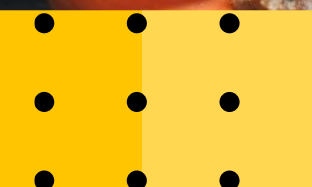




The Evolution of 2023 Holiday Shopping

From Storefronts to Screens

Thanksgiving 2023 Paid Social Trends





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 continues to be the gateway to holiday shopping, with social media playing an increasingly pivotal role in driving consumer decisions.

The data underscores a significant shift toward online shopping, with a notable increase in holiday budgets and a condensed shopping window concentrated in late November.

This trend is amplified by the influential role of social media across all demographics, from Gen Z to Boomers, each displaying unique platform preferences and engagement patterns.

Trends in Shopping Surge

Consumers are starting their holiday shopping earlier, with a substantial portion of the budget being spent in the last two weeks of November. This shift necessitates a strategic focus on early engagement and tailored promotions.



Digital Domination

A significant majority are turning to online platforms for holiday shopping, with digital ads and social media rapidly outpacing traditional methods of deal discovery.

Social Media, Still Fuels Thanksgiving Shopping Frenzy

Despite market challenges and the rise of early holiday shopping, the Thanksgiving season remains a prime opportunity for advertisers to engage with consumers and capitalize on their festive spending spirit.

Early Shopping Trend, Strong November Focus:

¹ Amidst shoppers beginning weeks ahead, A robust 50% of eCommerce holiday spending is anticipated to take place by the end of November.

Digital Deals and Inspiration

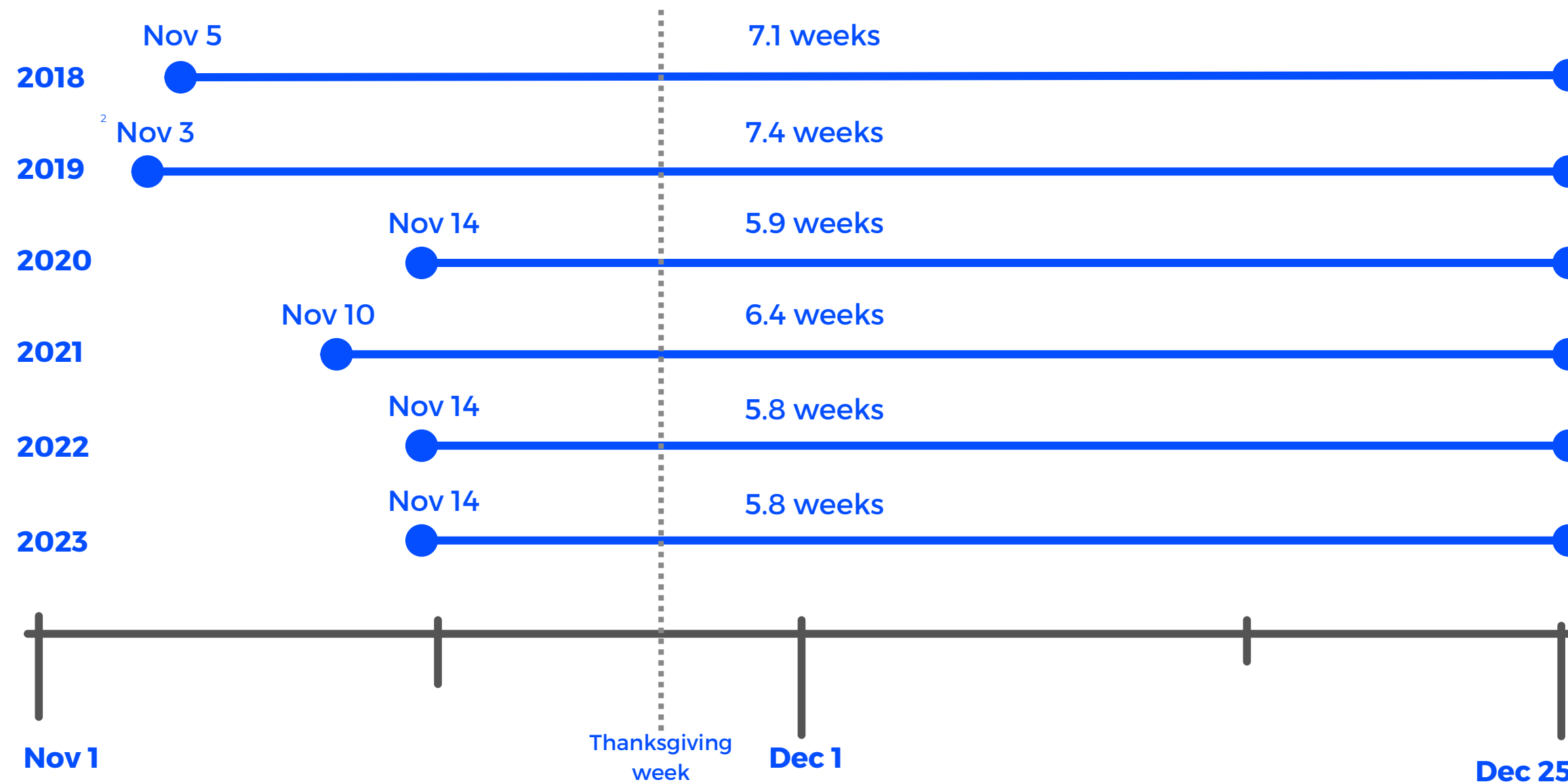
² 43% of consumers across all demographics turning to platforms like Facebook to help fill holiday shopping carts. Social media is set to be a bustling marketplace for festive finds and savings.

