
IAB Mobile Marketing Center of Excellence

Holiday Shopping in a Cross-Screen World

Helping Marketers Understand
Smartphones' Growing Role in Shopping
and Purchasing

15 December 2014

Agenda

- Quantifying the Cross-Screen Media World
- Mobile Shopping
- New Device Week: Consumer Activity Post-December 25



Introduction

Americans live increasingly cross-screen and mobile-centric lives, and this affects virtually every aspect of how we go through our days. This holiday season, IAB and Verizon commissioned Harris Poll to quantify some aspects of smartphone users' cross-screen lives as they relate to viewing ads, shopping, and making purchases.

The results show that smartphone owners are definitely leveraging multiple devices in their shopping behaviors. Simultaneously, smartphones are a crucial place to reach shoppers on the hunt for a great bargain or perfect gift.

A few demographics stand out as particularly mobile-shopping adept. Elusive on other media, 18-34-year-olds (males in particular) and parents with kids under 18 in the household shop on their smartphones much more than women and non-parents. And men are generally more likely to shop via their smartphones than women are.

Finally, we looked at “New Device Week” plans—what consumers would be doing between Christmas and New Year’s. This week is underappreciated by marketers, but as consumers are learning new mobile devices, and looking for post-Christmas bargains, it’s a great opportunity for mobile advertising.



Key Findings

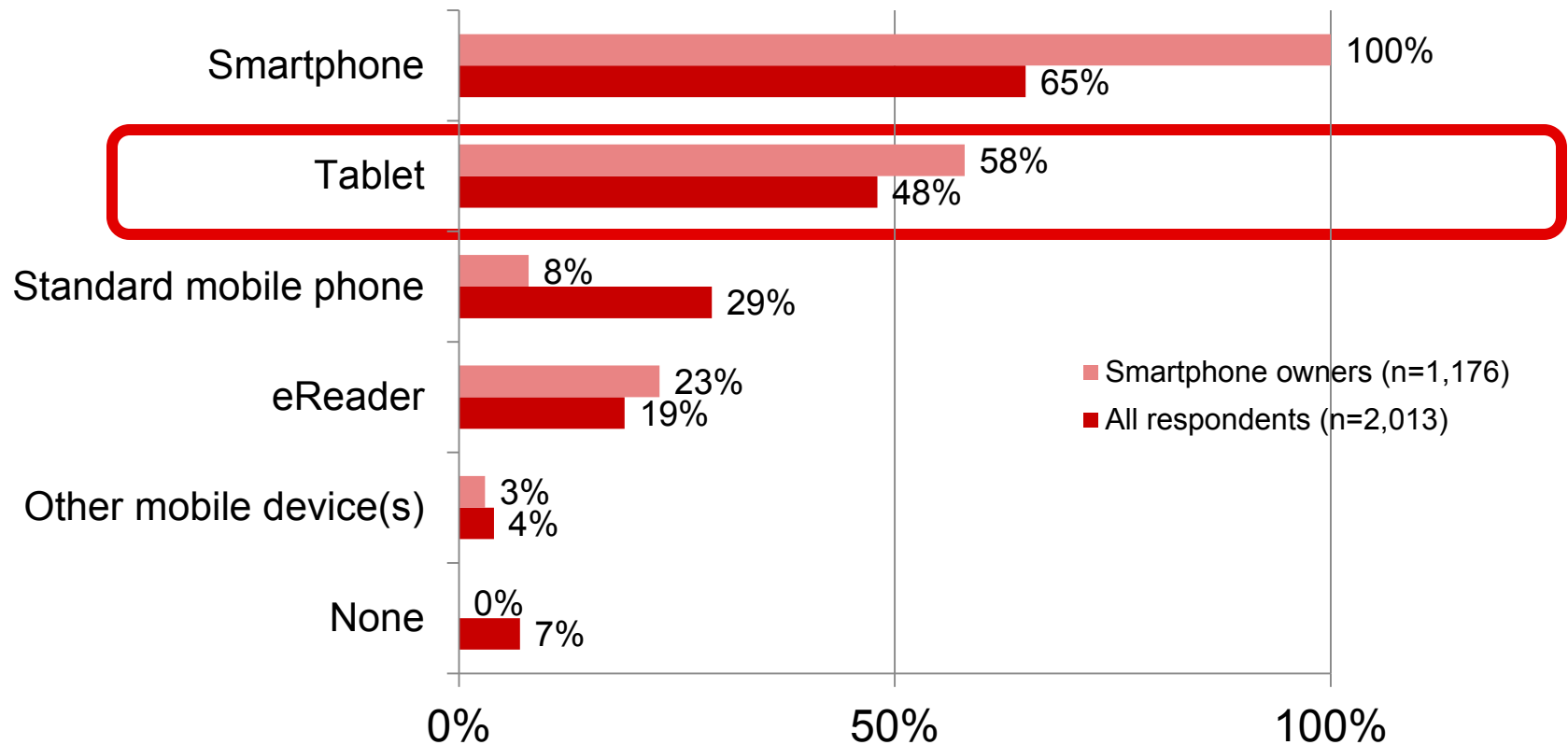
- **Forty percent** of smartphone owners cite smartphones as a media device or platform that they use to learn about products they are researching or shopping for—making them second only to computers.
 - **Almost two-thirds** of US smartphone owners have already or will research, shop for, or purchase products via their smartphone this holiday season. Most popular product/service categories include clothing, dining out, media (books, music, video), toys and games, and consumer electronics.
 - 18-34-year olds and parents with kids under 18 at home are particularly mobile-savvy shopping demographics. Sixty-eight percent of the former, and 62% of the latter, make purchases on their smartphones.
 - Young men are especially prone to smartphone purchasing: 76% of male smartphone owners ages 18-34 make purchases on their phones in a typical month, as compared to only 59% of women in that age category.
 - About **one in five** US adults expects they will spend part of the week between Christmas and New Year's learning about and accessorizing new devices. Marketers should leverage mobile to reach consumers making holiday plans and learning about post-Christmas sales.
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The Cross-Screen Media World

