

# 2021 Festive Season Pulse:

Make an impact this festive season with an omnichannel strategy

 theTradeDesk

# Meet your festive season shopper



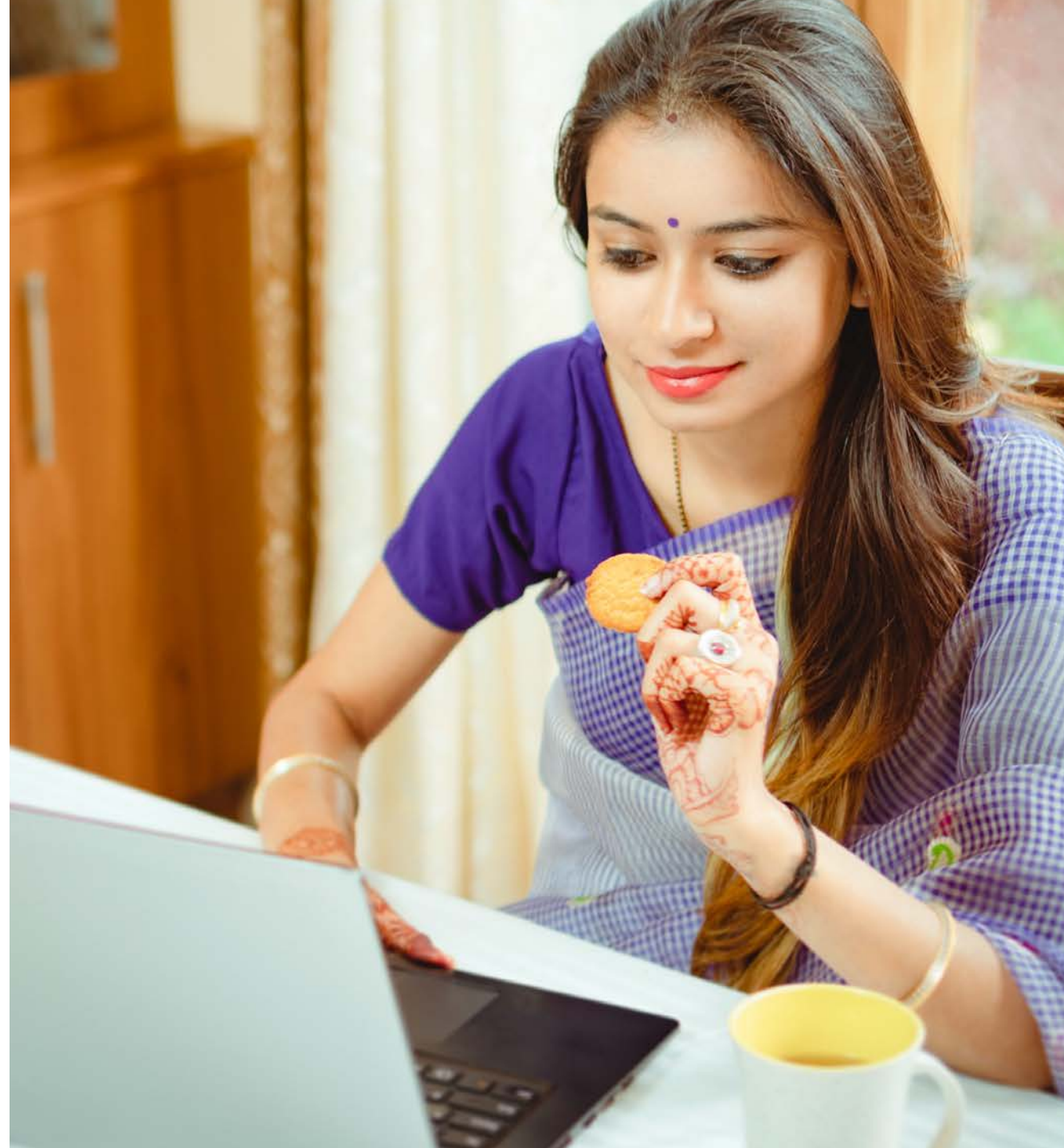
# Optimism is running high among consumers this festive season



