

Q5 Advertising Strategies

FOR A STRONG
MARKET PRESENCE



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

The holiday season may be over, but the shopping frenzy may wane, with consumers still wanting to spend but with fewer marketing promotions during Q5.

While the holiday season drives a surge in online shopping, a unique opportunity emerges following Christmas – Q5, the "Hidden Quarter" between Christmas and mid-January. This often-overlooked period presents a fertile ground for e-commerce brands to cultivate engagement and drive sales.

Go beyond the traditional holiday marketing cycle. Embrace Q5 to boost sales, strengthen brand loyalty, and set the stage for a thriving 2024.

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.



Defining Q5 by Shopper Behavior

Consumer activity during this time can be segmented into phases: early shoppers who complete their purchases around Thanksgiving and late shoppers active just before Christmas. Q5, however, commences post-Christmas and extends until the second week of January.

This period marks a shift in consumer focus - from gift-buying to self-purchasing and redeeming gift cards.

Data:

- ² **30% of U.S. consumers engage in self-gifting**, a noticeable increase from previous years.
- **35% of gift card recipients** will likely spend their cards within the first 45 days post-Christmas.



Why Q5 Matters



Forget holiday hibernation. Q5, the "hidden quarter" between Christmas and mid-January, is a goldmine for savvy marketers. While competitors rest, you can capitalize on:

- **47% of consumers open to post-holiday purchases:** Move beyond returns and embrace repurchases and brand loyalty.
- **Lower ad costs and less competition:** Stand out from the pre-holiday noise and reach engaged audiences for less.
- **Shifting consumer focus:** Target self-gifting, gift card redemption, and bargain hunters with targeted campaigns.

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Holiday promotion overload

The sheer volume of holiday marketing makes it difficult for brands to stand out. Consumers, bombarded with choices, struggle to recall specific campaigns.

Late realization of consumer needs

Many shoppers receive gift cards or wait for post-holiday deals, leading to increased spending later in the season.

Missed opportunity:

Marketers often miss the significant spending potential following Christmas, particularly related to gift card redemption.

Q5 YouTube Insights

2022 - 2023 Instream Skippable, View Campaigns (CPV)

