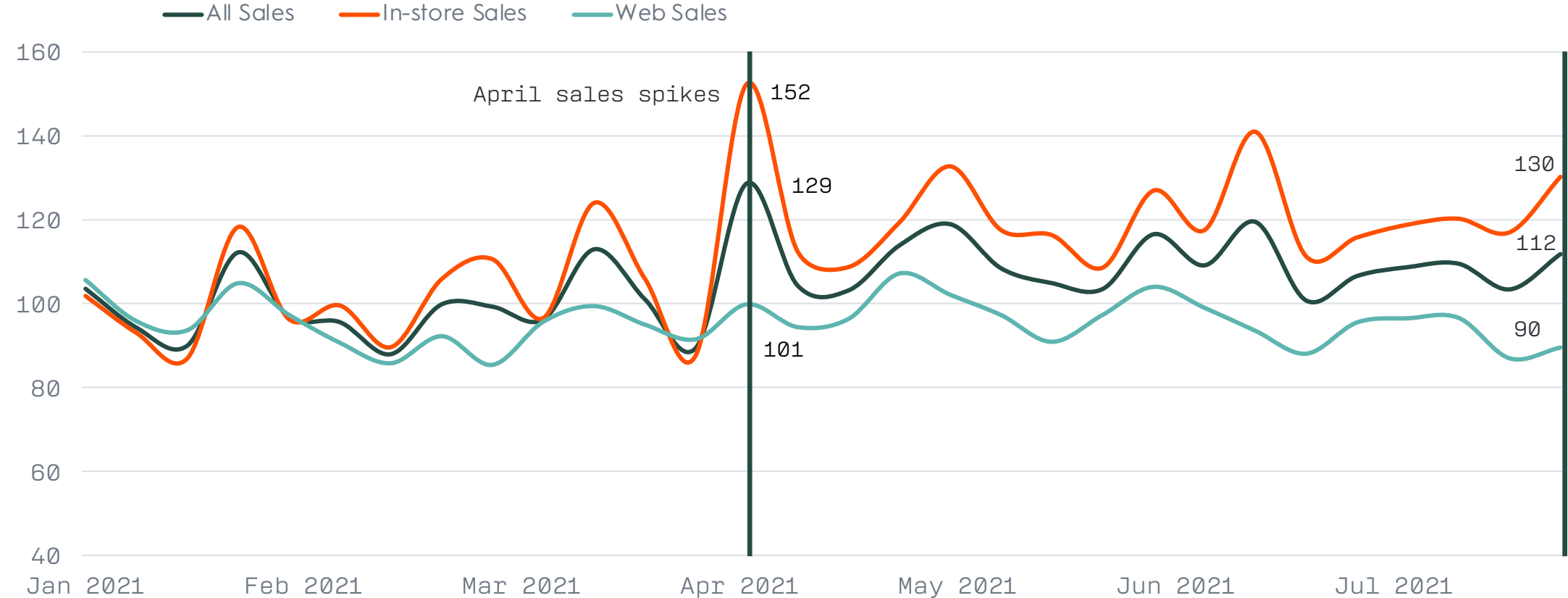
Stores Are Key for Last-Minute Gifting
After dealing with inventory issues and shipping delays in the 2020 peak season, people may feel more inclined to go to the store and take their purchase home with them.

This is especially important when consumers need last-minute gifts and want to skip the wait altogether. In 2020, in-store sales were up 160% one week before Christmas, while online sales returned to October levels.[10]
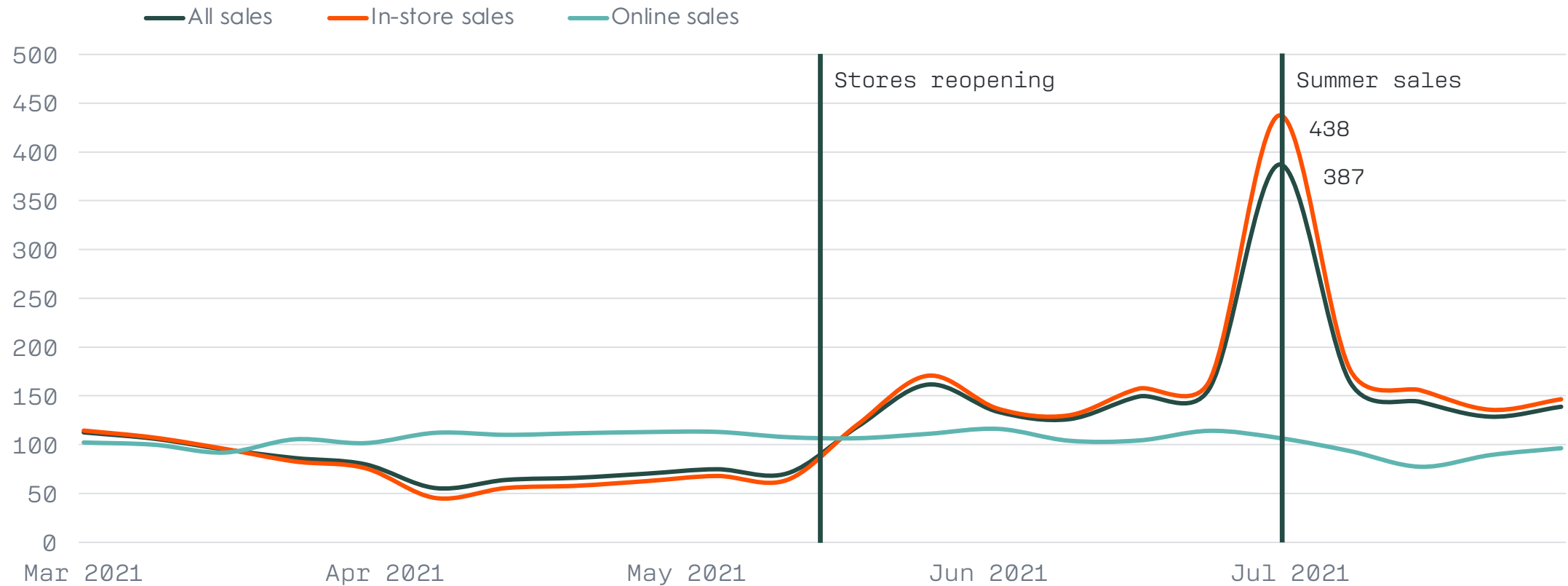
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In-store vs. Online Sales in the US

Since the Great Reopening, offline sales have remained above online sales. In the week ending August 1, in-store sales were at **+30%** compared to the first four weeks of January.

Source: Criteo Data, United States, retailers who generate sales online and in-store, all categories combined. Indexed Unit Sales based on the first four weeks of January 2021.

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In-store vs. Online Sales in Europe

When lockdowns ended and stores reopened, offline sales and sales overall in Europe grew almost instantly, followed by a large spike during summer sales.
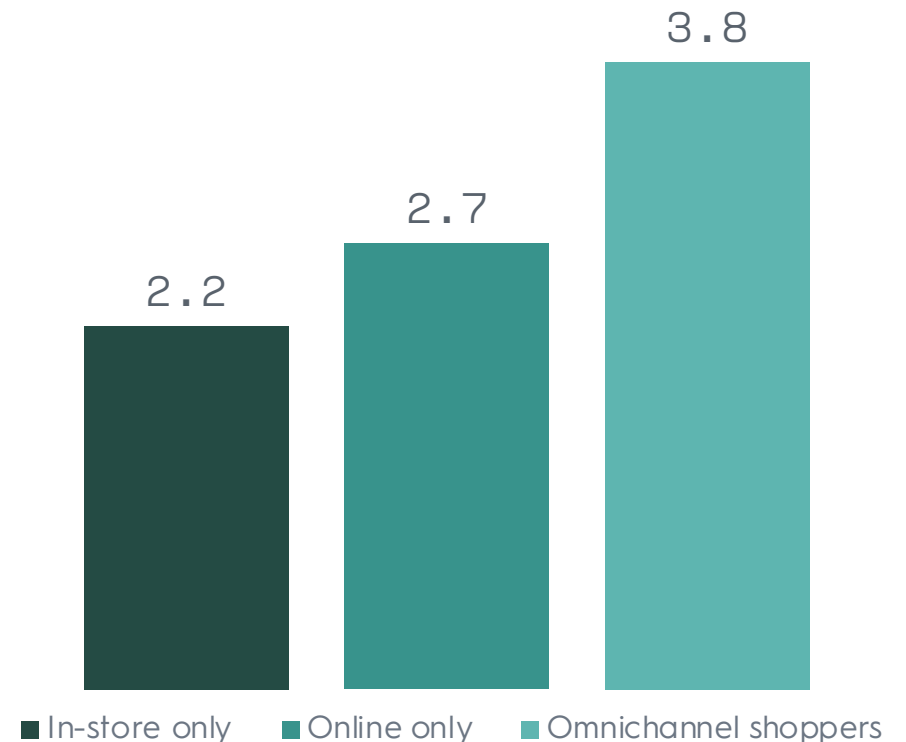

Source: Criteo Data, Europe (Belgium, France, Germany, Italy, Netherlands, Spain, UK). Retailers who generate sales online and in-store, all categories combined. Indexed Unit Sales based on the first four weeks of March 2021.

