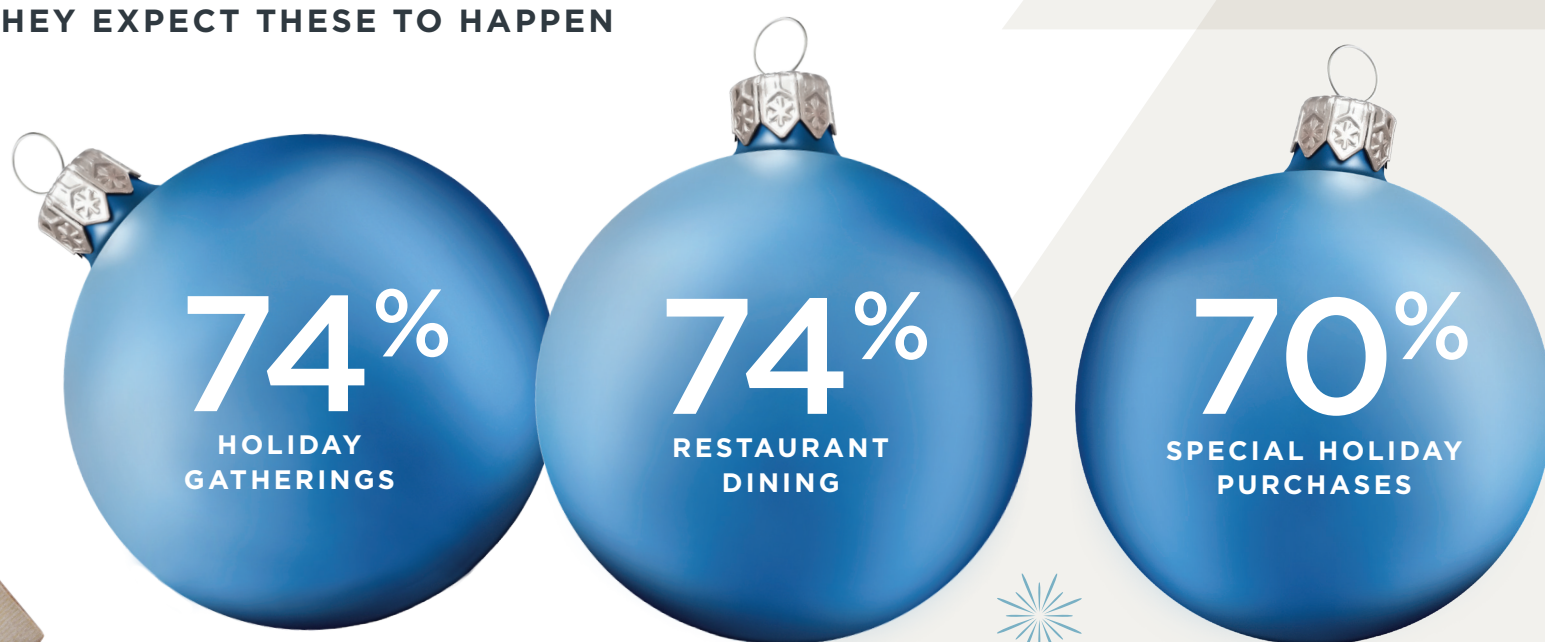


# WHAT ARE YOU GETTING YOUR AUDIENCE THIS YEAR?

## Consumers are More Optimistic This Holiday Season

THEY EXPECT THESE TO HAPPEN



## ...and They're Ready to Spend More

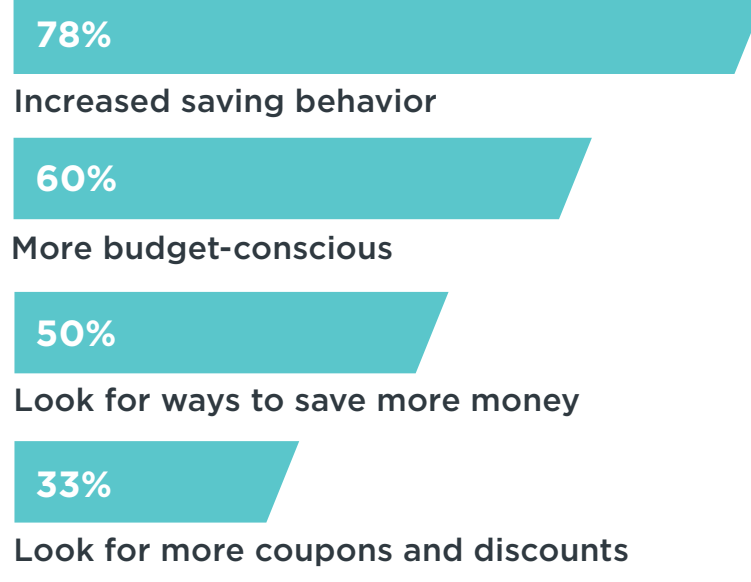


## But Consumers Are Less Optimistic About Their Finances

**FEWER ARE OPTIMISTIC ABOUT THE ECONOMY**  
Optimistic About Economic Health



**...AND THEY ARE MORE CAREFUL ABOUT SPENDING THEIR MONEY**



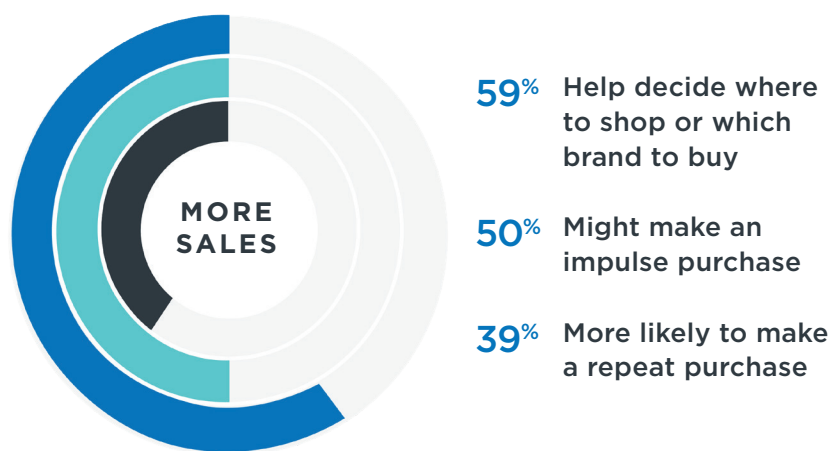
## How Brands Can Engage Customers These Holidays

WHAT TYPES OF INFORMATION DO CONSUMERS WANT FROM ADVERTISERS?



## Businesses Can Benefit From Offering Coupons and Discounts\*

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



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



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

**39%** WILL SWITCH TO ANOTHER BRAND THAT DOES

Consumer Intel Study — August 2021. \*Vericast Awareness-to-Action Study — July 2021. Data from the Consumer Intel Study except where otherwise noted.