**3 in 5** are excited about the upcoming festive season sales



**91%** are planning a purchase



# Online shopping is rising fast

**82%**

of Indians shop online at least once per month



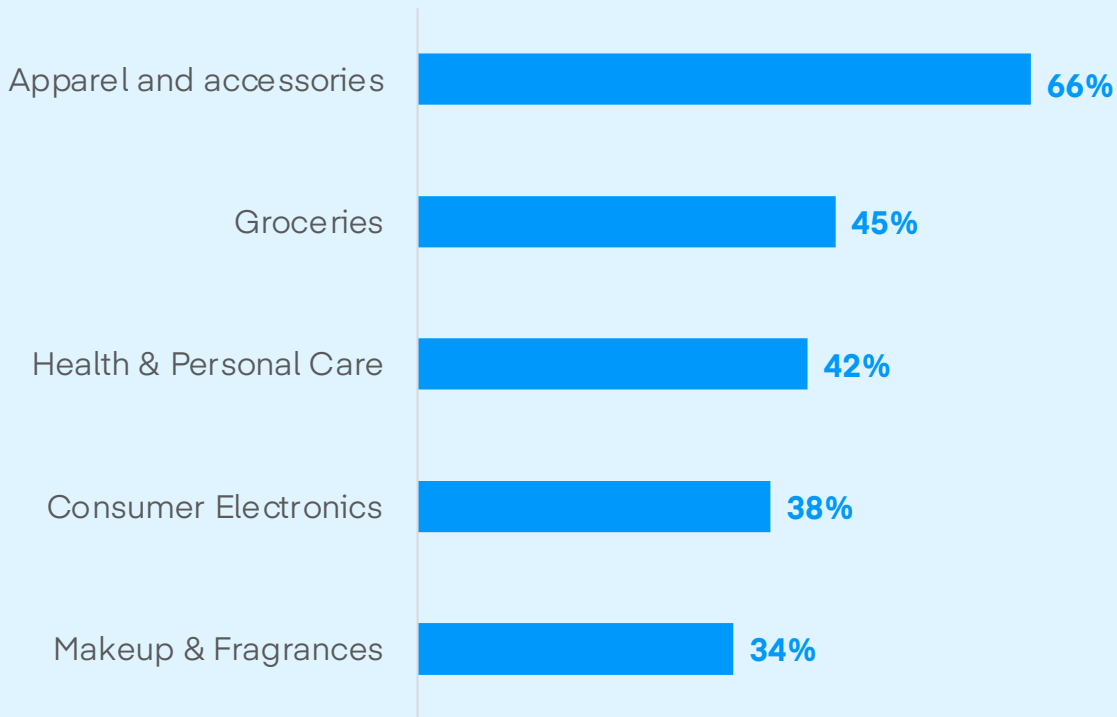
**Nearly 1 in 4** make online purchases at least several times a week



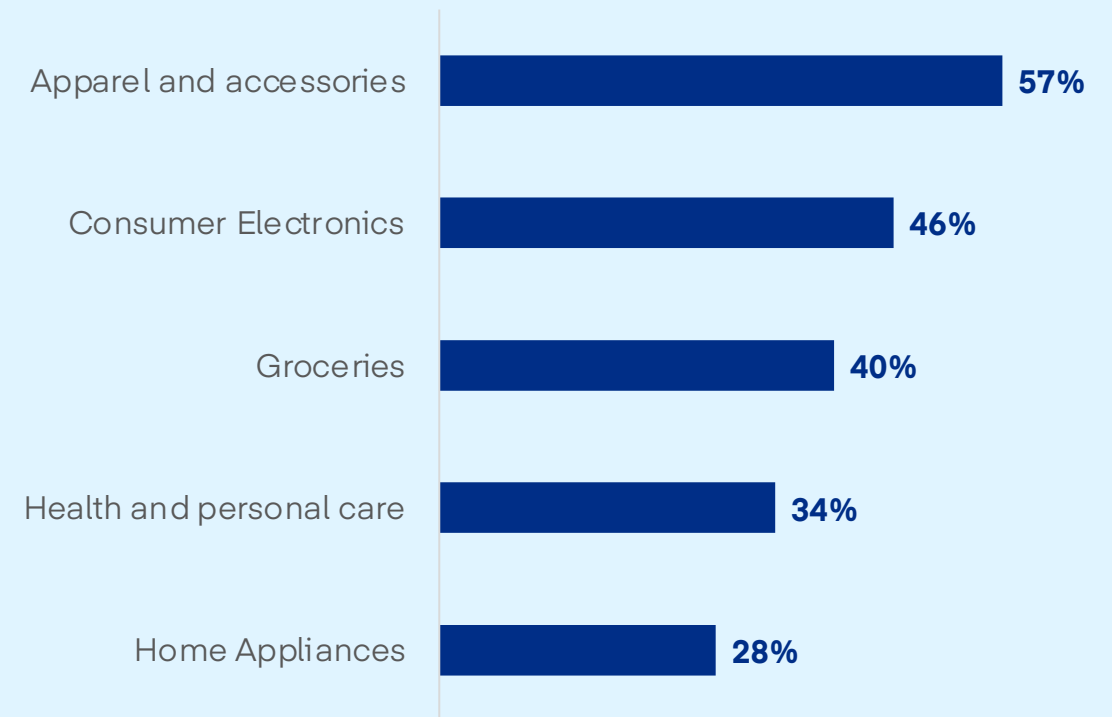
# Apparel and accessories is the top category across genders

