



Your Performance TV Guide to Holiday 2023.

A strong labor market, cooling inflation rates, and a non-recession have created perfect conditions for consumer spending this Q4, with expected total retail expenditure hitting the \$1.3+ trillion mark. It's created a financial boon for many sectors, but if you want to max out on your earning opportunities, keep reading.

Table of Contents.

Let's Talk Trends	3
Campaign Best Practices	6
Campaign and Budget Pacing	9
Creative and Messaging	11

Let's Talk Trends.

This year's holiday spending is set to break records yet again, with a forecasted \$1.3+ trillion. Changes in consumer behavior contributed to this increase; more discretionary income has boosted consumer confidence, while handheld devices like mobile saw a 37% increase in ecommerce and app spending during Q4 2022 compared to the previous quarter.

81% increase in in-app consumer spend on Black Friday 2022, compared to the November daily average

Source: Appsflyer 2023 State of eCommerce

Of course, *when* consumers are shopping also matters. There's a reason we use the terms "Q4" and "holidays" interchangeably—the latter isn't relegated to the Cyber Five (i.e. the five-day stretch of sales and promotions that starts on Thanksgiving and ends with Cyber Monday), as holiday shopping starts earlier. Amazon's Prime Day date change from October to July this year is a big indication of this shift.

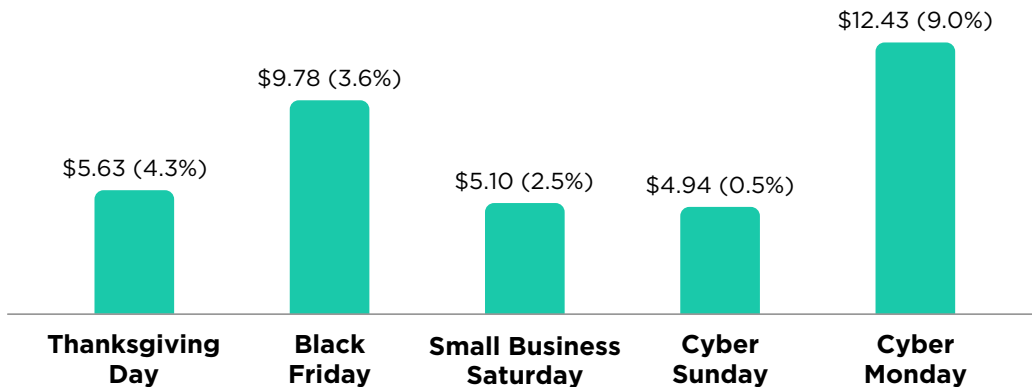
The "Holiday Hammock": Retailers can plan on two promotional tentpoles of heavy spending—October and 'Cyber Five' week—bridged by a period of slower spending in between.

Source: eMarketer, US Holiday 2022 Review and Holiday 2023 Preview



However, the majority of holiday spend sits with the Cyber Five, with Cyber Monday driving the most sales. Additionally, the spend for each shopping holiday increased YOY.

US Cyber Five Retail Ecommerce Holiday Season Sales, by Shopping Day 2022 (billions and % change vs. prior year)



Note: Sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales; includes products or services ordered using the internet, regardless of the method of payment or fulfillment

Source: eMarketer, US Holiday 2022 Review and Holiday 2023 Preview

An influx of foot traffic helped to drive sales throughout the Cyber Five, proving that brick-and-mortar is back. But with digital channels being one of the first touchpoints in a customer journey, can advertisers boost these numbers even more this year?