Social Media Influence Purchase

² 56% of Gen Z will swipe on TikTok's FYP, ahead of YouTube and Instagram. Holiday Shopping ideas and product discovery will take place on all screen sizes.



Early Shopping Trend, Strong November Focus:



Despite enticing mid-year sales events, like Amazon's Prime Day and back-to-school promotions, the holiday shopping season officially swings into high gear in November.

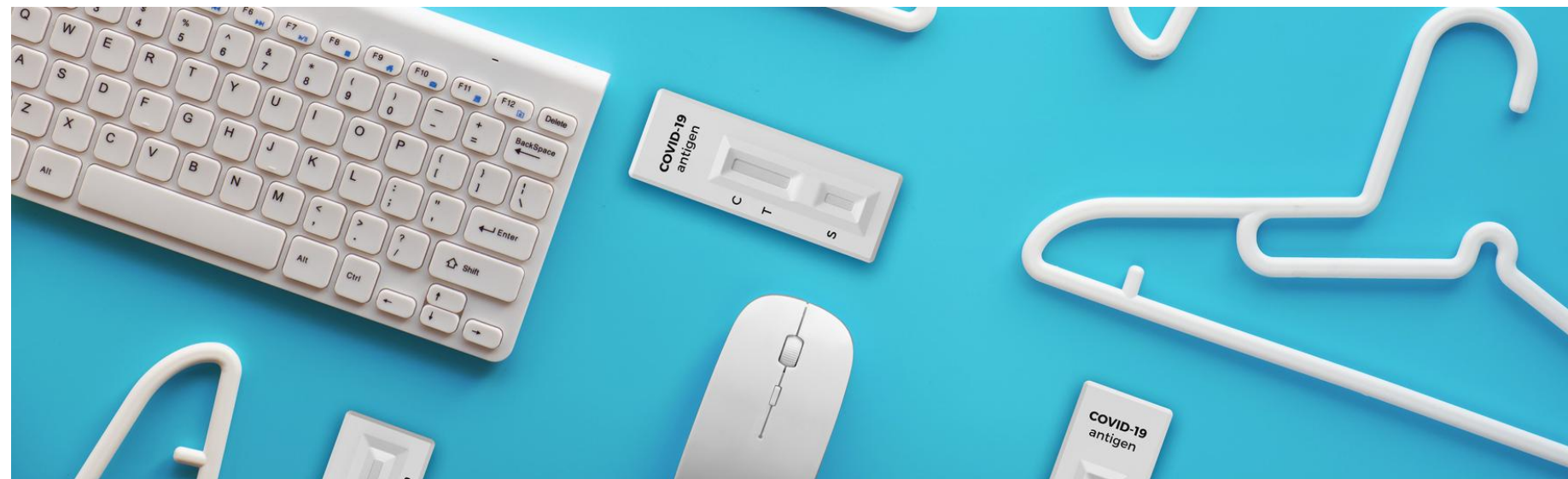
The shopping duration has progressively compressed over the past six years,¹ **with 2023 seeing consumers wrapping up their holiday purchases within 5.8 weeks, a significant contraction from the 7.4-week span observed in 2019.**

This shift has resulted in a dense flurry of activity during this year's second half of November,² **capturing 78% of active shoppers who are primed for the barrage of deals spanning 'Cyber Five' week.**

The shopping period condensation accentuates the criticality of a strategic presence during Thanksgiving week.

As shoppers ramp up their activity, so too should the cadence of advertising, with brands poised to escalate their marketing effort as November progresses into its pivotal latter half

Digital Deals and Inspiration

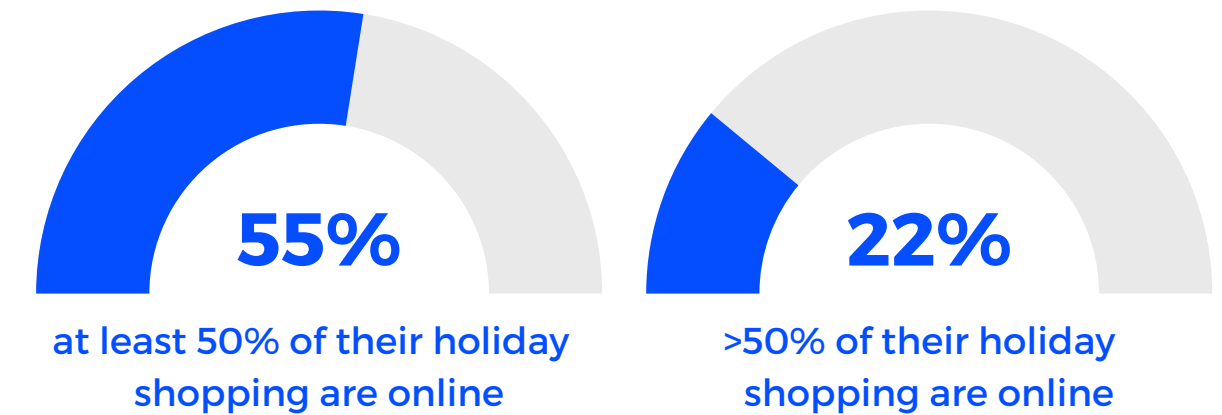


¹Over half of US consumers are contemplating ticking items off their shopping lists through online carts, with one in five inclined to make the majority of their purchases via digital platforms.

