Google Holiday Playbook

2019 Holiday Marketing Insights

Master the Holiday Season
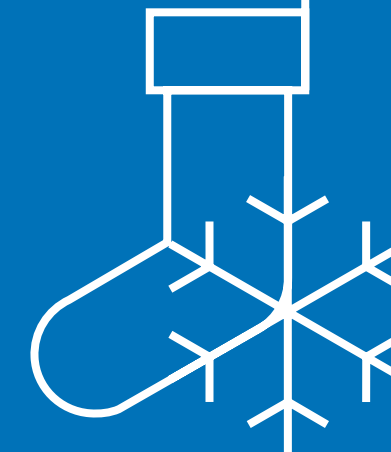
Master the
Holiday Season

Unwrapping 2018 Holiday Trends

$50B
Was spent by Canadians over the month of December.[1]

Canadians are redefining Holiday shopping

Shoppers think ahead about their gifts. Most consumers start researching gifts long before they start shopping.

- More than a third (39%) of Holiday shopping has been completed before the week of Black Friday/Cyber Monday.[2]

Seamless online to offline experiences will drive your Holiday success

43%
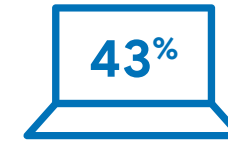
On average, Canadian Holiday shoppers spent 43% of their time shopping online and 57% offline.[4]

1 in 3 shoppers who used Search before going to the store said they searched for something in-store related — such as items in stock near them, store hours, wait times and contact information.[5]

Shoppers are on mobile, and ready to buy

52%

52% of Holiday consumers shopped via a mobile app, and one third of those say they downloaded new apps over the 2018 Holiday season.[6]

2019 Insight

In 2019, Black Friday and Cyber Monday will fall a week later than in previous years, shortening the 'Cyber Stretch' between American Thanksgiving and Christmas by a full 6 days! It's crucial to think through how this may impact your overall business and budget allocation. Lay the groundwork early to ensure you're capturing the consumer demand.

Be Helpful

Consumers are using digital to decide where to shop and are leaning into mobile, especially for spontaneous purchases. Stand out from the competition by offering a frictionless experience.

Be a brand that consumers can count on: people choose brands that are helpful every step of the way.

46%

46% of Canadian shoppers were open to shopping with new retailers last Holiday season.[7]

Over 90% of Canadians say YouTube helps them discover new products or brands.[8]

6 Google/Ipsos, Omnichannel Holiday Study, November 2018 – January 2019, Online survey, Canada, n=3,107 online Canadians 18+ who shopped in the past two days
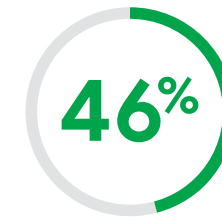
7 Google/Magid Advisors, "The Role of Digital Video in People's Lives", CA, July 2018, n=2,000, A18-64 general online population.")

Be There

When consumers don't know where to find what they need, they turn to search. Bridge your online and offline strategy to drive foot traffic.

In any given 2 days over the Holidays, 79% of Canadians are shopping (including browsing researching and buying).[10]

Over half (51%) of Holiday shoppers agree they research before they buy to ensure they're making the best choice possible.[11]
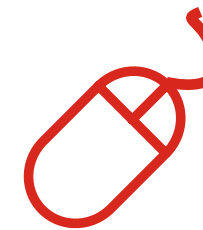
Most shopping occasions (60%) during the Holiday period start online while the other 40% start in a store.[12]

[9] Google/Ipsos, "Shopping Tracker",Oct -Dec 2018, Online survey, CA, n=2759 adults 18+ who shopped in the past two days.

[10] Google/Ipsos, "Holiday Study", November 2018 – January 2019, Online survey, Canada, n=3,107 online Canadians 18+ who shopped in the past two days.

[11] Google/Ipsos, "Shopper Tracker", November – December 2019 "Holiday Period", Online survey, Canada, n=1,849 online Canadians 18+ who shopped for something within the past 48 hours. [Reduced base: Excluding "None of the above" (n=1,712)]

Be Near & Now

Advertise ahead of peak holiday moments to capture early consumer demand and maximize profitability. Help shoppers find your stores and products in their moment of need.