CPV Daily Trend

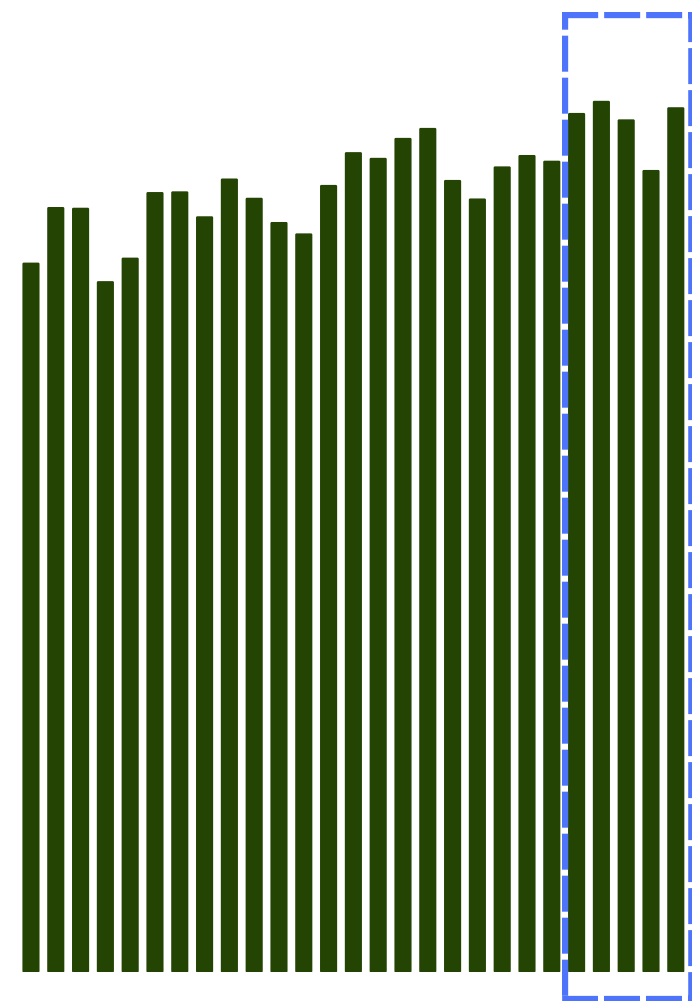
Cyber Five Weekend

Christmas Day

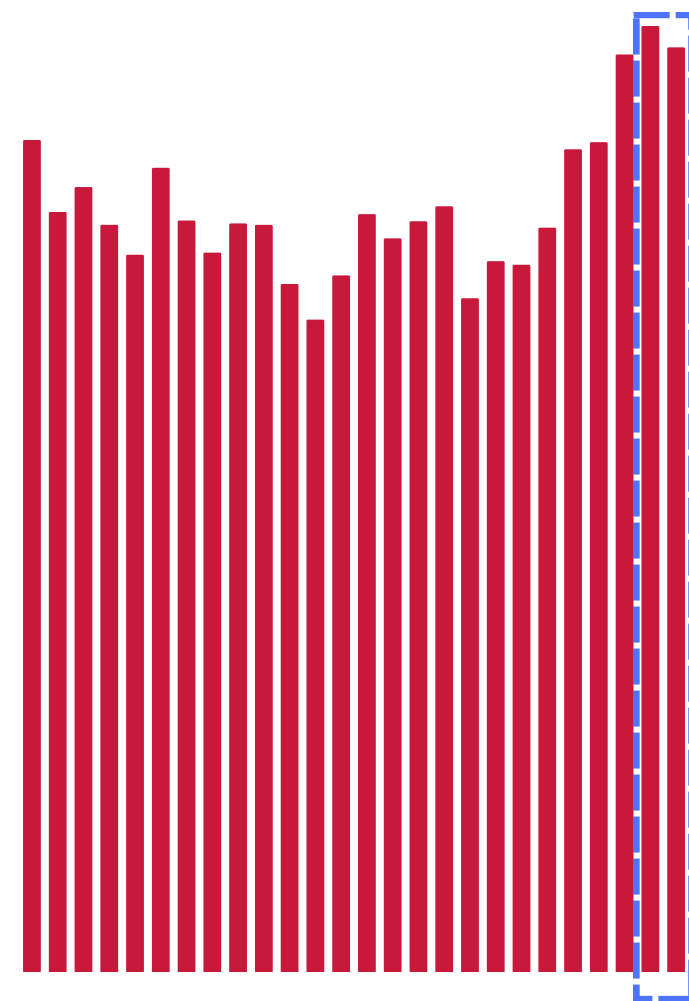
Nov 1 - 28, 2022

Nov 29 - Dec 25, 2022

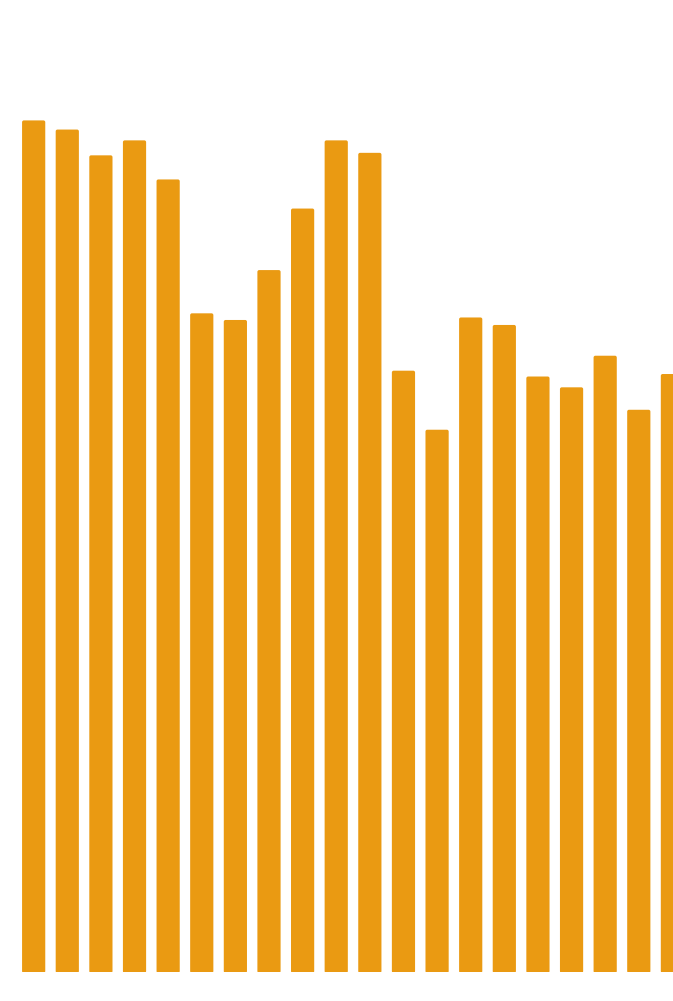
Dec 26, 2022 - Jan 15, 2023



Thanksgiving Period

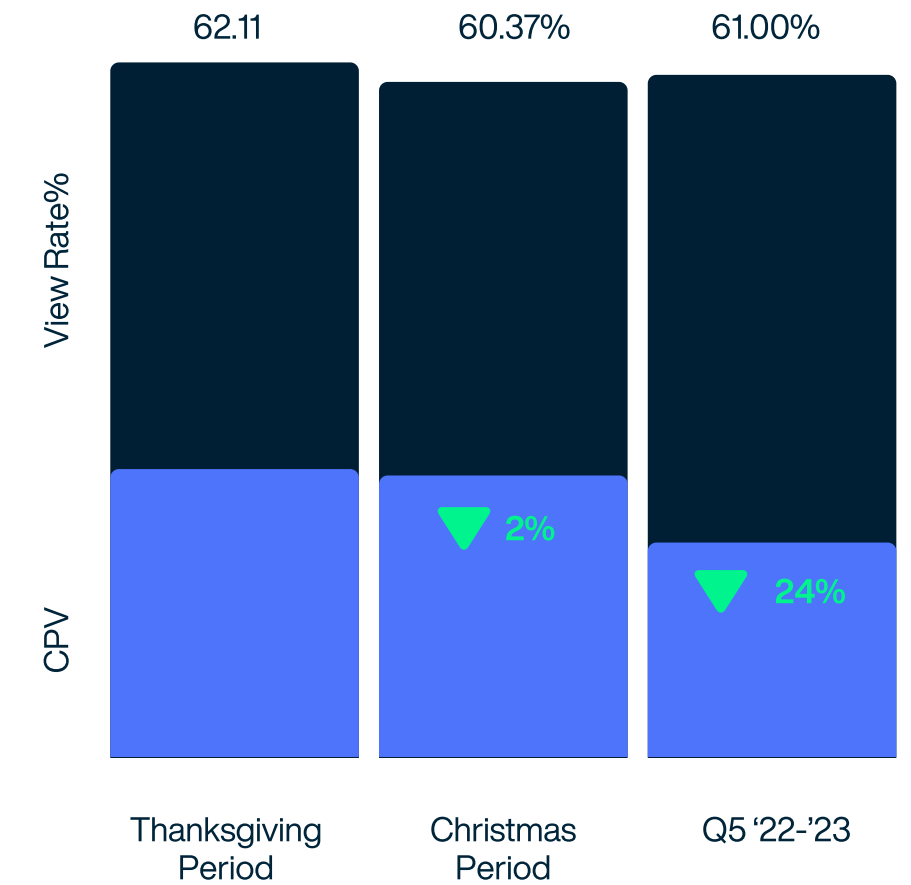


Christmas Period



Q5 '22-'23

Median CPV and View Rate



YouTube's Instream Skippable ads during Q5 present a lucrative opportunity. From December 26th to January 15th, we observed a high % view rate of 61% and a 24% reduction in median CPV compared to the Christmas period, marking the lowest ad cost across the holiday shopping stretch.

This trend indicates that while the auction intensity decreases post-Christmas, viewer engagement remains robust, offering an ideal scenario for advertisers.