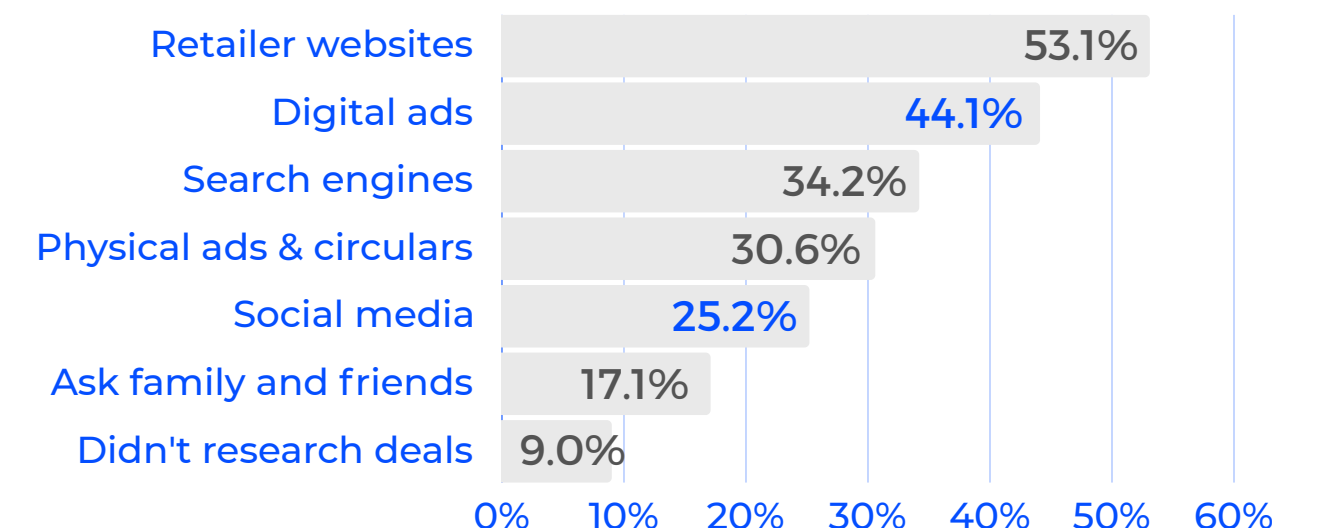
When it comes to securing holiday deals,² digital ads have won the favor of 44%, while social media commands the attention of 25% of deal hunters, outpacing the influence of family and friends' recommendations.

Consequently, brands that pivot most of their holiday advertising efforts towards a digital strategy capture a larger share of consumer attention.