Over half (54%) of those who started their shopping journey online also visited a store and 59% of shoppers either bought or were planning to buy in-store.[13]

1-in-5 (21%) Holiday shoppers say they leave most of their shopping to the last minute.[14]

1-in-3 shoppers are still shopping after the shipping cutoff.[15]

[12] Google/Ipsos, "Shopper Tracker", November – December 2019 "Holiday Period", Online survey, Canada, n=1,849 online Canadians 18+ who shopped for something within the past 48 hours

[13] Google/Ipsos, Omnichannel Holiday Study, November 2018 – January 2019, Online survey, Canada, n=3,107 online Canadians 18+ who shopped in the past two days

[14] Google/Ipsos, Omnichannel Holiday Study, November 2018 – January 2019, Online survey, Canada, n=3,107 online Canadians 18+ who shopped in the past two days
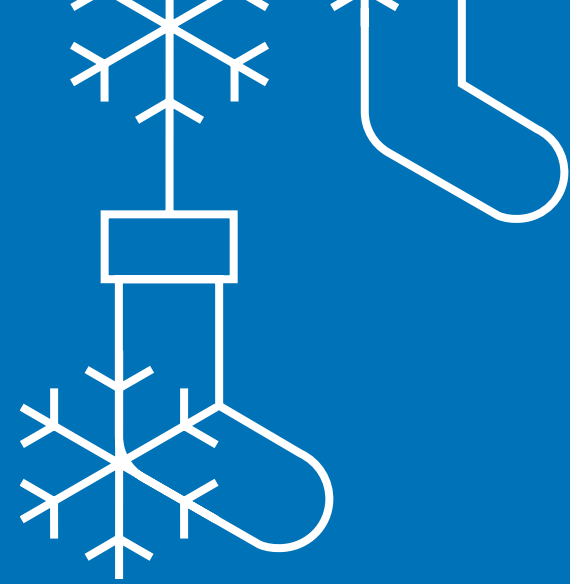
Be Personalized

Personalize the holiday shopping experience by customizing your creative, offering promotions based on past purchases, and creating robust customer lists.

30%

Only 30% of Canadian shoppers said the retailers they most recently shopped with did a good job of personalizing their shopping experience.[16]

76%
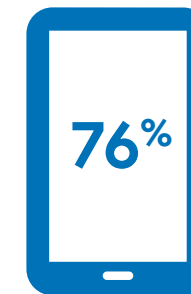
76% of smartphone users are more likely to purchase from companies whose mobile sites or apps offer them discounts/promotions on items they may be interested in based on previous purchases.[17]

[15] Google/Ipsos, Shopper Tracker, Apr-June 2019, Online survey, Canada, n=2,737 online Canadians 18+ who shopped for something within the past 48 hours

[16] Google / Ipsos, Jan. 2019, Playbook Omnibus 2019, n=1,545 CA online smartphone users, A18+

Holiday Planning Calendar

It's never too early to start planning. Build your presence before Holiday traffic spikes to capture early consumer demand and maximize profitability.

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Thanksgiving (CA)	15	16	17	18	19
21	21	22	23	24	25 Diwali	26
27	28	29 Diwali	30	31 Halloween		

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11 Remembrance Day	12	13	14	15	16
17	18	19	20	21	22	23 #1 Overall & #1 In-Store Sales Day (2018)[19]
24	25	26 #2 Online Sales Day (2018)[20]	27 #1 Online Sales Day (2018)[21]	28 Thanksgiving (U.S.)	29 Black Friday	30

[17] Mastercard Advisors, January 2019

[18] Mastercard Advisors, January 2019

[19] Mastercard Advisors, January 2019

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Cyber Monday	3 Giving Tuesday	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 Super Saturday
22 Hanukkah Starts #2 Overall & #2 In-Store Sales Day (2018)[22]	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27	28
29	30 Hanukkah Ends	31 New Year's Eve				

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25 Chinese New Year
26	27	28	29	30	31	