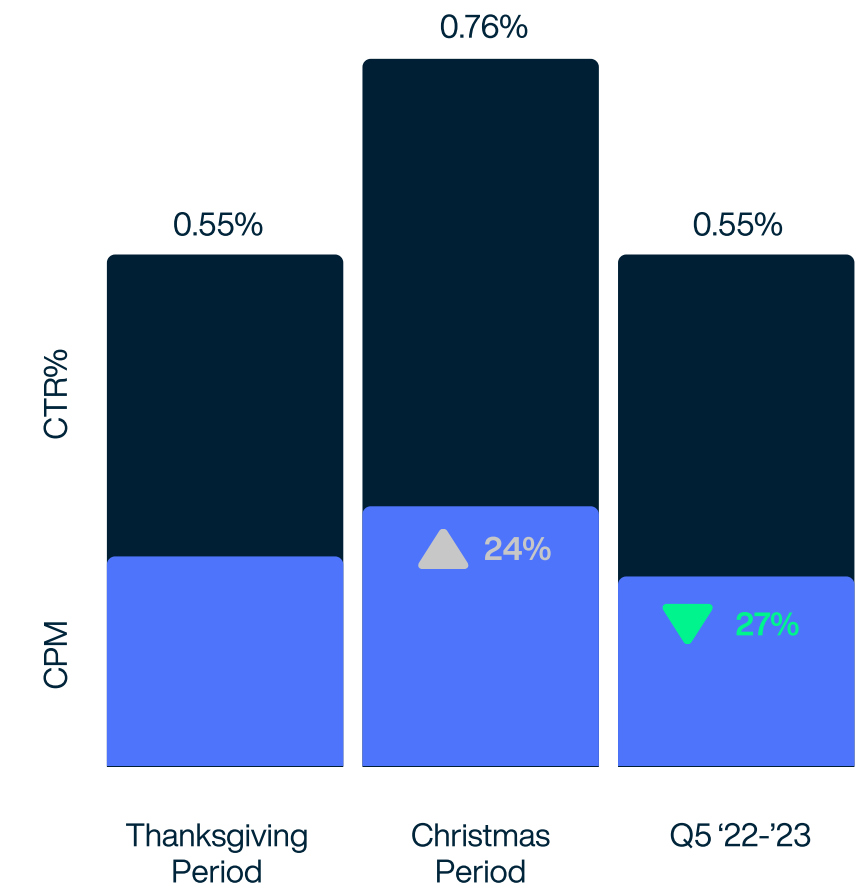
Q5 Facebook Insights

2022 - 2023 Impression Campaigns (CPM)

CPM Daily Trend



Median CPM and Click Through Rate



Strike's Q5 Facebook advertising data presents a significant opportunity to leverage lower ad costs. Our Q5 Facebook median CPM has improved by 27% from the Christmas holiday, while the click-through rate has retained holiday engagement levels at 0.55%.

The trend of lower CPM does not indicate a decline in Facebook advertising campaign performance. Although the behavior of clicking every ad may not be as high as during the Christmas holiday, ad viewers consistently consume content. This new behavior is likely due to a focus on brand awareness and consideration, even without immediate clicks.

Q5 Facebook Insights

2022 - 2023 Link Click Campaigns (CPLC)