% of audience

## Top 5 categories preferred by women



## Top 5 categories preferred by men



# Most consumers are brand switchers

**53%**

are neutral or indifferent to the brands they purchase

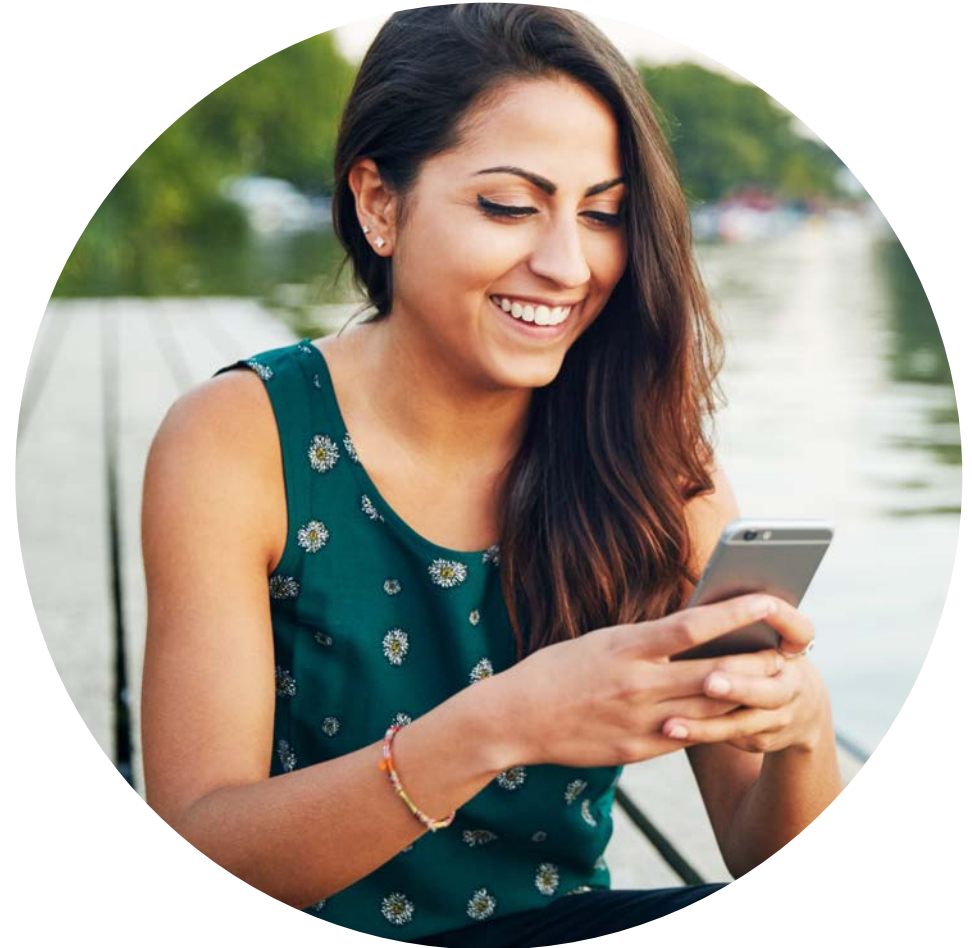
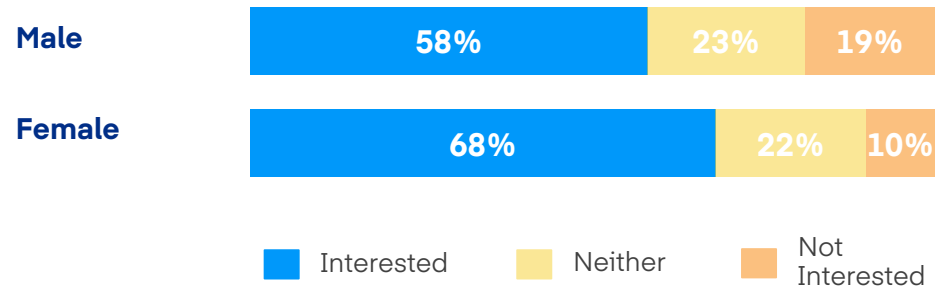
**6 in 10**

are interested in learning about new brands during the festive season



# Women are more interested in new brands than men

Interest in learning about new brands during the festive season sales, % of audience