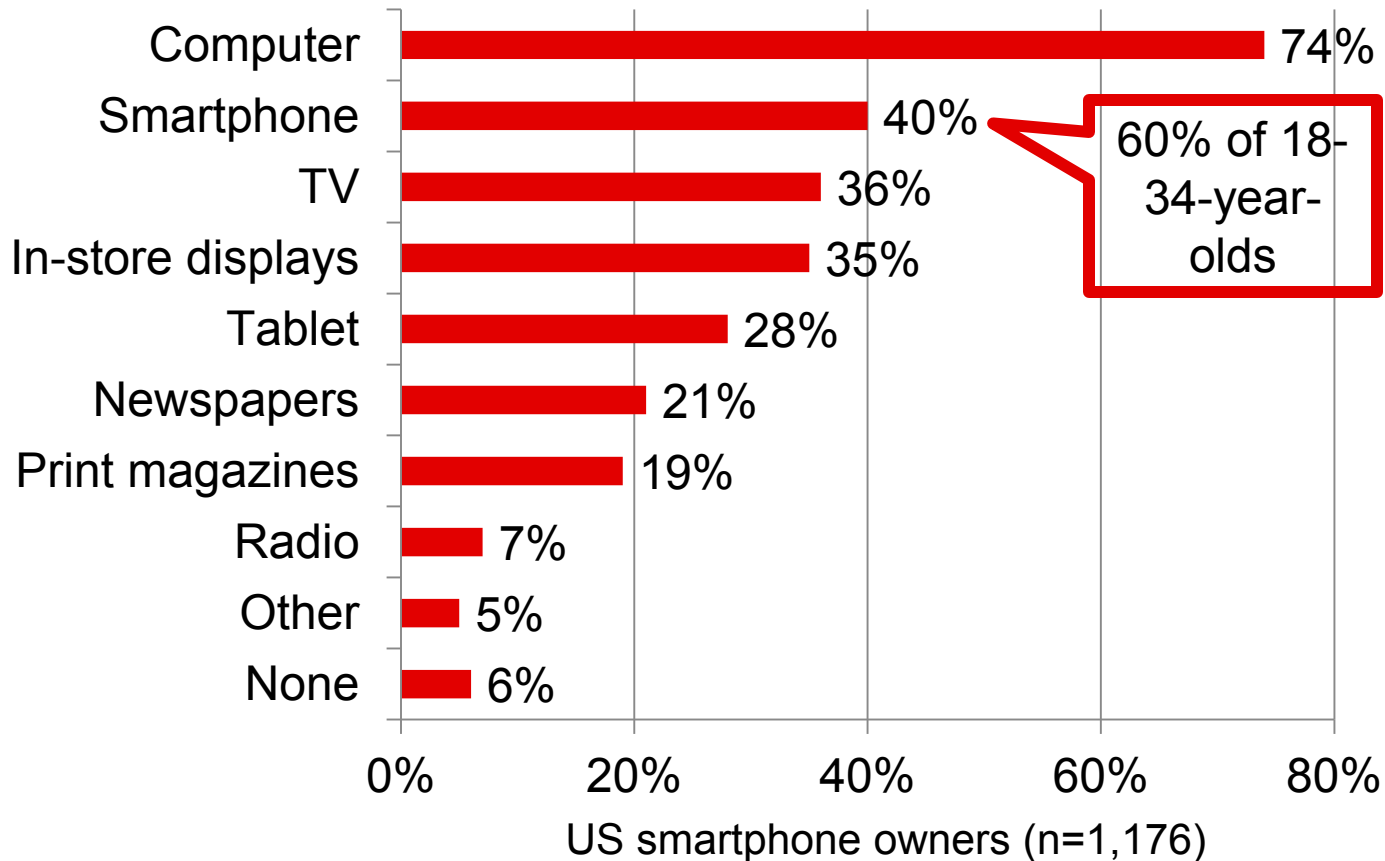
Almost Six in Ten Smartphone Owners Also Own a Tablet

Which of the following types of mobile devices, if any, do you own and use? Please select all that apply.