CPLC Daily Trend

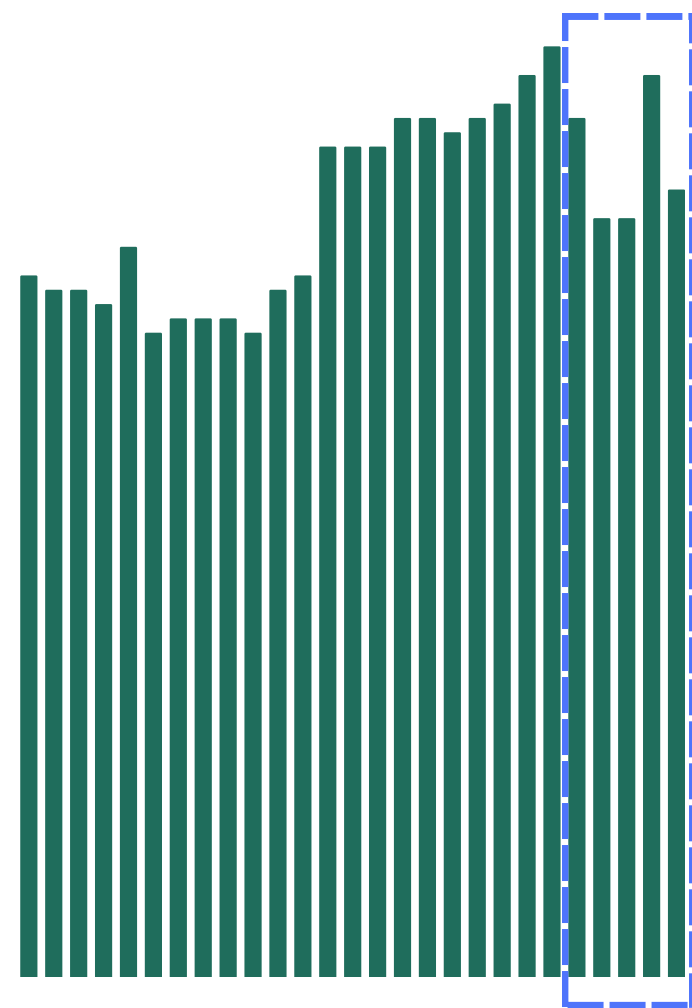
Cyber Five Weekend

Christmas Day

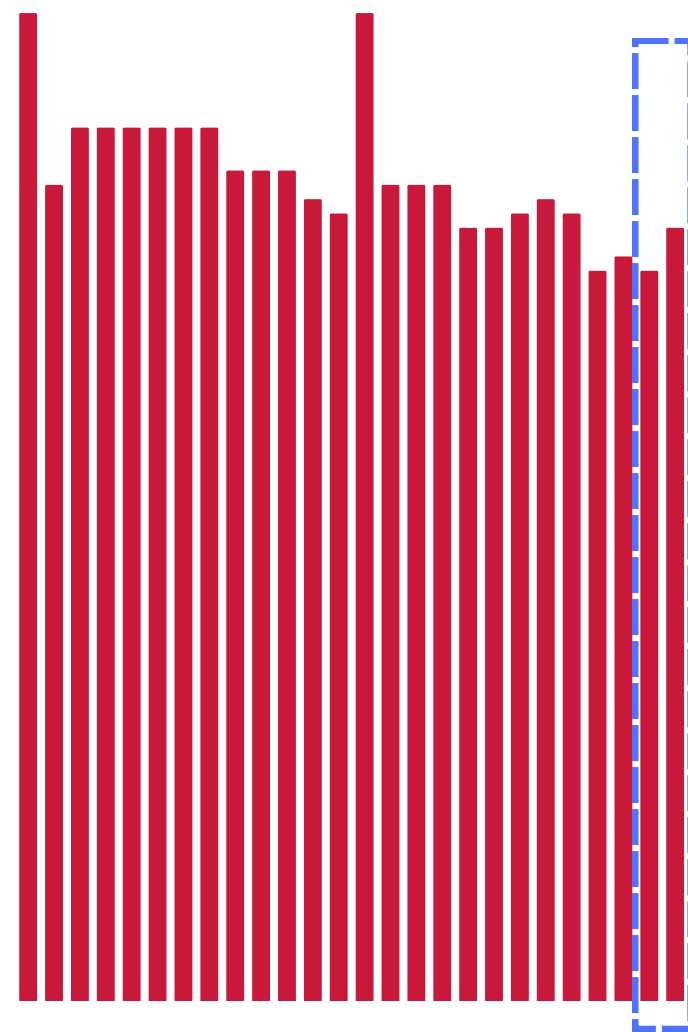
Nov 1 - 28, 2022

Nov 29 - Dec 25, 2022

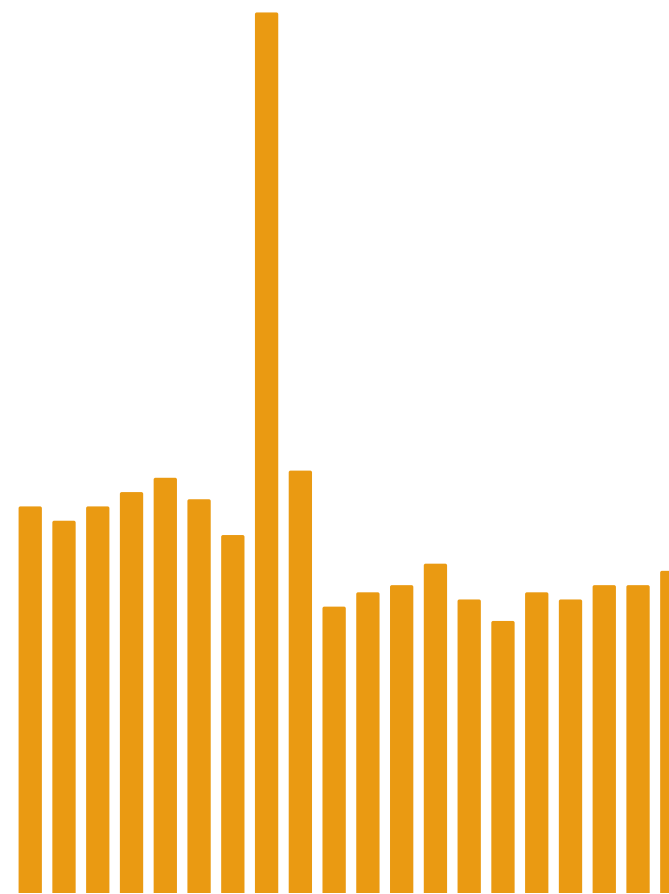
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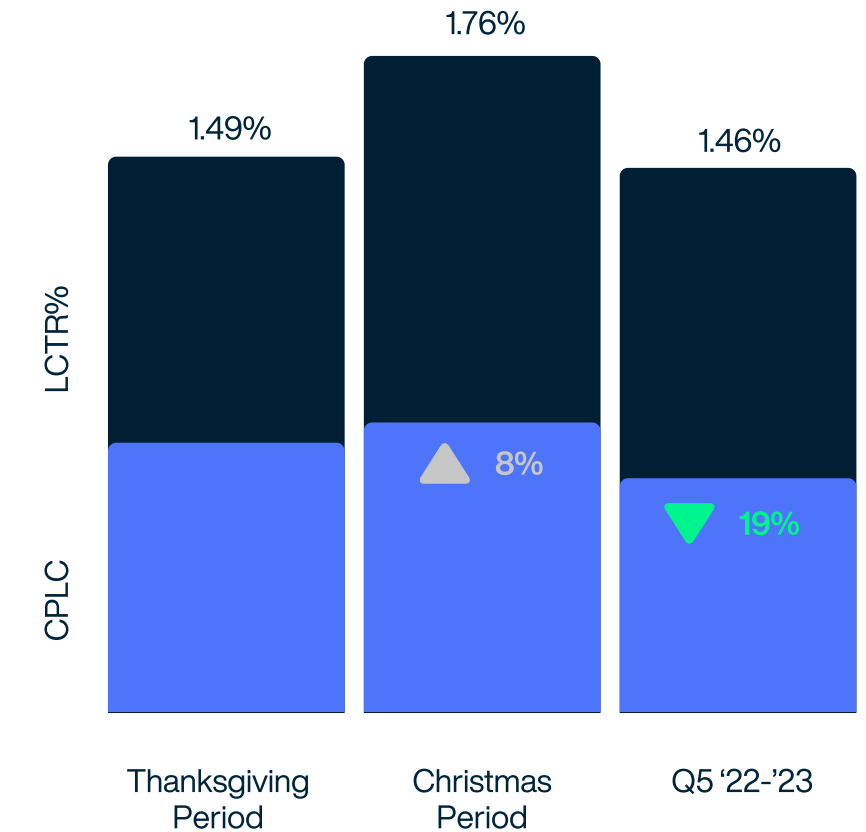


Christmas Period



Q5 '22-'23

Median CPLC and Link Click Through Rate



While holiday promotions auction battles heightened during the stretch of Thanksgiving and Christmas periods, our Facebook Link Clicks campaign data reveals efficiency at the tail end of the holiday shopping season. Q5 (December 26th to January 15th) holds the lowest median CPLC across all periods. After the busiest holiday, CPLC improved by 19% while maintaining a respectable Link Click Through Rate (LCTR) of 1.46%.

