

DSTILLED: HOLIDAY RETAIL

Shopper Highlights from the National Retail Foundation



53% OF AMERICANS LOVE THEIR DISCOUNTS

Last year, a record 174 million Americans shopped in stores and online between Thanksgiving and Cyber Monday. Within these five days, Dstillery drove \$2.59 in revenue for every \$1 invested by a leading footwear brand.

DON'T MISS OUT ON MOBILE

Mobile is expected to account for 43.9% of all ecommerce sales. On Cyber Monday, Dstillery increased mobile impressions for a leading luggage brand, resulting in a 14.8% boost in conversions when compared to the entirety of the campaign.

18-24 YEAR-OLDS UP THEIR GIFTING GAME

Just under half of young adults plan to spend more this holiday season. With Dstillery, you can activate against existing Crafted Audiences like Celebrity Gossip Fans, or create entirely new custom audiences to reach this younger generation.

THE DEEP-POCKETED MULTICHANNEL SHOPPER

The multichannel shopper spent \$82 more on average than the online-only shopper, and \$49 more on average than those who only shopped in stores in 2017.

Utilize Dstillery's Location Audiences to target users while they shop and once they're back home, promoting both in-store and online sales. Optimize campaigns towards purchase data to drive revenue through our partnership with Commerce Signals.

RETAIL ADVERTISERS REIGN

Retail outspends other advertising categories by 21.9%. Don't let your ads get lost in the shuffle. Dstillery will reach your consumers and help you win this holiday season.

To learn more, contact us at contact@dstillery.com or reach out to your Account Executive or Account Manager.

dstillery