

The Signal Retailer's Guide to Understanding the
2015 Holiday Shopper

— SIGNAL CONSUMER SURVEY —

Methodology and Findings

In July 2015, Signal conducted a survey of 500 consumers representing a cross-section of American shoppers. Our aim is to provide retailers with insights on the most powerful trends that will shape the 2015 holiday shopping season.

This report shares the survey results so retailers can be ready for customers on any channel and every device, and create delightful experiences across the customer journey that turn shoppers into buyers during the holiday season and beyond.

Here are the key findings of Signal's research:

- Consumers aren't saying goodbye just yet to shopping in stores for the holidays. 82% of respondents say they plan to shop in brick-and-mortar stores this holiday season.
- Online shopping has become the central strategy for holiday shoppers, with 85% of consumers planning to shop from desktops or laptops.
- However, shopping is increasingly moving toward mobile. 67% of consumers say they plan to browse more frequently from smartphones or tablets than last holiday season, and 60% say they plan to buy more often from smartphones or tablets than last year.
- When it comes to buying items for themselves, customers will be shopping across all channels – 67% on desktop computers, 57% in-store, 53% on smartphones, and 40% on tablets.

While consumers are browsing and buying on mobile more frequently, we found there are still barriers that prevent more purchases from happening on smartphones:

- Privacy is top of mind for mobile shoppers. 58% of respondents say they would purchase more frequently from their smartphones if they felt confident about the security of the purchase.
- Screen size is still an issue. 56% say they would buy on their phones more often if it were easier to see products on a smartphone screen.
- Tapping all those credit card numbers remains annoying. 49% would purchase more often from their phones if it were easier to enter their information on the device.
- The customer experience is key. 47% would purchase more frequently from smartphones if they could experience the product like they do in person.

“Retailers are feeling confident about the 2015 holiday season, and most are expecting increased consumer spending. Taking steps now to leverage first-party data and resolve cross-channel identity will put retailers ahead of the game in their holiday strategies, and help them provide the personalized, relevant shopping experiences that will turn browsers into buyers for years to come.”

Mike Sands, CEO, Signal

What Retailers Can Do to Prepare for the 2015 Holiday Shopper

These results show that no matter how harried they may be, shoppers are still eager to experience the holiday cheer and festive decorations of the shopping mall and main street. Consumers will be interacting with every possible channel during their journey, and they're willing to buy virtually anywhere, anytime.

How can savvy retailers take advantage of these trends, and be sure they have a strategy to make their customers merry when the holidays roll around?

1. Connect the in-store and mobile shopping experiences.

Because holiday shoppers are browsing and buying in stores, online, and via mobile, retailers should integrate these experiences so they're relevant and seamless no matter where customers are.

Customers who make the effort to visit a store will be excited to touch and test products in person, but they may not want to haul their packages back home with them. Equip sales staff with tablets to enable quick in-store purchases that can be delivered to customers' homes, and implement secure buy buttons on mobile apps to allow smartphone users to easily purchase on the go.

For shoppers who are browsing on mobile before or during in-store visits, influence sales by making it easy for them to access a full range of product information, reviews, and videos to give the intel they seek.

2. Understand customers across channels to provide highly personalized, relevant experiences.

While uniting offline and online experiences is a step toward embracing the omnichannel holiday, retailers must also leverage the engagement data from these interactions to provide the most relevant experiences possible.

Retailers need to recognize and know who their customers are, wherever they are, and be able to act on that knowledge and insight. By capturing and merging live intent data at every step of the customer journey, retailers can develop rich, holistic customer profiles to personalize shopping experiences and provide the right messages at the right time.

