

THIS ISN'T A TIME FOR GUESSING

IN THE FIERCE BATTLE FOR CONSUMER LOYALTY

/ Retailers Need to Know What Works — and What Doesn't Work — When It Comes to Advertising

LET'S TAKE A LOOK

at what retailers and shoppers are saying



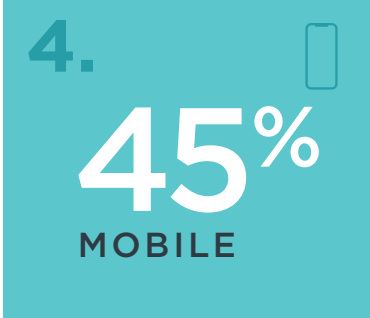
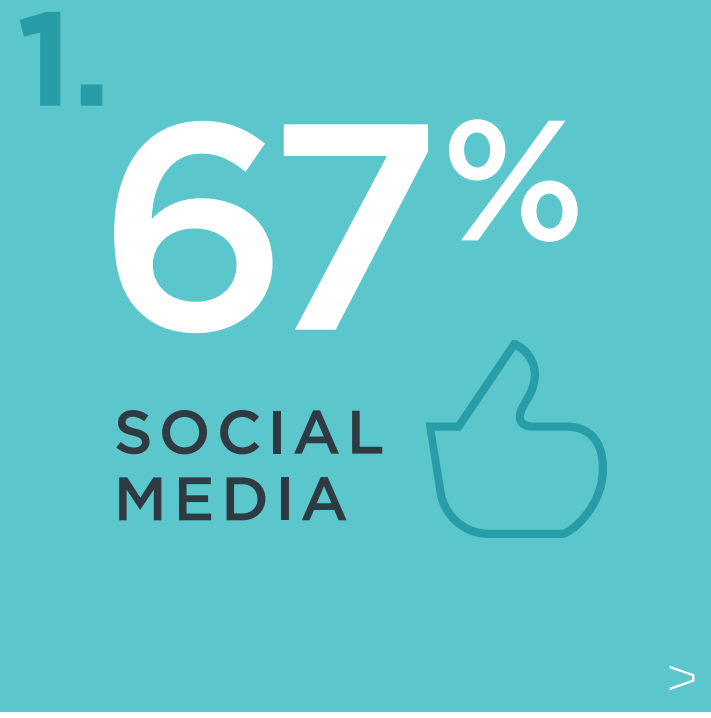
HOME RETAILERS AND SERVICE PROVIDERS

54% plan to increase their social media spend because they believe social media is the most effective acquisition strategy

ACCORDING TO RETAILERS

MOST EFFECTIVE ACQUISITION STRATEGIES

TOP 5



BUT WAIT

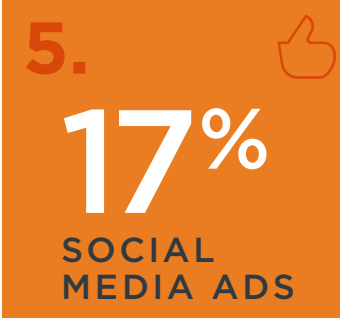
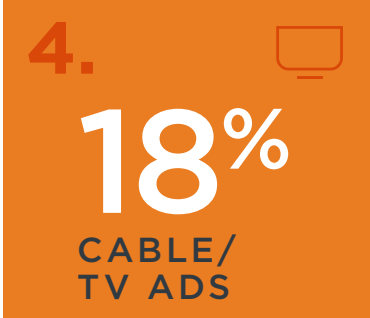


When we asked consumers what drives their desire to shop at a new store or website, or to try a new home service provider, they told a different story:

ACCORDING TO SHOPPERS

WHAT INFLUENCES YOUR PURCHASE DECISIONS?

TOP 5

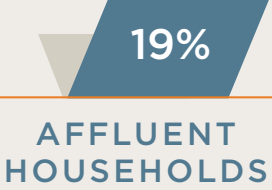


What about email?

ACCORDING TO SHOPPERS

16%

of all shoppers said email is their preference



Shoppers looking to make a home retail or service purchase are searching for deals online and are influenced by:



ACCORDING TO SHOPPERS

WHAT INFLUENCES YOUR PURCHASE DECISIONS?

GEN Z



14% MOBILE ADS OR NOTIFICATIONS

14% INTERNET RADIO OR ONLINE MUSIC SERVICES/PODCASTS ADS

14% DIGITAL ADS ON BILLBOARDS OR AT BUS STOPS, STADIUMS, MALLS OR HOSPITALS

DIGITAL REIGNS FOR GEN Z!