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Omnichannel buyers purchase more frequently

We looked at 2021 sales data from our omnichannel retail partners and found that consumers enjoy having the choice to buy in-store or online—so much so that they'll purchase more frequently from a retailer with both options.

Our data shows that consumers who purchase online and offline complete more transactions than those who only purchase via one channel. That means the sooner consumers buy in the peak shopping season, the more likely they'll purchase multiple times.

Purchase frequency among omnichannel shoppers increased over the last year.
In the first half of 2021, omnichannel shoppers completed an average of 3.8 transactions in 90 days compared to 3.3 before the pandemic.

Number of Transactions per Shopper Over 90 Days

In-store only	2.2
Online only	2.7
Omnichannel shoppers	3.8

Source: Omnichannel Retailers, United States, January-May 2021.

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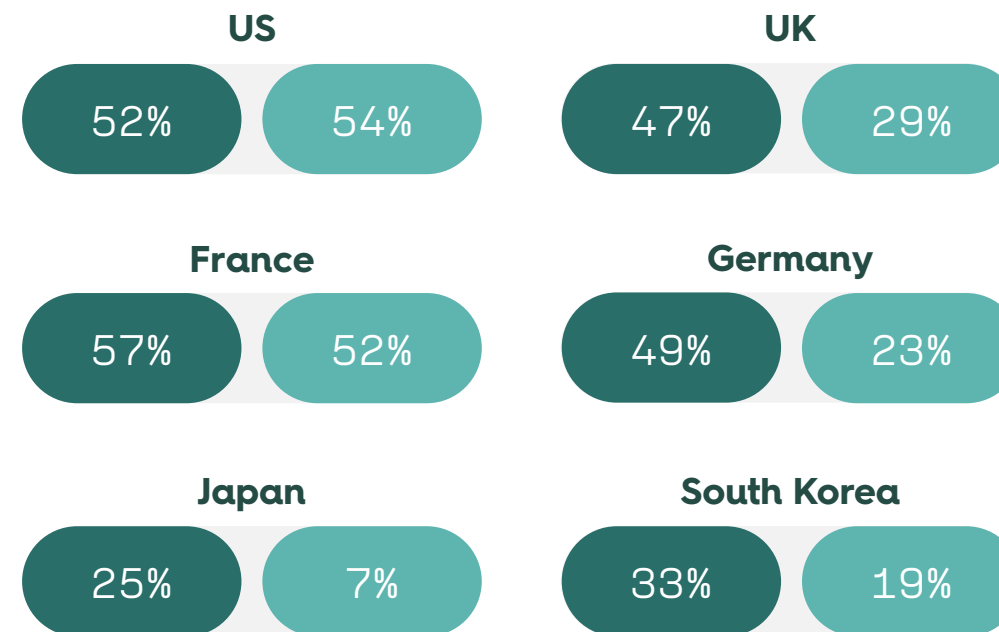# Click and collect eases concerns over shipping delays

Many businesses still warn of shipping delays on their ecommerce sites. In 2021, consumers may be accustomed to placing orders in advance and waiting longer for their packages, but the gifting deadlines of the peak shopping season give retailers less room for error.

Consumers may view store pickup as the safest choice to get big-ticket items and last-minute gifts in time for festive gatherings.

In Criteo's survey of 14,000 consumers worldwide, we found that in America and Europe, about half have chosen to buy online, pick up in-store. The same is true for a quarter of shoppers in Japan and one out of three in South Korea. Globally, adoption of curbside pickup is highest in countries like the US and France.

These rates are likely to grow by the end of the year as retail sales increase and businesses offer extended options for fulfilling online orders.

How many consumers have used
click and collect and **curbside pickup**[8]

US
| 52% | 54% |

UK
| 47% | 29% |

France
| 57% | 52% |

Germany
| 49% | 23% |

Japan
| 25% | 7% |

South Korea
| 33% | 19% |

Source: Criteo Consumer Sentiment Index Survey, April-June 2021, Global (Australia, France, Germany, India, Italy, Japan, Singapore, South Korea, Spain, UK, US), n= 14,585 (US n= 3,031, Europe n= 5,858, APAC n= 5,696), Base: Category shoppers (at least one online purchase of apparel, consumer electronics, home appliances, home furnishings, or sporting goods in the last 30 days).

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5

Video will be even more influential this gifting season

As businesses vie for consumers' attention in the peak shopping season, they're not only competing with each other, but also with video.

Video viewing across streaming services, publisher websites, social media, cable TV, and video game live streaming accelerated in 2020 as consumers looked for ways to stay entertained at home.

Now, even as people increase their away-from-home activities, they still expect to spend more time watching video content in the future.

We surveyed 9,000 video viewers globally to learn more about their habits and advertising preferences, and the role video will play this gifting season. We found that consumers are receptive to ads when they're watching videos and will take actions like searching for and purchasing the products they've seen.

Top reasons consumers are watching more video:

48% The flexibility of watching anytime and anywhere

44% The availability of new and original content

42% A great selection of free content

How many consumers expect to watch more video within the next year:

36% Paid video streaming

34% Free video streaming

39% On-demand videos via publisher sites and blogs

Source: Criteo State of Video & Connected TV Survey, Global (Australia, France, Germany, India, Italy, Japan, South Korea, UK, US), Q2 2021, N=9,221, Survey respondents are consumers who own a smart TV or an internet TV device and watch a paid or free video streaming service.

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Our survey revealed that consumers are viewing video with a buying mindset:

45%

of viewers say video streaming services help them find new products and services.

33%

of viewers say video streaming services have become more influential in their purchase decisions.
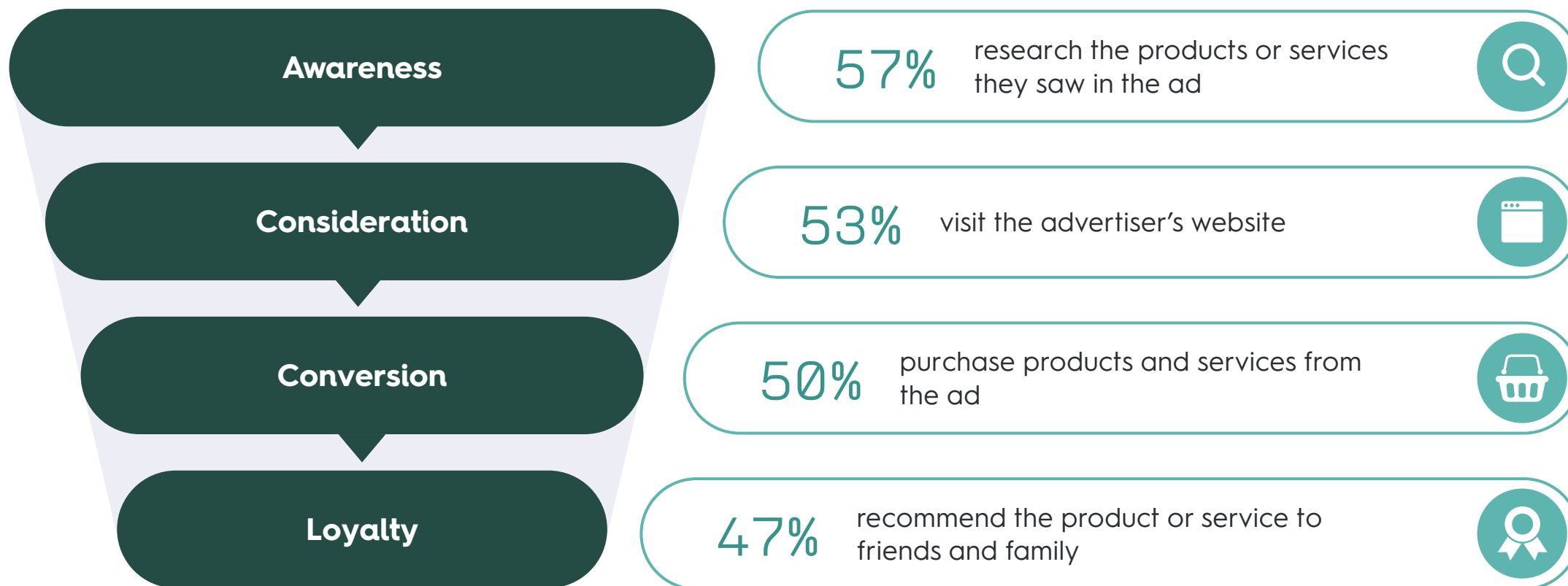
At the same time, 2 out of 3 viewers are opting to watch ads to save money on streaming services, increasing the chances for businesses to reach them while they're hyper-engaged:

What way do you prefer to watch video streaming content?

Pay a premium price to watch all content **without ads** — 34%

Pay nothing for accepting to watch all content **with ads** — 27%

Pay for a basic subscription to watch content **with ads** and have the option to buy/rent premium content without ads — 22%

Pay nothing for accepting to watch content **with ads** and have the option to buy/rent premium content without ads — 17%

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Video advertising drives actions along the path to purchase

What consumers do after watching a video ad:

Awareness

Consideration

Conversion

Loyalty

57% research the products or services they saw in the ad

53% visit the advertiser's website

50% purchase products and services from the ad

47% recommend the product or service to friends and family

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The Evolution of Black Friday

Black Friday has grown from a regional event into a global commerce extravaganza that drives sales spikes in markets around the world. In 2020, the big shopping day expanded into multiple days of deals and spending.

