

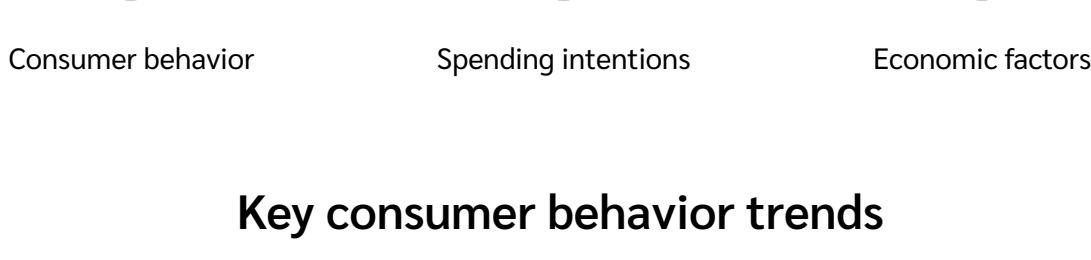
# Cyber Week: how consumer spending habits will shift this shopping season

Trade in these consumer insights to build your 2022 holiday marketing strategy

Black Friday and Cyber Monday were predictable for many years. But as inflation soars and a global recession looms, retailers scramble to get ahead of consumer spending.

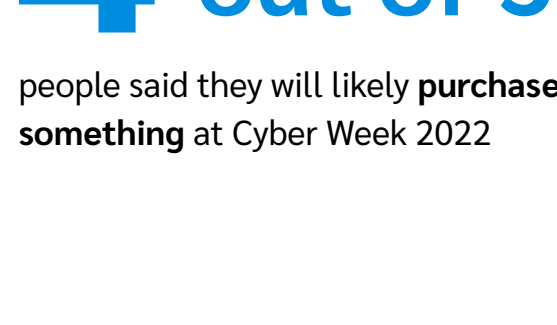
The impact.com team conducted a consumer research study to get a glimpse into how shoppers plan to spend during Cyber Week in 2022.

Unwrap key insights from the report, including:

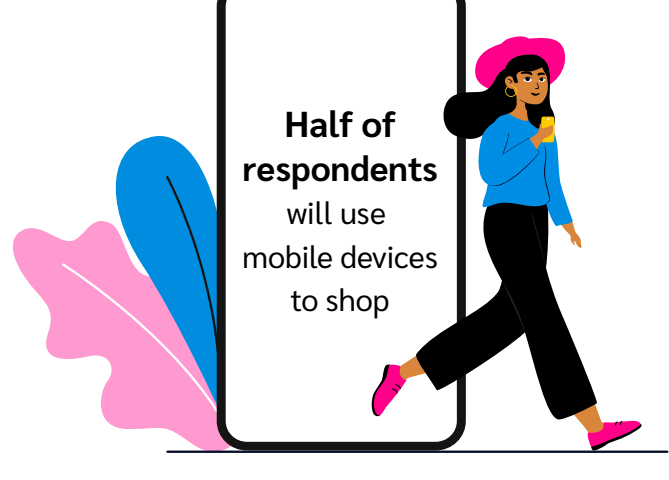


## Key consumer behavior trends

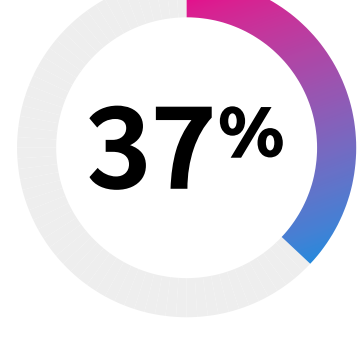
Understand the buyer's intention from start to finish: what they want to purchase, how they'll purchase it, and how they plan beforehand (if they do at all).



## Most consumers will shop on mobile devices



Half of respondents will use mobile devices to shop



of Gen Zers (ages 18 - 25) will use their laptops for online shopping

For these reasons, it's important to focus on creating a shopping experience optimized for smartphones while still keeping desktops in mind.

