

Amobee Brand Intelligence

What's Trending Around The Holiday Season?

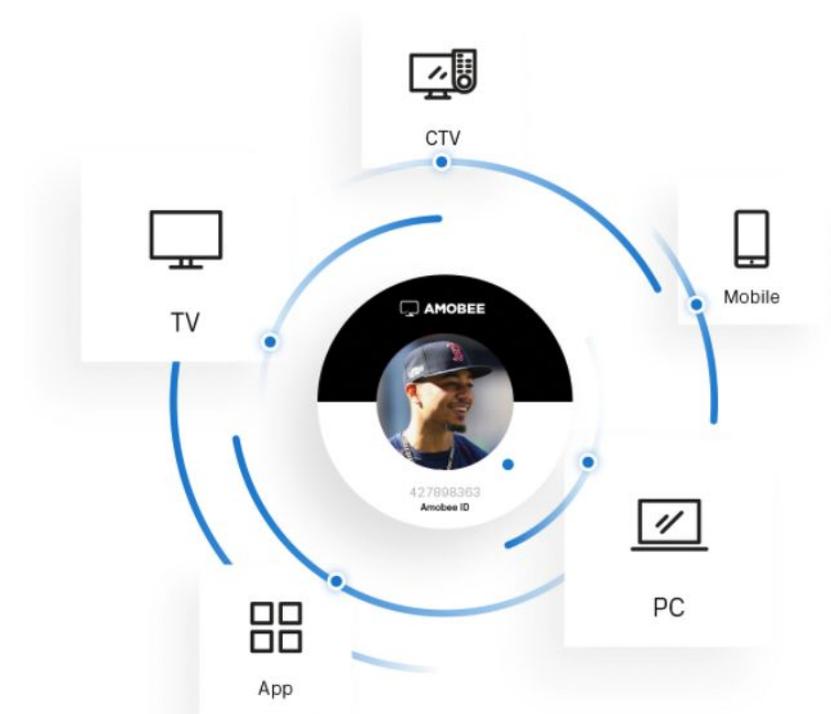
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Brand Intelligence

A real-time research and insights platform powering cookieless activation strategies

- **Global scalability** with proprietary panel coverage of 8 million global users from the world's leading markets
- **Unified data** from cross channel sources with additional availability to leverage 1st party data
- **Real-time analysis** of 3.4 billion content engagements and consumption trends daily
- **Seamless integration** that enables Brand Intelligence insights for instant activation in Amobee's DSP



Holiday Season Engagement Across Verticals

Holidays are about family, with Thanksgiving and Christmas being the most important days for family time. Black Friday and Cyber Monday provide opportunity for families to take advantage of product discounts for babies and toddlers. Automotive, Education, Employment, and Health content see below average engagement during the season.

New Year, Warm Trips, New Resolutions

In addition to engaging with warm areas such as Savannah, GA and Hawaii, the New Year prompts a revamped skincare regimen (with focus on hydration and revitalization) and want for the latest women's winter fashion.

