

# The 2020 Holiday Playbook:

4 Essential Ways to Incorporate  
Changing Consumer Behavior  
into Your Holiday Game Plan

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# Introduction

The COVID-19 global pandemic has had a dramatic impact on life as we know it. While consumer behavior is changing, Americans' relentless spirit and love for the holidays and its traditions remain consistent. For today's marketer, understanding and anticipating consumers' wants in an uncertain environment means being flexible and prepared with the solutions that meet and exceed consumer expectations in their moment of need. Here are a few things to keep in mind as you build your game plan and integrate changing consumer behavior into your holiday efforts.

01

## Get ahead of evolving consumer behaviors and trends

Understand what consumers truly want and need this holiday

02

## Leverage actionable intelligence

Uncover insights about consumer behavior and take smarter action by connecting with their evolving interest, needs, and wants

03

## Communicate in real time

Embrace all channels to engage, inform, and influence customers in the moments that matter

04

## Enable fast, convenient, and safe buying

Communicate and build solutions that facilitate a seamless shopping experience



01

## Get ahead of evolving consumer behaviors and trends

The COVID-19 pandemic has placed a heightened awareness around health and safety concerns as we all adjust to various stages of quarantine life. Additionally, the economic impact resulting from a global shut down combined with record unemployment has had a significant impact on both the economy and consumer spending. As a result, consumers have developed a new appreciation for digital options and a heightened awareness around “value” when shopping for goods and services. In fact, a recent survey by J. Clement on June 23, 2020 found that consumers are more interested in shopping online/buying online and picking up in-store this holiday season versus last year.

Compared to last year, holiday shoppers were asked how interested they were when shopping for the holidays across various channels:

**49%** more interested in buying online  
42% no more or less interested, 10% less interested

**33%** more interested in buying online, curbside pickup  
51% no more or less interested, 16% less interested

**31%** more interested in shopping in-app  
49% no more or less interested, 19% less interested

**28%** less interested in shopping in-store  
21% more interested, 51% no more or less interested

**30%** less interested in shopping via social media  
18% more interested, 51% no more or less interested

Source: U.S. COVID-19 impact on holiday shopping methods 2020, J. Clement, June 23, 2020

Additionally, an analysis of InMarket's purchase receipt and credit card data shows an accelerating trend toward private label brands across all income groups — including those making over \$100K annually. A deeper analysis into the spending on specific brands across multiple categories--including alcohol--also uncovers consumers are seeking value and buying in bulk (i.e. boxed wine, cases of beer) where possible to save during these uncertain times. The rise of nostalgic brands is also of particular interest across several categories as consumers return to familiarity and find comfort in these brands as their preferred choice during an unusual time in history. Combined, these trends — and the growing appreciation for digital options that provide convenience, safety, and value — will have a measurable impact on consumer behavior this holiday season, and brands must prepare now.

**+12%** average spend per device  
on private label brands  
Jan-Feb 2020 compared to March-April 2020

**+15%** average spend per device  
on private label brands  
Consumers with a HHI \$100K or more annually  
Jan-Feb 2020 compared to March-April 2020

Source: InMarket receipt data collected from 60,000 app users, Jan-April 2020




## Leverage actionable intelligence

In today's world, knowledge is everything. Access to data both online and offline allows brands to better understand consumers on a deeper level, and provides the ability to hone in on what truly motivates their behaviors. While shopping and transactions are still largely taking place in the physical world, online and omnichannel behaviors have become more popular than ever during the pandemic. Segmenting and targeting consumers based on their past visits, competitor visits, and evolving patterns and behaviors will be essential for marketers looking to stay ahead of the curve this holiday season.

### New and exciting opportunities for Holiday 2020 include:

- **Channel Switchers:** Understanding which consumers may be channel switchers
- **Omnichannel Shoppers:** Targeting those who order online and choose curbside pickup
- **Predictive Marketing:** Honing your ability to sense and respond to consumer needs by leveraging AI and machine learning
- **Content & Motivations:** Leveraging past visits, purchases, demographics, psychographics, and more to better understand why people shop and what motivates them
- **Seasonal Shoppers:** Leveraging past seasonal activity including holiday splurgers, gift buyers, Thanksgiving day shoppers, and more



For marketers, the opportunity to leverage actionable intelligence through deeper analysis of data will allow your brand to own the moment and build more powerful holiday consumer experiences.



03

## Communicate in real time

The challenges of the world are also opportunities to reimagine what omnichannel customer experiences can and should be. The COVID-19 pandemic has forced nearly every industry to evolve their thinking and embrace both new channels and tools to innovate and create solutions that meet the needs and wants of the consumer. Central to success has been putting the customer first and moving from guessing to knowing while positioning your brand in front of the consumer during their moment of need. With changing consumer behaviors, that means understanding where consumers are in real-time regardless of channel. It also means dialing up digital online and mobile/in-app opportunities, embracing connected TV, and reaching the consumer at home, on the go, and in stores.





