

You Can't Miss This Holiday Shopping Season



Cuebiq maps the consumer journey to identify offline behaviors around seasonal shopping events.

With the holiday season around the corner, be the go-to-destination for your target consumers! The 2021 holiday shopping season will see an earlier start as consumers are eager to return to in-store shopping experiences and catch the best deals.

As you prepare for the biggest season of the year, make sure you know what to expect as a retailer:

- U.S. holiday retail sales in 2021 are expected to **rise 2.7%** to **\$1.1 trillion**.
- **43%** of consumers plan to shop in **physical stores** this holiday season.
- **34%** of consumers intend to start their holiday shopping as early as October.
- Holiday ecommerce sales in 2021 are predicted to reach **\$207 billion**.

EASILY ACTIVATE CROSS CHANNEL

Activate segments by searching "Cuebiq" on all leading DMPs and DSPs. Through LiveRamp, we also support TV inventory (search "CuebiqTV" in your DSP of choice) and social inventory (Facebook, LinkedIn, Twitter, Pinterest, Amazon.) Contact us to get started!

Off-the-Shelf Segments For Your Holiday Shopping Strategy

TARGET BY LIFESTYLE OR SHOPPING CATEGORIES:

E.g. Big Box Shoppers, Apparel Shoppers, Footwear & Sporting Goods, Consumer Electronic Shoppers, Cosmetic Shoppers

REACH BRAND AND CATEGORY LOYALISTS:

Those Who Prefer to Get Everything in One Trip

E.g. Target, Walmart, Costco, Sam's Club, BJ's Wholesale Club shoppers

Retail Therapy Revelers

E.g. Nike, Urban Outfitters, PacSun, Zara, H&M

Adventure Seekers

E.g. Kids Footlocker, Famous Footwear, Dicks Sporting Goods, Big 5 Sporting Goods

Those Working 9-5, From Home

E.g. Apple, Best Buy, Fry's Electronics, GameStop

Lovers of Labels

E.g. Ulta, Sephora, Nordstrom, Bloomingdale's

And more!



Don't see what you're looking for? Contact your Cuebiq representative or cuebiq-sales@cuebiq.com to learn more about our Custom Audiences Builder. Seamlessly create and deploy audiences with custom geosets, real-time forecasting, and turnkey activation.

<https://www.roirevolution.com/blog/2021/09/2021-holiday-shopping-ecommerce-stats-trends-june-2021/>

<https://footwearnews.com/2021/business/retail/more-proof-the-consumer-is-back-survey-suggests-increases-in-early-in-person-holiday-shopping-1203167334/>