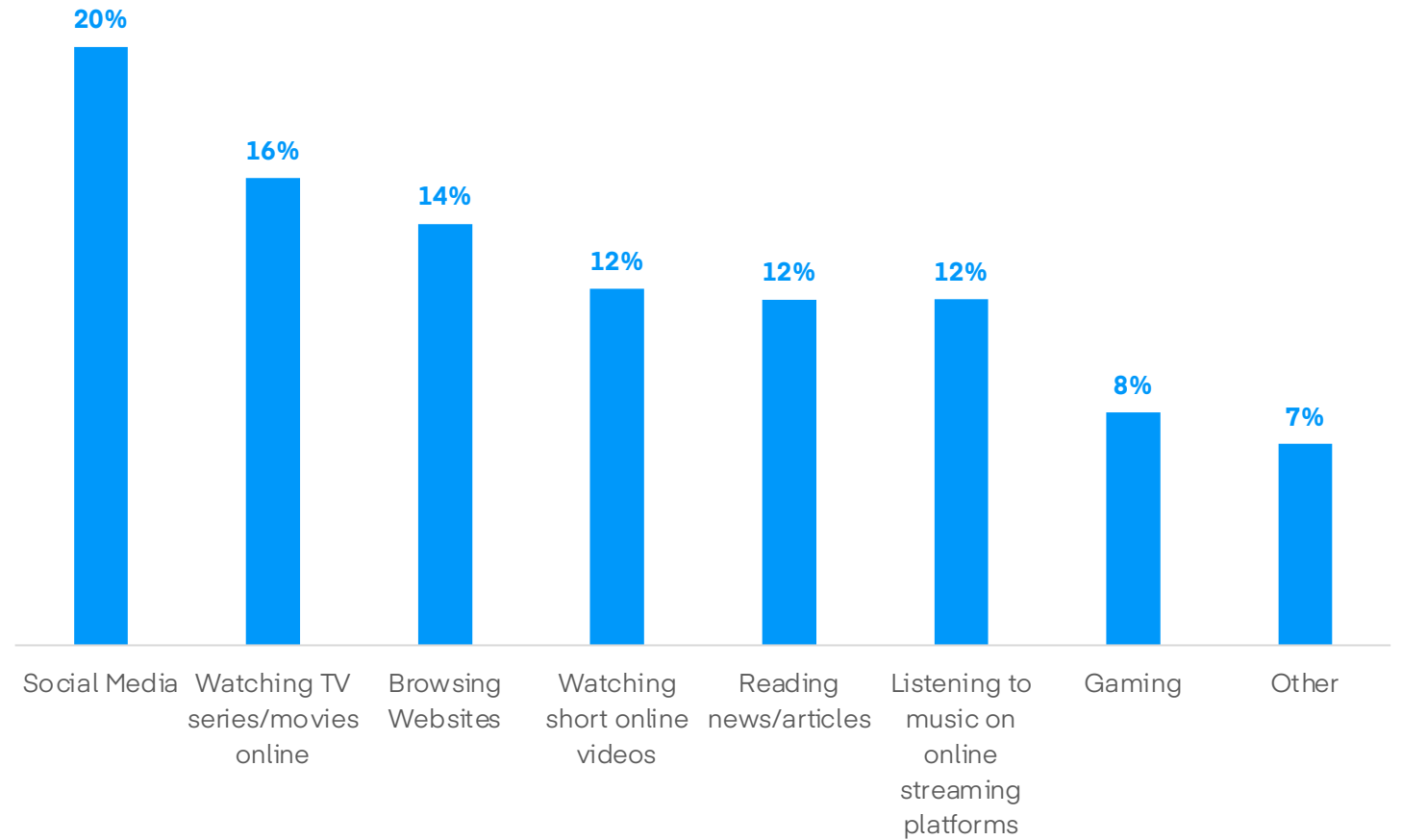
# The changing customer journey





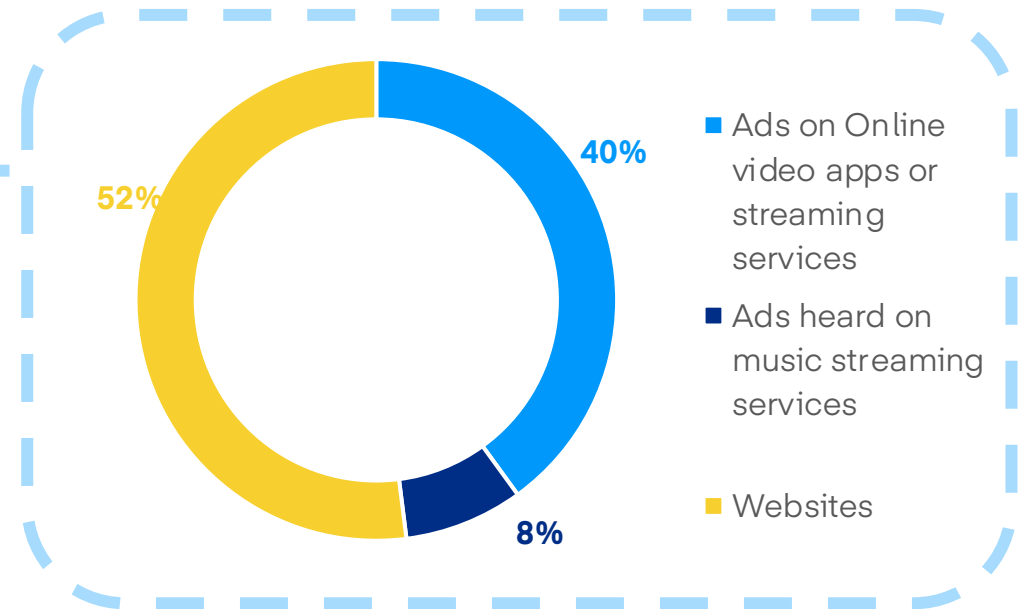
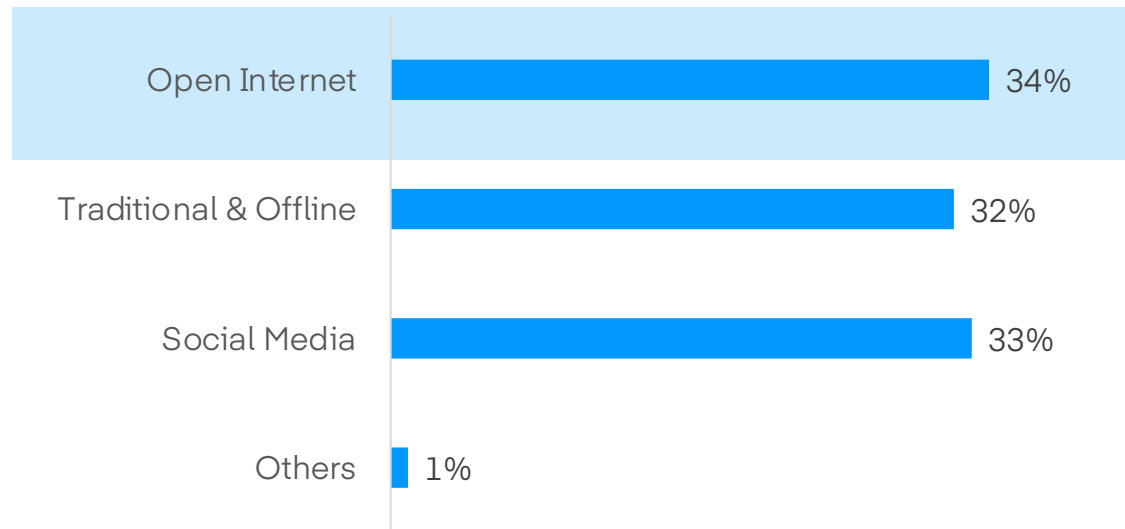
# Screen time is divided across channels