Holiday Shoppers' Preference

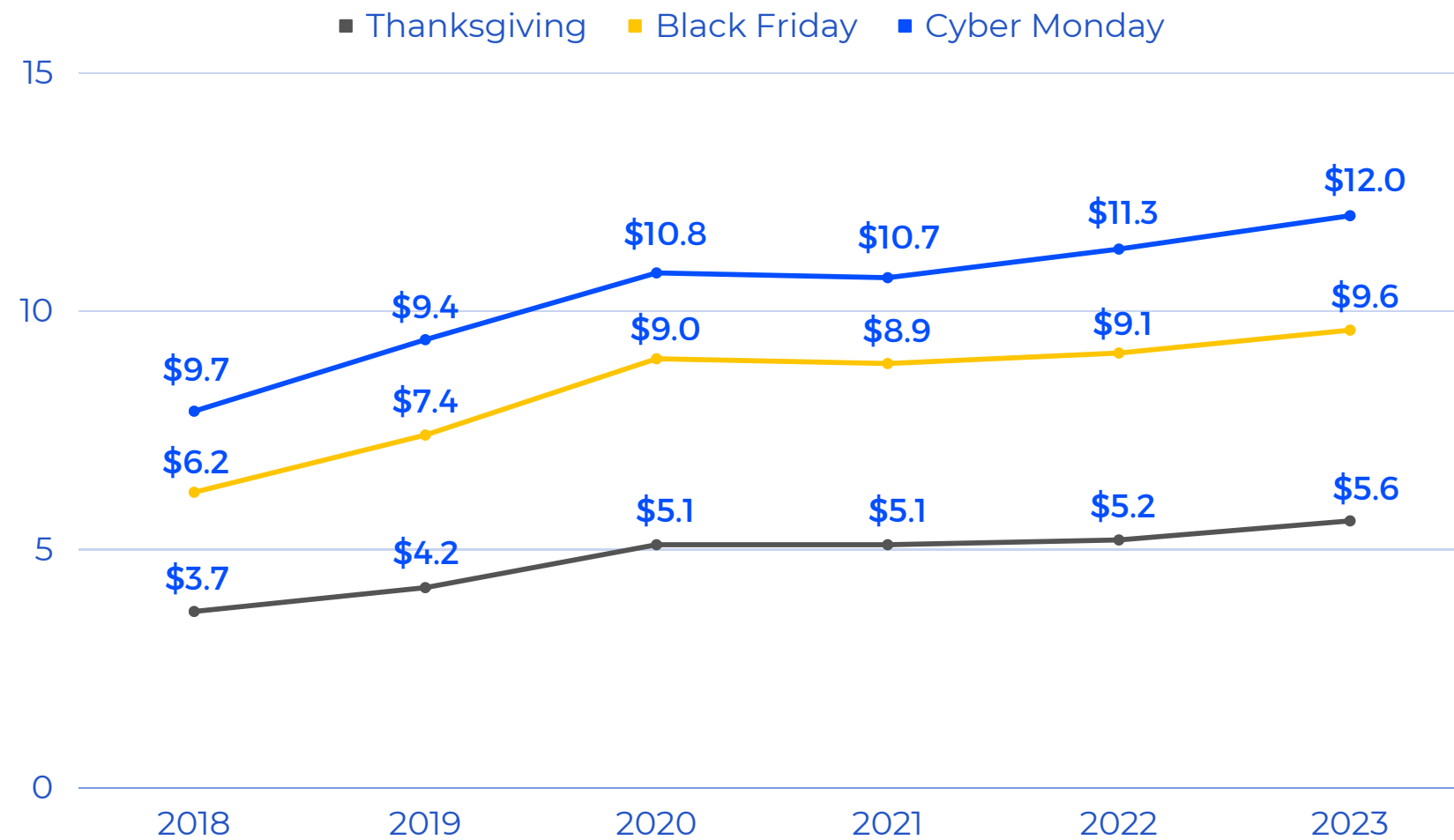


Finding the best deal



Cyber Five Week Sales Surge

Estimated US Thanksgiving Weekend E-commerce Revenue



Cyber Week rolls out the red carpet for the festive symphony of Christmas carols and the eager clicks of holiday shoppers. Exhibiting a robust growth trajectory since 2018, this e-commerce-centric period has demonstrated steadfast year-over-year expansion.

However, not every shopping day is created equal. Cyber Monday, in particular, continues to outshine other promotional days, shining as the brightest star.

This upward trend is a telling indicator for advertisers, signaling consumers' increasing adaptation to digital convenience and online promotions.

¹ Thanksgiving Shopping day
+5.5%

Thanksgiving has consistently served as the opening act for the end-of-year shopping frenzy, with a significant 51% increase in online spending from 2018 to 2023.