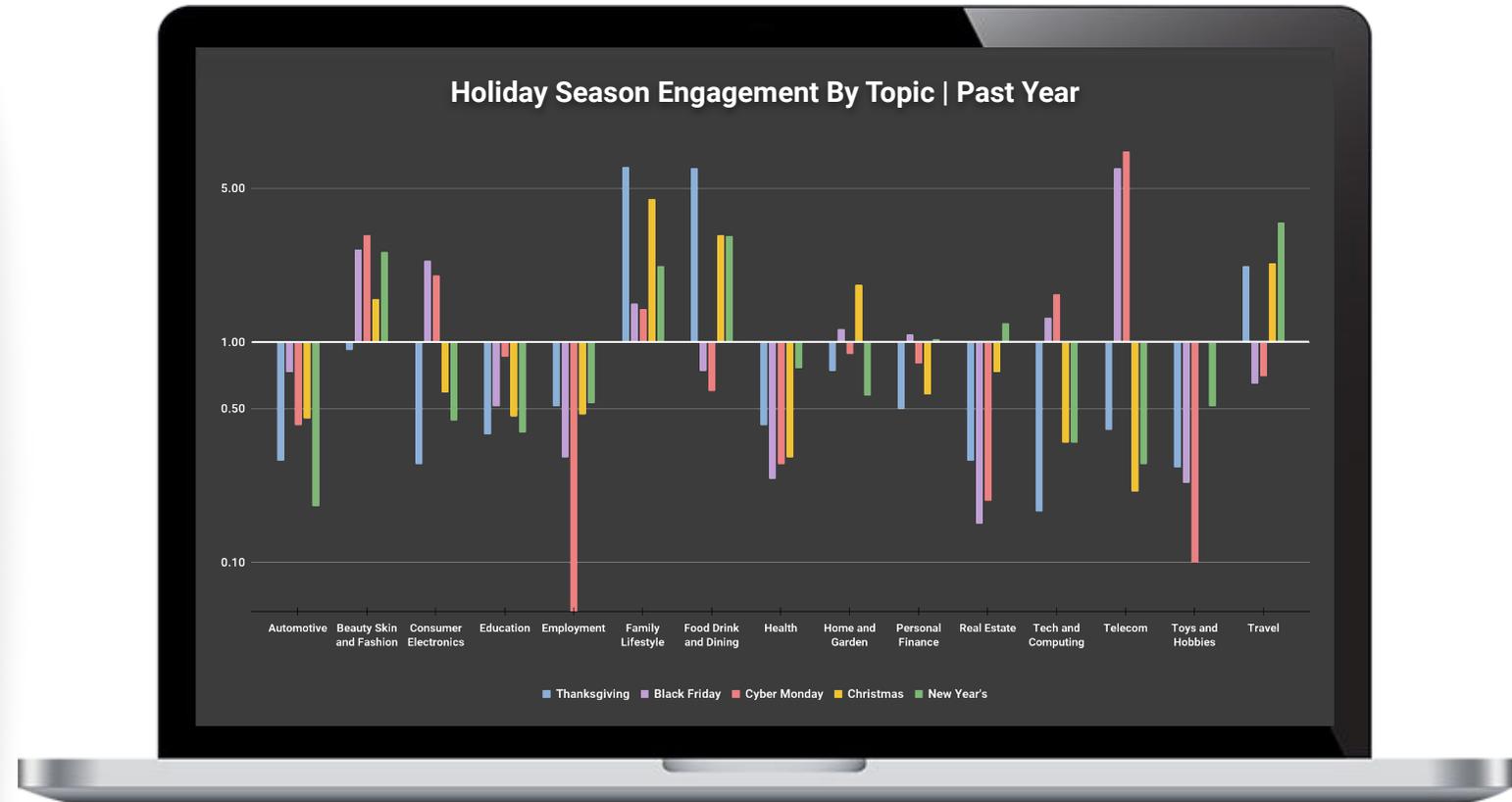
Toys Are A Want Of The Past

Engagement with toys is less likely to occur during Christmas. Consumers are most focused on Telecom, Consumer Electronics, and Tech and Computing content and deals for Black Friday and Cyber Monday.

What Does This Mean For My Brand?

Heavy up spend during times of above average engagement for Black Friday and Cyber Monday. When focused on travel, prioritize warm destinations for creative and targeting. As the winter season approaches, prioritize female engagement.

Prioritize tech for kids instead of toys.



Holiday Season Engagement Begins In September

Holiday season engagement begins mid-September due to Thanksgiving interest. By late-September, Christmas engagement is on the rise. The beginning of October sees the start of Black Friday and Cyber Monday engagement, while New Year's engagement begins immediately after Halloween.