## Get ahead of consumer planning

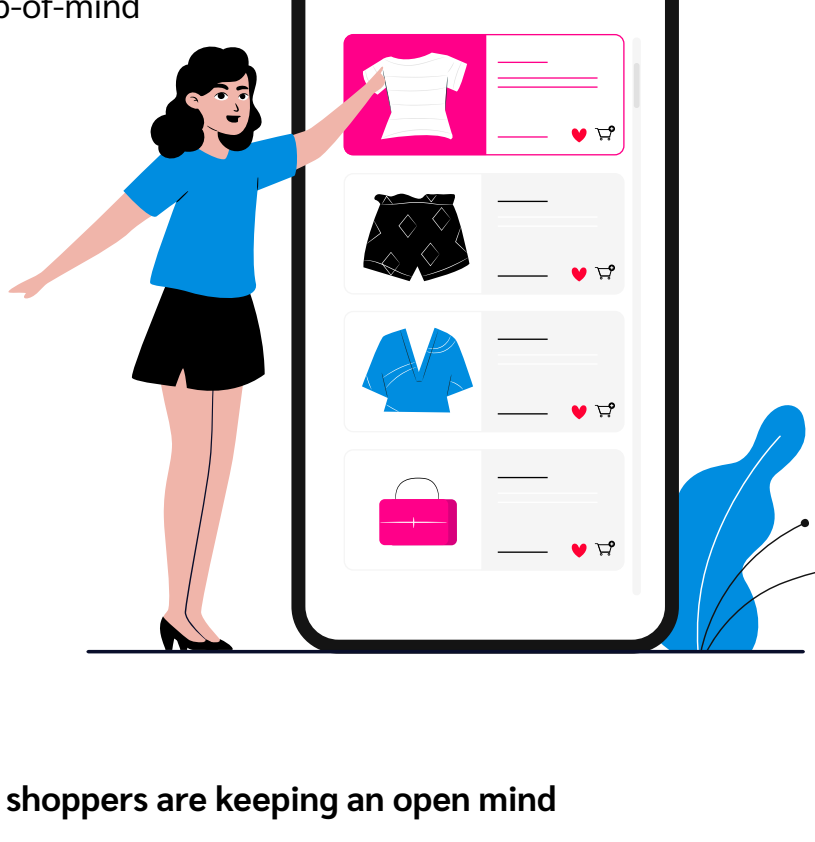
Many consumers plan ahead, so start the conversation early. Include strategies like: advanced discount previews, new daily offers, or exclusive access to your email and SMS subscribers.



## Top wishlist items: Clothing, shoes, and accessories.

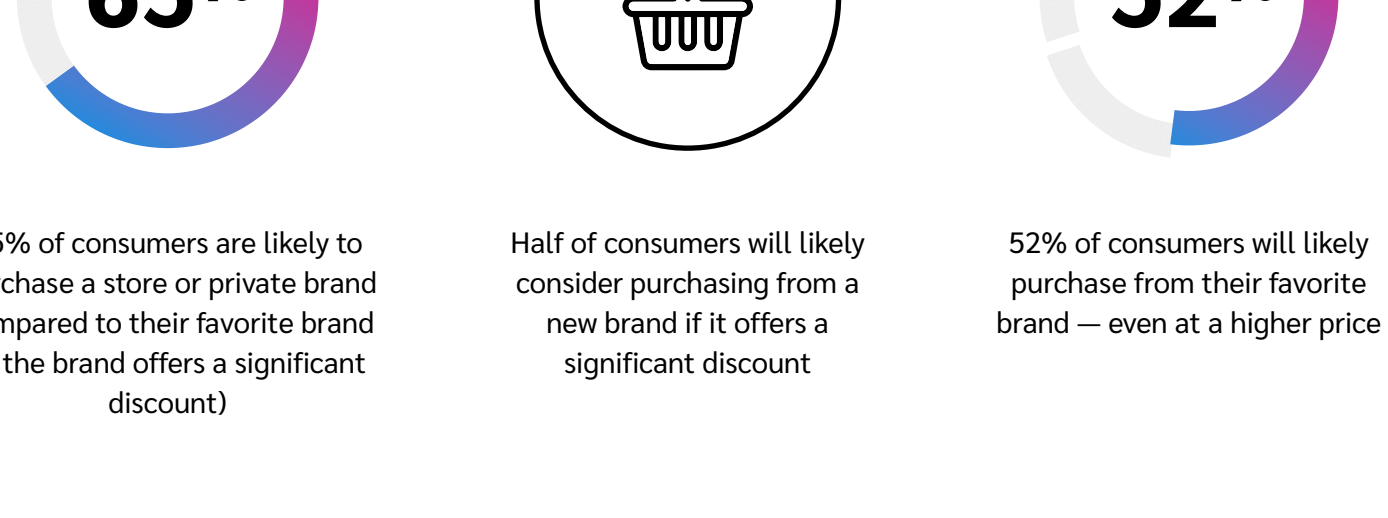
Fashion retailers are in high demand. Stay top-of-mind with shoppers by planting early sale seeds.

