GroundTruth

'Tis the Season for GroundTruth's Retail Advertising Strategies

Consumer spending is at a heightened state as gift-giving is top of mind, making the weeks leading up to the holiday season an opportune time for brands to begin advertising.

In this playbook, we'll highlight:

- Relevant consumer trends
- Benefits of an omnichannel approach
- Winning retail strategies that will help you accomplish your goals

Overview

In 2023, prices of goods escalated across the U.S. and put pressure on consumers, leading many to scale back on discretionary spending[1]. Despite inflation straining household budgets during last year's holiday season, spending still persisted. With this playbook, you can leverage patterns from the 2023 season to create a successful 2024 retail marketing campaign.

Mark Your Calendars for the 2024 Holiday Season

Dive into the timeline for advertisers as we gear up for the 2024 holiday season. Ensure your advertising and messaging aligns with the consumer journey to maximize your reach and relevance with your target audience.

September

Advertisers need to strategically consider their target audience to avoid wasting marketing dollars.

Reach out to relevant audience groups at the right time, maximizing return on advertising spend (ROAS).

October

Holiday shoppers enter an exploratory and planning phase, with 56% of consumers commencing shopping this month[1].

This is a great time for retailers to kick off holiday themed deals and promotions to drive interest around the upcoming holiday season.

November

Major shopping holidays like Black Friday and Cyber Monday take place among consumers.

Despite shoppers spending earlier each year, November and December are projected to remain the biggest shopping months of the year[1].

December

Demand stays high here, as shoppers look for gifts for Christmas, Hanukkah, and the New Year.

Reach gift-giving consumers in the weeks leading up to Winter's festive holidays and drive them to your brick-and-mortar store locations.

Holiday Insights: Retail Revelations

GroundTruth captures essential holiday retail insights, allowing you to delve into retail audience specifics and explore demographic and categorical breakdowns from our first-party data. What are some of the most noteworthy observations related to festive shoppers?

Top Indexing Audience Groups who Shop Retail During the Holiday Season[2]

- Mall Shoppers
- Big Box Shoppers
- Grocery & Supermarket Shoppers

Top Indexing Category Locations for Retail Shoppers During the Holiday Season[2]

- Colleges & Universities
- Shopping Centers & Malls
- Parking Stations & Garages

GroundTruth Audience Targeting

GroundTruth constructs our audiences based on consumer visitation patterns and demographic data, enabling you to target audience segments more likely to engage in retail holiday shopping.

Sample of Behavioral Audiences:
- Department Store Shoppers
- Gift & Hobby Shoppers
- Mall Shoppers
- Thrift Store Shoppers

Sample of Location Categories:
- Department Stores
- Shopping Centers & Malls
- Sporting Goods Stores
- Toy Stores
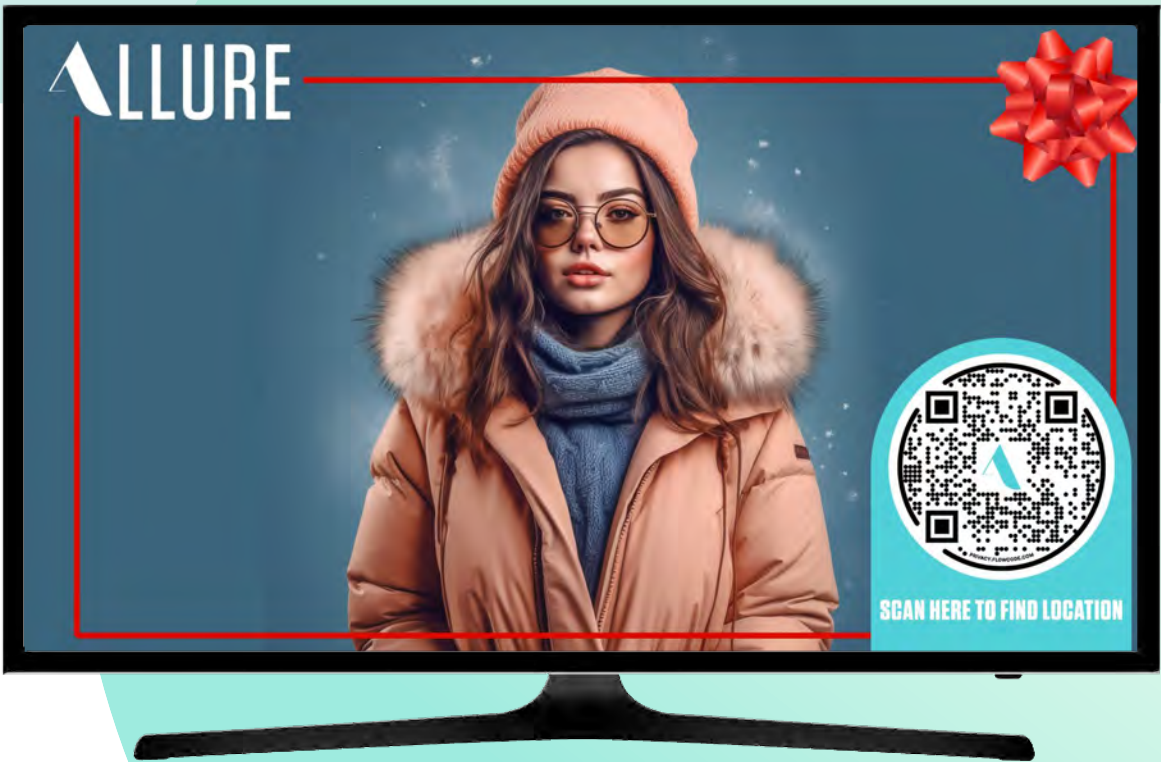
Did you know?