Black Friday/Cyber Monday Promo Impact

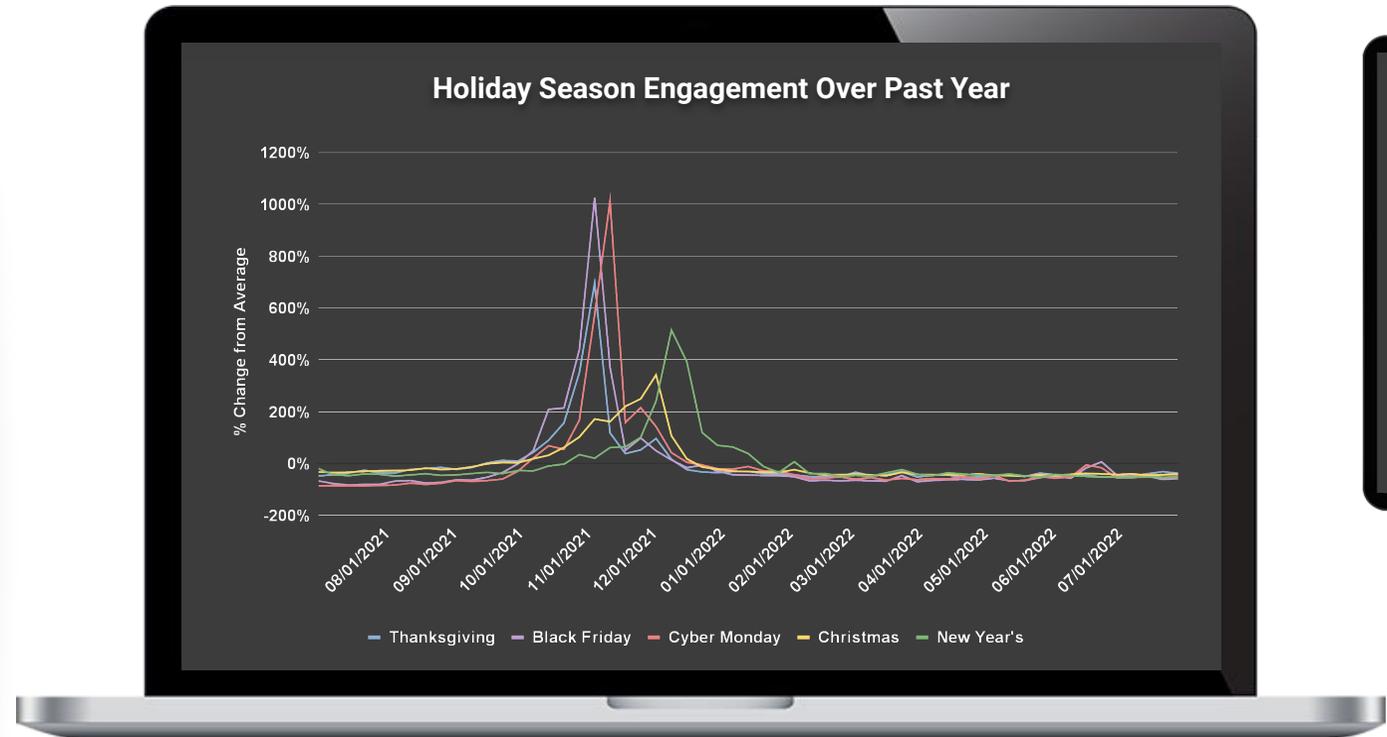
Black Friday and Cyber Monday see the largest spikes in above average engagement due to consumer interest in “best deals” lists from tech websites such as CNET, TechRadar, and Tom’s Guide.

The Power Of New Year’s Resolutions

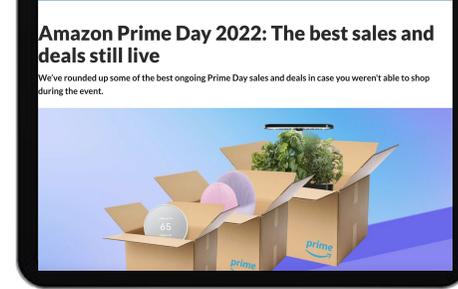
Consumers have unique interest in brain training for New Year’s Resolutions. In addition to researching proven methods, they are also researching products that keep them organized and committed to their goals.

What Does This Mean For My Brand?

Flight Thanksgiving campaigns on September 19, Christmas campaigns on September 26, Black Friday and Cyber Monday campaigns on October 10, and New Year’s campaigns on November 1 to capitalize on upward engagement trends.



Amazon Prime Day Is The Top Cyber Holiday



Amazon Prime Day dominates cyber holiday share of voice at **56%** in comparison to Black Friday and Cyber Monday.