Black Friday Shopping day
+5.7%

Black Friday, the day of deep discounts and doorbuster deals, has witnessed a noteworthy ascent in consumer spending. Almost a 55% uptick from 2018 to 2023.

Cyber Monday Shopping day
+6.1%

Cyber Monday is Cyber Monday's popularity has soared with a 24% growth trajectory from 2018 to 2023, thanks to its reputation for offering the last chance to grab online deals during the Cyber Five holiday period.

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; **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, **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**.

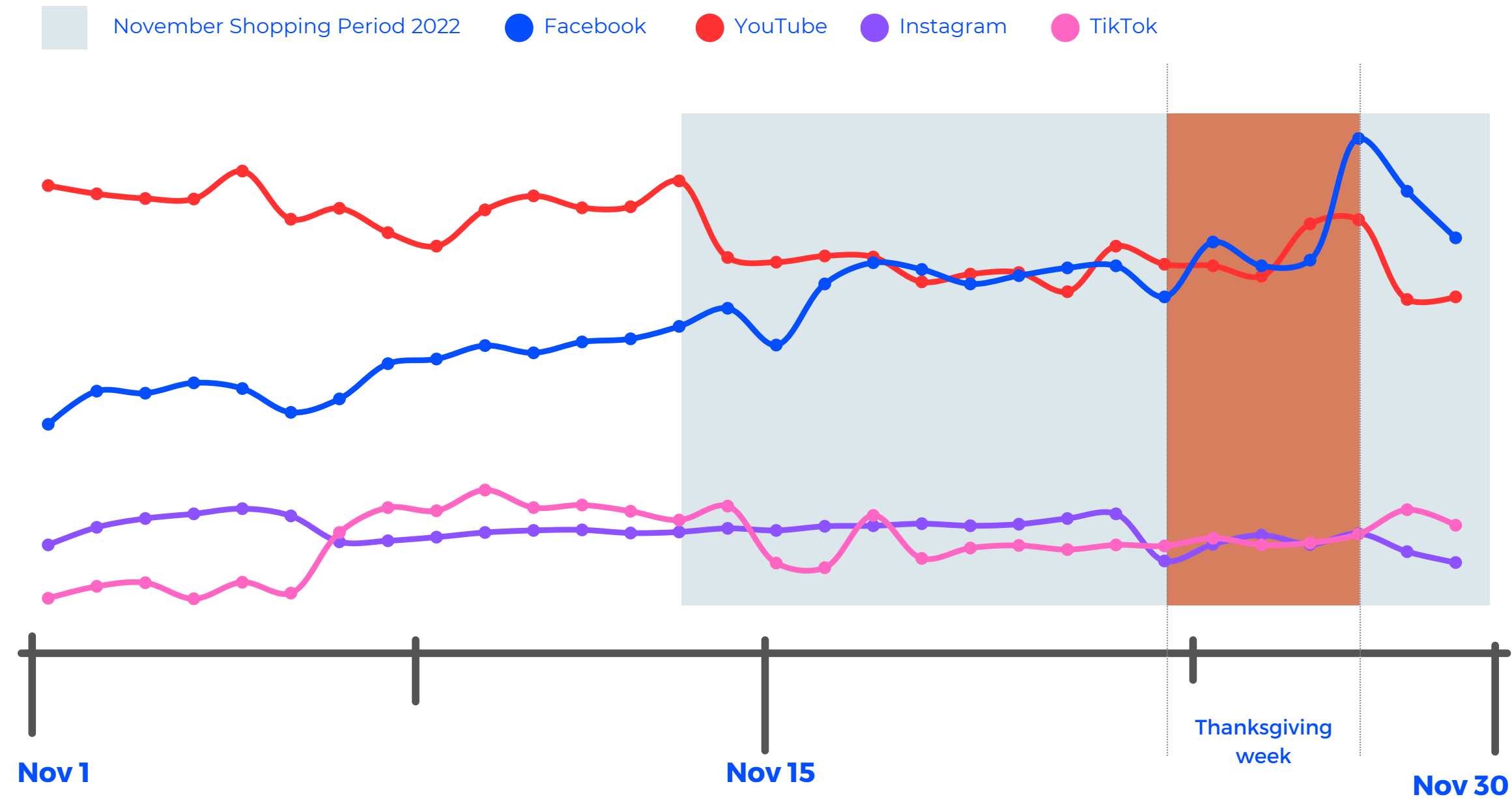
Gen X is a highly digitally connected group with significant spending power

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.