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November is Now Cyber Month

Black Friday traditionally marks the start of big deals season after Thanksgiving in the US. While the largest sales spikes still occur on Black Friday, over the past few years, the annual mega-day has transformed into an international event that drives seasonal sales earlier and earlier each year, turning November into Cyber Month.

Criteo data shows that historically, sales tend to increase steadily in the days leading up to Black Friday and see another bump on Cyber Monday. In 2020, consumers took advantage of a prolonged period of great offers: Global sales for the month of November 2020 were up **28%** compared to one year prior.[11]

The Early-Bird Opportunity for Advertisers

An October Amazon Prime Day in 2020 kickstarted big deals season. Retailers around the world, including major US retailers Walmart and Target, held their own Prime Day-style events at the same time to attract consumers who were already in the mood to shop. More deals in October and November ahead of Black Friday disrupted the usual year-over-year sales increase and spread consumer spend out more evenly.

Prime Day 2021 has already come and gone, which means there is a wide-open opportunity for advertisers to drive discovery, consideration, and purchases well ahead of Black Friday.

Visit the **Criteo Seasonal Product Finder** for the latest sales data

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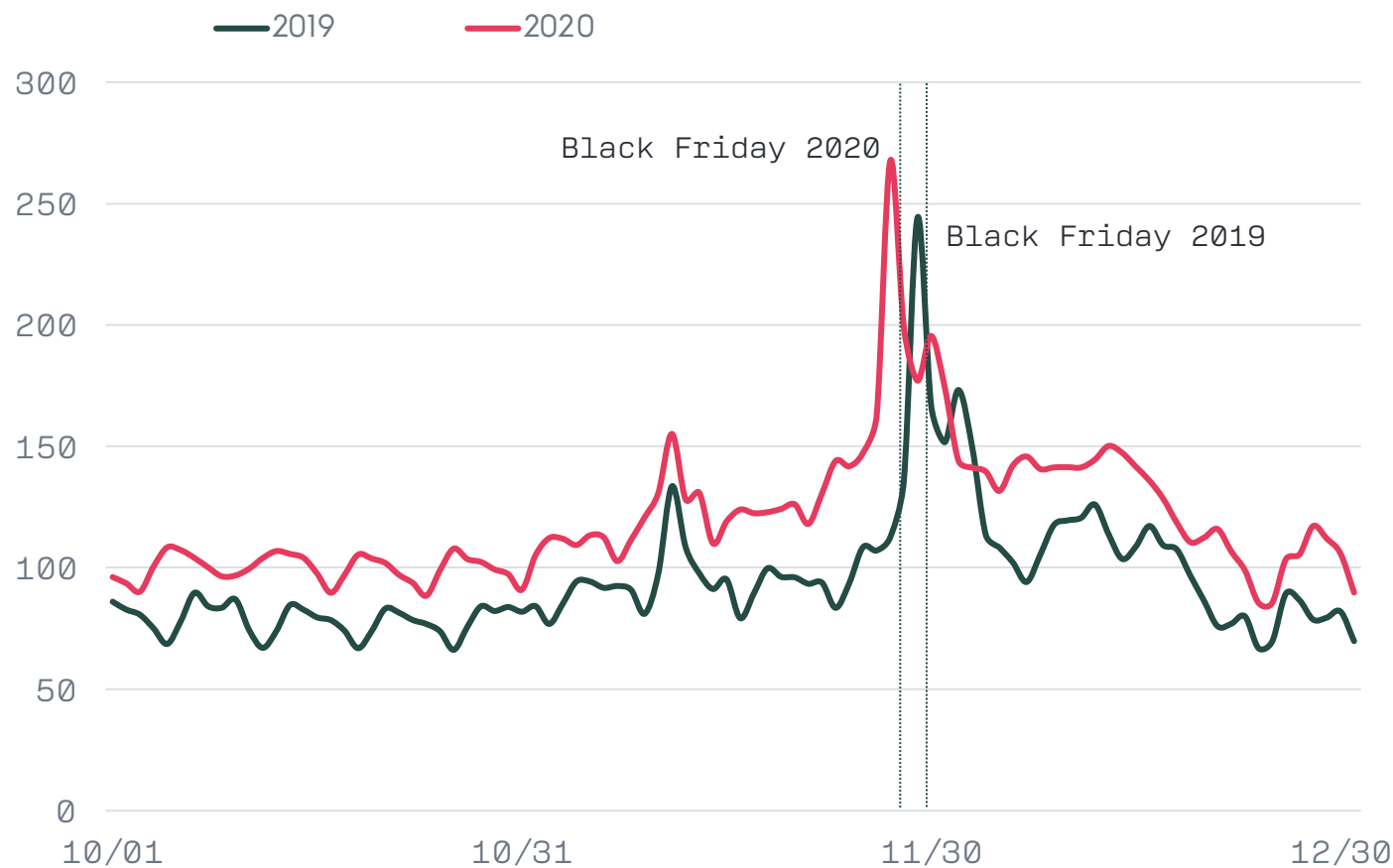## Sales Increased 28% Year Over Year in the Weeks Leading Up to Black Friday

Online sales in October 2020 were already very high (up 25% year over year), which set the stage for an impressive Cyber Month in November.

Thanks to consumers buying earlier, sales in the first three weeks of November 2020 were up 28% year over year.[11]

Global Black Friday 2020 sales more than doubled (+168%) compared to October of the same year. The 2019 Black Friday spike was more pronounced, at +213%.

Global

Daily Sales in Q4 2019 and 2020, Global

Indexed sales compared to average in October 2020

Legend: 2019, 2020

Black Friday 2020

Black Friday 2019

Source: Criteo Data, All Retail, Global. Indexed Daily Sales, compared to average in October 1-28 2020. Same set of retailers with stable sales tracking during the period in 2019 and 2020.
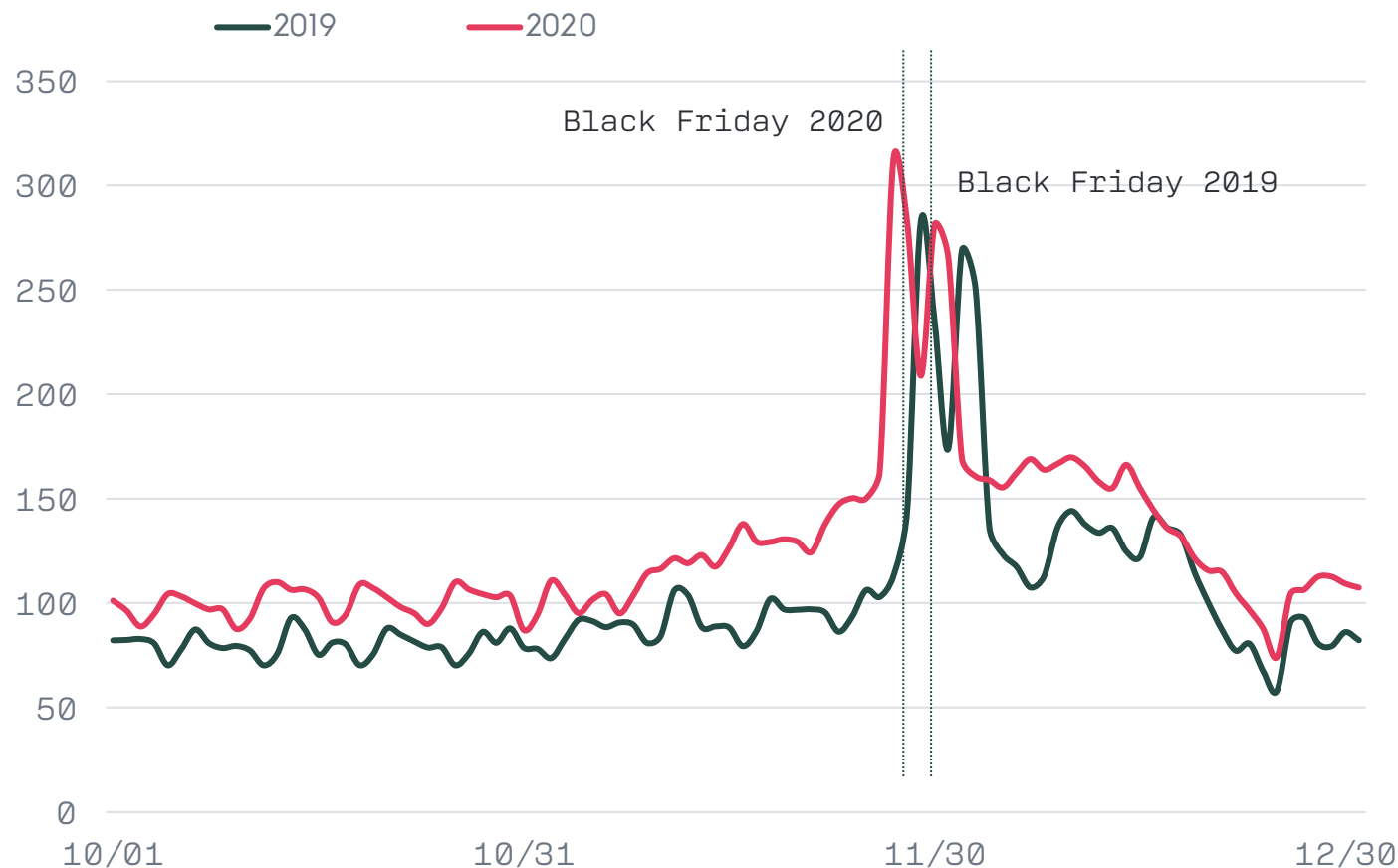
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United States

Cyber Month 2020 Sales Were Up 29%

October 2020 sales in the US were up 25% year over year, due to the impact of COVID-19 and a significant halo effect from Amazon Prime Day. The momentum continued, resulting in a 29% year over year increase in sales during the first three weeks of November.[11]

Sales on Black Friday itself were +212% in 2020 vs. October. This is slightly less than the +253% spike in 2019.

