

A different kind of Holiday Season

**This year
was different.**

*And so will
the Holiday
season be.*

70% of consumers do not plan on returning
to stores in the foreseeable future

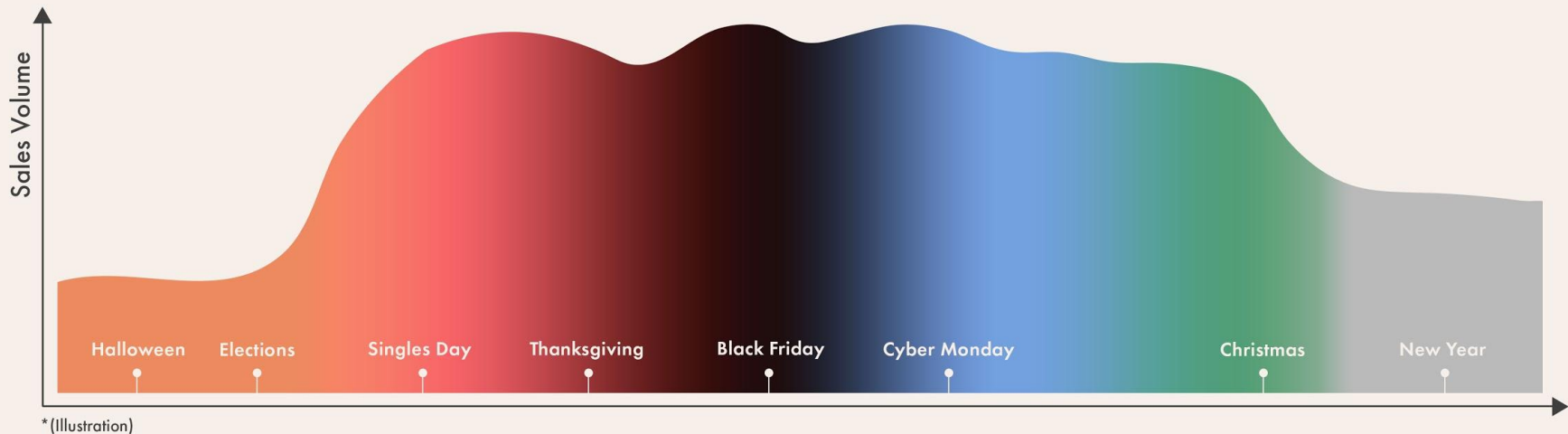
*[source](#)



Q4 2020 Forecast

Holidays will be spread over 3 months, with extreme shifting to online

- Covid-19 effect
- No Black Friday crowds and door busting events
- Operational - spread the shopping holidays in order to deal with the volume of shoppers
- Market leading retailers setting the tone by closing physical stores and starting sales much earlier