Average % Online Screen time for Frequent Shoppers



# Just as many consumers turn to the open internet as they do to social media to inform their purchase decisions

## Channels that have the biggest impact on purchasing behavior



# “Upper funnel” formats play a key role in driving consideration

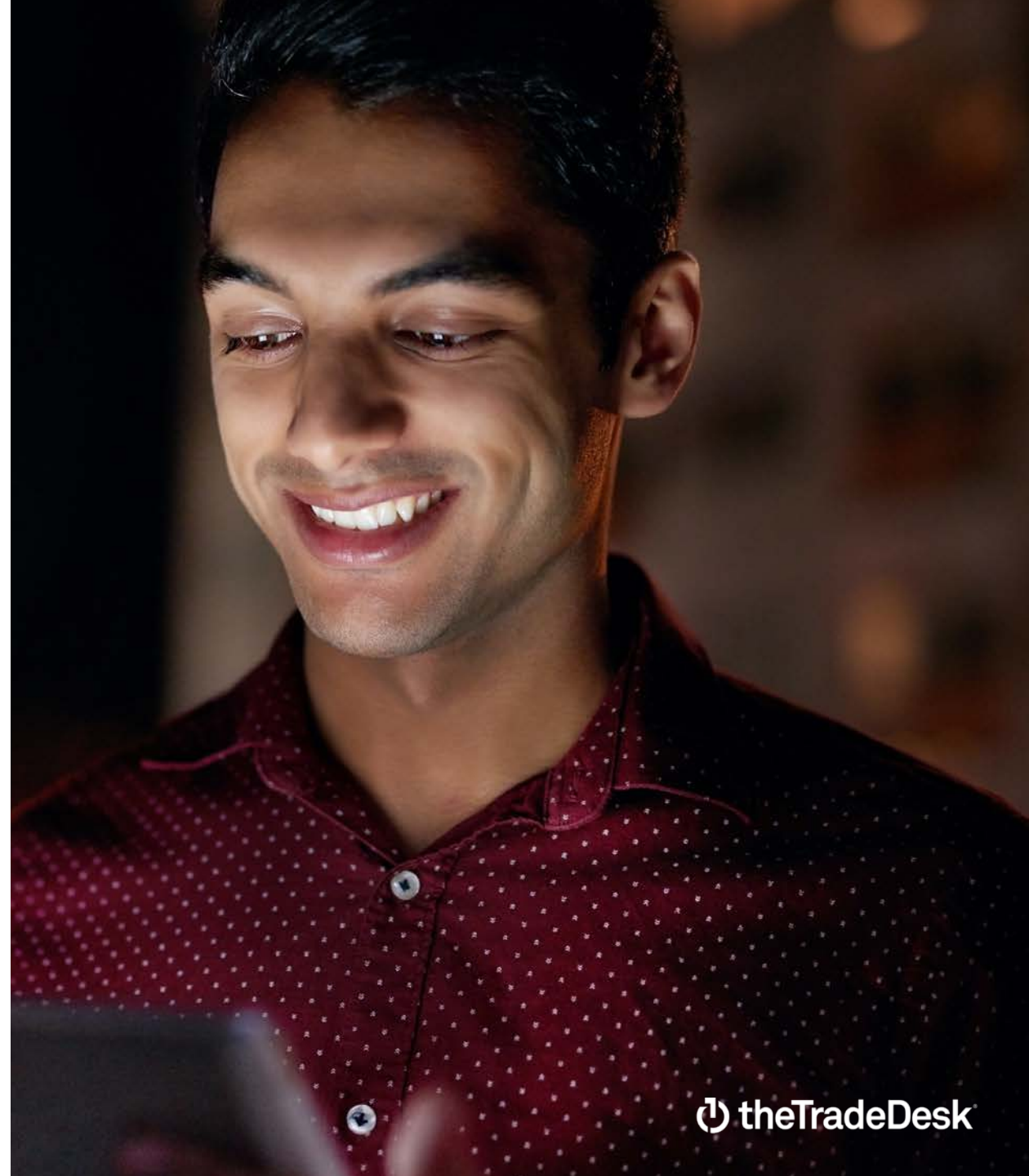
## 1 in 2

frequent online shoppers learns about new deals/promotions from ads on online video apps or streaming services (OTT)

