



The Evolution of 2023 Holiday Shopping

2023 Post-Thanksgiving Data Insights





About Strike Social



Strike Social is a leading global campaign management team serving the largest agencies with over 50 million campaigns optimized by our proprietary AI tool to ensure maximum performance and success.

Strike's Commitment



Global Presence & Staffing Update

- Based in Chicago, with management hubs in New York, London, Singapore, and Melbourne
- Campaign Management team of 150+ in Manila, Philippines, with complementary teams in the US & Poland
- We've opened a Mexico City office in 2022 to ensure 24-hour coverage.
- Data Scientists and Engineers in multiple locations
- 24/7 Campaign Management
- Checklist Process for <48 Hour Live Time

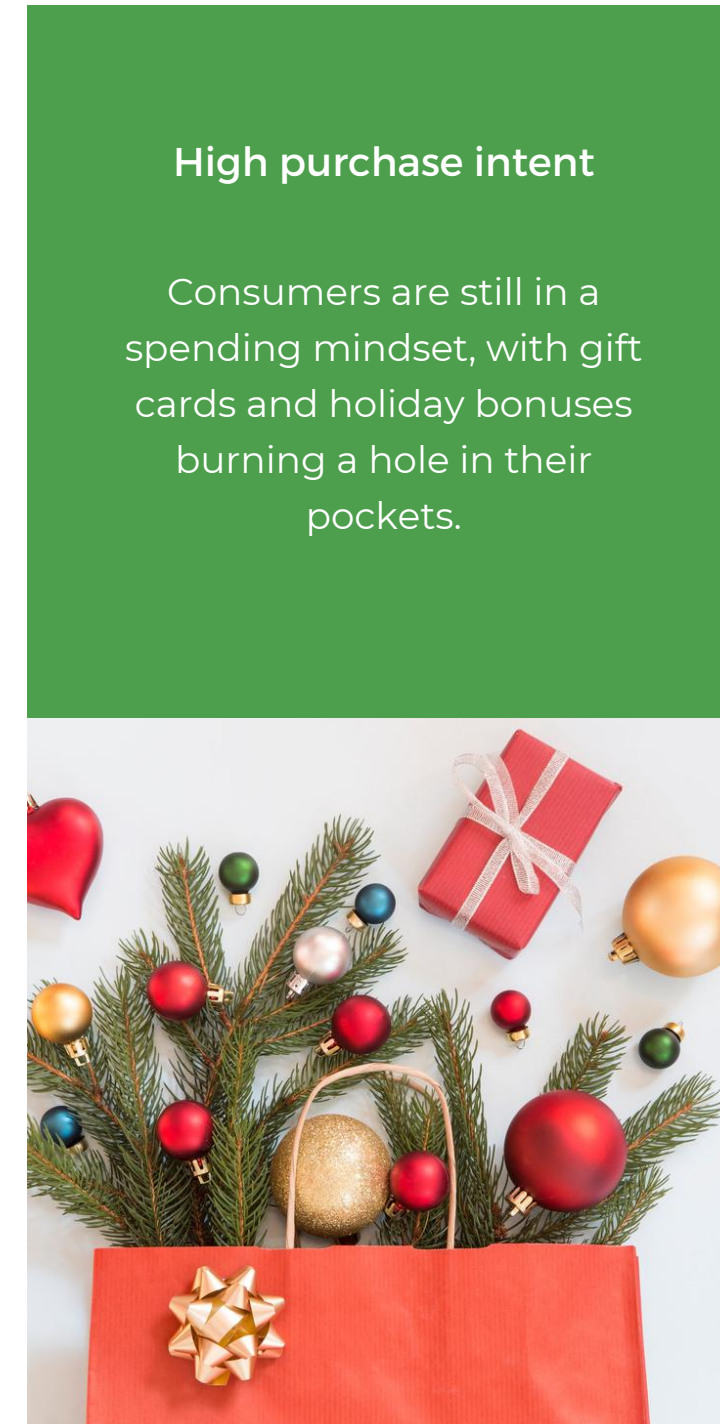
Executive Summary

Thanksgiving is the gateway to the holiday shopping season, and **social media plays a critical role** in driving consumer decisions.

Data shows a significant shift towards **online shopping**, with larger budgets and a condensed shopping window concentrated in late November.