Daily Sales in Q4 2019 and 2020, United States

Indexed sales compared to average in October 2020

Black Friday 2020

Black Friday 2019

2019   2020

Source: Criteo Data, All Retail, US. Indexed Daily Sales, compared to average in October 1–28 2020. Same set of retailers with stable sales tracking during the period in 2019 and 2020.

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Sales Spikes by Product Category

United States

2019

Black Friday	Cyber Monday
+490% Apparel & Accessories	**+416%** Apparel & Accessories
+277% Electronics	**+301%** Electronics
+431% Health & Beauty	**+412%** Health & Beauty
+195% Home & Garden	**+275%** Home & Garden
+296% Sporting Goods	**+308%** Sporting Goods
+494% Toys & Games	**+537%** Toys & Games

2020

Black Friday	Cyber Monday
+351% Apparel & Accessories	**+261%** Apparel & Accessories
+186% Electronics	**+181%** Electronics
+206% Health & Beauty	**+201%** Health & Beauty
+244% Home & Garden	**+188%** Home & Garden
+187% Sporting Goods	**+168%** Sporting Goods
+388% Toys & Games	**+277%** Toys & Games

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EMEA

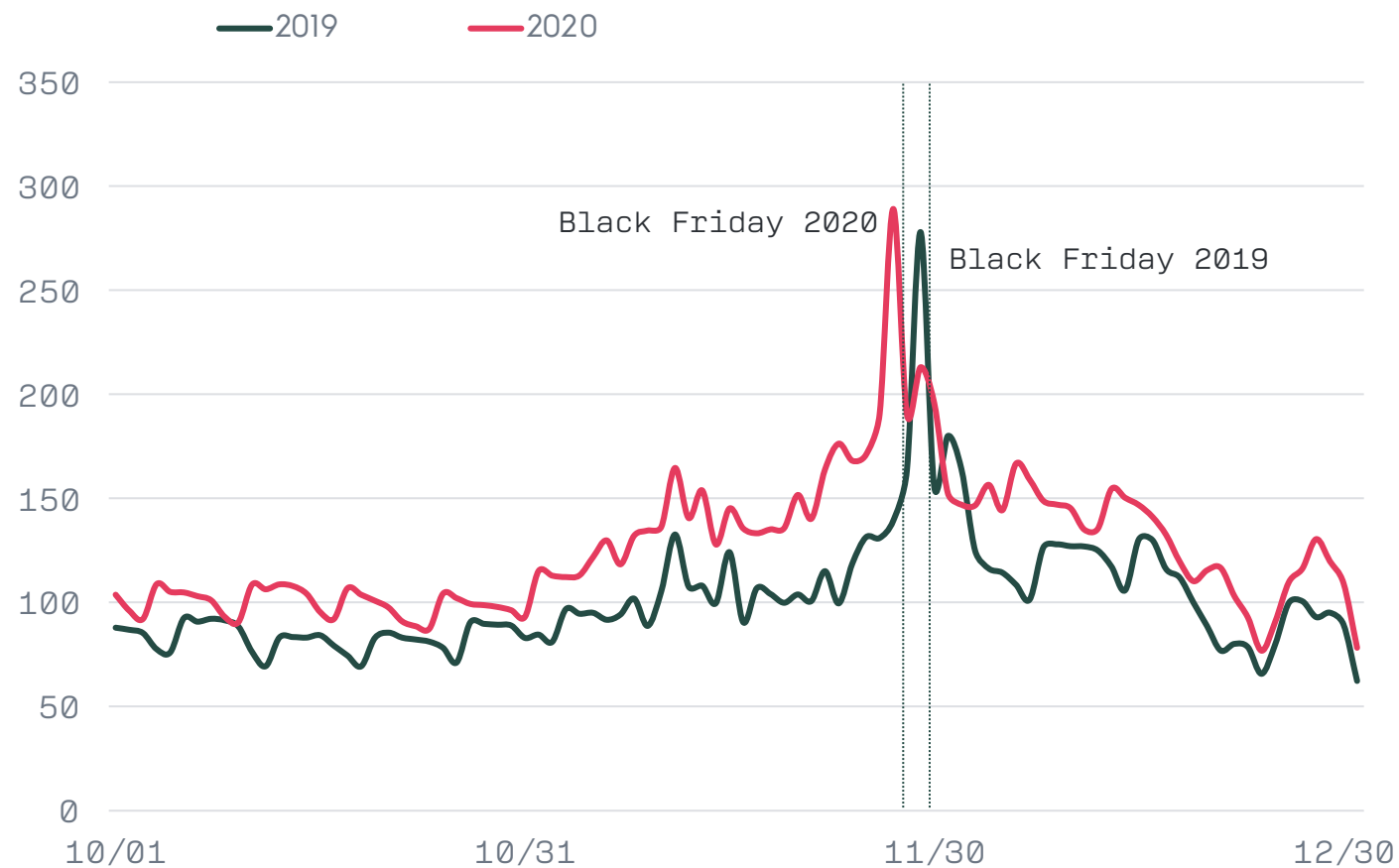### Sales in November Grew 32% Year Over Year

In EMEA, sales growth in the first three weeks of November 2020 were 32% above the same period last year[11]

Even with consumers buying earlier, sales were up 189% on Black Friday compared to the average in October. Sales remained high after the event, +20% year over year in December.

Daily Sales in Q4 2019 and 2020, EMEA

Indexed sales compared to average in October 2020

Source: Criteo Data, All Retail, Europe, Middle East, and Africa combined. Indexed Daily Sales, compared to average in October 1-28 2020. Same set of retailers with stable sales tracking during the period in 2019 and 2020.

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United Kingdom
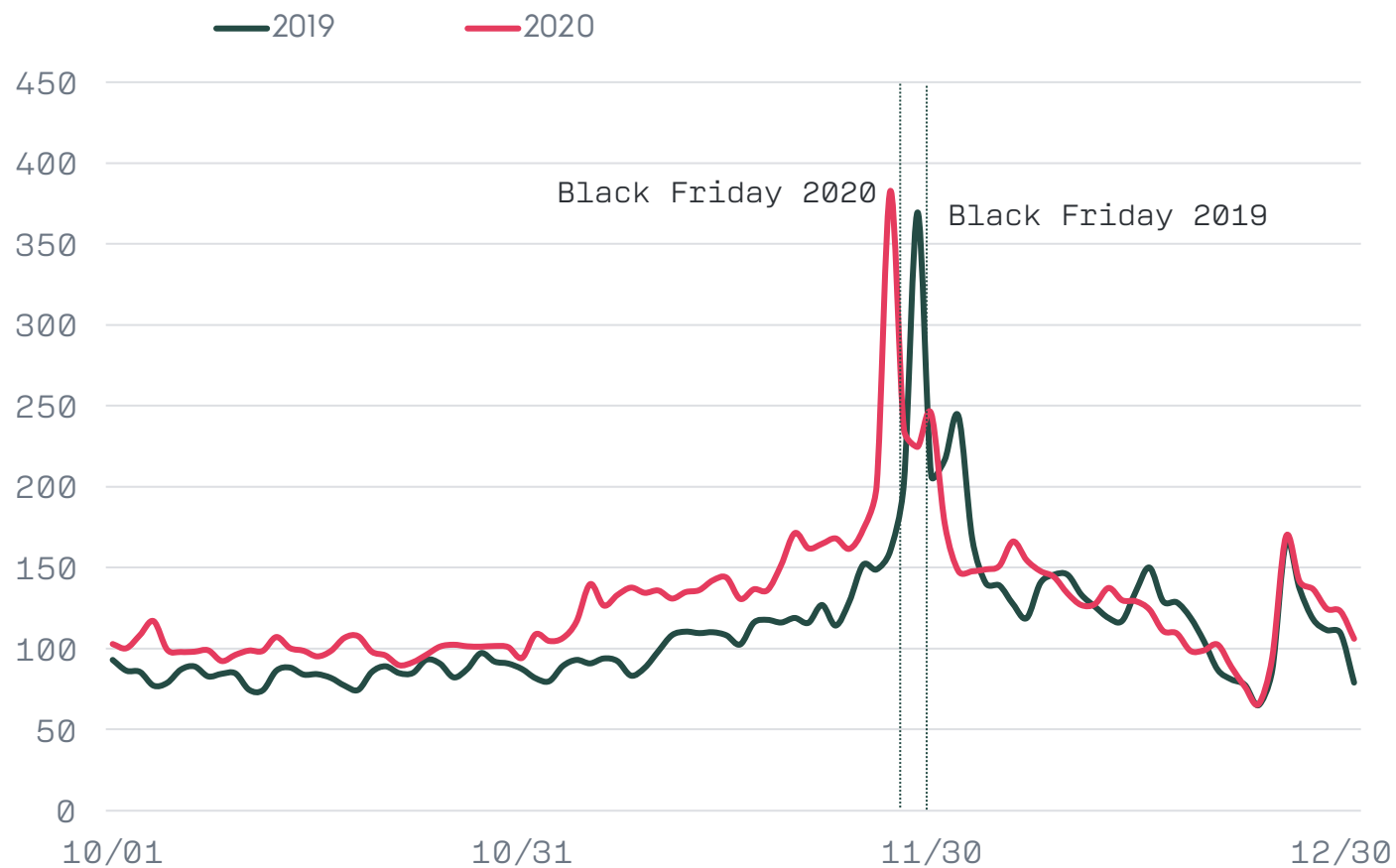
Sales in November Grew 33% Year Over Year