- More than 50% of consumers put clothing, shoes, and accessories at the top of their wishlist
- Clothing, shoes, and accessories were also the top mention for all income and age groups
- Consumers with higher household incomes prioritize airline tickets and vacation packages on their wishlists



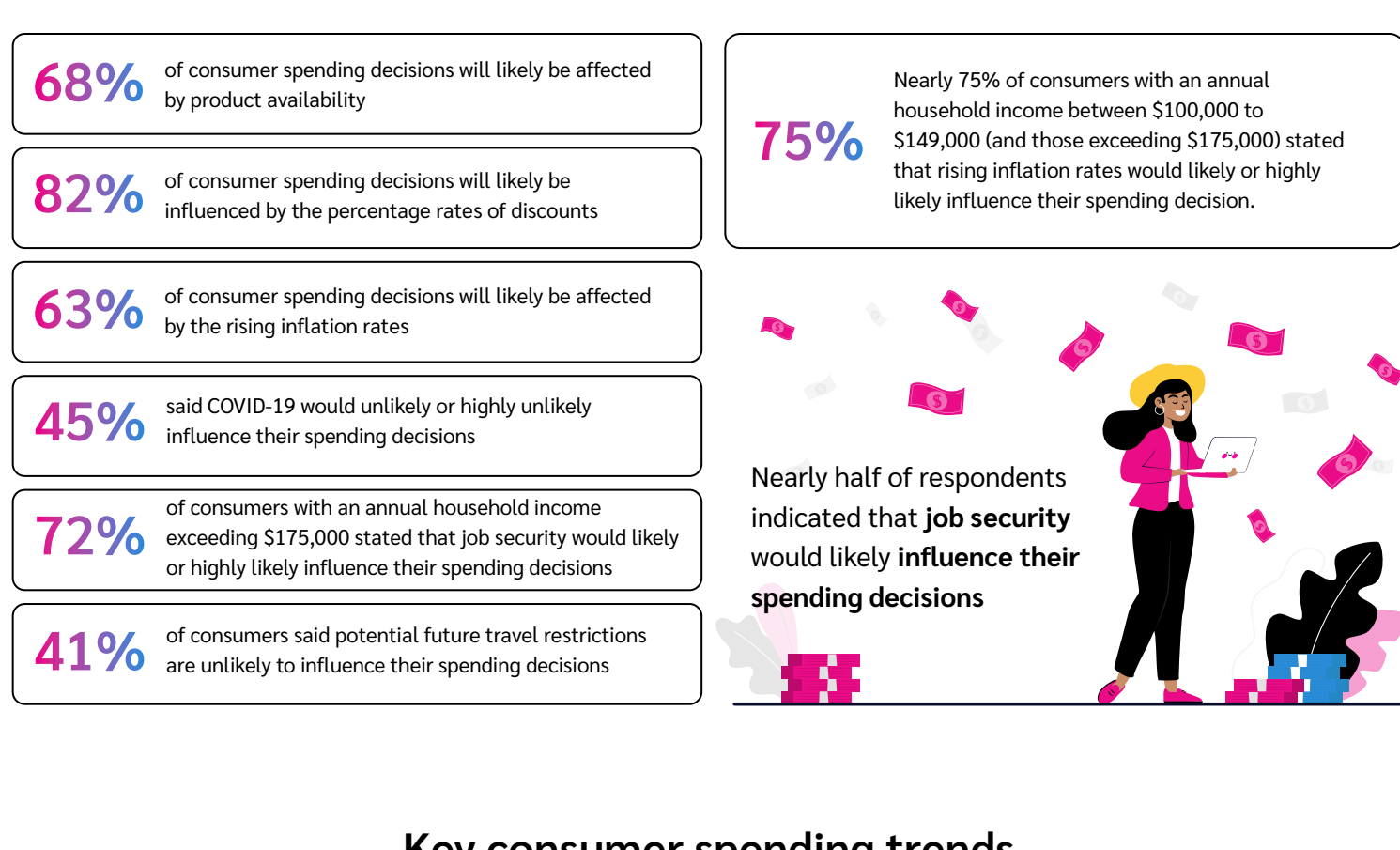
## Loyalty reigns supreme, but shoppers are keeping an open mind

Consumers buy brands they know and trust. That doesn't mean they won't consider trying something new. Get the right offer in front of them, and they are more likely to purchase.