Tracing Thanksgiving Media Costs



- Pre-Thanksgiving Dip: Across platforms, there's a noticeable dip in costs just before Thanksgiving, which could be due to advertisers finalizing their campaigns in preparation for the big shopping week.
- Post-Thanksgiving Spike: Facebook and TikTok, particularly, show increased costs, aligning with heightened shopping activity and advertiser competition during Cyber Week, especially Cyber Monday.
- Thanksgiving Day Slowdown: Decline on other platforms can be due to a shift in customer focus. The drop in viewers' attention can be attributed to more offline activities.

Social Media Advertising Trends

In a season where every dollar counts, a keen eye on the trend of CPM and CTR can reveal much about the current behavior of users on these social media apps. These metrics can fine-tune advertisers' investments and identify opportunities.

2022 H1 November vs 2022 H2 November

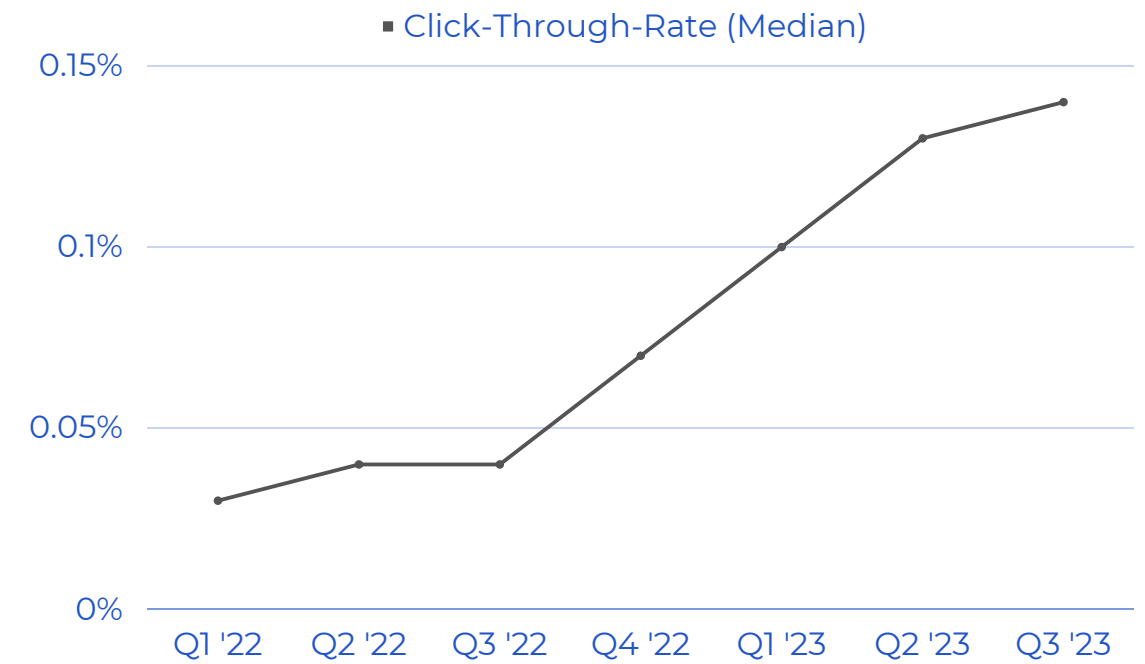
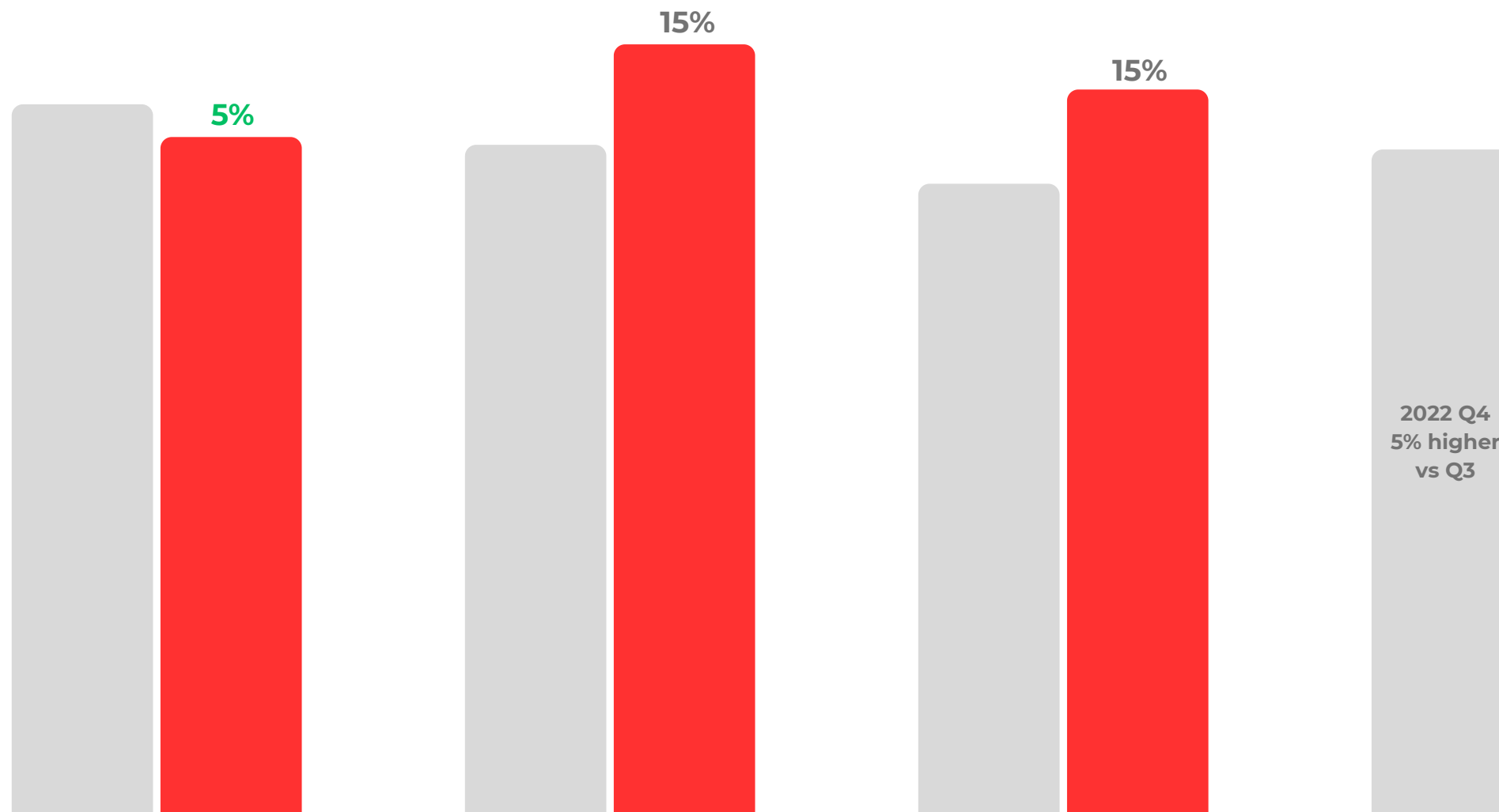
	YouTube	Facebook	Instagram	TikTok
CPM	-12.1%	34.0%	-3.6%	.05%
CTR	17.7%	31.0%	26.7%	-8.6%



