



Digital-first holiday marketing

Innovations and solutions



Dawn of the new customer

Introduction

COVID-19 has changed the way consumers and marketers are thinking about the 2020 holiday season. In fact, interest in online shopping and online to curbside pickup has been accelerated at a rapid pace.

- **Interest in online omnichannel shopping has increased this up-coming holiday season**

Compared to last year, holiday shopping consumers were asked how interested they were to shop within various available 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

To help Canadian advertisers make the most of their efforts this holiday season, **APEX** and InMarket have assembled a top 4 list of must-have solutions to test and integrate into digital-first 2020 holiday plans.



1. New audiences

This holiday season, **APEX** is helping brands target purchase intenders and the growing number of consumers option for curbside pick-up. Brands can now leverage store visits, including horizontal accuracy, combined with dwell time and persistent movement data.

Together with **InMarket**, we're helping to accurately identify users leveraging curbside pickup across different retail categories and specific retailers. Together, these segments with advanced data science **Preceptivity** capabilities enable brands to reach users prior to a pickup for maximum effectiveness and efficiency. Audiences include:

Purchase intenders: Based on real consumer shopping lists, surveys, item-level purchase data, and credit/debit card purchases

Curbside pickup categories:

- Big box
- Department store
- Specialty retailer
- Hardware
- Grocery

in|market



2. New one-click purchase capabilities

Together with InMarket, we're arming brands across Canada with Click-to-Cart capabilities that create an effortless, seamless, and relevant shopping experience for customers. By analyzing and integrating app install data and intelligence into their click-to-cart solution, InMarket has created an enhanced user experience that adds convenient on-click add-to-cart functionality and support for leading shopping apps, including click to shop for retailers and click to insta(cart).



3. New Omnichannel Inventory

Important purchase decisions are also made at home just like they are in-store. According to [Murphey Research](#), 82% of retail purchase decision involve the home, and according to [Nielsen](#), the time users spend on CTV devices increased by 81% YOY from 2019 alone.

Our omnichannel solution enables a reach of over 120M unique consumers across mobile and CTV devices including ROKU, Smart TV, FireTV, XBOX, PlayStation and free Premium channels on the XUMO tv app. This holiday season you can target by location and/or interest to drive awareness, consideration, and ultimately purchase.

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- Average consumer time streaming CTV increased 81% since 2019
 - 82% of retail purchase decisions involve the home



New in-app Moments

Powered by: **in**market

In-app usage (measured by time spent) during the COVID-19 pandemic has surged 40% during Q2 2020 according to [AppAnnie](#). As consumers spend more time in apps, we've harnessed the power of our partnership with InMarket to bring In-app Moments to brands in Canada. Moments interstitial and interactive ad experience ties the ad experience directly to a consumer's behaviour within that app – such as to specific items on their shopping lists. In addition, In-app moments are not only contextual, but they are timed for maximum impact based specifically on a user's activity.



COVID-19 has served as a reminder that success requires always being prepared with innovative solutions. For brands, this means thinking outside the box and taking a fresh, digital-first look at the holidays with new and enhanced omnichannel strategies.

For more information about APEX 's omni-channel advertising solutions, contact us today.