## Economic factors that influence consumer decision-making

Pandemic recovery, record-breaking inflation, and a pending recession may hold consumers back from lavish spending. Consider what consumers are able to spend in the current economic climate and optimize deals that win new customers.



## Key consumer spending trends

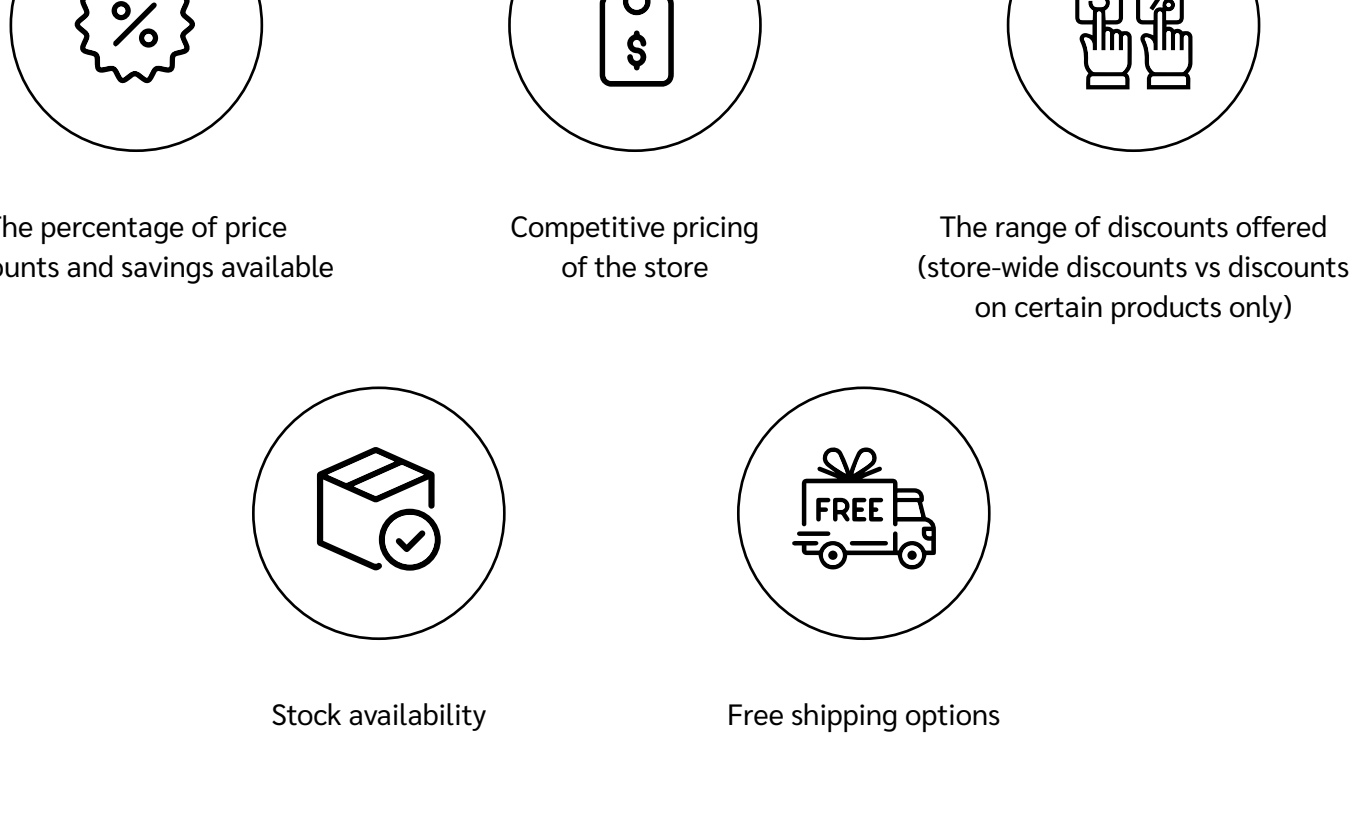
Consumer spending in 2021 vs 2022 Black Friday season is pretty much the same.