In the UK, sales growth in the first three weeks of November was up 33% year over year.[11]

Sales increased 283% on Black Friday compared to the average in October.

Another significant sales spike occurred on Boxing Day in late December, at +69% (versus October).

Daily Sales in Q4 2019 and 2020, United Kingdom

Indexed sales compared to average in October 2020

Legend: 2019, 2020

Black Friday 2020

Black Friday 2019

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Sales Spikes by Product Category

United Kingdom

2019

Black Friday		**Cyber Monday**	
+403%	Apparel & Accessories	**+192%**	Apparel & Accessories
+673%	Electronics	**+326%**	Electronics
+635%	Health & Beauty	**+240%**	Health & Beauty
+307%	Home & Garden	**+240%**	Home & Garden
+147%	Sporting Goods	**+70%**	Sporting Goods
+605%	Toys & Games	**+377%**	Toys & Games

2020

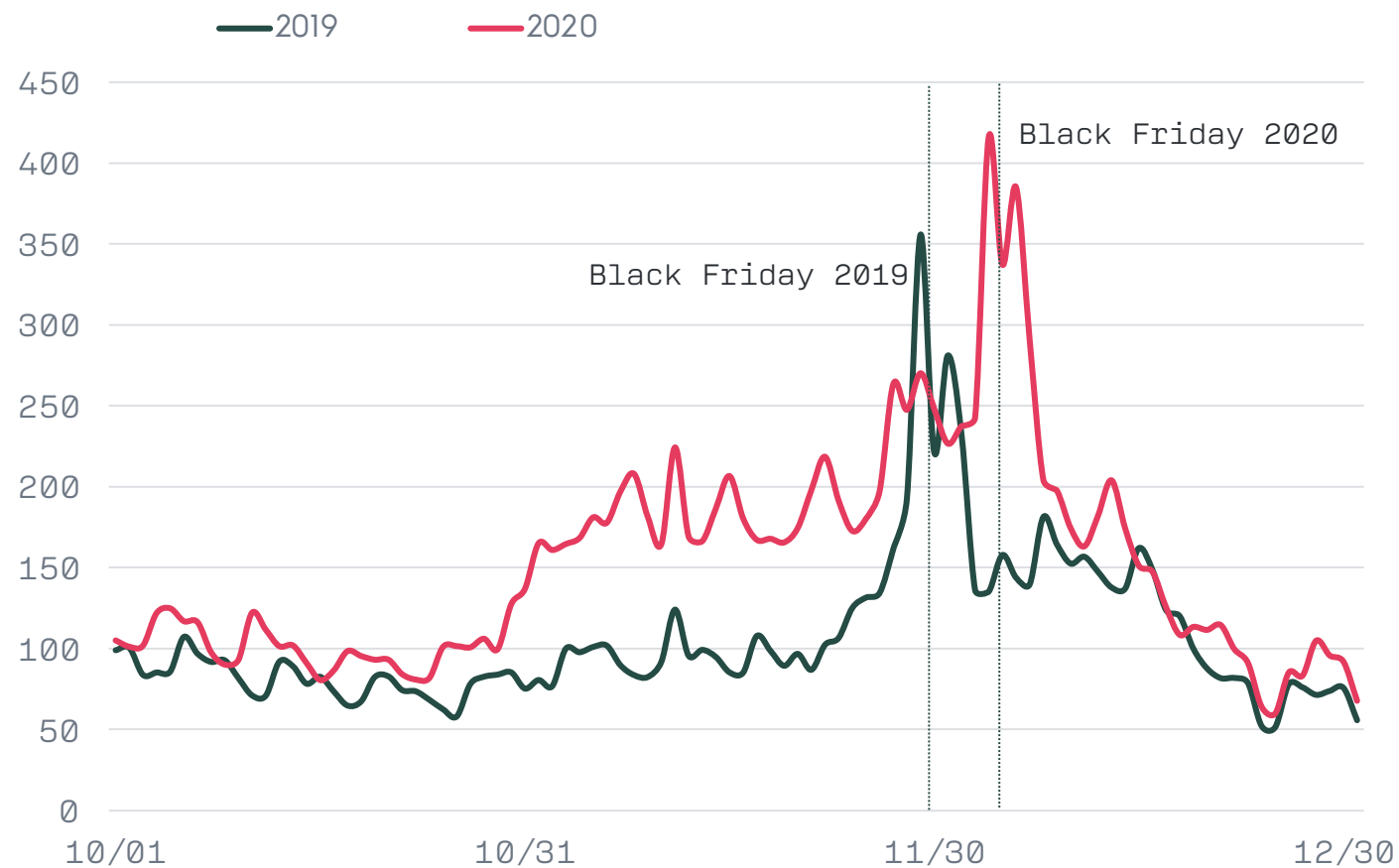| **Black Friday**		**Cyber Monday**	
+378%	Apparel & Accessories	**+159%**	Apparel & Accessories
+360%	Electronics	**+192%**	Electronics
+326%	Health & Beauty	**+131%**	Health & Beauty
+172%	Home & Garden	**+102%**	Home & Garden
+176%	Sporting Goods	**+60%**	Sporting Goods
+371%	Toys & Games	**+203%**	Toys & Games

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France

November Sales Increased 66% Year Over Year

The month of November brought major spending spikes in France. Sales grew 66% year over year during November 1-21, propelled by store closures.[11]

Black Friday was postponed a week in France. This led to a whopping 316% sales increase on December 4 versus October.

Daily Sales in Q4 2019 and 2020, France

Indexed sales compared to average in October 2020

Source: Criteo Data, All Retail, France. Indexed Daily Sales, compared to average in October 1-28 2020. Same set of retailers with stable sales tracking during the period in 2019 and 2020.

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Sales Spikes by Product Category

France

2019

Black Friday		Cyber Monday	
+366%	Apparel & Accessories	**+182%**	Apparel & Accessories
+511%	Electronics	**+225%**	Electronics
+349%	Health & Beauty	**+257%**	Health & Beauty
+142%	Home & Garden	**+123%**	Home & Garden
+269%	Sporting Goods	**+144%**	Sporting Goods
+477%	Toys & Games	**+396%**	Toys & Games

2020

Black Friday*		Cyber Monday	
+325%	Apparel & Accessories	**+188%**	Apparel & Accessories
+441%	Electronics	**+163%**	Electronics
+277%	Health & Beauty	**+209%**	Health & Beauty
+345%	Home & Garden	**+184%**	Home & Garden
+218%	Sporting Goods	**+117%**	Sporting Goods
+1,255%	Toys & Games	**+759%**	Toys & Games