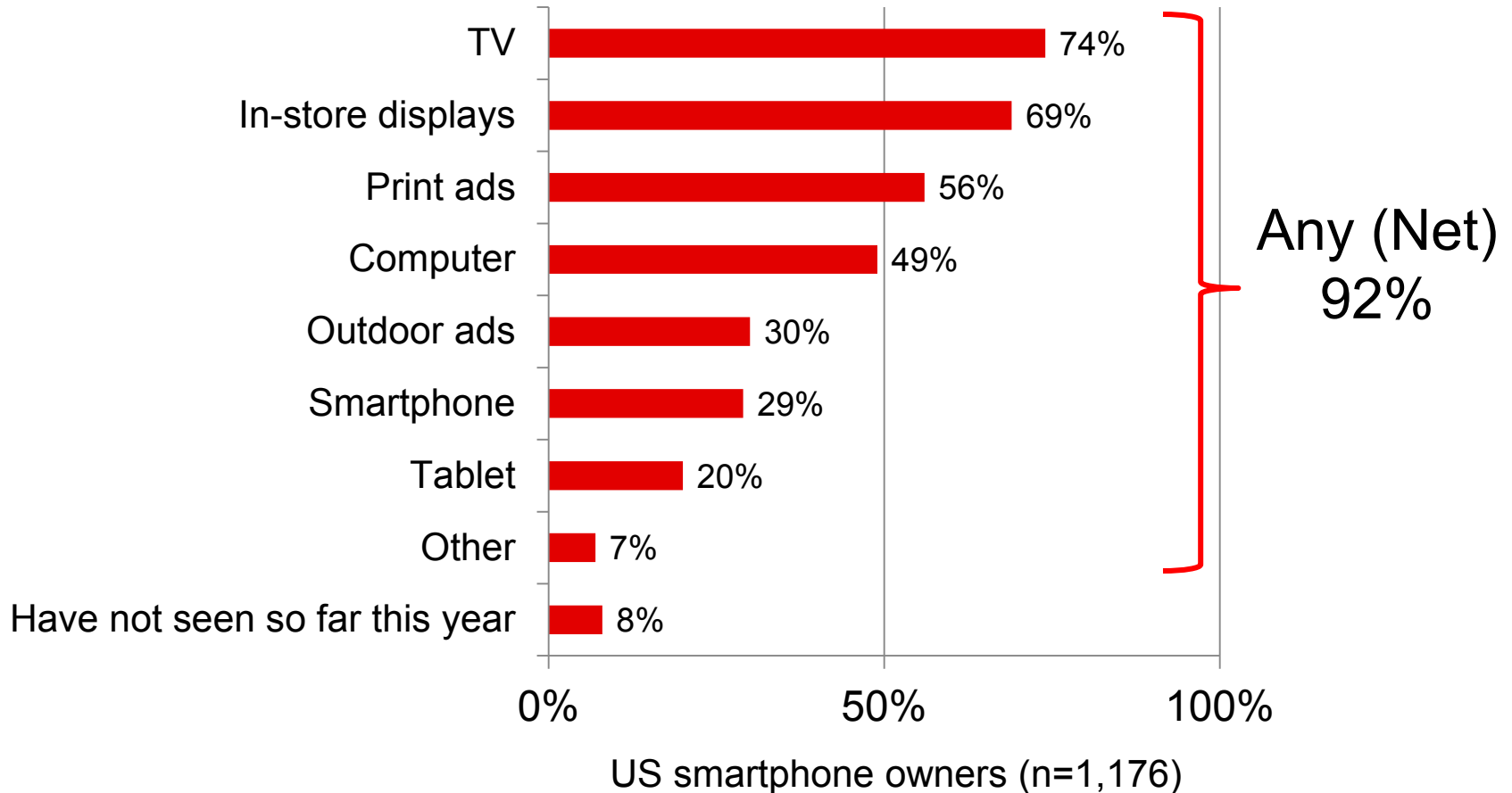
Smartphones Help Make Shopping Decisions

When you're learning about, researching, or purchasing a new product, which of the following media types or devices, if any, do you typically use or refer to as you are making a purchase decision? Please select all that apply.

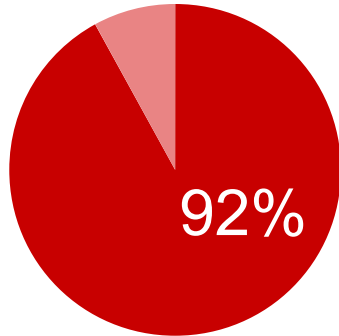


Smartphone Owners Saw Pre-Thanksgiving Holiday Ads Across Multiple Devices

Where have you seen holiday-themed (i.e., the December/year-end holidays such as Christmas, Hanukkah) ads so far this year? Please select all that apply. (As of week of Nov. 19-21, 2014.)