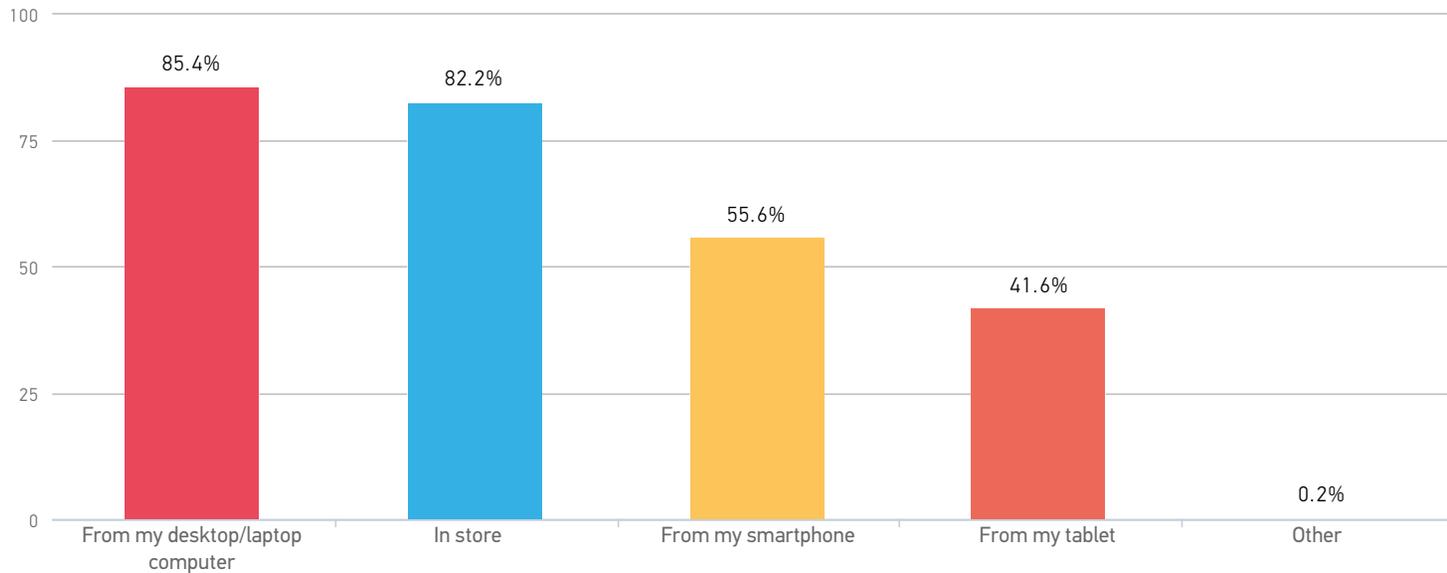
3. Take advantage of holiday traffic to better understand your customers.

Perhaps the biggest gift retailers will receive during the holiday season is heightened customer traffic as consumers shop not only for loved ones, but also for themselves. This rich behavioral data can be captured and mined not only during the upcoming holiday season but for 2016 retail strategies and beyond.

Deep, unified customer profiles are the key to effective cross-channel marketing. Take advantage of the busy holiday season to build and enhance these profiles, and you'll have great data for your marketing well after the holiday lights have come down.

Signal Holiday Shopper Survey Data - July 2015

How do you plan to shop this holiday season? (Select all that apply.)

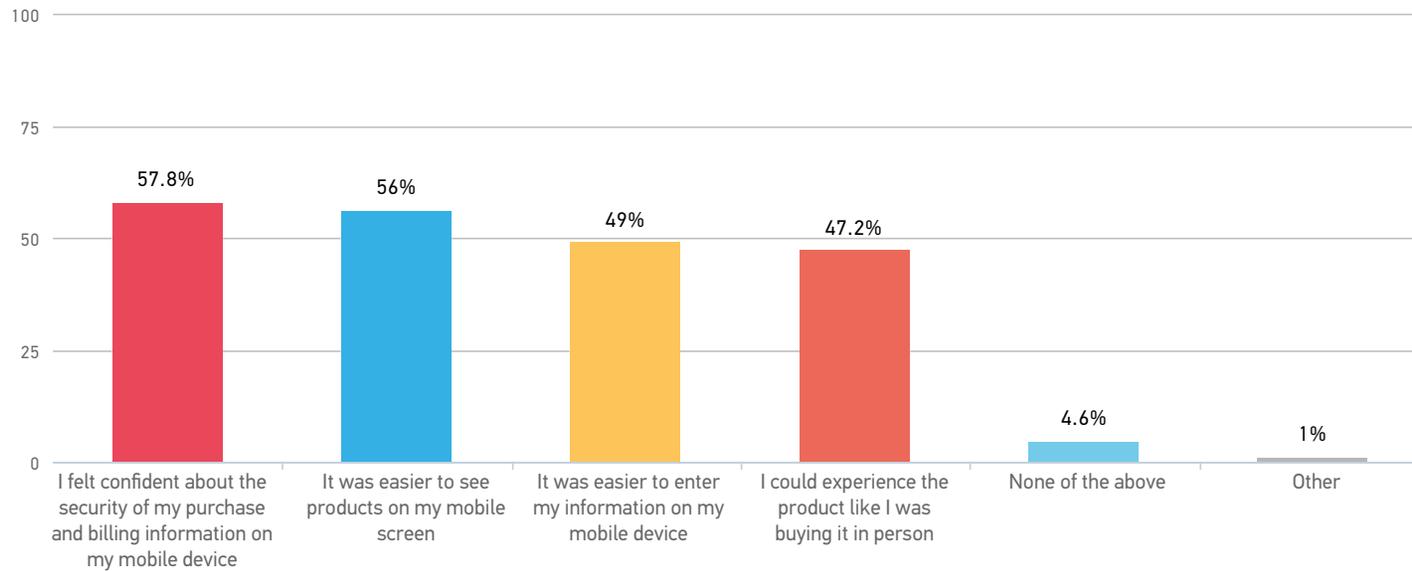


Compared to last year's holiday season, how much do you plan to do each of the following?