## 1 in 4

from ads on audio streaming services

Note: Above data refers to frequent online shoppers



# Key takeaways





## Top tips:



Go beyond “performance” and focus on brand fundamentals: awareness, consideration, recall, preference



Use an omnichannel strategy that reflects today’s customer journey



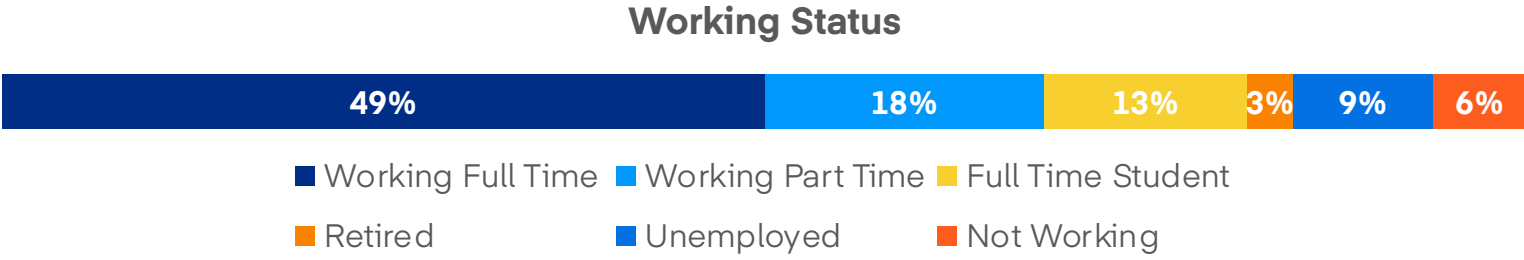
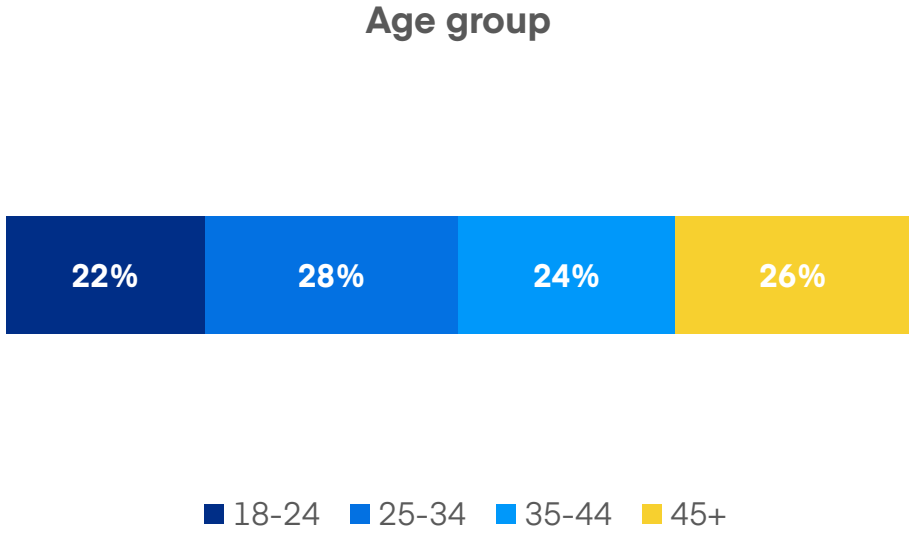
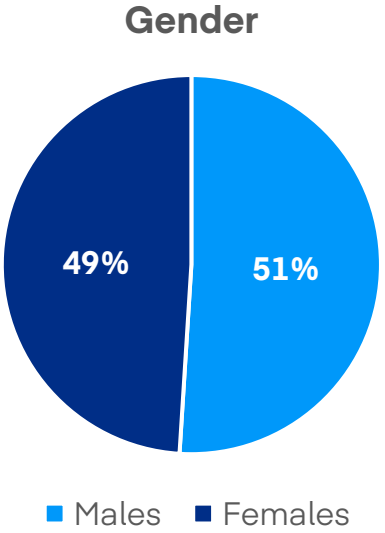
OTT plays a pivotal role in impacting purchase behavior



Festive season sales are the ideal time to target ‘brand switchers’ and keep ‘brand loyalists’