What about TV?

ACCORDING TO RETAILERS

35%

of retailers experience success with cable and traditional TV ads



INFLUENCED BY CABLE OR TRADITIONAL TV ADS

14%

GEN Z

22%

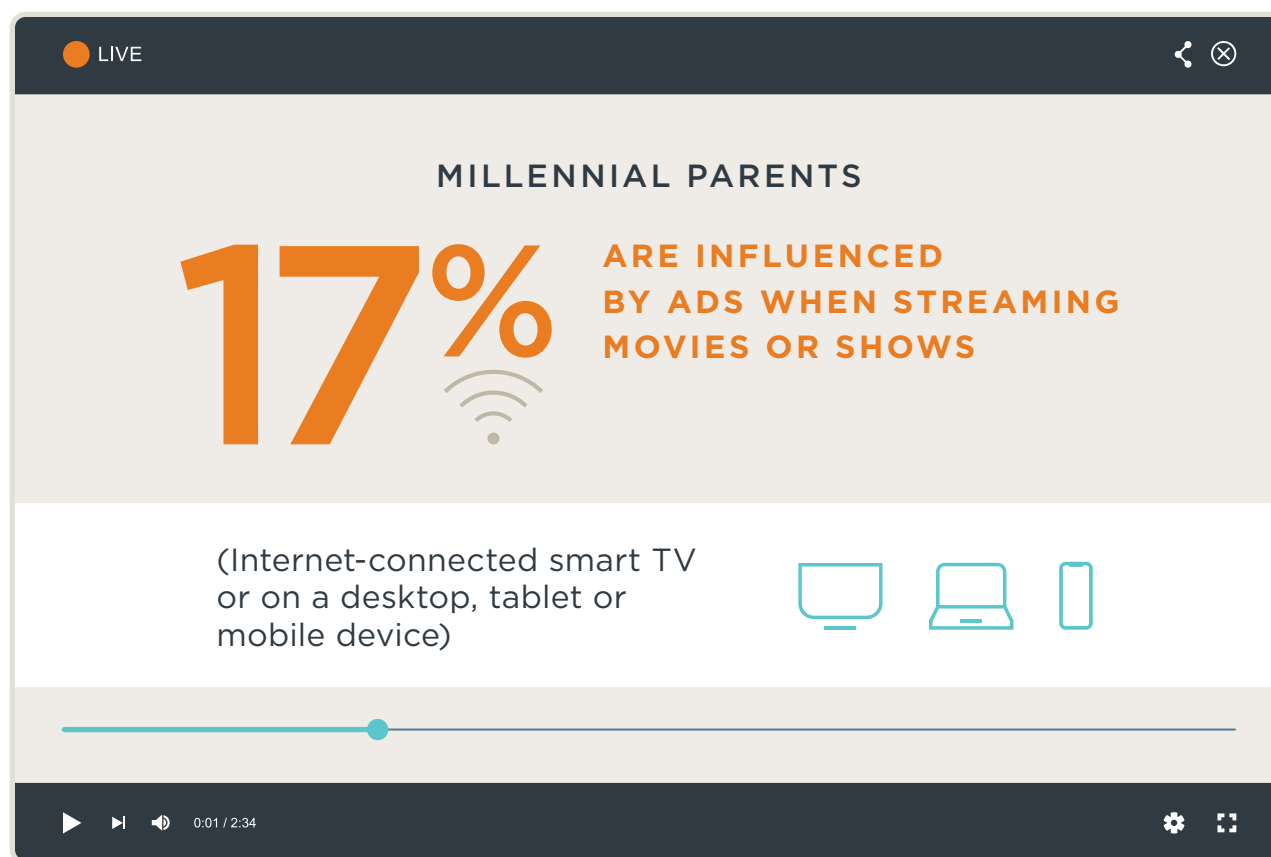
AFFLUENT HOUSEHOLDS

23%

BABY BOOMERS

PRIMETIME OPPORTUNITY

More consumers are cutting the cord in favor of digital streaming services.



THIS YEAR SOCIAL SPENDING BY RETAILERS WILL SOAR

But there are plenty of untapped — and effective — advertising opportunities for savvy marketers to explore.

LEARN MORE

Get the full 2022 Retail TrendWatch report at Vericast.com

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