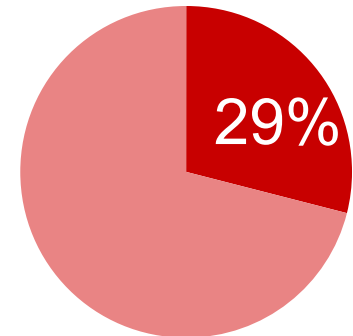


Missed Opportunity



92% of smartphone owners saw holiday ads prior to Thanksgiving this year.

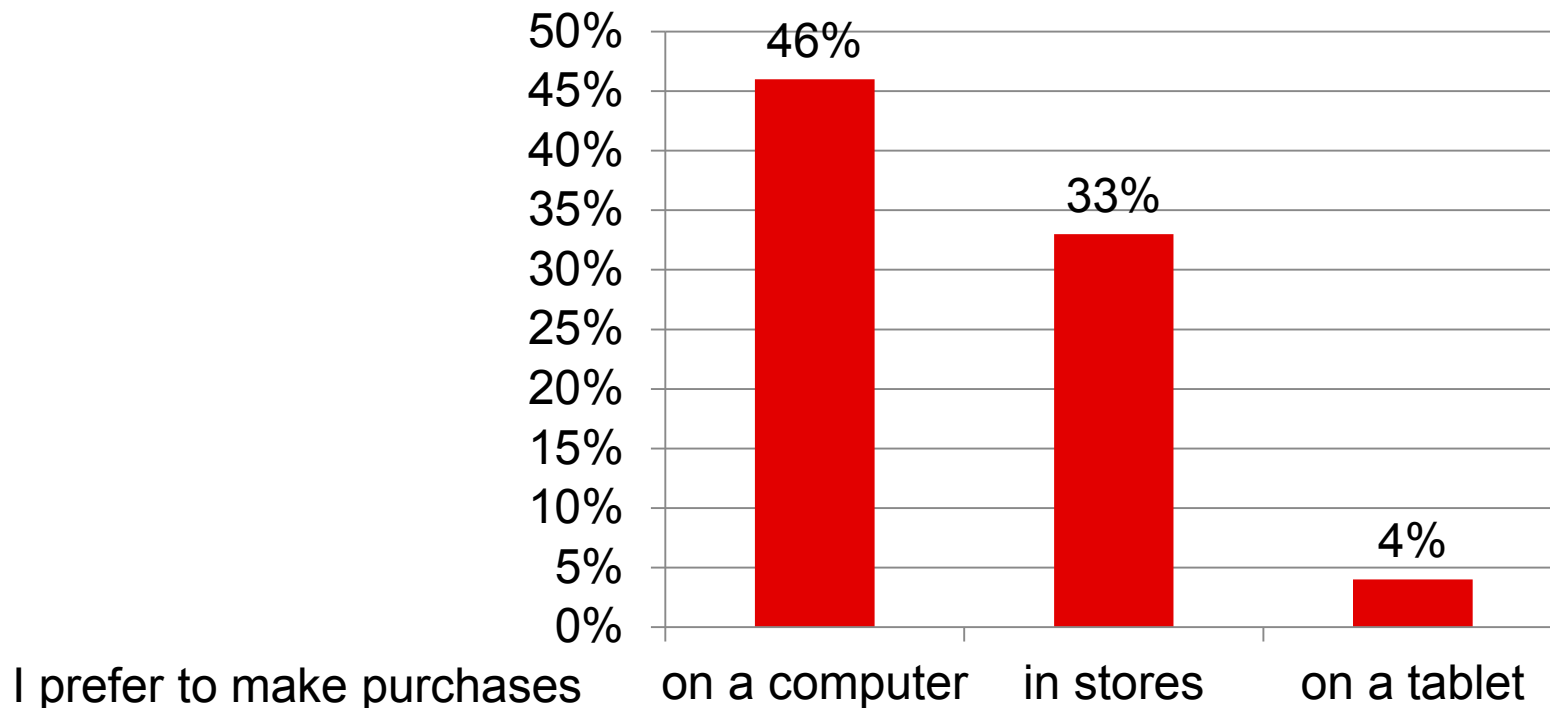
But only 29% of smartphone owners saw holiday ads on smartphones.



This signals a missed opportunity for holiday advertisers, especially given smartphones' role as shopping tools.

For Those Who Don't Purchase via Smartphone, PCs Outweigh Stores

You stated you don't typically make purchases via the mobile internet (mobile web and/or apps) on your smartphone. What are the main reasons for that? Please select up to three responses. (Responses related to other shopping channels shown.)