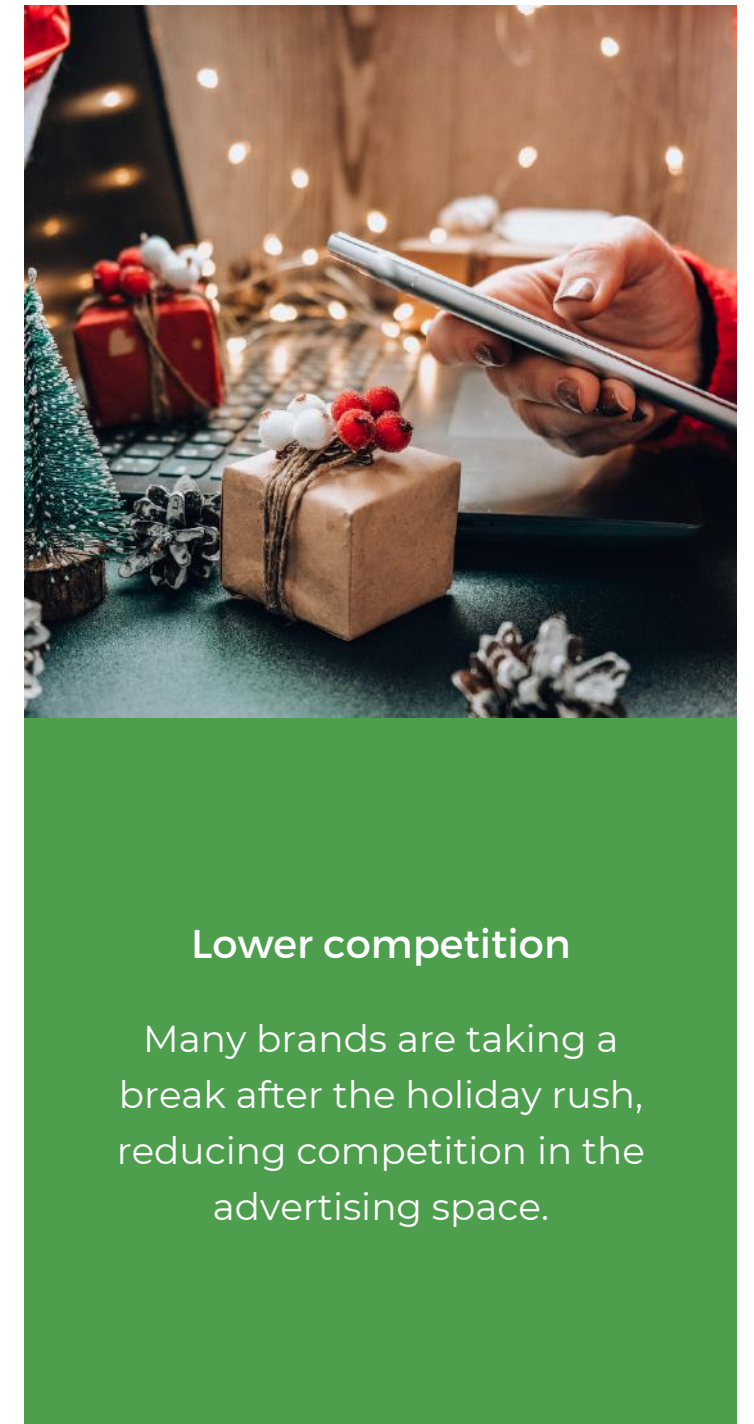
This trend is amplified by the growing influence of social media across all demographics, each with unique platform preferences and engagement patterns.

But the opportunity doesn't end with the holidays. **Enter Q5**, the period between Christmas and mid-January. This "invisible quarter" offers a unique set of advantages.



High purchase intent

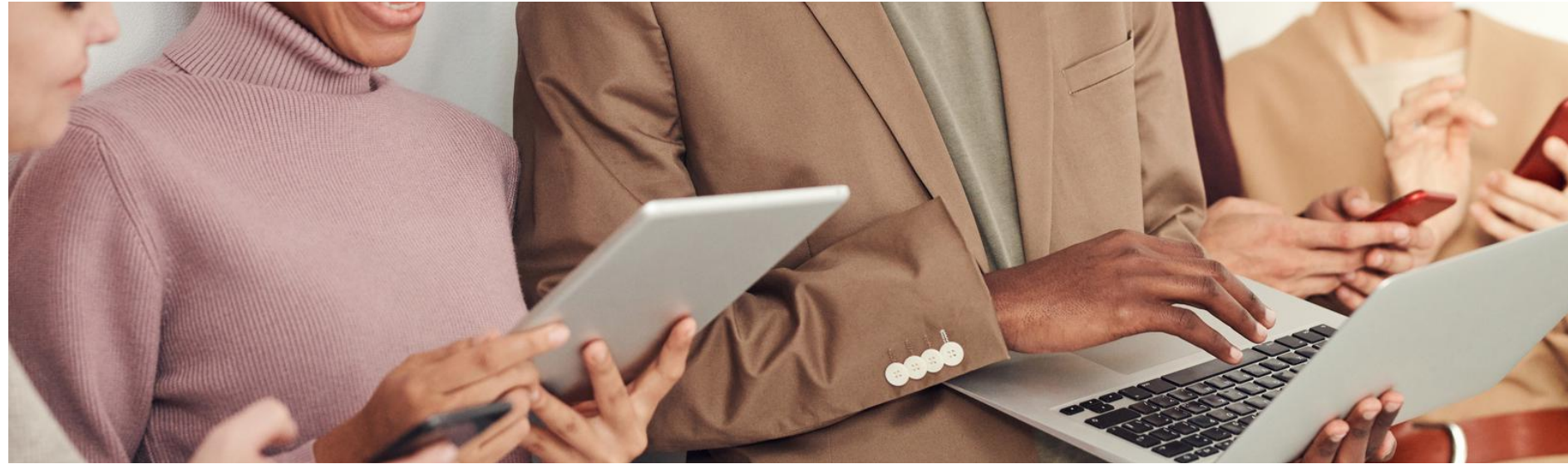
Consumers are still in a spending mindset, with gift cards and holiday bonuses burning a hole in their pockets.



