

UNWRAPPING KEY SHOPPING INSIGHTS

HOW BRANDS CAN GIVE CUSTOMERS WHAT THEY WANT THIS HOLIDAY SEASON

As customers shop their favorite brands for the perfect gifts this season, retailers need to wrap up a positive, memorable experience at every phase of the customer journey.

AllianceData

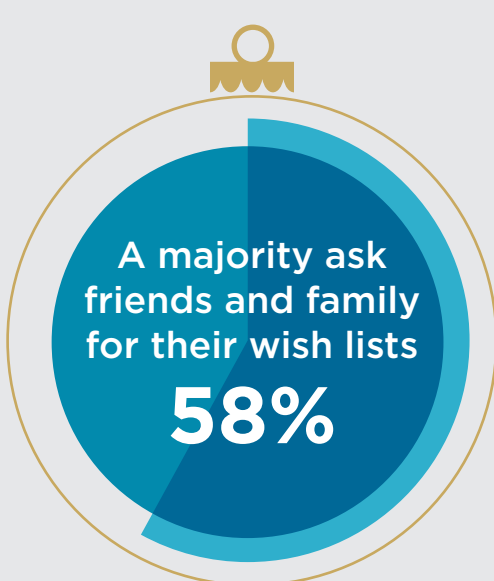
EPSILON



DISCOVERY + ENGAGEMENT:

Help them discover what they want to buy.

Nearly **1/2** of all shoppers say it's hard to figure out what gifts to buy for the holidays.



But there's no question that almost all of them will shop both in store and online.



CONSIDERATION:

Consider what influences their purchase decisions.

Some key factors influence customers' choices about holiday gift shopping.



How customers get promotions matters.

A majority **(66%)** actively search for deals online.



Plus, the promotions themselves are also important. Customers want:

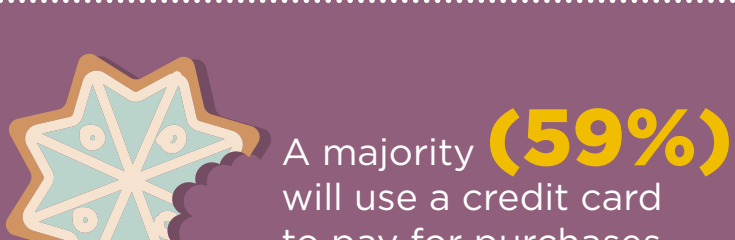
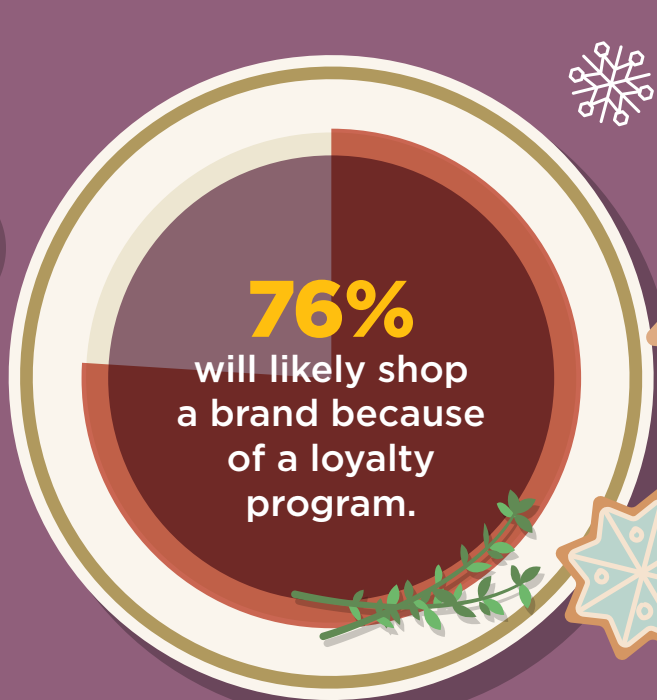
Free shipping
57%



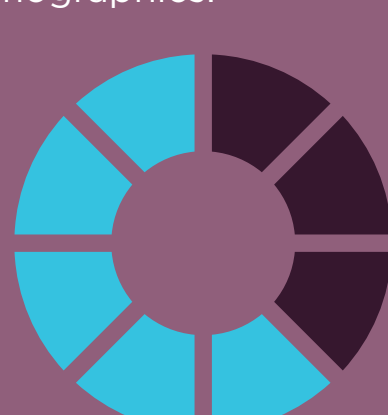
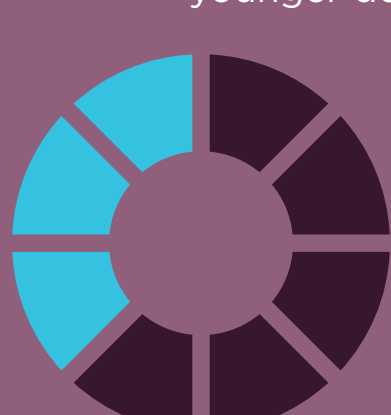
PURCHASE + PAYMENT:

Get them the goods when they're ready—and on their terms.

A strong loyalty program is a win for brands and their customers.



But the option to buy online and pick up in store is key this season—especially among younger demographics.



To learn more about the 2017 holiday shopping season, visit KnowMoreSellMore.com/Holiday2017.