



A Marketer's Guide to Holiday Shoppers

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People around the world have transformed into supershoppers seemingly overnight, thanks to instant access to unlimited inspiration and information. We've uncovered the traits that define this new supershopper. Here's how to capture their attention this holiday season.

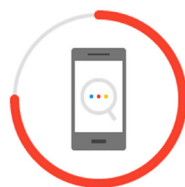
think with **Google**

We all have that friend – the one who somehow knows the latest brands, the season’s must-have products and where to find the best deals at the snap of a finger. In years past, this friend was an enigma, making us wonder how does she (or he) do it?

Today, we can all be that friend. Supershoppers are a new breed. They’re savvy mobile users who are open to new products and brands. They’re constantly on a quest for the best. And they keep on shopping well after the holiday crowds have dissipated.

They keep their options open

Last year, more than 50% of holiday shoppers said they were open to purchasing from new retailers.¹ This is especially true online. More than three quarters of smartphone shoppers who generally go to the same physical shops, are very open to new retailers and brands online.² Mobile makes it easy to explore an abundance of options no matter when or where someone is shopping. In fact, after searching on Google, 76% of mobile shoppers have changed their mind about which retailer or brand to purchase from.³



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Mobile is their muse

It used to be that shoppers would thumb through catalogues or stare longingly at the holiday window displays, but mobile is now the supershopper’s go-to source for inspiration. Sixty-four per cent of smartphone shoppers turn to mobile search for ideas about what to buy before heading into the shops.⁴

But they're not only making purchase decisions, they're discovering new brands and products along the way: More than half of smartphone users have discovered a new company or product when conducting a search on their phones.⁵



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They want the best, not the cheapest

We revealed in July that shoppers are on the “*quest for the best*”, and this still rings true more than ever. Last holiday season, mobile searches related to “best gift” grew 70% year over year while mobile searches related to cheap or inexpensive gifts grew about 35%.⁶

But supershoppers don't only want the best; they want personalised, unique, cool gifts. Mobile searches related to “unique gifts” grew more than 65%, while mobile searches related to “cool gifts” grew more than 80%.⁷ They're also willing to do the research to make the best decision: On YouTube, mobile watch time for product review videos has grown 60% year over year.⁸



Mobile searches related to “cool gifts” grew more than 80%

Mobile is their door-to-the-shop

Although more and more people are willing to buy on mobile, we know that mobile is still used primarily as a door-to-the-shop. In fact, 76% of people who search for something nearby on their smartphone visit a related business within a day, and 28% of those searches result in a purchase.⁹

Once supershoppers are inside a shop, they also expect the experience to be a seamless one. More than 40% of smartphone shoppers want retailers to automatically surface relevant information such as special deals, the location of items in the shop, and related items.¹⁰



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They shop 'til they drop

Supershoppers live up to their name as the holiday season progresses. From November until mid-December we see online conversion rates increase. On mobile alone, conversion rates jump 30% on Black Friday and 50% on Cyber Monday when compared to 1 November.¹¹

Supershoppers are the new norm. Well after the holiday decorations come down they will be affecting the way retailers do business. Understanding this consumer, and being present in the moments that matter to him or her, will be critical. Marketers who adjust their plans accordingly will be positioned for a happy holiday season and a successful 2017.

Sources

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- ^{6,7} Google Search Data, US, apparel, home & garden, beauty & personal care, computers & electronics, gifts, toys & games, photo & video, Nov.-Dec. 2014 vs. Nov.-Dec. 2015.
- ⁸ YouTube Data, US, classification as a "product review" video was based on public data such as headlines and tags, and may not account for every such video available on YouTube, Nov.-Dec. 2014 and Nov.-Dec. 2015.
- ⁹ Google/Purchased Digital Diary, "How Consumers Solve Their Needs in the Moment", representative sample of US smartphone users=1,000; local searchers=634; purchases=1,140, May 2016.
- ¹¹ Google Analytics Shopping category data, US, 1 Nov. 2015-14 Dec. 2015.