Consumers Focus On Tech Deals For Holiday

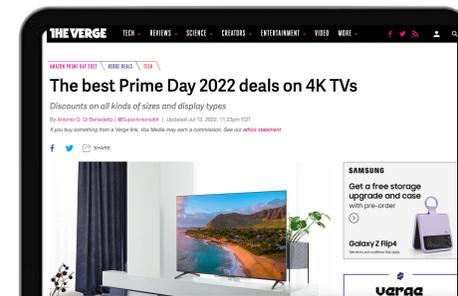
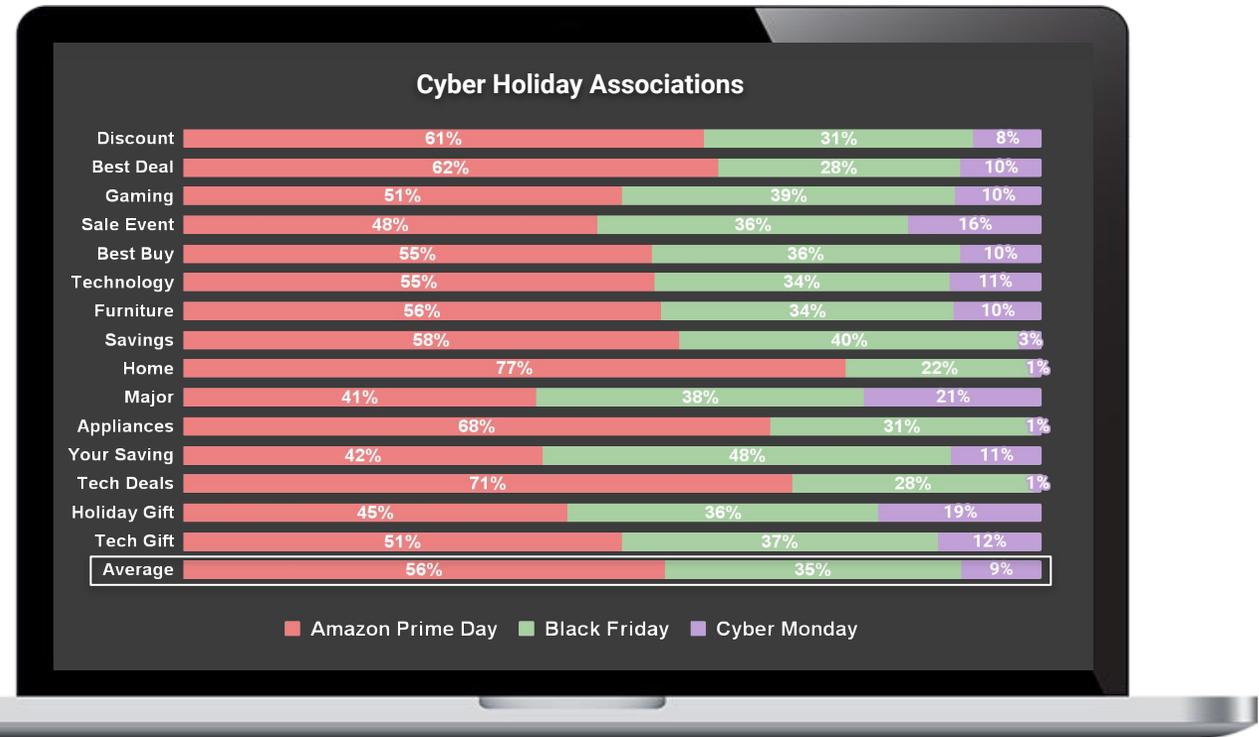
Interior Upgrades Are On The Wish List

When it comes to holiday shopping, consumers are looking at the best deals they can get on the latest technology. Associated terms such as: tech deals, holds the highest SOV compared to Black Friday and Cyber Monday

Furniture and appliances are highly consumed alongside Amazon Prime Day suggesting consumers are taking advantage of holiday shopping deals to upgrade their homes.

What Does This Mean For My Brand?

Amazon is dominating the cyber holiday shopping conversation, giving brands opportunity to contextually align with users who are completing their holiday gift shopping online.



Concerns Rise As The Holiday Season Approaches

With the holiday season on the horizon, concerns around supply chain issues, inflation rates, travel plans, and worker compensation are rising.

Concern Around Inflation Rates

Consumers are concerned with how inflation rates will affect them this year. Users are engaged with content around [rising postal rates](#) in anticipation of the holiday season.

Supply Chain Crisis Affecting Everyone (Again)

The supply chain issues aren't just concerning holiday shoppers but also food bank volunteers as well. Users are engaged with content around [food shortages](#) that will stick around for the holidays.

What Does This Mean For My Brand?

Consider concern around travel and shopping plans, and be transparent about prices, delivery dates, and possible cancellations ahead of time.