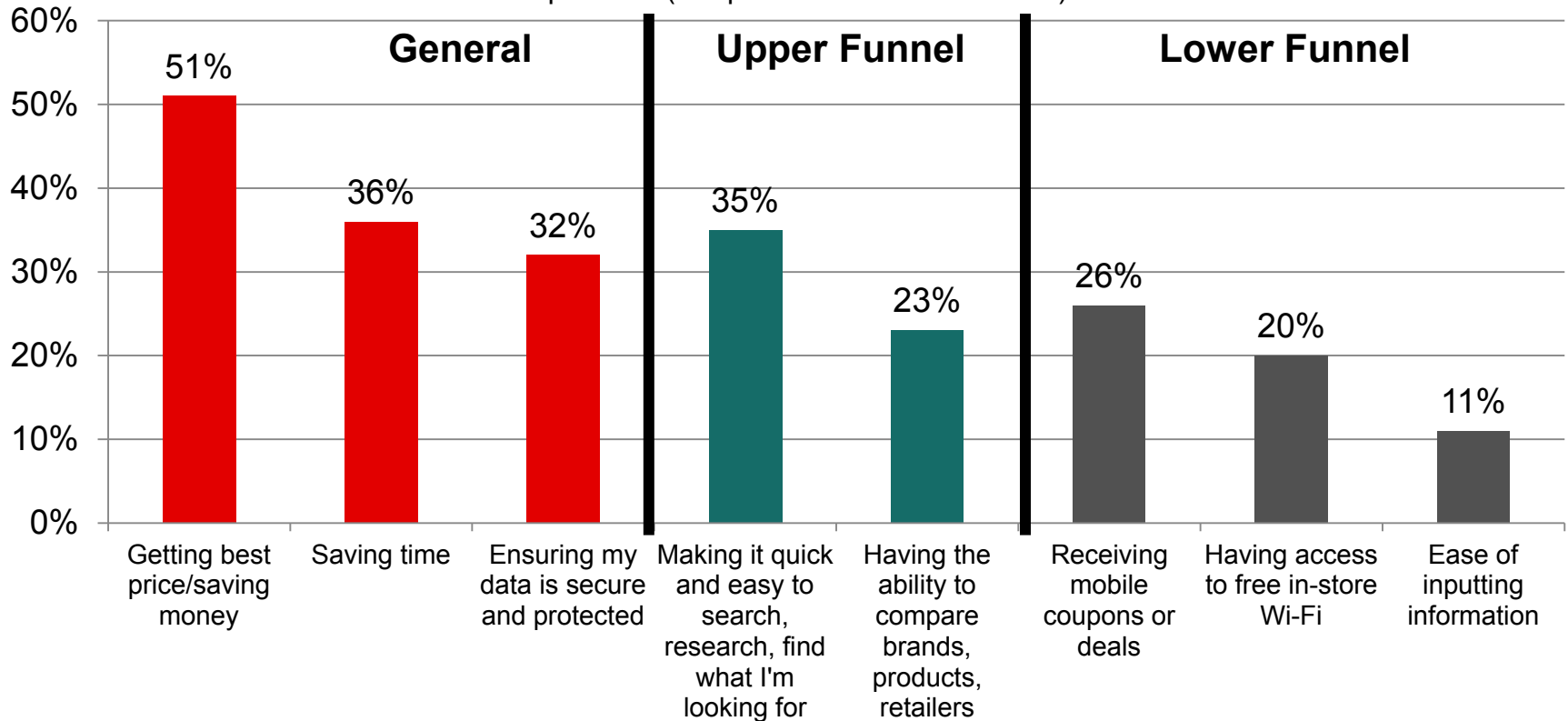
US smartphone owners who do not make purchases on their smartphones (n=652)