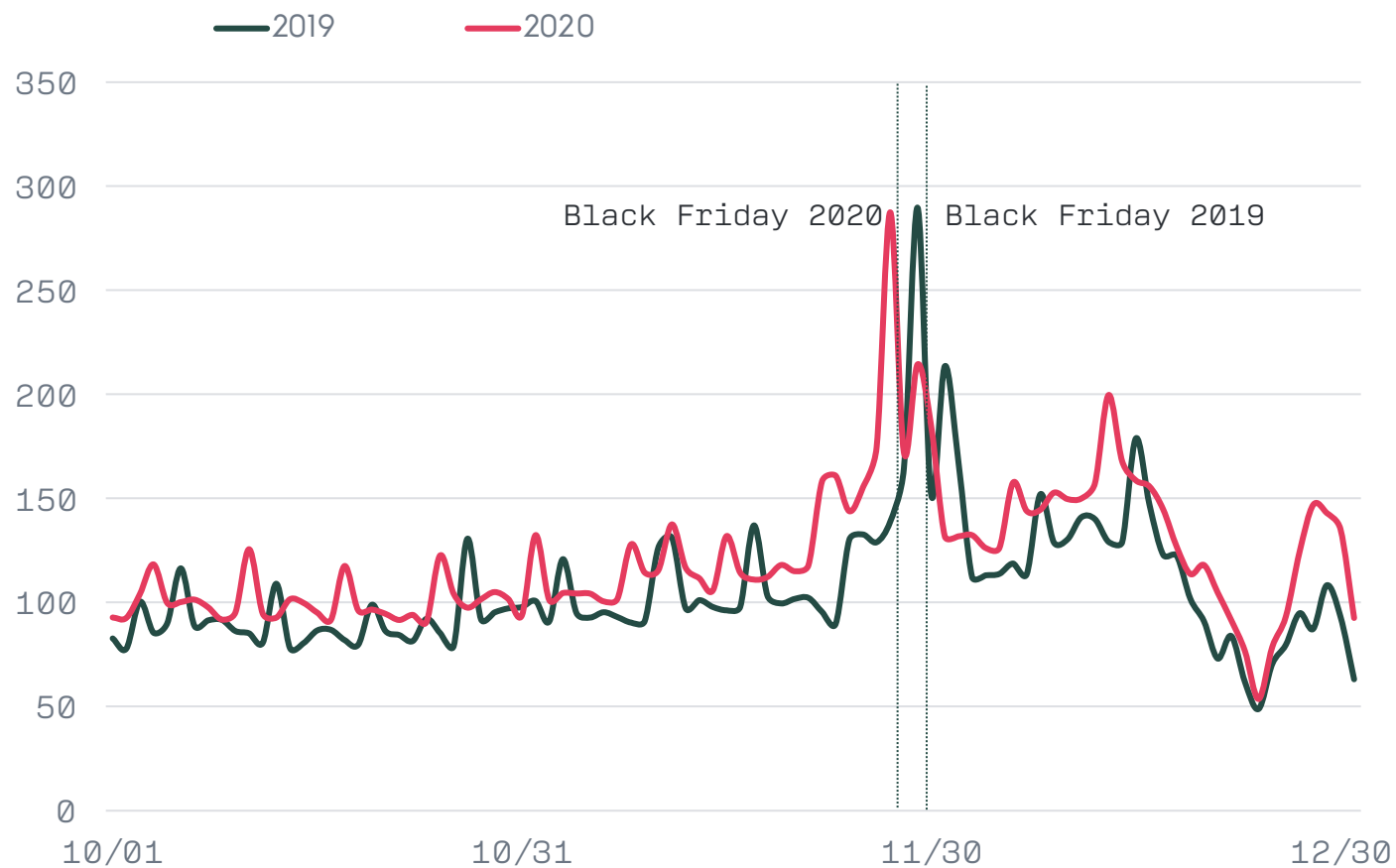*postponed to Dec 4, 2020

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Germany

2020 Sales Spike Mirrored 2019

Sales in Germany rose 11% year-over-year during November 1-21, showing anticipation of the event (though less than we saw in the UK and France).[11]

Black Friday 2020 sales rose 187% compared to October, which is just under the regional average and on par with 2019 levels.

Daily Sales in Q4 2019 and 2020, Germany

Indexed sales compared to average in October 2020

Source: Criteo Data, All Retail, Germany. Indexed Daily Sales, compared to average in October 1-28 2020. Same set of retailers with stable sales tracking during the period in 2019 and 2020.

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Sales Spikes by Product Category

Germany

2019

Black Friday	**Cyber Monday**
+201% Apparel & Accessories	**+45%** Apparel & Accessories
+270% Electronics	**+98%** Electronics
+431% Health & Beauty	**+97%** Health & Beauty
+163% Home & Garden	**+107%** Home & Garden
+133% Sporting Goods	**+45%** Sporting Goods
+507% Toys & Games	**+202%** Toys & Games

2020

Black Friday	**Cyber Monday**
+203% Apparel & Accessories	**+40%** Apparel & Accessories
+401% Electronics	**+199%** Electronics
+287% Health & Beauty	**+92%** Health & Beauty
+188% Home & Garden	**+101%** Home & Garden
+146% Sporting Goods	**+55%** Sporting Goods
+471% Toys & Games	**+268%** Toys & Games

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APAC
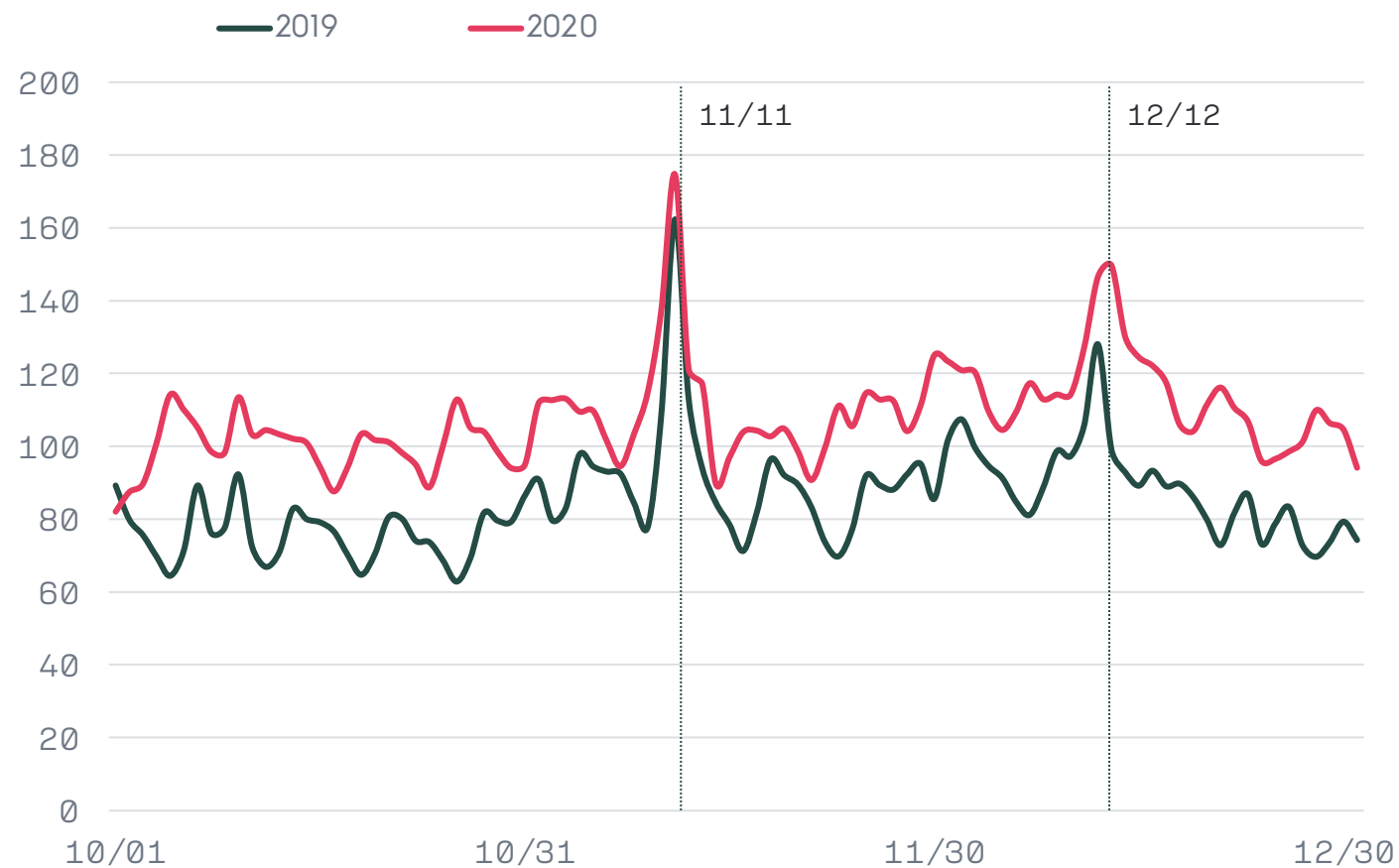
Sales in November Grew 19% Year Over Year

In APAC, sales growth in the first three weeks of November increased 19% year over year.[11]

Singles' Day and Double Twelve are the predominant spikes in Q4 in APAC, at +75% and +51%, respectively (versus the average in October), mostly due to their popularity in Southeast Asia.

South Korea had a 37% sales increase on Single's Day. Japan does not have specific commercial events during this period and thus, no sales spikes.

Daily Sales in Q4 2019 and 2020, APAC

Indexed sales compared to average in October 2020

Source: Criteo Data, All Retail, APAC. Indexed Daily Sales, compared to average in October 1-28 2020. Same set of retailers with stable sales tracking during the period in 2019 and 2020.

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3 Steps to Renew Your Seasonal Ad Strategy for 2021

At a time when consumers are driving massive change in global commerce, marketers need to break from tradition in their advertising plans.