Q5 isn't just about cheap clicks. It continues to drive high-quality traffic that converts. Facebook media buyers can turn post-holiday browsing into valuable consumer engagement, extending holiday sales success well into the new year.

1/ CampaignLab, Strike Social data November 2022 data from Campaigns Leveraging on Impressions

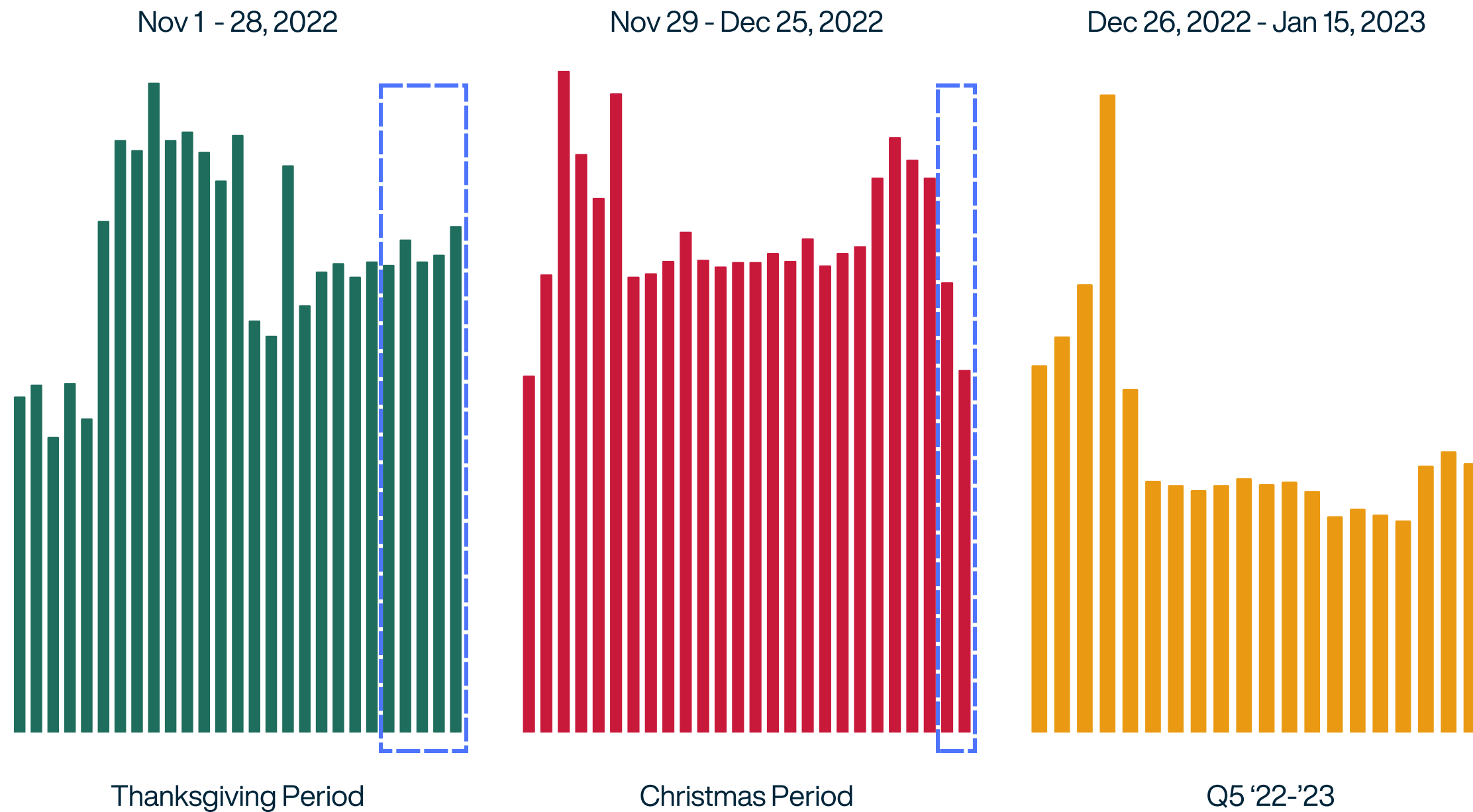
Q5 TikTok Insights

2022 - 2023 Impression Campaigns (CPM)