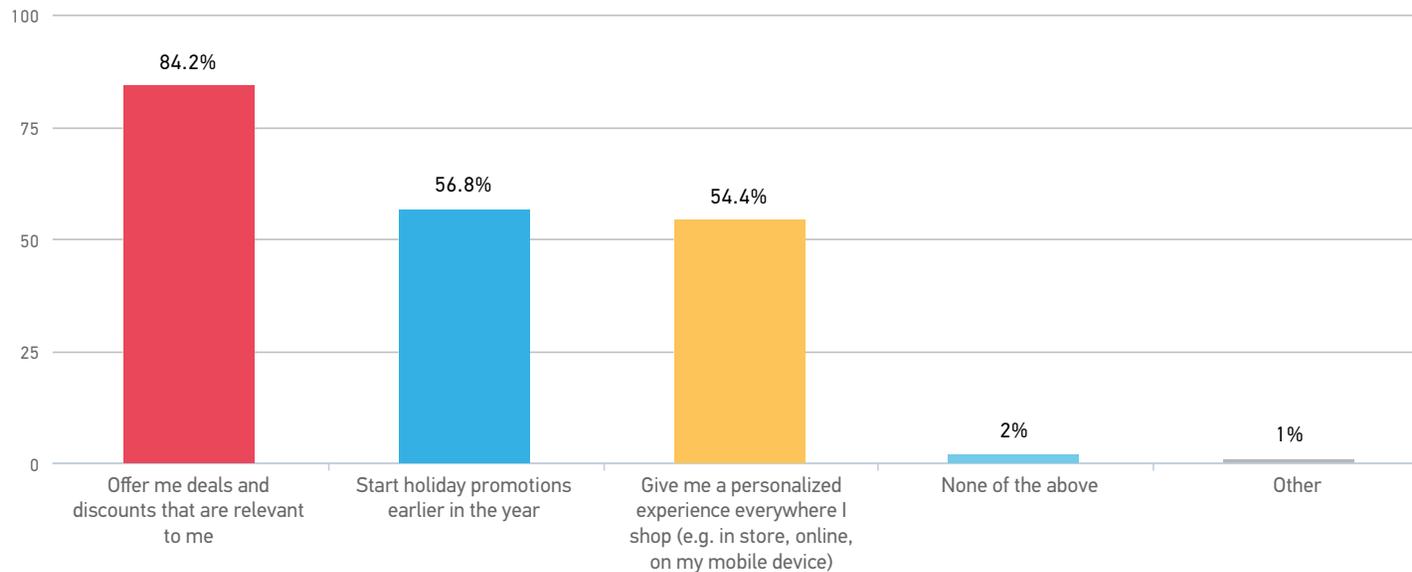
	1. Much less frequently	2. Somewhat less frequently	3. The same amount	4. Somewhat more frequently	5. Much more frequently	Responses
Browse for holiday gifts from my smartphone or tablet	31 6.2%	22 4.4%	113 22.6%	181 36.2%	153 30.6%	500
Purchase holiday gifts from my smartphone or tablet	34 6.8%	31 6.2%	135 27.0%	182 36.4%	118 23.6%	500
Browse for holiday gifts in stores	24 4.8%	86 17.2%	206 41.2%	107 21.4%	77 15.4%	500
Purchase holiday gifts in stores	17 3.4%	114 22.8%	185 37.0%	105 21.0%	79 15.8%	500