Lower competition

Many brands are taking a break after the holiday rush, reducing competition in the advertising space.

Social Media Influence Purchase



Social media platforms have become indispensable tools for holiday shopping, as consumers increasingly rely on these apps to **discover, research, and secure the best deals**. According to recent research,¹ **one in every five consumers comfortably discovers new products while browsing their social feeds**, highlighting the platforms' role in product discovery.

This influence is particularly evident in how various demographics, from Gen Z to Baby Boomers, find holiday shopping inspiration with just a few swipes and taps.

Ads that are personalized and targeted to the right audience can significantly boost brand loyalty; ²**43% of consumers have responded positively to tailor-fitted promotions.**

³ 85% of Gen Z purchase decision are swayed by content they are seeing

TikTok boasts a larger Gen Z user base in the U.S. than any other social platform, encompassing a population of 45 million, ⁴**8.4% higher than that of Instagram.**

⁵ 39% of Millennials have purchased products on social platforms and will use again

Facebook continues to be the preferred social media app among Millennials, with **80% of this demographic accessing the app at least once a week.**

Gen X is a highly digitally connected group with significant spending power

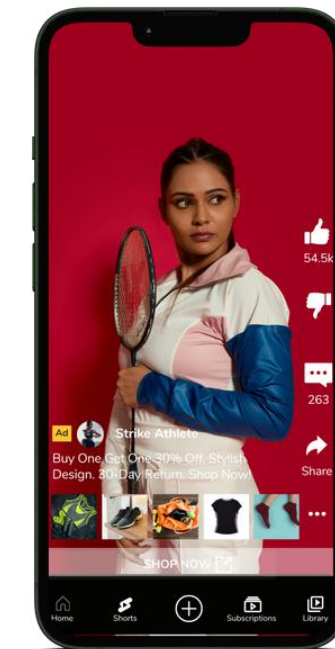
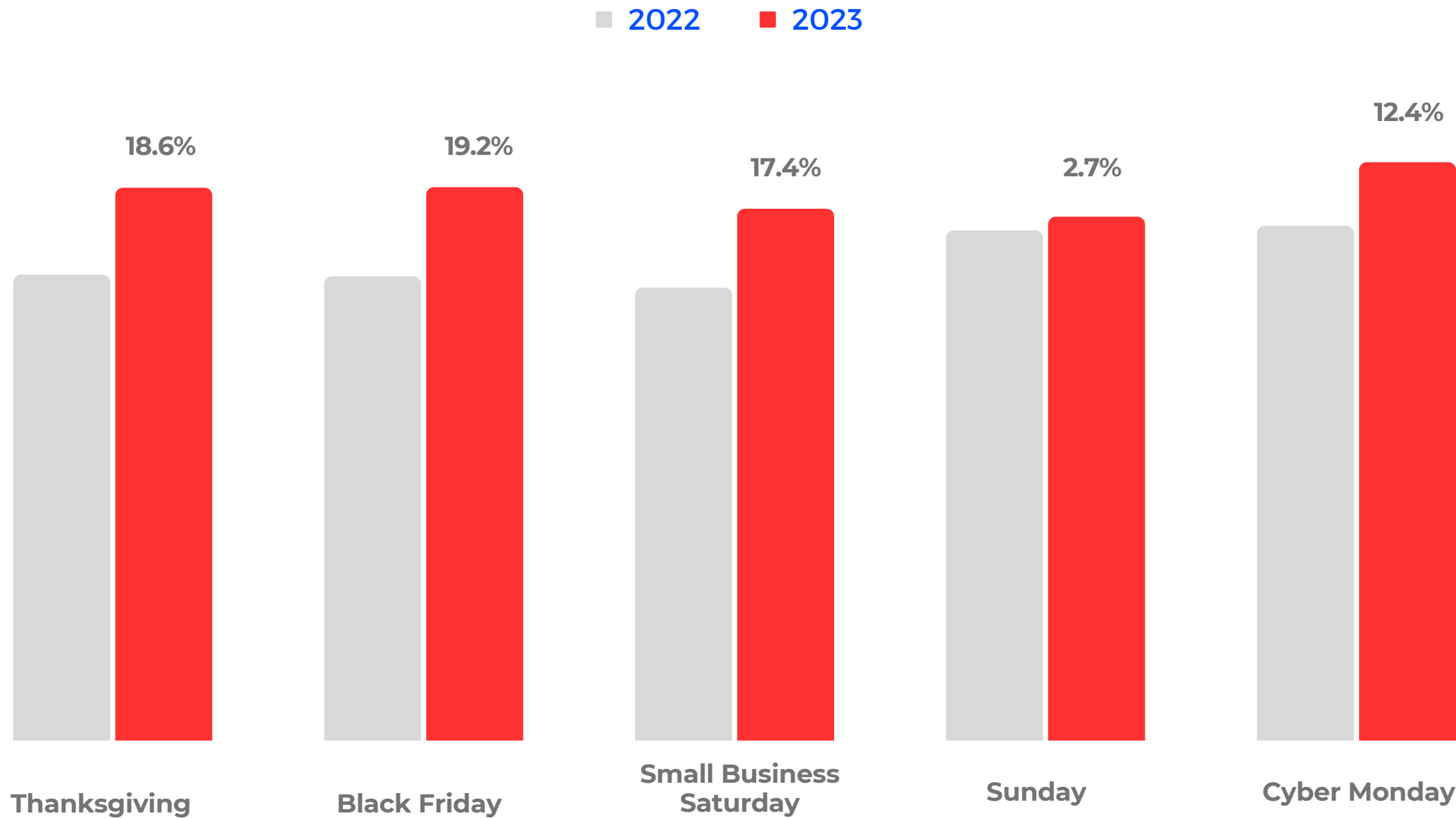
⁷ **1 out of 3 Gen X have seven or more social media accounts.** This behavior reflects how they seek for entertainment and leisure on different platforms