US Thanksgiving Weekend In-Store and Digital Shoppers, 2021 & 2022

(millions and % change)

	Digital			In-Store		
	2021	2022	% change	2021	2022	% change
Thanksgiving	36.2	33.6	-7%	17.2	22.6	31%
Black Friday	88.0	87.2	-1%	66.5	72.9	10%
Saturday	56.4	58.0	3%	51.0	63.4	24%
Sunday	39.3	36.0	-8%	24.6	30.2	23%
Cyber Monday	77.0	77.0	0%	20.3	22.6	11%
Total	127.8	130.2	2%	104.9	122.7	17%

Source: eMarketer, US Holiday 2022 Review and Holiday 2023 Preview

Our MNTN Research Q4 report takes a deeper dive into these trends, with first-party data findings that will help arm your Connected TV strategy this year. Click below for the full report.

[More insights here](#)



Campaign Best Practices.

How can you make sure your Connected TV makes the grade this year? Say no more. Here, we'll cover the foundations, from selecting the right audience (including those you may not have heard of yet) to selecting your campaign goals, creative, and messaging, plus much more.

AUDIENCE STRATEGIES

With MNTN Performance TV, you can build TV audiences with the same control, ease, and precision as your other digital marketing channels.

To maximize performance over the holidays, you can access over 85,000 integrated audiences via our integrations LiveRamp and the Oracle Data Cloud, build customizable segments of your first-party audiences, and target your CRM lists. We recommend using a full-funnel strategy to deliver the best results during the holiday season. That means running prospecting and retargeting efforts at the same time.

Prospecting campaign(s) are best at driving more site traffic, expanding your first-party audience pool, and delivering conversions from net-new customers.

Retargeting campaign(s) capitalize on that growth by upselling your existing customers and driving more conversions.



Follow these targeting best practices to set yourself up for success:

- 01 Prospecting:** Widen your audience pool and put yourself at the top of your prospects' list by pairing your prospecting ads with third-party in-market audience segments.

- 02 Retargeting:** Recapture the value of online window-shoppers and past purchasers by targeting website visitors whose online behaviors indicate their willingness to purchase now (or again). Segment your site visitors based on time spent on site, number of page views, site visit frequency, cart abandoners, average order value, and recent conversions. You can also reach especially eager audiences by segmenting your [CRM database](#), touching base with loyal customers who already have a high intent to purchase.

- 03** Layer steps one and two together to maximize your efforts and drive conversions at the top, middle, and bottom of the funnel.

- 04** If you want to see how each of your audiences are performing, check out [Audience Segment Reporting](#) to help optimize your targeting strategy.



MORE ON THIRD PARTY AUDIENCE SEGMENTATION

There are over 85,000 audiences available on the MNTN platform—so where do you start? Consider this your segmentation cheat sheet, with some ready-pulled audience recommendations. We've also provided the search terms so you can easily find them when it comes time to set up your campaign.

01 Gift-Card Shoppers:

Great things come in wallet-sized packages—which happen to be the most sought-after gift this year.

Search keyword: **Gift cards**

- MRI > Shopping > Buys Gift Cards
- MRI > Shopping > Extreme Gift Card Giver
- NinthDecimal > InMarket > Past Purchase > CPG > Gift Cards

02 Brick and Mortar:

Did you know that you can reach shoppers who prefer that in-store experience?

Search keyword: **Brick and Mortar**

- MasterCard > Top Tier Spender > Seasonal > Black Friday / Cyber Monday “Brick and Mortar” Spender
- Mastercard US Geo Segment > High Spenders > Personas > Brick and Mortar Shoppers
- Branded Data > Experian > Purchase Predictors > Brick and Mortar > Overall

03 MCommerce (Mobile Commerce):

The rise of in-app spending only means one thing: mobile is king. Mcommerce is also a key contributor to in-store visits.

Search keyword: **Mobile**

- MasterCard > Frequent Transactor > Mobile In-App > Mobile Commerce
- Twine TRUEDATA > Mobile Apps > Retail and Shopping
- Experian > Psychographic/Attitudes > Mobile Users > Mobirarti's



04 Holiday Catchall:

Figured we'd save the best for last—at minimum, you should have these segments set for “go” throughout the quarter.