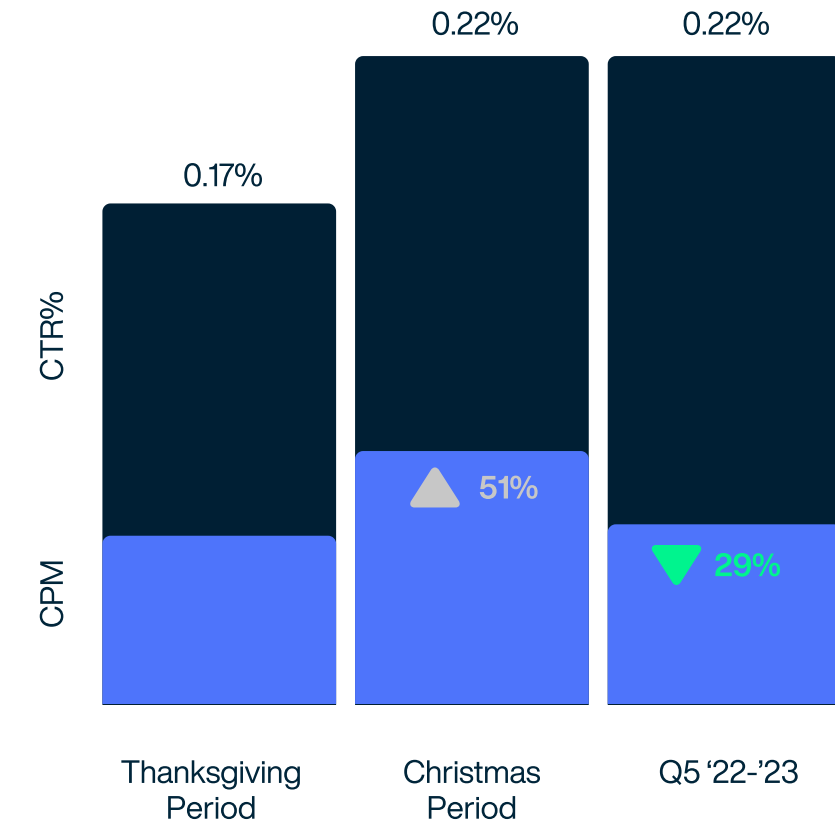
CPM Daily Trend

Cyber Five Weekend

Christmas Day



Median CPM and Click Through Rate



Strike's Q5 2022 TikTok Impression campaign data offered a much lower median CPM than the previous periods, Thanksgiving and Christmas. With more stable cost in the auction, Q5 creates an opportunity to reach highly engaged TikTok community viewers as the Click-Through Rate remains high post-holiday celebration.

Developing a dynamic creative brings a unique vibe to the platform. Brands can tap into the content virality TikTok possesses, which eventually leads to high brand recognition and drives conversion and sales.

Crafting Effective Advertising Strategies for Q5 Success

As the data reveals, Q5 presents a significant, yet often overlooked, opportunity for advertisers to extend their reach and drive conversions beyond the traditional holiday season. Now that the potential has been revealed let us translate these insights into actionable paid social media strategies.

Create Momentum with Tent Pole Holiday Campaigns

Build anticipation and urgency around key dates like Cyber Five and New Year.

Increase visibility through impression and reach-focused campaigns with promotional countdowns and discounts.

Retarget with relevance

Re-engage website visitors, engaged consumers, and abandoned carts with personalized video ads and deals.

Build an Always-On Conversion-Focused Campaign

Maintain a consistent conversion-focused campaign throughout the holiday season, including Q5.

Leverage shoppable ads, influencer collaborations, UGC, and interactive elements to boost engagement and drive conversions.



ADDITIONAL RESOURCES:



[Essential Q5 Advertising Strategies for a Strong Market Presence](#)



[2023 Post Thanksgiving Report](#)



[2023 Thanksgiving Paid Social Trends](#)

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.

Interested in collaborating on content and data with us?

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