⁷ Boomers social media usage is up by 18% since Q1 '20, surpassing other age groups

In addition to traditional TV and print media, ⁴**Facebook is the top social platform for 78% of Boomers.** However, their adoption of various social media platforms is an ongoing trend.

YouTUBE Thanksgiving Week Insights

2022 - 2023 Instream Non-Skippable Impression Campaign (CPM)



Interestingly, while specific key dates show significant year-over-year increases, the overall November CPM trend presents a different picture. The month-over-month change shows a slight decrease of -1%, and the year-over-year change is a moderate increase of 8%.

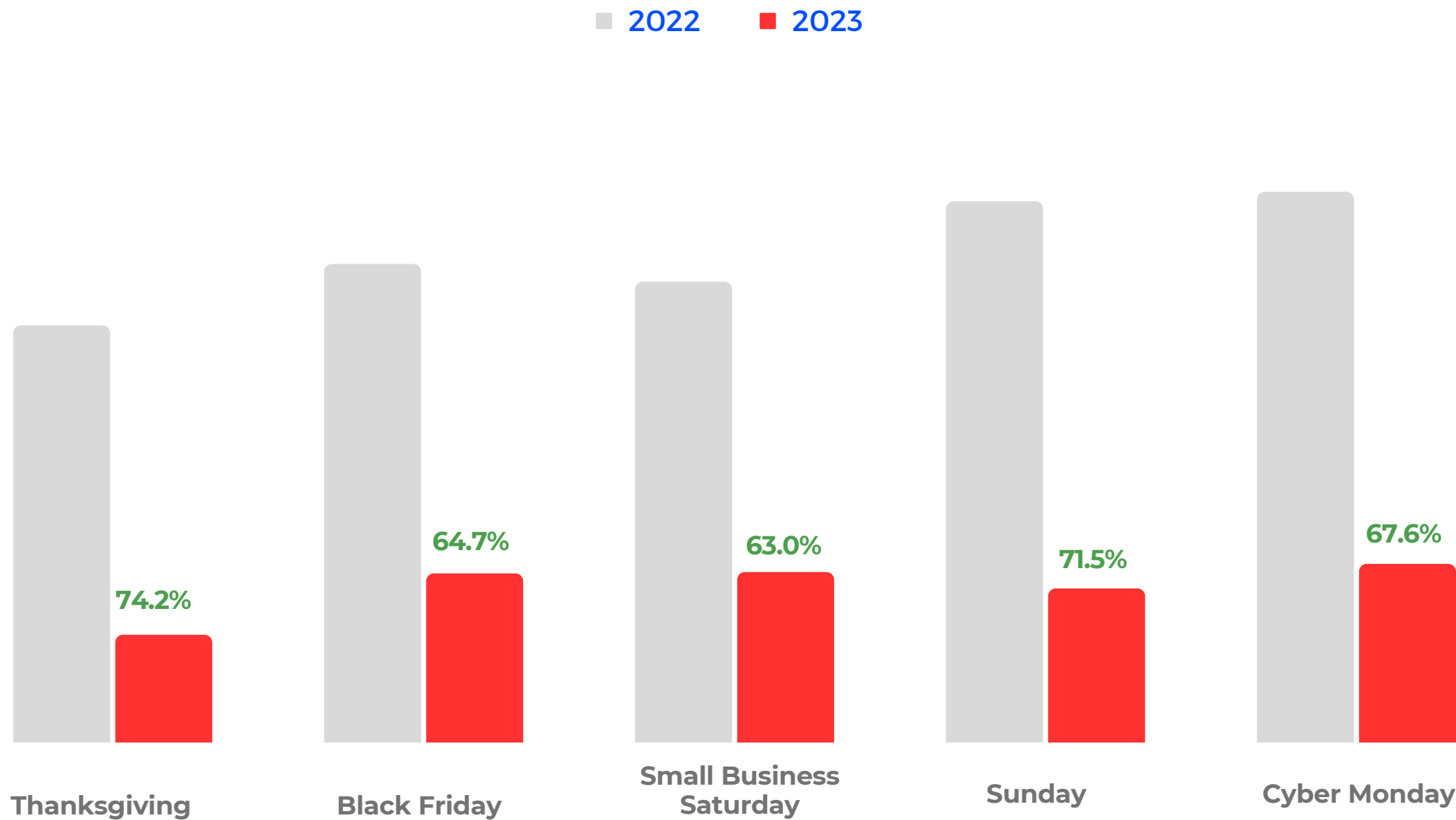
This suggests that while advertisers are aggressively competing during high-traffic shopping days, there is a more balanced approach throughout the month. It could indicate a strategic spread of advertising efforts across November, rather than a concentrated push only during the peak days.