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Mobile and Shopping

Mobile Impacts the Entire Purchase Funnel

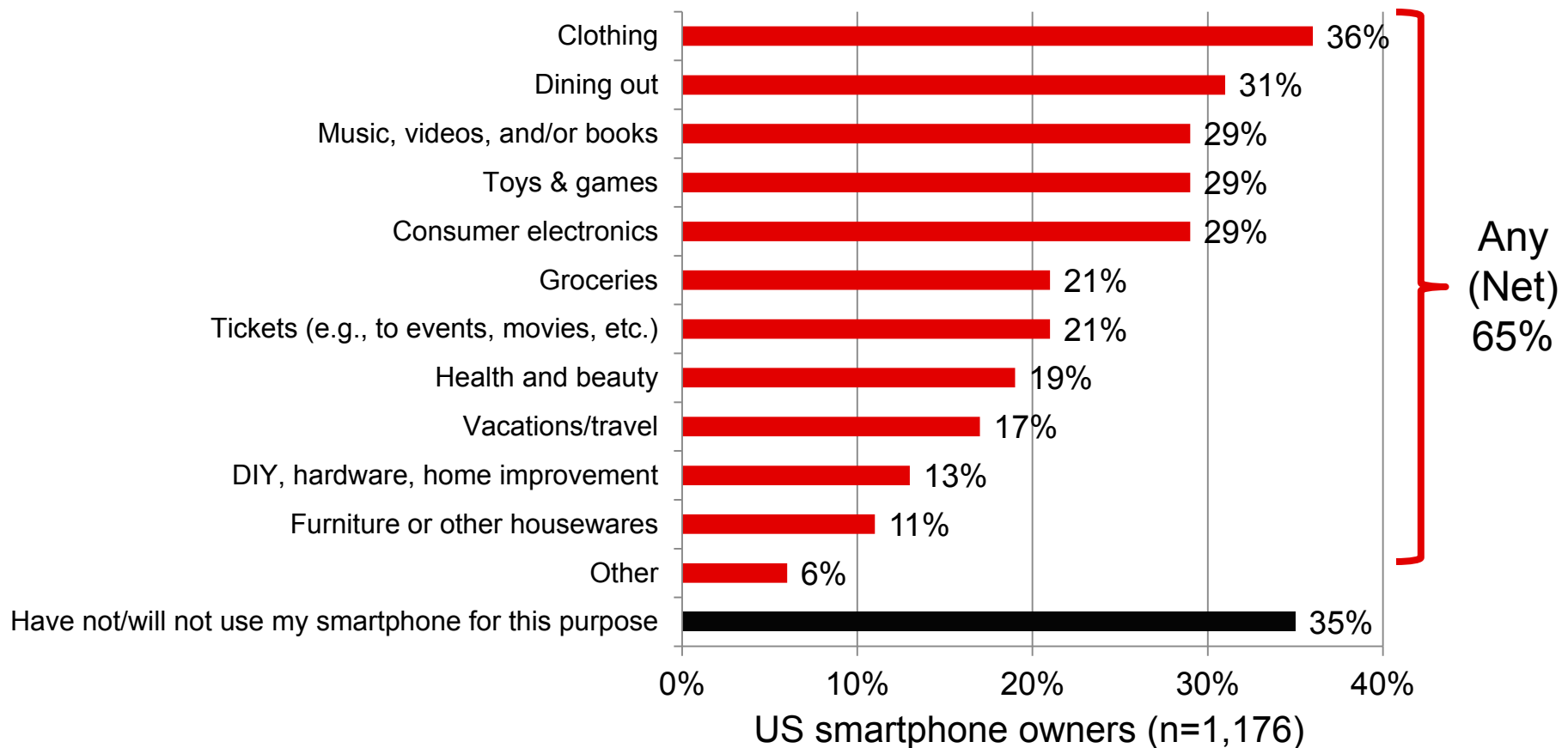
Thinking about when you have used/will use your smartphone to research, shop for, or purchase products or services for the upcoming holiday season, which three of the following are most important to you? Please select up to three responses. (Responses Over 10% shown.)



US Smartphone owners who have/will use smartphone to research/shop/purchase this holiday season (n=691)

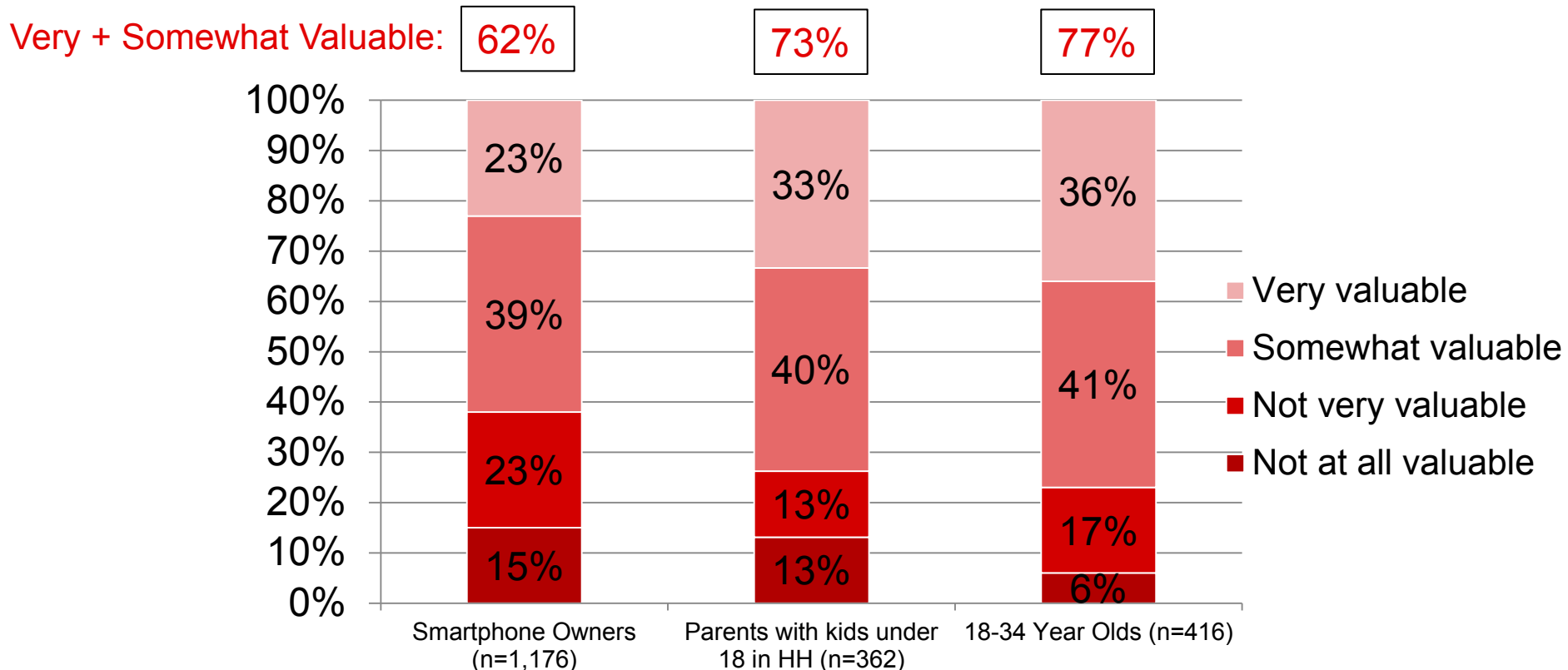
Mobile Shopping Used for Wide Array of Product Categories This Holiday Season