Search keyword: **November, Holiday, Black Friday, Cyber Monday**

- Dataline > Buyers > Frequent Online Shoppers (November/December)
- MasterCard > Top Tier Spender > Seasonal > Last Minute Holiday Shoppers 2x
- ALC > Shoppers > Seasonal - Black Friday Shoppers
- Oracle > Seasonal and Holiday > Fall > Black Friday and Cyber Monday Shoppers > Online Black Friday and Cyber Monday Shoppers
- Connexity > CNX Seasonal > Early Holiday Shoppers



Campaign and Budget Pacing.

Now for the nuts and bolts of your campaign. Here, we'll cover goal-setting, timing, and budget pacing.

GOALS

It's not uncommon for brands to have multiple goals for their campaigns—in fact, we recommend it. Sort those goals according to your prospecting or retargeting campaigns.

Prospecting

- **Cost Per Visit:** Driving engaged new users to your website
- **ROAS/CPA:** Conversions or revenue
- **Cost Per Completed View (CPCV):** Reaching a larger audience and creating more brand engagement

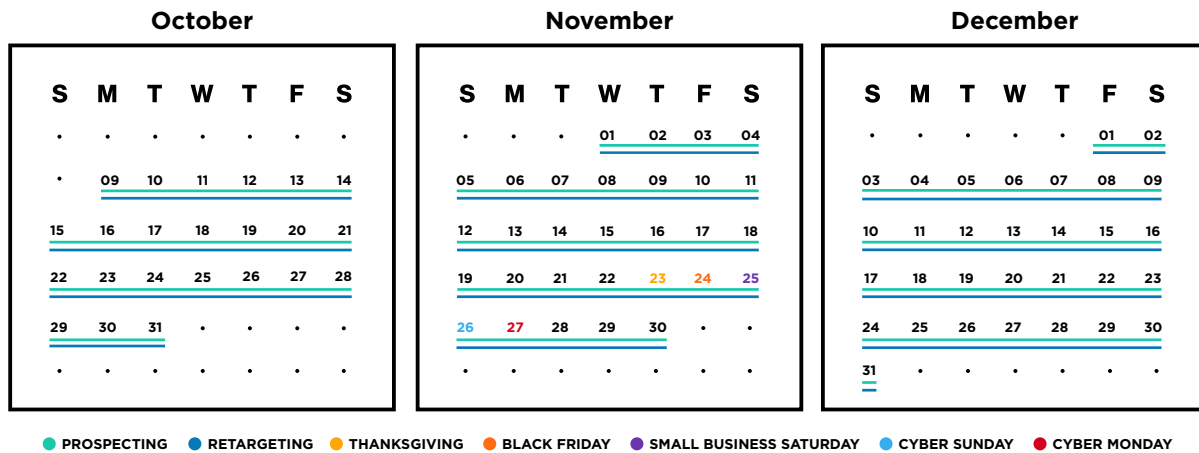
Retargeting

Return On Ad Spend (ROAS) or Cost Per Acquisition (CPA)



BUDGET AND TIMING

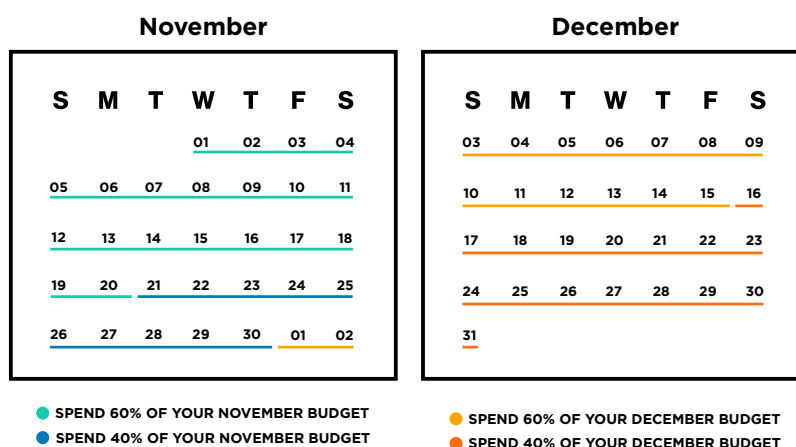
Like your goals, you'll also want to split up your budget between your prospecting and retargeting efforts. Use the calendar below as a guide on when to time your campaigns.