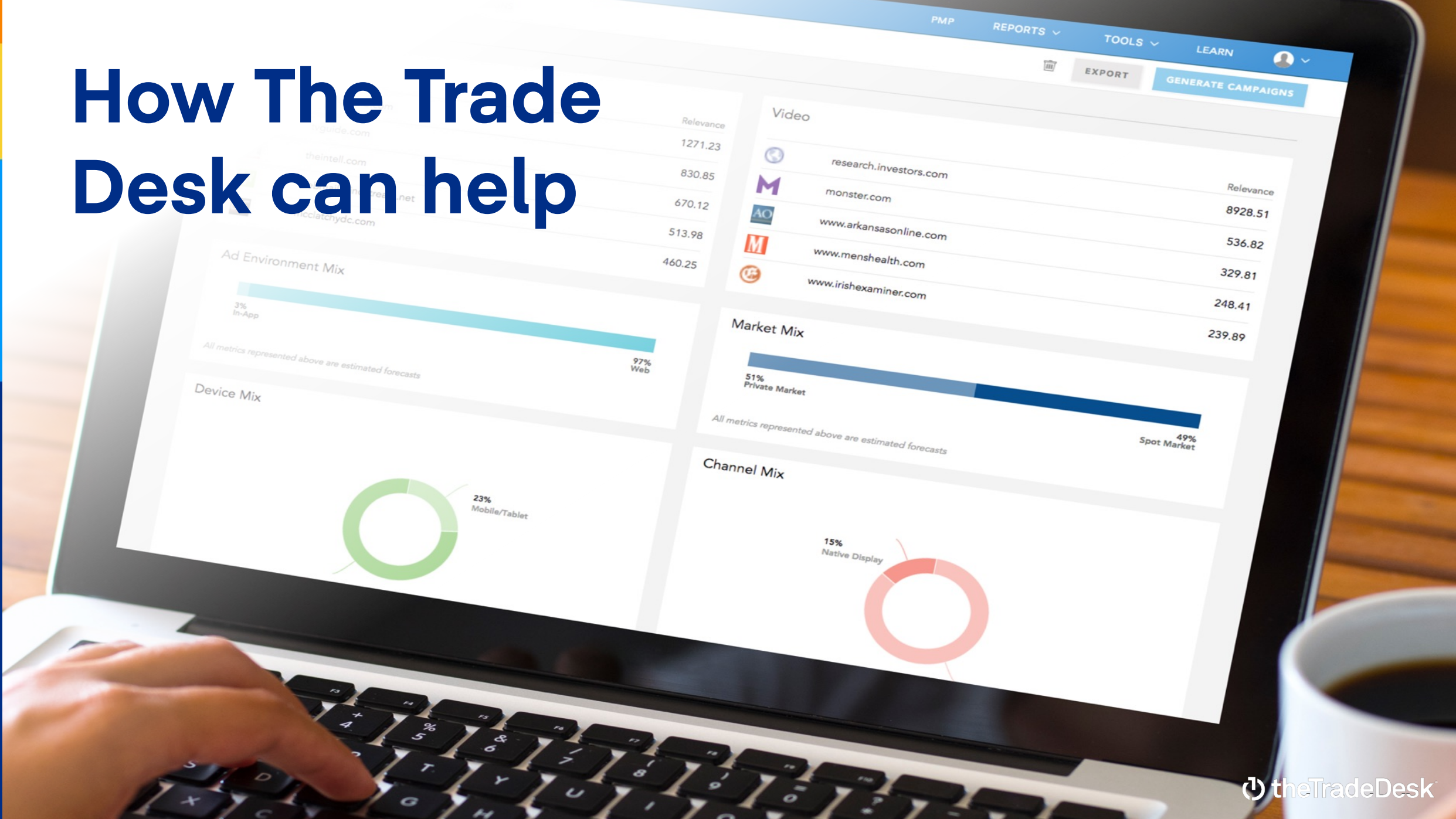
# Methodology

YouGov online survey conducted 3-10 Aug 2021; sample size n = 1,051



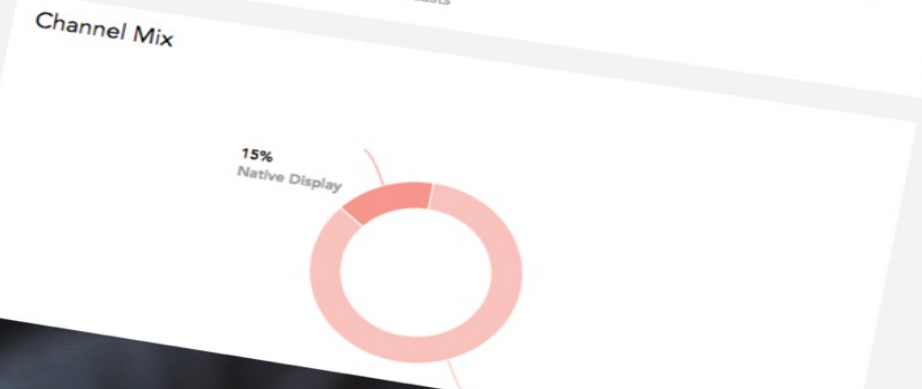
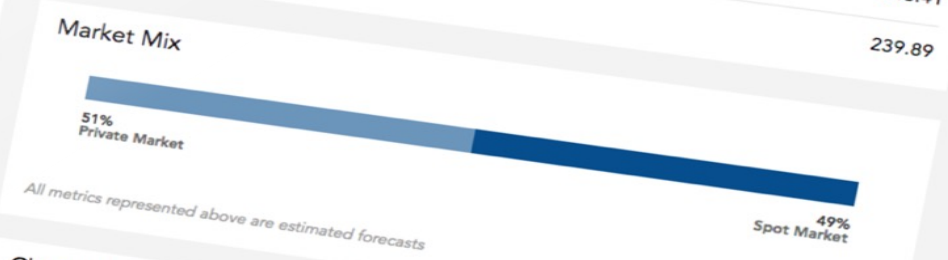
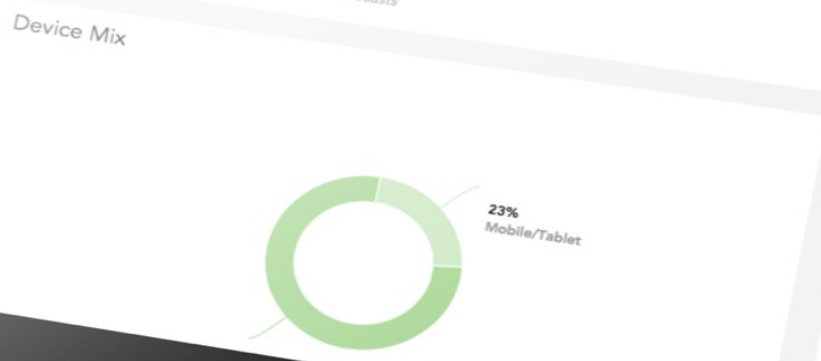
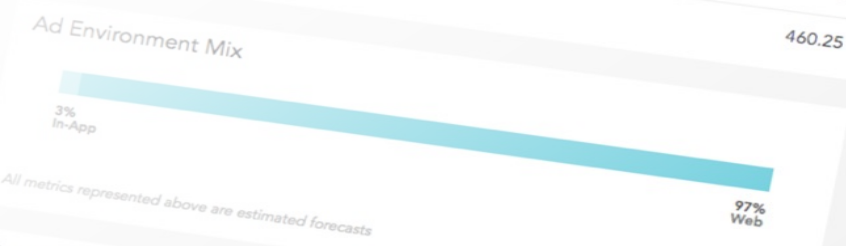
Source: YouGov, 2021 (commissioned survey by The Trade Desk)

# How The Trade Desk can help

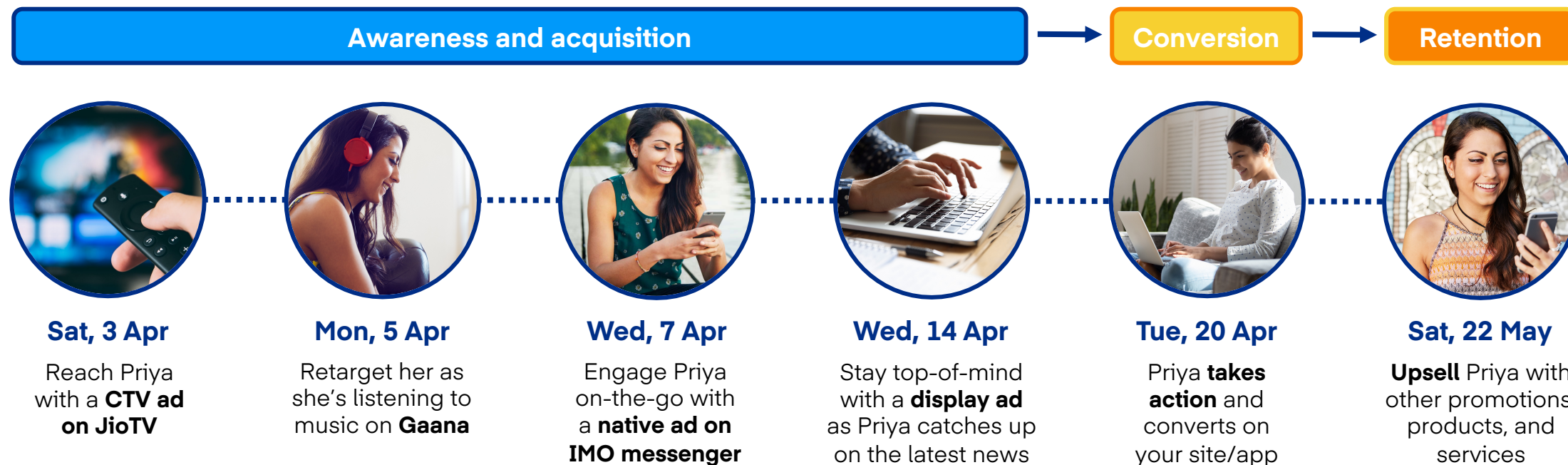


Relevance
1271.23
830.85
670.12
513.98
460.25

Video	Relevance
research.investors.com	8928.51
monster.com	536.82
www.arkansasonline.com	329.81
www.menshealth.com	248.41
www.irishexaminer.com	239.89



# Gain a holistic view with a unified omnichannel strategy



## Key benefits

- ✓ **Control** frequency capping
- ✓ **Retarget** your audience across any channel or device
- ✓ **Deliver** a positive consumer experience

- ✓ **Avoid** wasted ad spend
- ✓ **Measure** metrics that matter