For which of the following products or services have you, or will you, research, shop for, or purchase for the upcoming holiday season (i.e., the time between Thanksgiving and New Year's) using your smartphone?



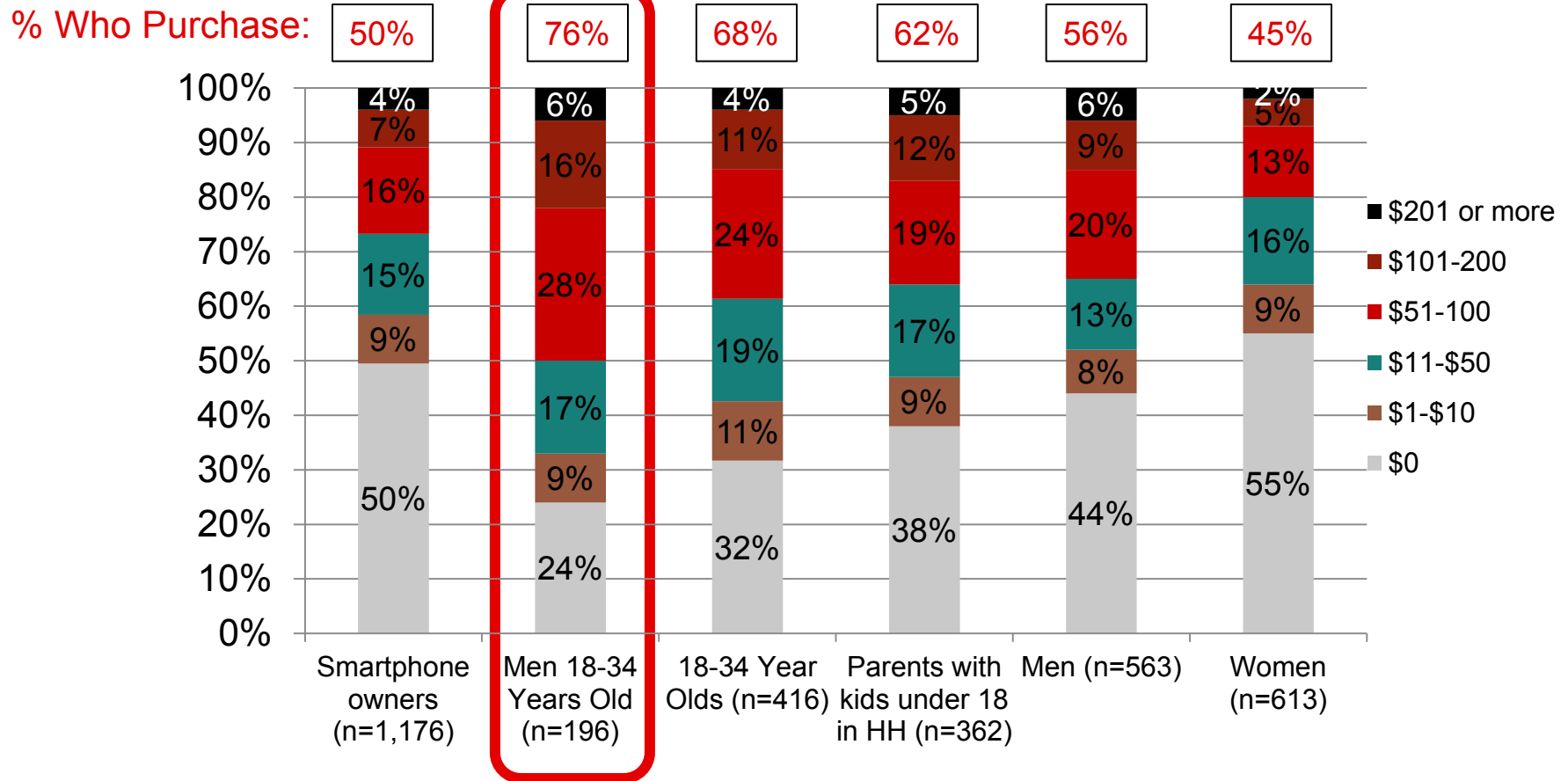
Younger Smartphone Owners & Parents Most Likely to Value Their Device for Shopping