GroundTruth saw a spike in shoppers 45 years and over throughout the holiday timeframe and we saw a higher skew toward the female demographic as well[2]. Understanding the makeup of your shoppers can help hyperfocus your targeting to maximize your reach.

Recommended Holiday Strategies for Retail

Neighborhoods

Connect with consumers in geographical areas that have a high affinity for visiting your specific retail location. This tactic allows you to target unique geographical areas that show high visitation frequency to an individual store location across the country.

Retail Block Targeting

Drive in-store demand of your featured products at an optimal time when we know the shopper is in your store or within the retail area of a specified location. This puts your products top of mind and reminds consumers to pick up items in-store.

Competitive Conquesting

Target individuals who have visited a specific location, such as your competitor's stores, and steal market share.

Reach competitive audiences across:
- Mobile
- Desktop
- CTV/OTT

Custom Audiences

Create tailored segments for audience targeting by layering visitation data, behavioral attributes, demographic details, first-party data, third-party data, and/or CRM data.

Target custom audiences like:
- Loyalists
- Purchase-based segments

Creative Spotlight

- **Exclusive deals and promotions:** Capitalize on the frenzy of holiday shopping and gift giving by leveraging festive-themed promotions and language.

- **Video ads:** Use pre-roll video on mobile or CTV/OTT to create engaging, heart-warming, and memorable holiday ads.


EVERYONE'S WISHLIST ALL IN ONE PLACE
ALLURE
VISIT OUR STORE   2.22 MI AWAY

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An Omnichannel Approach

Increase brand awareness, in-store visits, and overall sales to your retail location through combining all GroundTruth's channel offerings and dynamic creative capabilities.

CTV | OTT

Leverage content level targeting to reach households with specific interests, such as entertainment or reality TV.
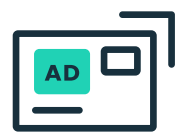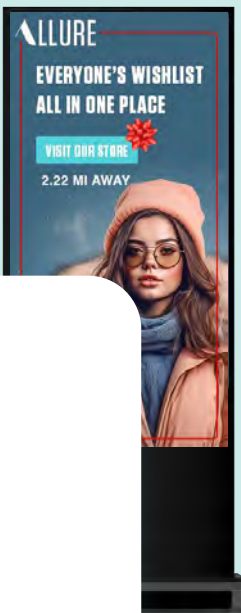
Direct Mail

Personalize your messaging and offers around holiday themes to capture consumer attention.

Desktop | Tablet

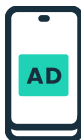Retarget and emphasize your message across multiple devices.

Digital Out-of-Home (DOOH)

DOOH allows companies to advertise in strategic physical locations where there may be a large influx of holiday shoppers, driving brand visibility and awareness.

Mobile

Reach shoppers during multiple touch points during the holiday season.

More Options

Extend your advertising with print, linear TV, and full-page magazine ads with Addy, a division of GroundTruth.

Real Business Results

A partnership with GroundTruth helped Athleta increase brand awareness and drive in-store visits during the holiday season.

Athleta, a leading activewear brand in the U.S., wanted to maintain brand positioning among potential shoppers during the holidays.

✳ ATHLETA

Results

1,500

Total Observed Visits

This holiday campaign drove 1,500 visits to Athleta locations, with 100% of these visits coming from non-loyalist consumers. Observed visits were calculated based on devices detected within Athleta stores, rather than on projections.

3:1

Neighborhood Targeting was the most efficient driver of visits, and resulted in a 3:1 return on ad spend. Driving 59% of consumers, Neighborhood Targeting demonstrated that GroundTruth can accurately identify and reach consumers with a higher brand affinity to Athleta.

Real-World Solutions

- **Cost Per Visit:** GroundTruth's performance buying model based on in-store visits allowed Athleta to observe over 1,500 visits nationwide in a two-week period during a typically congested holiday timeframe. Additionally, all of these visits were estimated to come from new Athleta customers, helping the brand boost recognition.

- **Neighborhood Targeting:** Identified hyper-local areas of consumers who were more likely to be Athleta shoppers, thus drastically influencing visitation rates. The highest performing markets were neighborhoods around Atlanta, New York City, and Baltimore.

About GroundTruth

GroundTruth is a media platform that drives in-store visits and other real business results.

1. National Retail Foundation (NRF)   2. GroundTruth Visitation Data

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Real-world behavior. **Real business results.**

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