This balanced approach might be a response to evolving consumer behaviors, where shopping is not just limited to traditional peak days but is distributed throughout the month.

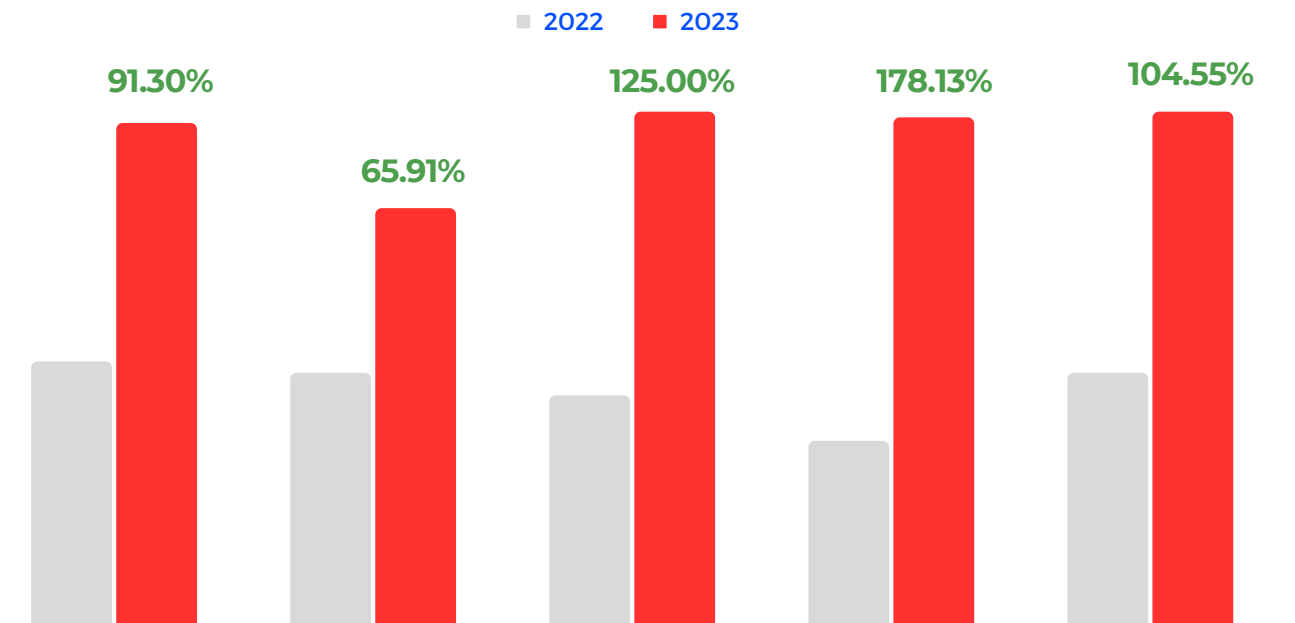
YouTube Thanksgiving Week Insights

2022 - 2023 Comparison, Video Action Campaign

Traffic Campaign (CPC)



Click-Through Rate (CTR)