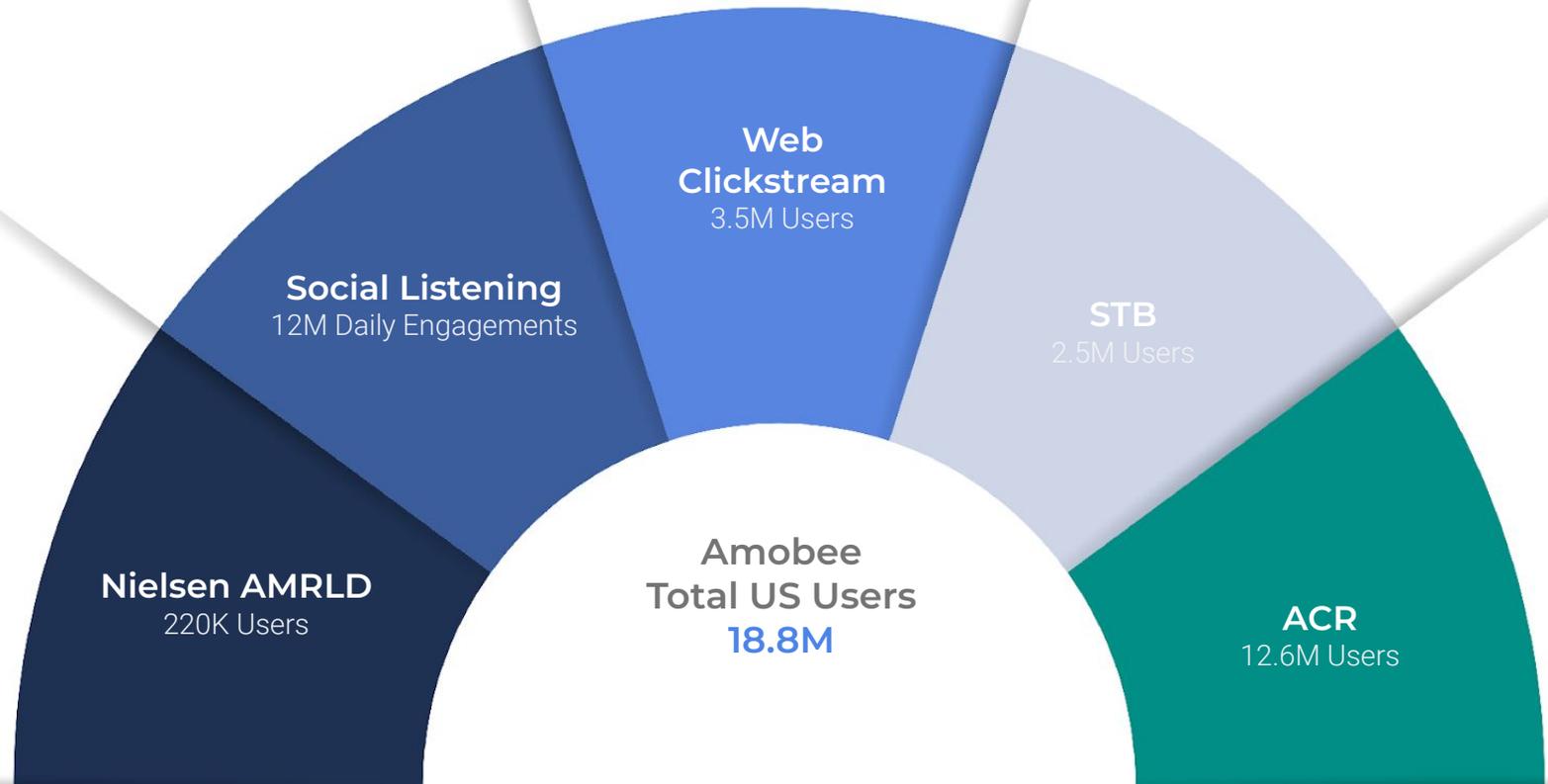


Why we're different: Amobee panel universe

Amobee is in year 4 of a sophisticated consumer panel strategy that merges TV, web and social behaviors to the Amobee household graph for the purpose of planning, activation and measurement.

All data is double opt in and weighted nationally for census representation

With a focus on precision over scale and quality over quantity.



Thank you

For more information about how you can pull insights like these with Amobee Brand Intelligence, [contact us](#) or [preview our demo](#) today.

