2021 HOLIDAY SEASON

WHAT ARE YOU GETTING YOUR

AUDIENCE THIS YEAR?

Consumers are More Optimistic This Holiday Season

THEY EXPECT THESE TO HAPPEN

GATHERINGS

RESTAURANT DINING

PURCHASES

...and They're Ready to Spend More

HOLIDAY SHOPPERS 74% Spend

HOLIDAY HOSTS 55% Spend

WHY SPENDING MORE?

Gather more often or with more people



But Consumers Are Less Optimistic About Their Finances

FEWER ARE OPTIMISTIC ABOUT THE ECONOMY Optimistic About Economic Health



ABOUT SPENDING THEIR MONEY

...AND THEY ARE MORE CAREFUL

78%

Increased saving behavior

60%

More budget-conscious

50%

Look for ways to save more money

33%

Look for more coupons and discounts



How Brands Can Engage Customers These Holidays

WHAT TYPES OF INFORMATION DO CONSUMERS **WANT FROM ADVERTISERS?**

DEALS AND DISCOUNTS







Personalized offers and discounts

Where to shop for the best deals locally

Businesses Can Benefit From Offering Coupons and Discounts*

HOW DO COUPONS AND DISCOUNTS INFLUENCE CONSUMERS TO BUY FROM YOU?



50% Help decide where to shop or which brand to buy

50% Might make an impulse purchase

39% More likely to make

a repeat purchase

HOW DO COUPONS AND DISCOUNTS MAKE CONSUMERS FEEL ABOUT YOUR BRAND?



40% More positive

30% More loyal

26% Recommend you to family and friends

What Will They Do If You Don't **Reward Their Loyalty?***





VERICAST