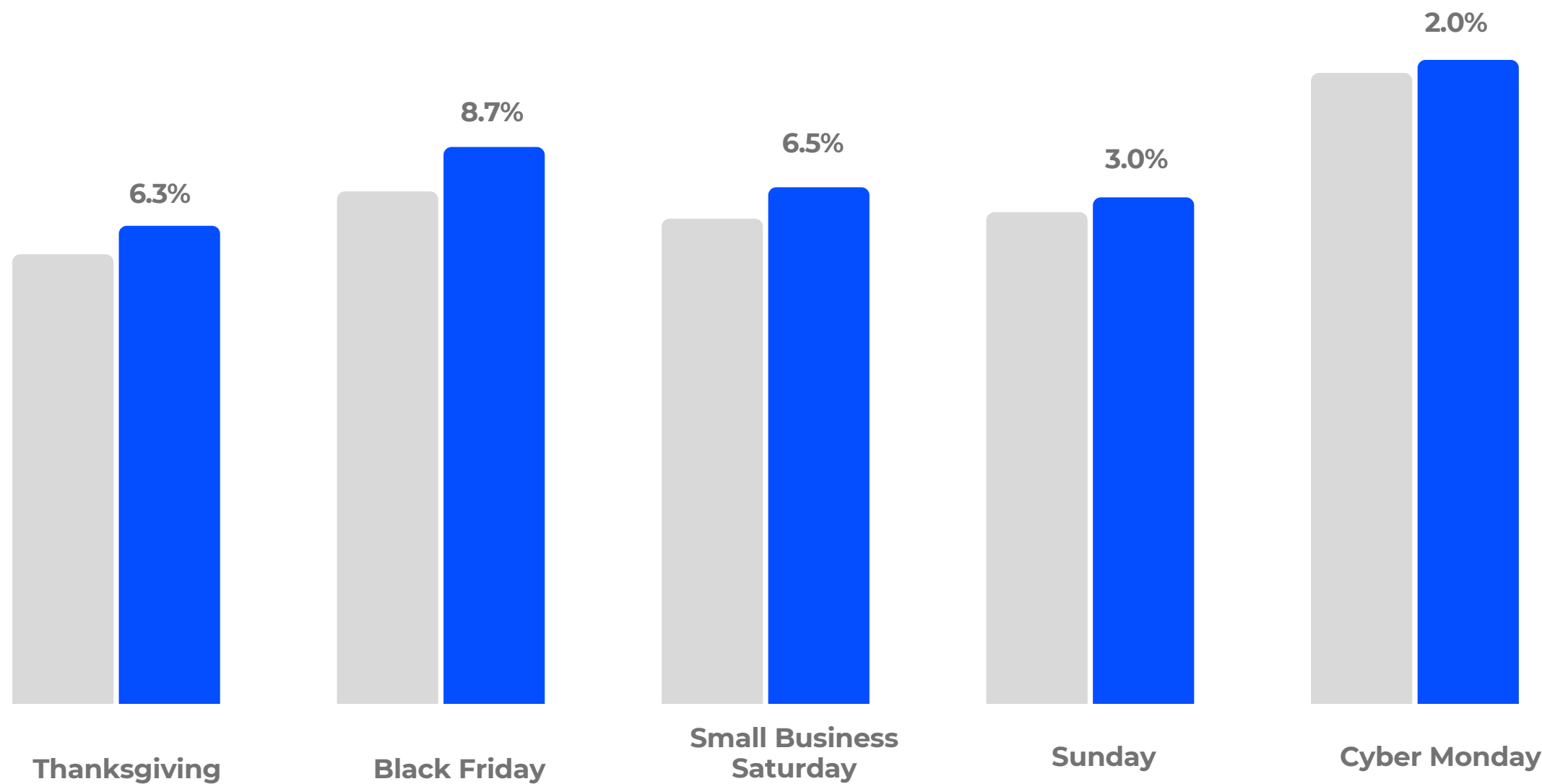
Recent findings from Google's research on YouTube Shorts, which show that YouTube Shorts is emerging as a leading platform for discovering new products and brands. People are attracted to YouTube Shorts for fast-paced entertainment and tend to stay to discover new brands and products.

Sponsored content on short-form video platforms like YouTube Shorts is not off-putting to viewers. In fact, 53% of Gen Z respondents made a purchase after seeing sponsored influencer content, suggesting a high potential for sales conversion through this medium.

Viewers initially discover products through YouTube Shorts but then move on to long-form videos or conduct further research on Google or brand websites for more in-depth information

Facebook Thanksgiving Week Insights

2022 - 2023, Impressions Campaign (CPM)