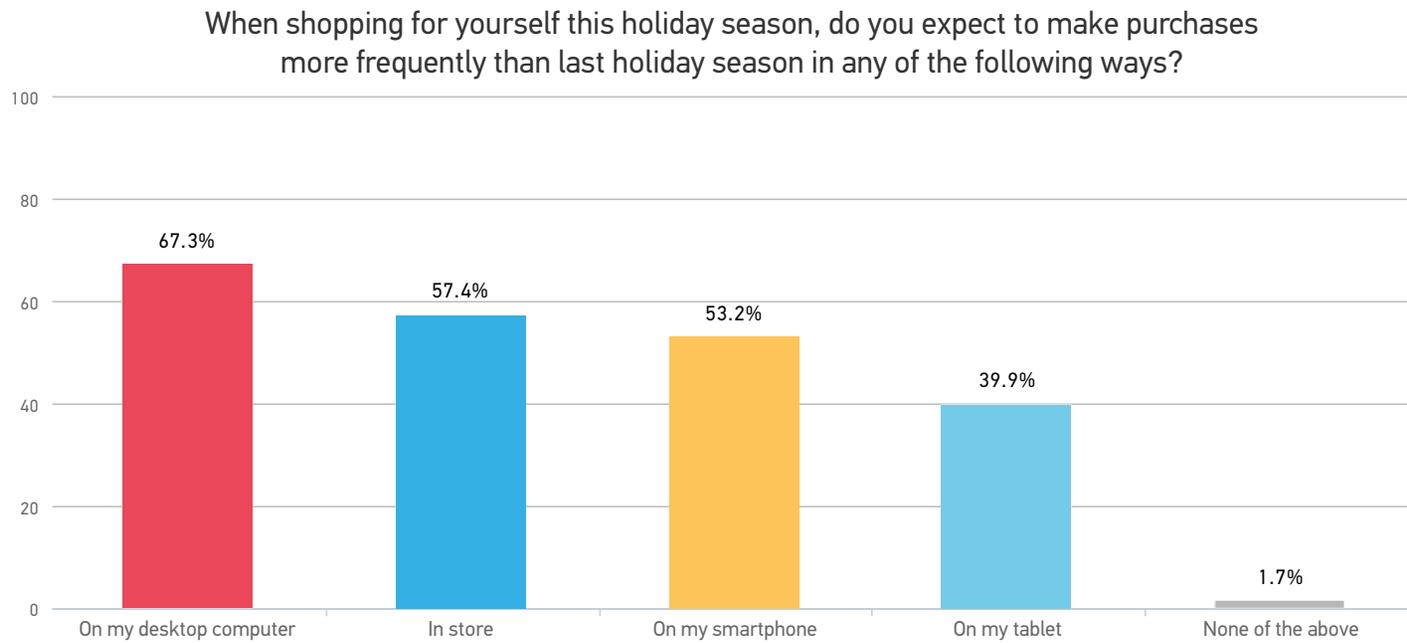
Signal Holiday Shopper Survey Data - July 2015

I would buy gifts from my mobile device more frequently if... (Select all that apply.)



To get my attention to make purchases this holiday season, retailers should... (Select all that apply.)





Signal: The Data + Identity Platform for Retailers

Retailers often miss the opportunity to engage their customers because they miss signals that a customer is “in market.” Or they fail to recognize their customers when they appear on a new channel.

People-based marketing at scale requires brands to recognize and engage their customers at each touchpoint in real time, all the time.

Signal’s integrated technology solves first-party data collection, cross-channel identity resolution, data onboarding and activation – all in one platform.

Contact us to learn how Signal can help you engage your customers and future-proof your data.

[Request a demo today.](#)

Recognize your customers.

Signal helps retailers resolve identity across every channel and every device. That means marketers can send the right message at the right time, and create personalized experiences that will delight their customers.

Create deep, rich customer profiles.

Today’s customers are always on. To effectively interact with these shoppers, marketers need customer profiles that are constantly growing and being enriched with new, fresh data.

Harness the power of live intent data.

Signal’s purpose-built platform enables marketers to collect and merge data from all customer touchpoints. Because each channel brings a rich and unique data set, Signal clients can activate an unprecedented array of customer engagement data.

SIGNAL[®]

About Signal

Signal is the global leader in real-time, cross-channel marketing technology. Signal's Fuse Open Data Platform helps marketers collect data from any offline or online source, resolve identity across all consumer touch points, and deliver unified profiles to any marketing or analytics endpoint – all in real time. The platform is ecosystem-neutral and helps data and marketing technologies work better together, driving increased engagement, loyalty, and conversions.

Signal's technology runs on more than 45,000 digital properties in 158 countries. Our platform facilitates billions of data requests monthly, supporting top brands around the world that generate more than \$1.5 trillion in commerce, including Allstate, Audi, Crate & Barrel, DeVry University, GAP, JetBlue Airways, Macy's, 1-800-Flowers.com, Starcom MediaVest Group, Starwood Hotels and Resorts, and many more. Visit www.signal.co to learn more and follow Signal on LinkedIn and Twitter.

For more information, visit www.signal.co today.



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