YouTube Quarterly

CPM Quarterly Comparison '22-'23

US TrueView InStream Non-Skippable Campaign (Median)



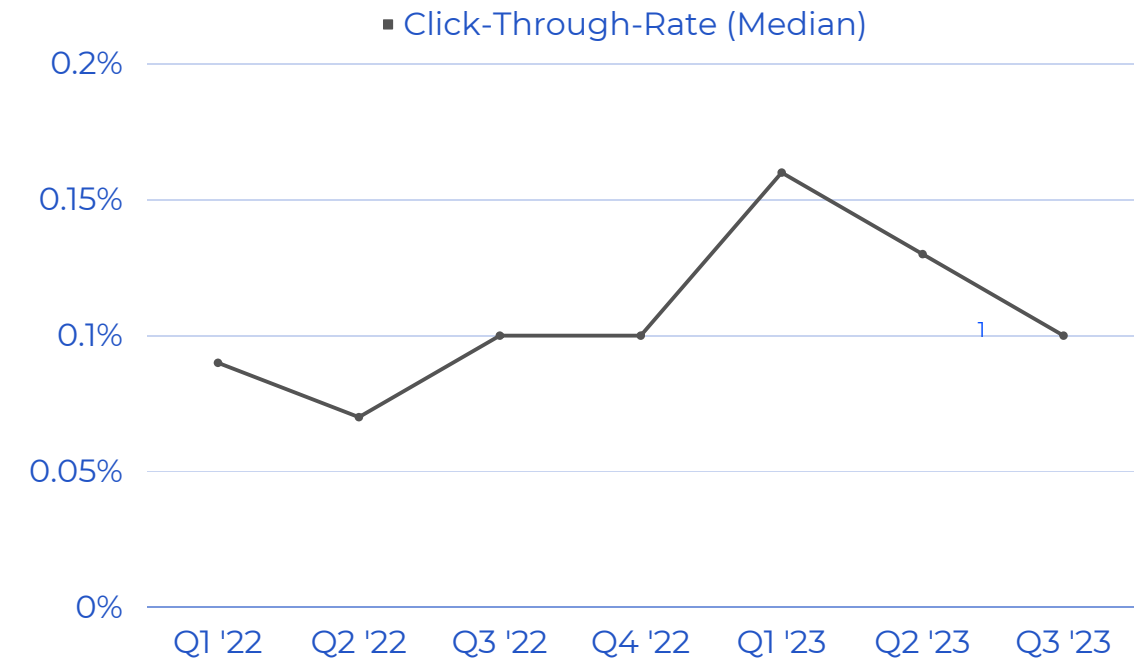
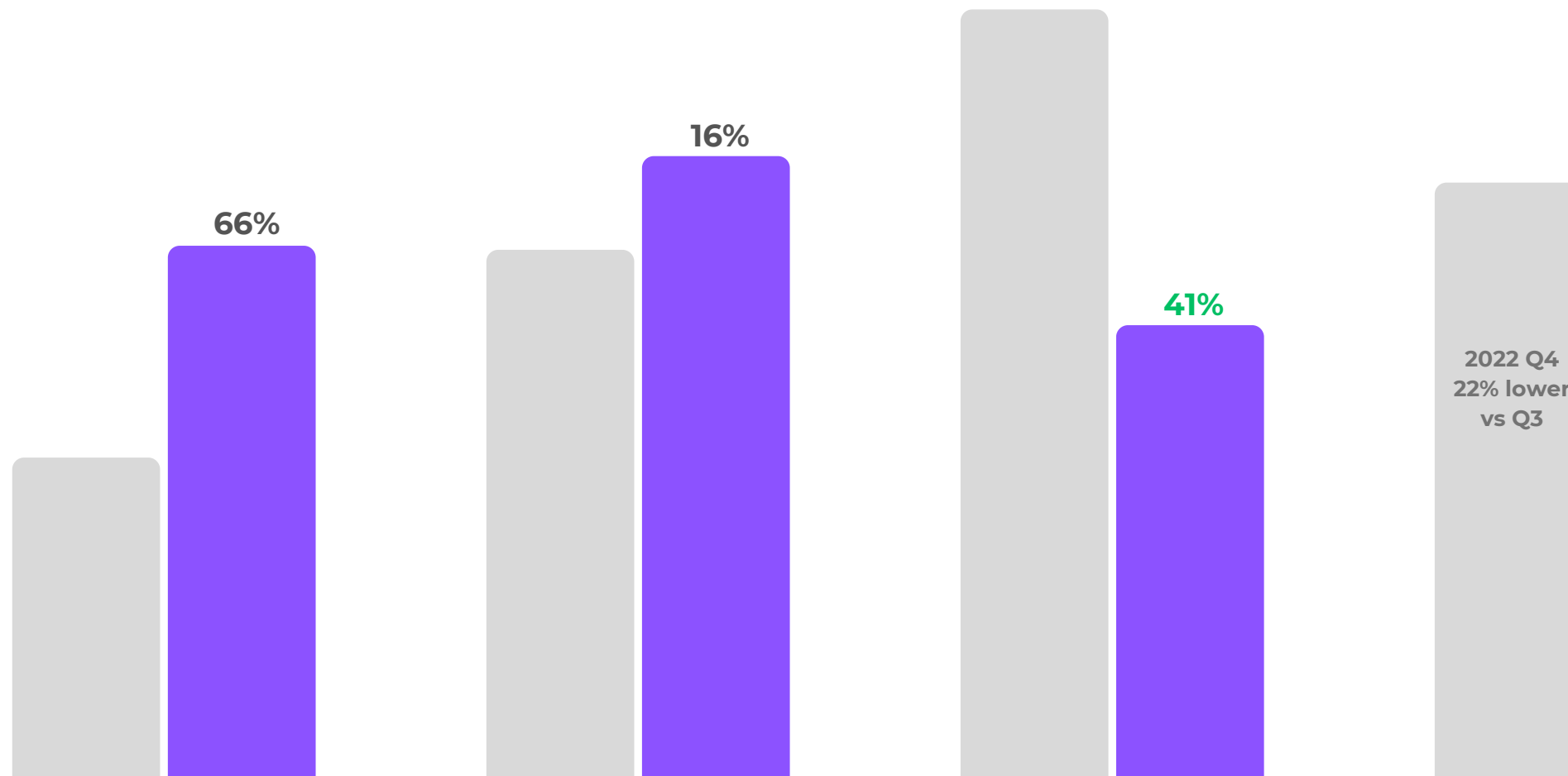
YouTube's quarterly data unfolds a compelling narrative of increasing viewer engagement with ads, as evidenced by the steady ascent in Click-Through Rates (CTR). This upsurge in CTR strongly indicates consumers are becoming more responsive to YouTube advertisements.

Notably, the integration of the Video Action Campaign, which places ads within the Shorts feed, has contributed significantly. This innovation has augmented the efficiency of campaigns, leveraging the captivating nature of this new content format to seize viewer attention and interest more effectively.

Instagram Quarterly

CPM Quarterly Comparison '22-'23

US Campaigns Leverage to Impressions (Median)



Key developments like Instagram Reels Ads, which offer a full-screen, immersive experience, and Shopping Ads that seamlessly integrate purchasing options into posts and stories cater to the growing demand for interactive and engaging content.