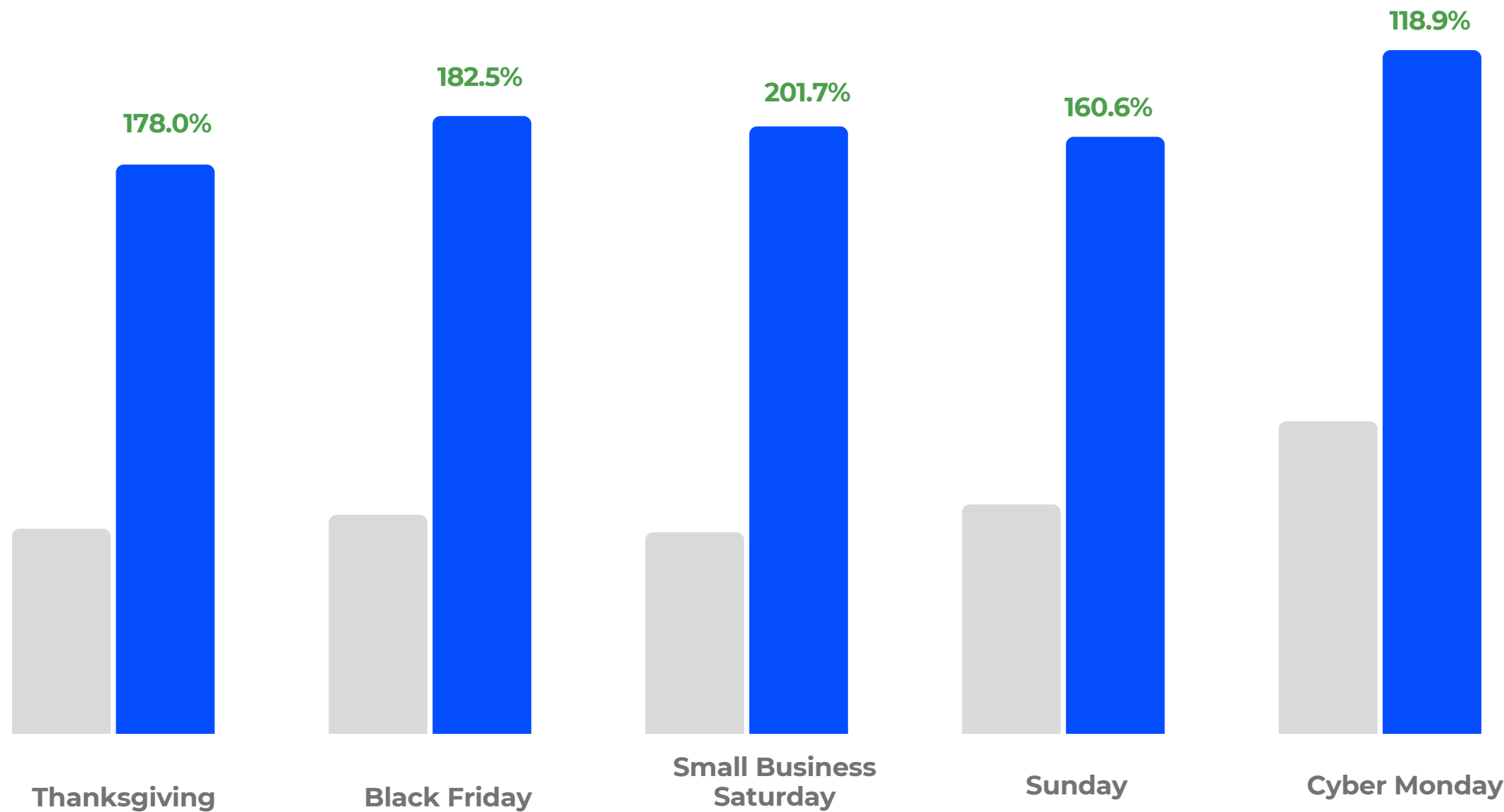


The increase in CPM, from \$7.58 to \$8.06 on Thanksgiving and \$10.64 to \$10.86 on Cyber Monday, reflects a broader trend of increased online shopping activity and advertising costs during this peak period.

According to Rakuten Advertising, Cyber Week 2023 saw substantial sales, with Thanksgiving generating \$5.6 billion and Cyber Monday reaching \$12.4 billion. The overall positive growth in sales and the substantial revenue generated during this period suggest that the digital ad space, including Facebook, was highly competitive, potentially driving up the CPM.

Facebook Thanksgiving Week Insights

2022 - 2023, Impressions Campaign, Click Through Rate (CTR)