- To maximize performance, start with an evergreen lead-in to your holiday campaign launch. This helps to widen your audience pool early on so that once you hit “launch” on your upper-funnel holiday campaigns, they’ll already have you in their consideration set. Leading ecommerce retailer [Rumpl](#) adopted this approach, which increased ROAS by 15% and increased their revenue by 39%.
- Set aside 60-90% of your budget for your prospecting or upper-funnel campaigns, and start them 3-6 weeks out from Black Friday—so, as early as October—to allow time for setup, testing, campaign optimization and to generate a large site visitor pool. The remaining 10-40% of your overall budget can go toward your retargeting or lower-funnel campaign efforts, which should be launched at the same time as your prospecting campaigns.



- Consider shifting some of your prospecting budget to retargeting starting at the end of November through December. Keep these on all the way through December, and swap in seasonal creative throughout the month.
- We've provided budget pacing recommendations below as you head into the crucial holiday weeks:



- Don't let those insights go to waste during Q4 as we head into the new year (otherwise known as Q5). Gift card holders are ready to spend, and in-store foot traffic can return as recipients look to exchange or even upgrade underwhelming gifts from distant cousins. We always say the best approach is an evergreen approach, so keep your campaigns on to ensure you're capitalizing on those learnings for seasons and years to come.

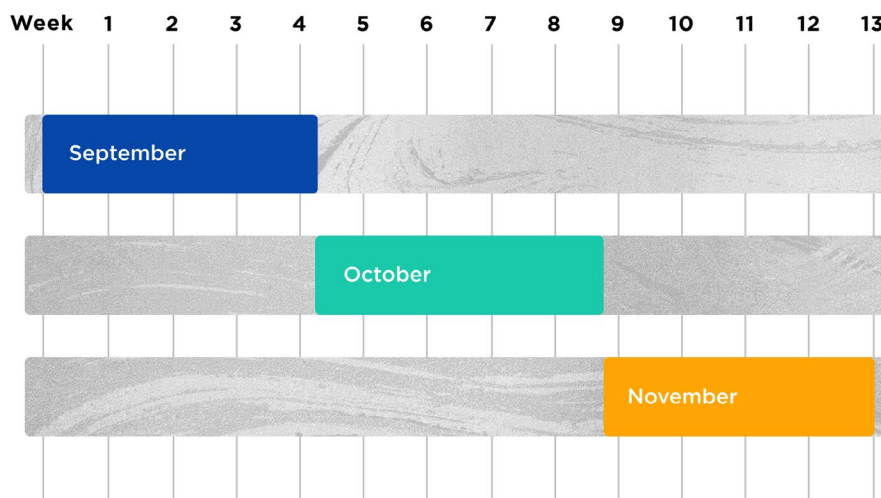


Creative and Messaging.

Now, here's the part you've all been waiting for: how to fine-tune your Connected TV creative. Did you know that viewers retain 95% of a message when they watch it on video? Not to mention, ad completion rates on Connected TV remain high at 98%. It's no surprise, considering two-thirds of Americans will use CTV this year, and time spent on CTV devices has nearly doubled over the last four years. Here are some creative best practices to guide you for Q4 (and all year round).