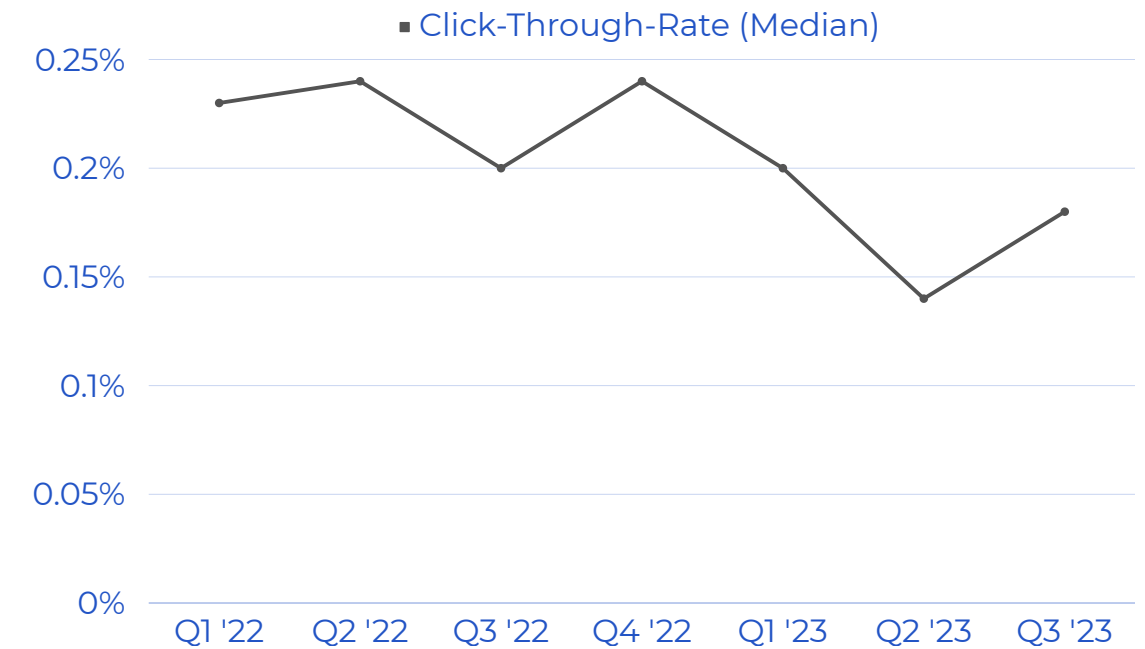
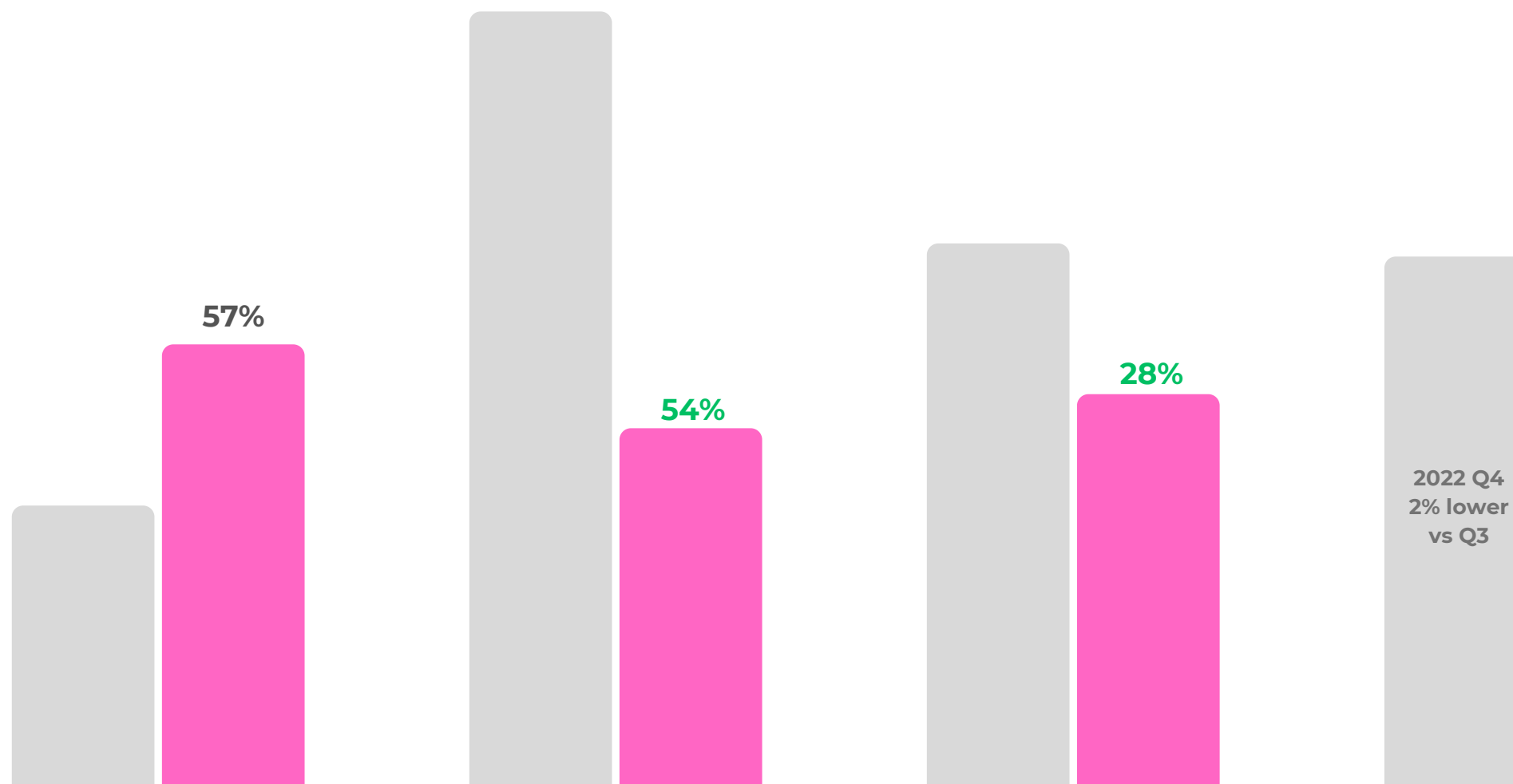
Introducing interactive elements in Stories Ads, such as polls and quizzes, and enhanced targeting options allows for more personalized and direct audience engagement.

Instagram continues to tap into the growing appetite of consumers' interest with creators' content and short-form videos.

TikTok Quarterly

CPM Quarterly Comparison '22-'23

US Campaigns Leverage to Impressions (Median)



The increase in CPM towards the end of 2022 can potentially be explained by advertisers capitalizing on the expanded ad inventory.

The expert team at Strike has noted an increase in ad load, shifting from 1 ad in every 9 videos to 1 in every 4. This trend may contribute to the increase in cost and slowdown in CTR. Users might experience ad fatigue from the increased ads on their For You Page (FYP).

Additionally, the introduction of new ad units and objectives could have encouraged more advertisers to allocate their budgets towards these innovative formats.

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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