04

## Enable fast, convenient, and safe buying

Not only should marketers leverage the knowledge they have about consumers, but they must also invest in the tools and technologies that enable seamless and effortless buying. That means making purchasing convenient through the thoughtful combination of form, function, and service. A host of technologies and services for Holiday 2020 should be considered, including:



One-click ordering



Click-to-Cart



Ordering online with curbside pickup

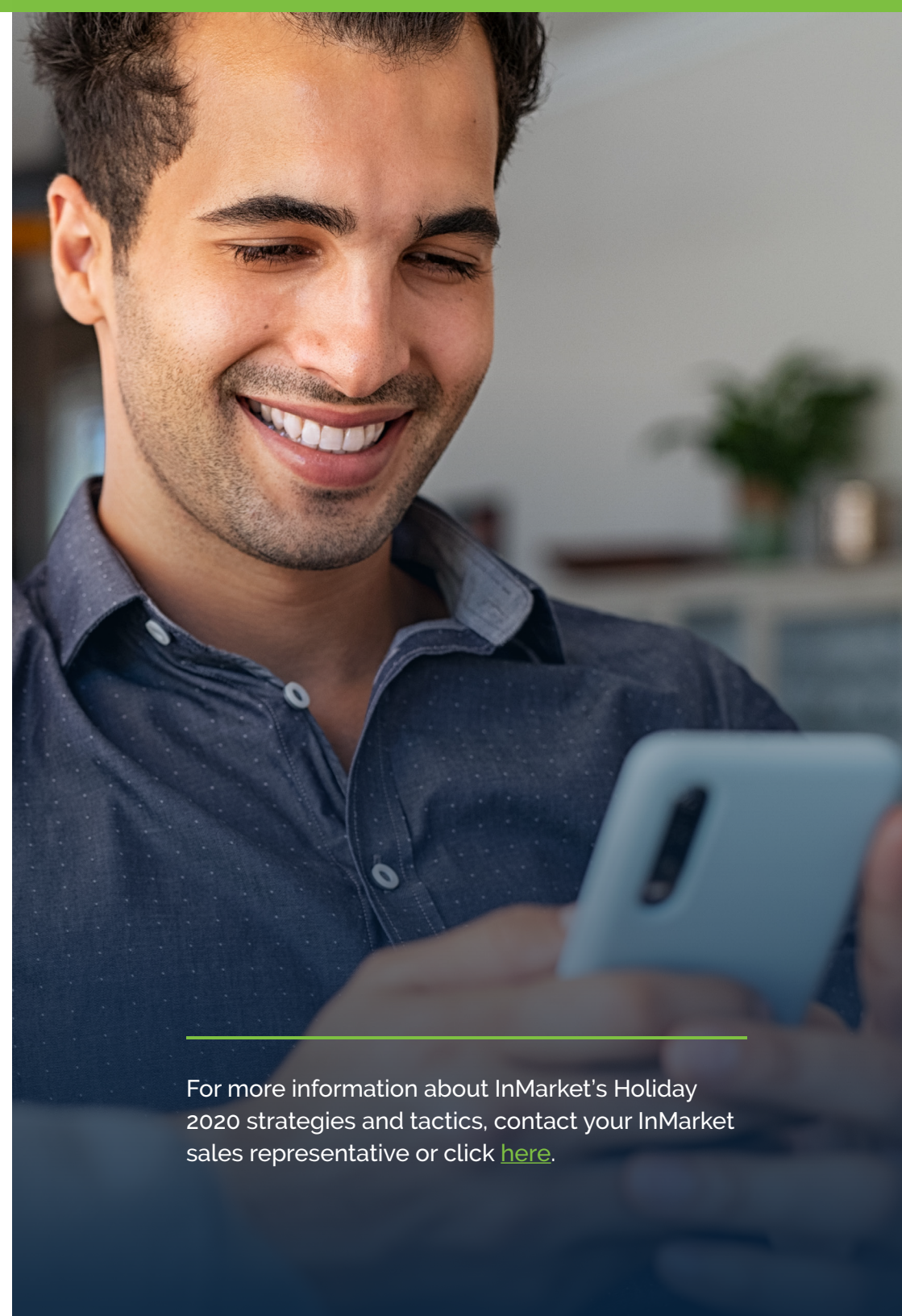


InStock alerts and locators



InHand product scanning

Changing consumer behavior will require new strategies and innovative thinking in order to get into the hearts and minds of consumers. While trust, safety, convenience, and value will be at a premium this holiday, marketers looking to drive a competitive advantage will have to adopt an omnichannel approach, respond to consumer needs in real-time, turn insights into action, and embrace technologies that provide consumers with fast, convenient, and safe buying options.



For more information about InMarket's Holiday 2020 strategies and tactics, contact your InMarket sales representative or click [here](#).