

RETAIL MARKETERS: COVID OR NOT, THE HOLIDAYS ARE COMING!

GET THE FACTS TO HELP YOU PLAN YOUR STRATEGY TO DRIVE REVENUE & INCREASE ROI.

1. SURVEY DATA SHOWS THE MAJORITY OF CONSUMERS SURVEYED *plan to spend the same as last year* ON HOLIDAY GIFTS.



BUT WHERE AND HOW THEY SPEND THEIR MONEY IS GOING TO LOOK DIFFERENT THAN PREVIOUS YEARS:



66%

of shoppers expect to increase their online purchases during the 2020 holiday season



67%

of Mspark consumers depend on physical store locations being open for shopping needs



63%

of shoppers say they are slightly or very much more likely to purchase from a retailer they know is following COVID-19 safety precautions

2. WHAT ABOUT *timing?*



39%

of shoppers plan to start shopping for the holidays in October into early November

41%

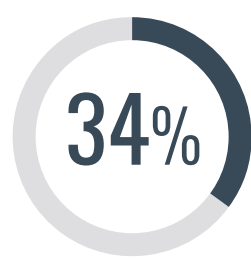
of shoppers say they do not plan to shop any earlier for holiday gifts

30%

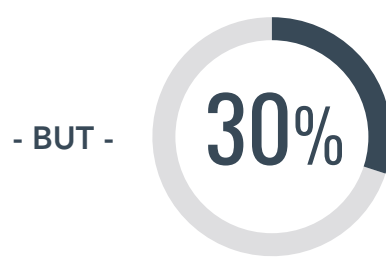
plan to start on Black Friday/Cyber Monday

3. *How much* WILL SHOPPERS BE SPENDING?

With the majority of consumers surveyed planning to spend the same as last year on holiday gifts, retailers should expect similar or higher order volumes as previous years.



of Mspark consumers plan to spend the same on gifts as last year



of our consumers said, "It's too early for me to know."

Ongoing economic uncertainty during COVID-19 has left consumers more budget conscious than ever, which means advertisers need to make sure consumers are aware of their promotions, coupons and special events.



36%

plan to stick to a budget



31%

plan to consider purchases more carefully

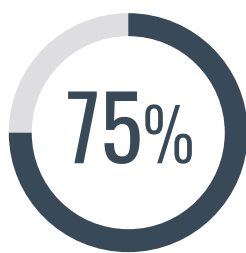


46%

of consumers are more interested in deals, coupons, or promotions now than before COVID-19



DRIVE BUDGET-CONSCIOUS CONSUMERS TO YOUR WEBSITE OR STORE WITH SHARED DIRECT MAIL!



of consumers check printed circulars to compare prices

4. *drive traffic and sales* WITH DIRECT MAIL

Shared direct mail is a cost-effective, strategic way to target your best customers and put your message in their hands, at home, in their mailbox. Adding direct mail to your media mix increases ad awareness and purchase intent.



Advertisers just like you have achieved **33% lift in unaided ad awareness** when print is integrated with digital campaigns vs. digital only campaigns.

Print drives **11% purchase intent** compared to only **4% with digital alone** – THAT'S **175% INCREASE** WHEN ANCHORING YOUR DIGITAL CAMPAIGN WITH PRINT!

- **Stay top-of-mind** with consumers while blunting competitors, reinforcing awareness developed online and driving the next action step of traffic to your website or store locations.
- When print is paired with digital media, advertisers see as much as a **30% lift** in response.
- Increase circular distribution and strategically target your best customers to **increase store or website traffic and increase ROI.**
- Over half of respondents who received advertising mail from e-retailers (**51%**) visited the e-retailer's website as a result. A significant **44%** made an online purchase as a result of this direct mail from the e-retailer. **19%** shared this mail with someone, and **14%** engaged with the e-retailer via social media.

67% of Millennials frequently and occasionally use marketing mail as a prompt to go online

54% of Gen X frequently and occasionally use marketing mail as a prompt to go online

By partnering with Mspark, you leverage direct mail experts who are familiar with your unique business needs. We offer full service: data analytics, design, print, postage, delivery, and reporting, as well as a variety of products to fit your budget and goals. Reach out to discuss your goals and strategy today!

(Sources: PRNewsire.com, Prosper Insights & Analytics, Valassis Consumer Survey May 2020, USPS Mail Moments: 2019 Review 2019, IPC Cross-Border E-Commerce Shopper Survey 2017, AdMall AudienceScan 2020, 2020 Valassis Consumer Intel Report)

ABOUT MSPARK

Mspark, a national media distribution company, has been delivering value-oriented advertising solutions through direct mail to partners since 1988. Mspark's comprehensive data-driven insights on consumer behavior helps organizations access and activate the target audiences they want to reach. With a distribution footprint of over 27 million households, the Mspark team takes pride in being a trusted partner that delivers measurable results and meaningful ROI to more than 3,000 clients.

READY TO GROW YOUR BUSINESS?