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Commerce is All Around Us

Online ads are the fifth most popular channel for product discovery in 2021.
At a time when consumers are asking for data privacy, contextual advertising can put the right ad in the right environment without the need for third-party cookies.[7]

Omnichannel customers purchase more often than in-store-only and online-only customers, with an average of 3.8 purchases over 90 days.[14]

After seeing a video ad, **57% of consumers** will research the products or services they saw.[13]

Retail websites and apps are the fourth most popular channel of discovery for products purchased globally.[7]

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1

Think audience-first

Our data reveals that discovery, consideration, and purchases are happening all the time on every channel.

Add the rush of mega deals and gift purchases at the end of the year, and commerce intensifies even more. The new seasonal shopper is always on a path to their next purchase.

This is the year when marketers should put aside their channel-by-channel plans, and instead, create an advertising strategy based on audiences. Once you build the right audiences for your seasonal campaign objectives, you can engage those audiences and drive outcomes across all the channels they're paying attention to.

The most effective audiences are built with **commerce data**.

Every marketer already has powerful commerce data—it's your first-party data, the information you receive directly from customers who have opted in to share it with you both online and offline. You can use it to build addressable audiences of known, opted-in customers.

An important step in building addressable audiences is to work with an advertising partner that can enhance these audiences with additional commerce insights and help you activate your data at scale.

Defined: Commerce Data

A set of purchase and intent data that gives insight into consumer behaviours and journeys.

It typically includes, but is not limited to, information such as demographics, location, pages and products viewed, last product purchase, offline sales, and other intent signals such as ad clicks.

Commerce data can also include contextual data from publishers, such as URLs, contextual categories, and keywords.

Build and reach the right audiences for your objective:

Commerce Audiences

Built with large-scale commerce data showing brand and product interest as well as meaningful demographics like purchase power and gender to acquire new customers.

- Brand Awareness
- Product & Service Discovery
- Website Traffic & Qualified Visits
- Product & Service Consideration
- Store Foot Traffic

Similar Audiences

Built with signals such as context and browsing or store cohorts to acquire new customers.

- Brand Awareness
- Product & Service Discovery
- Website Traffic & Qualified Visits
- Product & Service Consideration
- Store Foot Traffic

Customer Audiences

Built with your first-party data to increase customer retention. Examples include online or offline buyers, seasonal customers, and category customers.

- Website Purchases
- Store Purchases
- Click and Collect
- Repeat Purchases

Retail Media*

Target audiences on retailer websites with their first-party intent and purchase data.

- Product Awareness
- Product Discovery
- Product Consideration
- Product Purchases

Contextual Advertising*

Target audiences based on contextual signals as well as commerce signals from your first-party data.

- Brand Awareness
- Product & Service Discovery
- Website Traffic & Qualified Visits
- Product & Service Consideration

Objective Key: ■ Discovery ■ Consideration ■ Conversion * Third-Party Cookie Free

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2

Prioritise privacy-safe advertising

Even though Google is delaying the deprecation of third-party cookies to 2023, there are big opportunities for cookie-free advertising and first-party data collection in the 2021 peak shopping season.

Commerce is at an all-time high in the final months of the year, creating an environment where businesses can reach large audiences and acquire more new customers. This brings the opportunity to elevate the value exchange and increase first-party data capture with special offers, free shipping, and more.

With or without third-party cookies, first-party data that consumers opt-in to share is the key to privacy-safe advertising for marketers and media owners. Once cookies are gone, first-party data will be the foundation to understanding real customer journeys and building effective ad campaigns.

In addition, the peak shopping season is a critical time to test cookie-free advertising campaigns, as the audience pool is larger and more willing to engage. Two tactics have emerged as the top cookie-free solutions: contextual advertising and retail media.
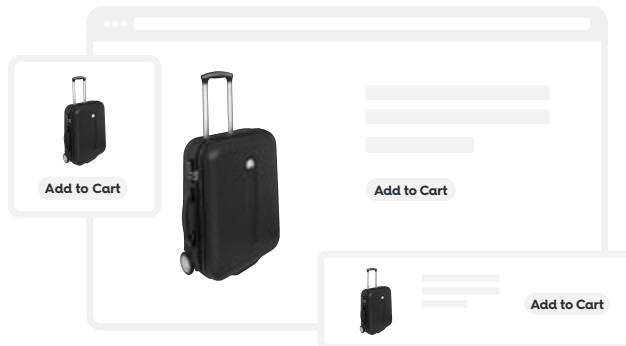
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Contextual Advertising

Contextual targeting delivers relevant ads by analyzing the content of a webpage—not the person browsing that page. To build contextual campaigns that deliver results comparable to cookie-based advertising, the industry is going beyond keyword targeting. The focus is on bringing together first-party data and the contextual signals that help reach consumers who are in a buying mindset. **Here's how it works:**

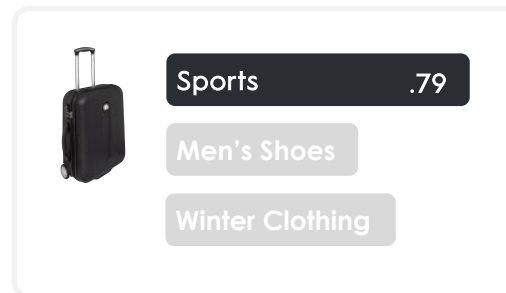**1** **Analyse products across media**

See where your products were displayed prior to being viewed or bought.

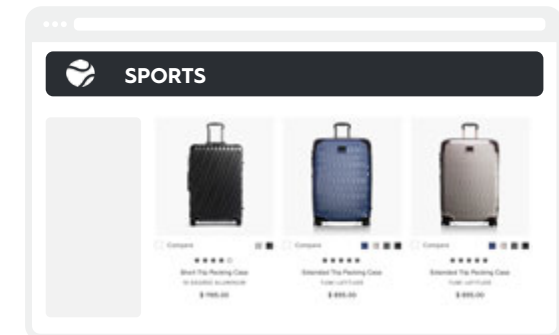**2** **Calculate affinity scores**

Calculate an affinity score between each product in your catalog and every contextual category.

3 **Target media lookalikes**

Identify and target the domains and categories that have the highest affinity with your products.

Add to Cart

Add to Cart

Add to Cart

| Sports | .79 |

Men's Shoes

Winter Clothing

SPORTS

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Retail Media

Retailers have troves of first-party data from the activity and transactions on their website and in-store activity via loyalty programs. They're allowing brands to reach their website audiences and get prime placement on the digital shelf with retail media advertising. Brands benefit by influencing active shoppers at the point of purchase and being able to attribute ad spend directly to sales. **The most effective campaigns check these three boxes:**

Inventory across retailers

Use a retail media platform where you can launch campaigns across multiple retail partners and streamline your efforts.
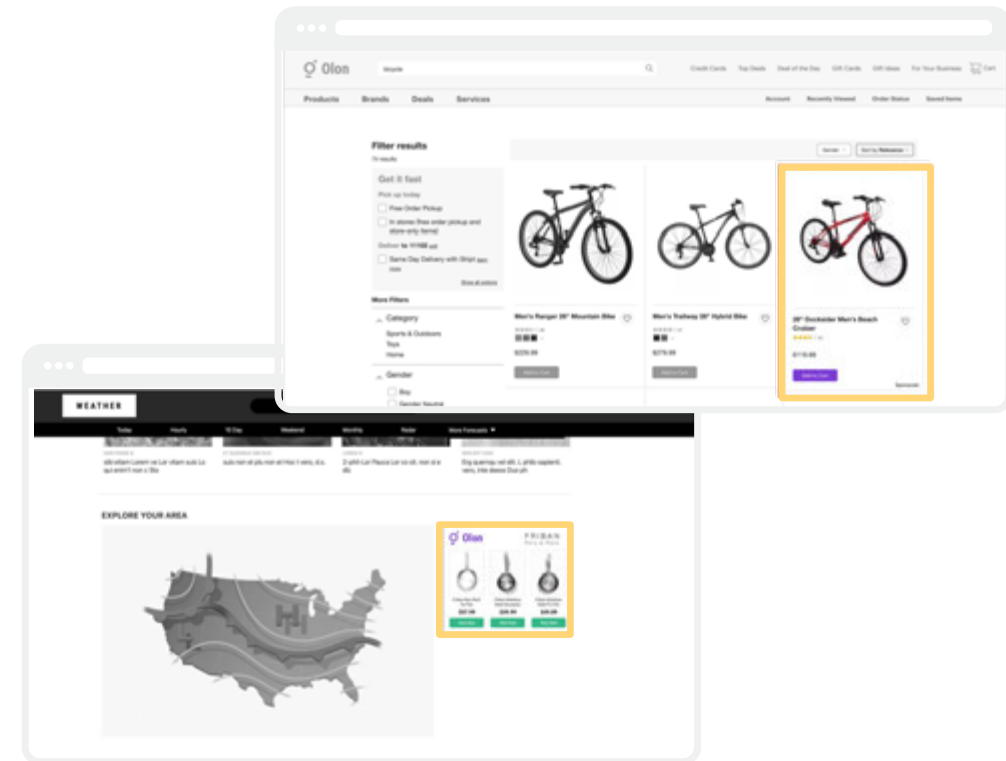
Onsite and offsite ad formats

Reach retail website visitors in a variety of ways: Through native sponsored product ads, commerce-focused display ads, and offsite ads that allow you to target retailer audiences as they browse the open web.