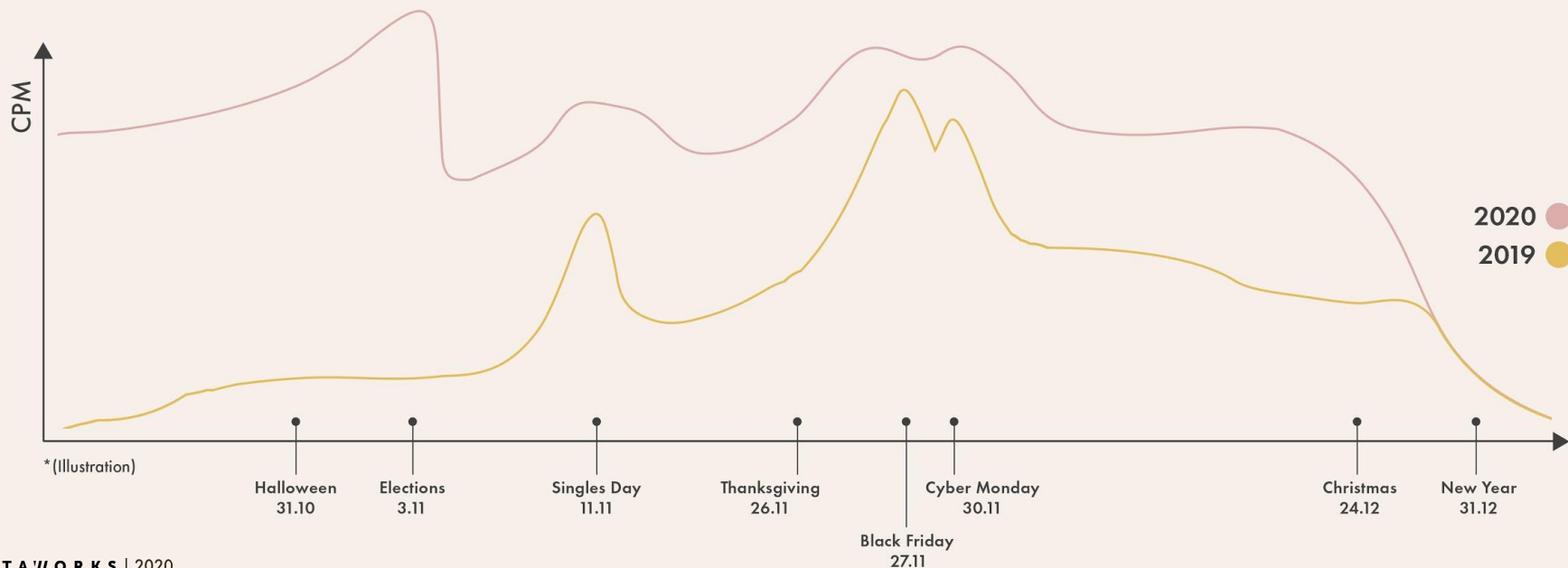
According to Macy's CEO Jeff Gennette the success of Black Friday 2020 hinges on retailers' offering a longer holiday shopping period and leaning into digital in a big way. "We expect it to start in full force after Halloween," he said in a recent call with investors. "We have a very strong game plan about how we're going to keep this trend of digital going. That's going to be huge for this holiday season."

[*source](#), [source](#), [source](#), [source](#)

Q4 2020 Forecast

Media prices (FB/IG and others) go up (Significantly!)

- "No offline", so online advertising gets all the attention - all fight over the same audience
- US Elections: Nov 3rd with lots of resources directed to online advertising
- All industries are advertising again: travel, hospitality etc...



Q4 2020 Forecast

Retail Insights

- Discounts will go deeper than ever
 - No offline, the war over the customer will happen online (price sensitive from the beginning)
 - Due to Covid-19 many retailers have a lot of stock left to “get rid of”
 - The market chasing the cash flow
- Many retailers are struggling to recreate the physical “shopping rush”, that is typical to the season, online.

Consumer trends

- Trend of spoiling myself (instead/ on top of others)
- Shoppers will seek out “affordable luxuries”
- Consumers are anxious and look for comfort in the form of promotions.

*[Source](#), [source](#), [source](#)



HOW TO WIN IT?

Start Now

- Roll out the offers Early (NOW)
- Own your customers - Get as much share of wallet as you can, asap.
- Global - The advertising volume will be lower outside US - a good time to test other GEOs now, scale later

Think about

- Getting your stock in order and how to move it strategically throughout the holiday season
- Leaning on Fail-Proof Products
- Finding ways to create excitement around the shopping experience (countdowns, announcements, waiting lists etc...)
- Looking for new advertising opportunities (new social platforms, new ways to serve ads etc...)

Be ready for

- Lowering budgets or navigating them elsewhere to spread risk, when the mainstream platforms peak (for example during Elections)
- Getting Creative with discounting to keep the offers fresh and appealing for the long haul
- Updating the Logistics: use as many carriers as possible, from main carriers like UPS and DHL to regional players

The window of opportunity

**While these are uncertain times, they withhold many opportunities for
ecommerce businesses that come prepared.**

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