START YOUR CREATIVE TESTING BEFORE Q4

Build in time to test your evergreen creative in advance against different audience segments to figure out which message, tone, format, calls-to-action and creative elements are resonating:



- Test overall sentiment for 30 days, using a minimum of three creative ad sets
- Refine your A/B testing further—this time only change *one* variable across an identical creative ad set to get a read on what's performing better
- Apply your learnings from September and October to your holiday creative



Could your creative speak to audiences you're *not* currently targeting? An under-leveraged category, perhaps? Or even a new persona altogether? Knowledge is power: try testing 1-3 new audience segments ahead of the holidays.

HOLIDAY CREATIVE THAT CONVERTS

Reap the ROI from your creative testing efforts by including these elements in your Connected TV campaign.

- 01** Always have a clear call-to-action. This applies both in your voiceover and on-screen copy.
- 02** Include a URL so viewers know where they can find out more (and where to hit “add to cart,” of course).
- 03** Keep your creative consistent across ad channels to drive brand recall. (With [MNTN's Multi-Touch feature](#), you can easily extend your creative and messaging beyond the CTV screen to other household devices. Just saying.)
- 04** Create several iterations of your ad creative to A/B test throughout and continually refresh your campaign. Test different product groups, featuring different talent in your creative, and even switch up your copy and call to action.



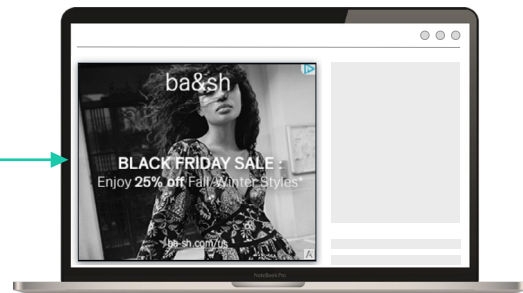


Clear call-to-action. This client featured this message front and center in the first 5 seconds of the ad for impact



prominent URL or watermark placed on the ad creative

Your creative should have a consistent look and feel across all of your customer touchpoints



MORE CREATIVE? NO PROBLEM.

Keeping creative production consistent throughout the year is a challenge for many brands—compounded with tightening budgets and lean teams, it can all add up to the perfect storm.

77% of creative teams cite speed as one of the biggest roadblocks in creative production.

Source: Lytho

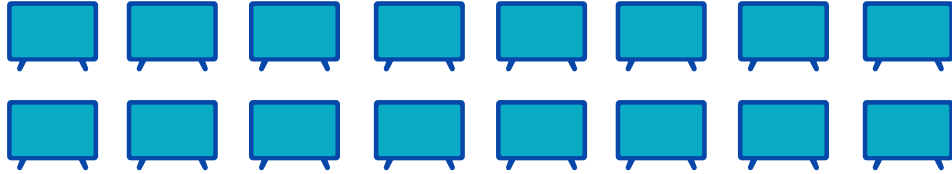
MNTN's [Creative-as-a-Subscription™](#) (CaaS) was created to meet these ongoing needs. The idea is simple: get a steady stream of fresh creative quarterly, at no additional cost beyond what you'll pay in media. You can A/B test, discover what's working and spend more budget on driving results.



Before.



CaaS.



CaaS™ pairs your brand with a global network of creators through our partnership with [QuickFrame by MNTN](#) to support your CTV creative end-to-end from ideation through to execution.

The end result? More performance-optimized creative drives compounded revenue over time.



Significant Cost Savings



Creative Optimized to Drive Conversions



Faster, More Agile Video Production



Opportunities for Continuous A/B Testing



Refreshes to Avoid Creative Fatigue



Capitalize on Seasonality



MNTN Performance TV: The Gift That Keeps On Giving.

Connected TV isn't just the biggest screen in the house—it's Q4's biggest moneymaker. Learn why savvy marketers are changing the channel to CTV.

Want to learn more?

[Visit mountain.com](https://mountain.com)

Sources:

[eMarketer, US Holiday 2022 Review and Holiday 2023 Preview](#)

[National Retail Federation, Retail Holiday and Seasonal Trends - Winter Holidays](#)