How much consumers intend to spend during the 2022 Black Friday season vs their spending during the 2021 Black Friday season:

Amount (\$)	2021 (% of respondents)	2022 (% of respondents)
200 - 399	21	21
400 - 599	21	18
More than 1000	10	9

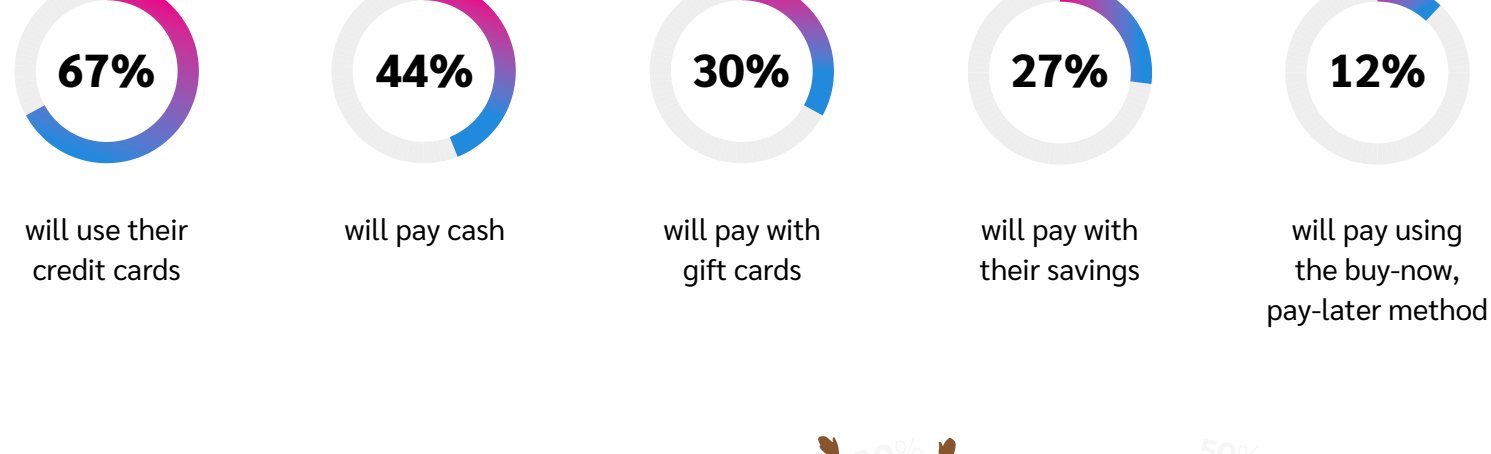
## The most important factors that influences where consumers shop during the Black Friday shopping season

Knowing what matters most to consumers will improve your strategy. Here's what consumers rank from most to least important:



## Credit is the go-to payment method

Many consumers want to buy now and pay later. They may opt to use credit cards with incentives like cashback or bonus points.



## How much do shoppers want to save?

Not all discounts entice people to purchase. Here's the sweet spot for savings.

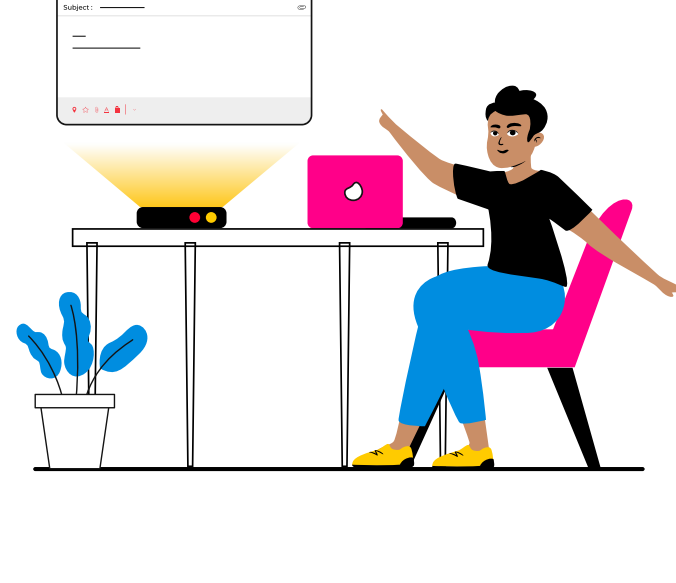


## Where to reach customers

Cast a wide net to connect with customers, and don't limit your marketing to a single channel.

### Email is your best bet

- 45% said they would look for deals and promotions through their emails
- 41% said they would search on deal or coupon sites
- 38% said they would search brand pages on social media
- 36% said they would look for deals via word of mouth from family and friends



### Shopping in pajamas from the sofa

