



RETAIL

TRENDS IN RETAIL

- Social media introduces consumers to brands and influencers impact purchases.
- Consumers expect to be able to interact with retail brands from their mobile devices.
- E-commerce sales account for 20-22% of all retail sales.
- Studies show that e-commerce sales are higher in markets that have brick and mortar locations.
- Omnichannel marketing will become the dominant strategy from brands to be seen everywhere their consumers are looking.
- Recruitment continues to be a challenge as 83% of retailers are investing more heavily in employee recruitment and retention.

Sources: Business News Weekly, eMarketer, Silicon Valley Bank, Deloitte

TARGETING TO CONSIDER

Display, native, audio and video assets can be used to execute this targeting.

- **Audience and Demo Targeting:** Target ads to consumers that have shown a behavior or interest in retail products and services specific to your industry.
- **Contextual Targeting and Native Advertising:** Reach users who are reading and consuming content about your retail category or insert native articles next to relevant retail content.
- **Geofence-Conquest-Device Match-Look Back Targeting:** Geofence competitors by targeting devices seen there via GPS location data. Target devices that match direct mail or email lists with promotions.
- **Streaming Television (OTT/CTV) and Streaming Audio:** Create brand awareness with :15 and :30 video and audio messages targeting audiences based on shows, videos, podcasts, and music they consume.
- **Social Media:** Create display and video messaging on social media to introduce brands and reach desired audiences on YouTube, TikTok, Facebook, Instagram, and LinkedIn.
- **Retargeting and Click Retargeting:** Re-engage users that visit your website or click on a digital ad with a stronger call to action to compel purchases.