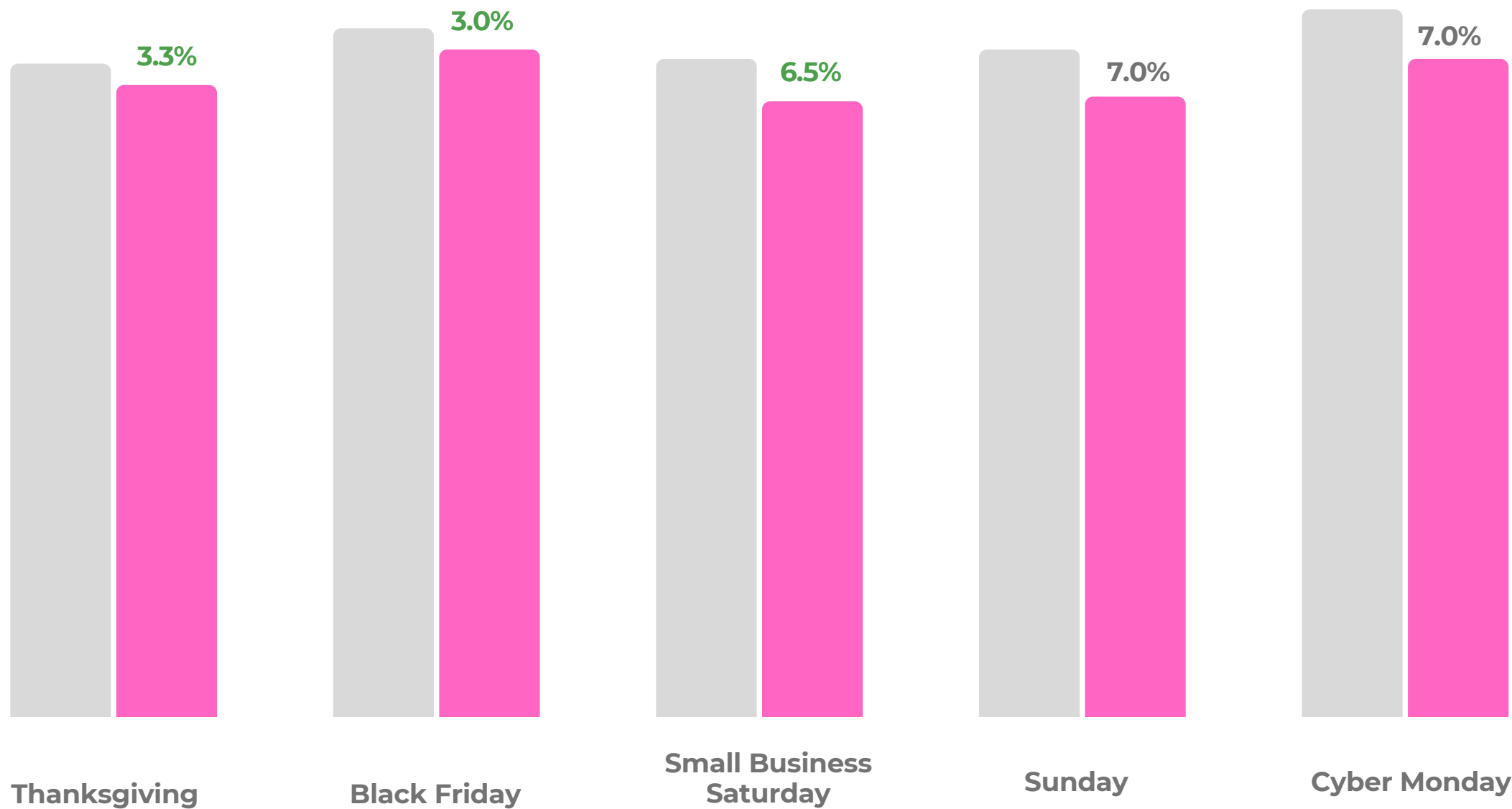


The Click-Through Rate (CTR) shows a significant increase across all days in 2023 compared to 2022, with increases ranging from 91% to 119%. This substantial rise suggests that Facebook ads became more effective at engaging users during this period.

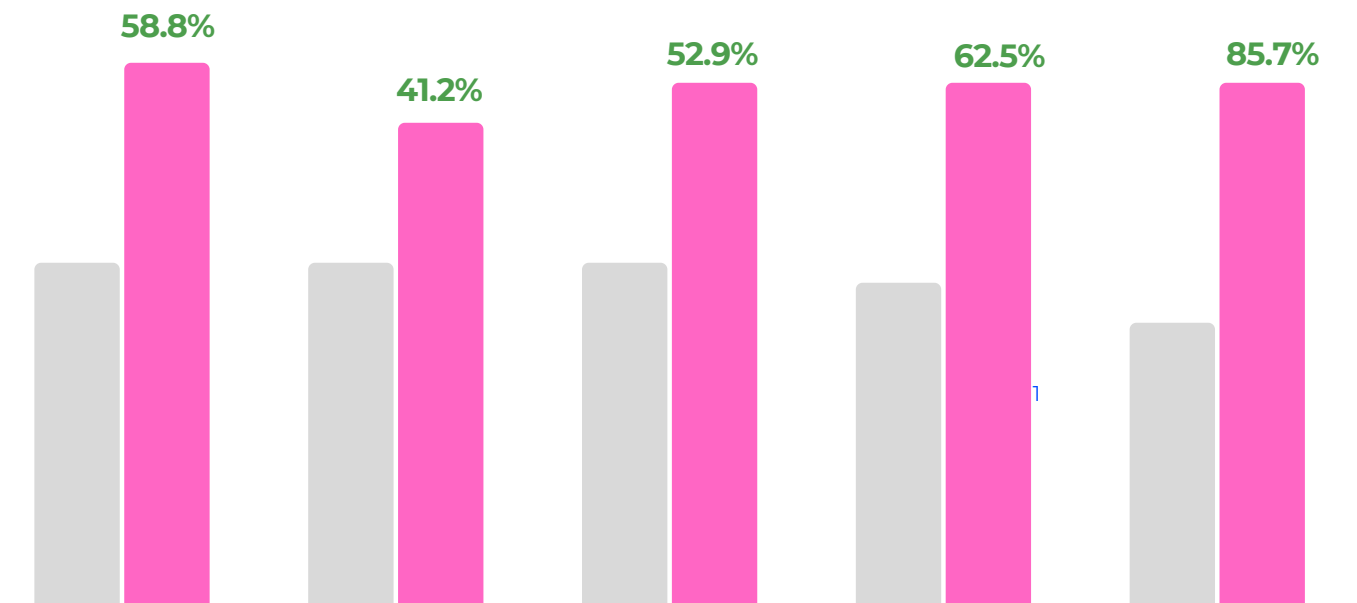
According to Rakuten Advertising's 2023 Cyber Week Trends, there was a notable increase in consumer engagement and sales across various sectors, including apparel, jewelry, and home improvement, during the same period. This indicates a broader trend of increased consumer activity and responsiveness to online advertising during the holiday shopping season.

TikTok Thanksgiving Week Insights

2022 - 2023, Impressions Campaign (CPM)



Click-Through Rate (CTR)



This trend of decreasing CPM contrasts with general trends observed on TikTok, where the platform has seen a rapid increase in the number of downloads, daily users, and engagement rates, leading to more brands investing in advertising. TikTok's leading role in consumer spending, with a significant percentage of users making purchases after watching videos, underlines its growing importance as a marketing channel. The trend in decrease in CPM indicates a cost-efficient strategy applied by our team.

The growing popularity of educational content on TikTok is another key trend. With 92% of users taking action as a result of TikTok saying they learn new things from the platform, this trend may also contribute to the increased engagement. On top of the user-generated content (UGC), storytelling, authenticity in product demos, and humor are trending creatives that shows high user engagement on ads.

Thank You

Strike Social is a global advertising company that leverages automation and data-driven solutions to optimize advertising campaigns across various social media platforms, including YouTube, Instagram, Facebook, TikTok, LinkedIn, Twitter, Snapchat, and other paid social platforms. With offices across Asia, Europe, and the Americas, we provide businesses and brands with the expertise and technology 24/7 needed for successful campaign management and optimization.

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