Transparent reporting

View transparent reporting at the retailer level and connect the dots between media and online and offline sales results.

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3

Activate your commerce media strategy

Commerce media puts your business everywhere your customers are making purchase decisions.

Commerce media campaigns drive outcomes across the open internet, regardless of the channel and device—offline included. This gives consumers the choice and control over where, when, and how they want to engage with your business and allows them to purchase through the channel that's right for them.

Defined: Commerce Data

Commerce media is an approach to digital advertising that combines commerce data and intelligence to target consumers throughout their shopping journey and help marketers and media owners drive commerce outcomes (sales, revenue, leads).

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When you build a complete commerce media strategy, you'll create campaigns that drive outcomes at every step of the path to purchase.

This sets up your business to move peak-season shoppers down the purchase funnel from awareness to consideration, conversion, and finally, loyalty.

In the 2021 peak shopping season, future-focused marketers are mastering how to activate first-party, privacy-safe data and drive better commerce outcomes.

Follow these steps with your advertising partner:

1 **Onboard**
Share your first-party data with your advertising partner.

2 **Enrich**
Enhance your first-party data with help from your advertising partner.

3 **Activate**
Use this data to build audiences and optimize your campaign to drive your specific outcome.

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3 Commerce Media Campaign Examples

Discovery

Acquire New Customers with Video Ads

Criteo survey data revealed that consumers are influenced by video ads at every stage of the customer journey. In the peak shopping season, video is a powerful tool for seasonal storytelling and appealing to shoppers' emotions.

Capture the attention of a new audience with branding video ads and keep engaging them at different stages in their path to purchase.

Consideration

Engage Active Shoppers with Retail Media

Retailer websites are one of the top channels for product discovery in 2021 according to our recent survey.

Native onsite ads on retailer websites have the same look and feel as the organic content on search results pages, category pages, and product detail pages. They're also informed by retailer intent and purchase data, which means no third-party cookies required.

In addition to driving awareness objectives, these types of ads can move gift shoppers quickly through consideration and drive purchases because they're right where they're ready to buy.

Conversion

Drive Interested Consumers to Your Stores

Based on Criteo's 2021 offline sales data, we expect many consumers to shop in-store and take advantage of click and collect rather than risk shipping delays in the peak shopping season.
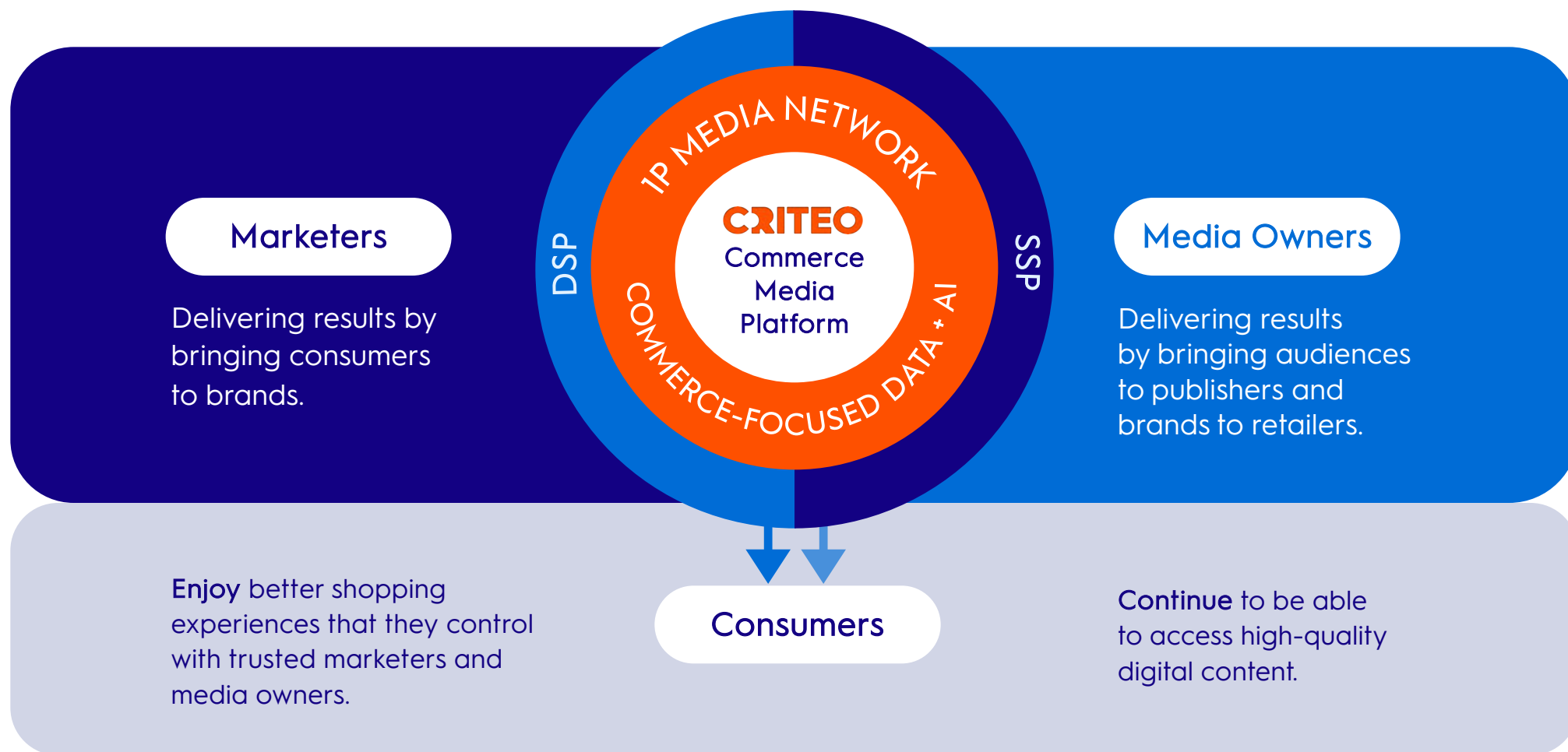
Marketers can use all types of offline data to optimise campaigns for any commerce outcome—including online and offline sales, customer acquisition, and customer retention.

There are also specific store ad formats designed to drive offline outcomes, such as ads that display relevant products available in local stores and store-specific messaging.

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End the Year with a New Commerce Media Strategy

Reach cookie-less audiences

Prevent waste

Enhance monetisation

Build brand & product awareness

Commerce Media allows marketers and media owners to:

Deliver full-funnel marketing

Execute with preferred partners

Connect online & offline commerce

Expand onsite business

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The Criteo Commerce Media Platform Brings Benefits to All

Marketers

Delivering results by bringing consumers to brands.

Media Owners

Delivering results by bringing audiences to publishers and brands to retailers.

1P MEDIA NETWORK

COMMERCE-FOCUSED DATA + AI

DSP

SSP

CRITEO
Commerce Media Platform

Consumers

Enjoy better shopping experiences that they control with trusted marketers and media owners.

Continue to be able to access high-quality digital content.

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Criteo is a global technology company that powers the world's marketers and media owners with trusted and impactful advertising through our world-leading Commerce Media Platform.

We support a fair and open internet that enables discovery, innovation, and choice to help bring richer experiences to every consumer.

Source List

[1]eMarketer, December 2, 2020.

[2]UN Conference on Trade and Development (UNCTAD), based on national statistics offices in Australia, Canada, China, South Korea, Singapore, UK, US.

[3]Criteo Global Data, 10 days between December 4-13, 2020 compared with December 6-15, 2019.

[4]Criteo's Peak to Recovery Survey, Global, May 13-29, 2020, n= 13,015.

[5]Criteo Data, Apparel, US, Q4 2020, desktop and mobile combined.

[6]Criteo Data, Japan. Indexed traffic and sales data is compared to the average in the first four weeks of October (1-28) 2019, excluding applications.

[7]Criteo Consumer Sentiment Index Survey, April-June 2021, Global, n= 9,137, Base: Category shoppers (at least one online purchase of apparel, consumer electronics, home appliances, home furnishings, or sporting goods in the last 30 days).

[8]Criteo Data, United States, retailers who generate sales online and in-store, all categories combined. Indexed Unit Sales based on the first four weeks of January 2021.

[9]Criteo Data, Europe, retailers who generate sales online and in-store, all categories combined. Indexed Unit Sales based on the first four weeks of March 2021.

[10]Criteo Data, United States, retailers who generate sales online and in-store, all categories combined. Indexed Sales based on the first four weeks of October 2020.

[11]Criteo Data, All Retail, Global, compared to average in Q4 2019.

[12]Criteo Data, All Retail, Global, compared to average in October 2020.

[13]Criteo State of Video & Connected TV Survey, Global (Australia, France, Germany, India, Italy, Japan, South Korea, UK, US), Q2 2021, N=9,221, Survey respondents are consumers who own a smart TV or an internet TV device and watch a paid or free video streaming service.

[14]Omnichannel Retailers, United States, January-May 2021.

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Find new data and trends for the peak shopping season at Criteo.com