How valuable, if at all, is your smartphone to each of the following aspects of your life? Shopping:



Over 3 in 4 Male Smartphone Owners Ages 18-34 Make Purchases via Their Devices

In a typical month, about how much, on average, do you spend on purchases made via the mobile internet (mobile web and/or apps) on your smartphone?



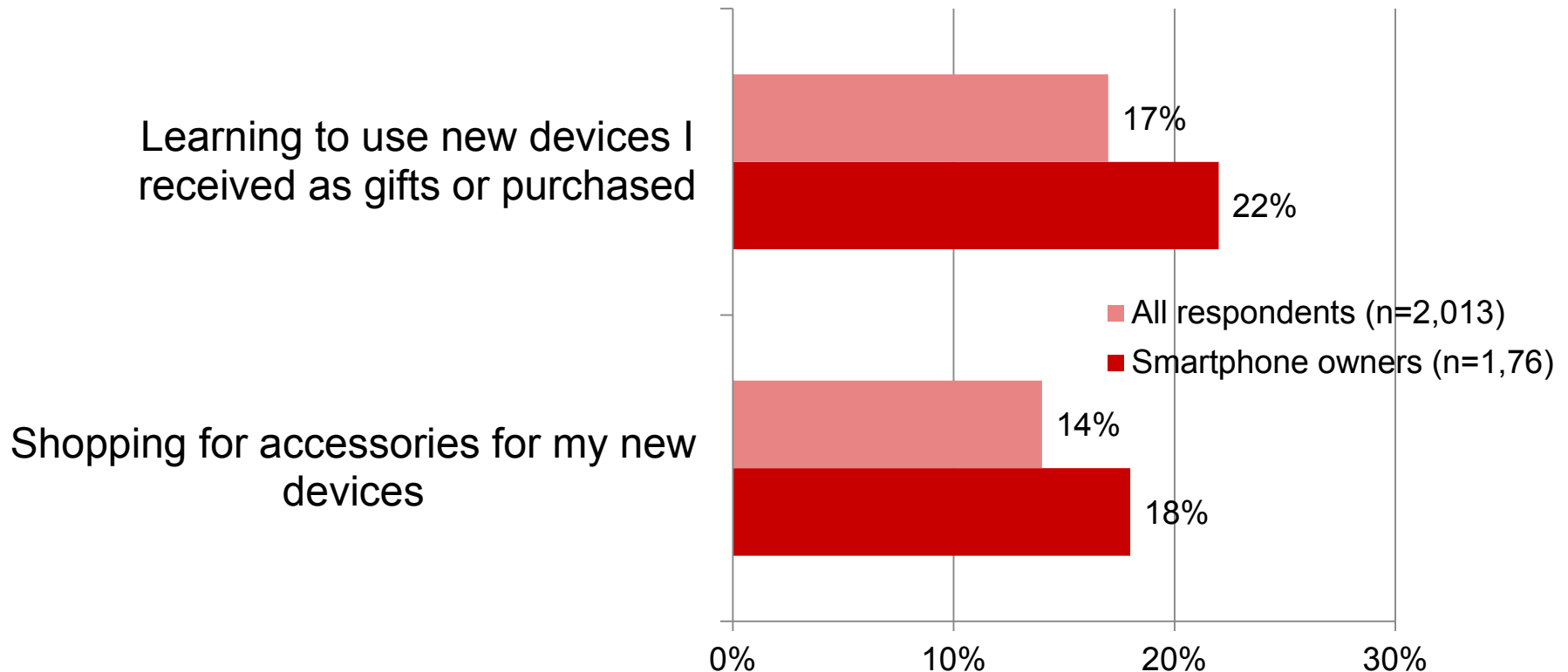
Note: 59% of female smartphone owners ages 18-34 years old make purchases on their smartphones. Source: IAB 2014 Mobile Holiday Shopping Consumer Survey, conducted online by Harris Poll, November 19-21, 2014. n=1,176 US smartphone owners 18+.

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New Device Week Plans

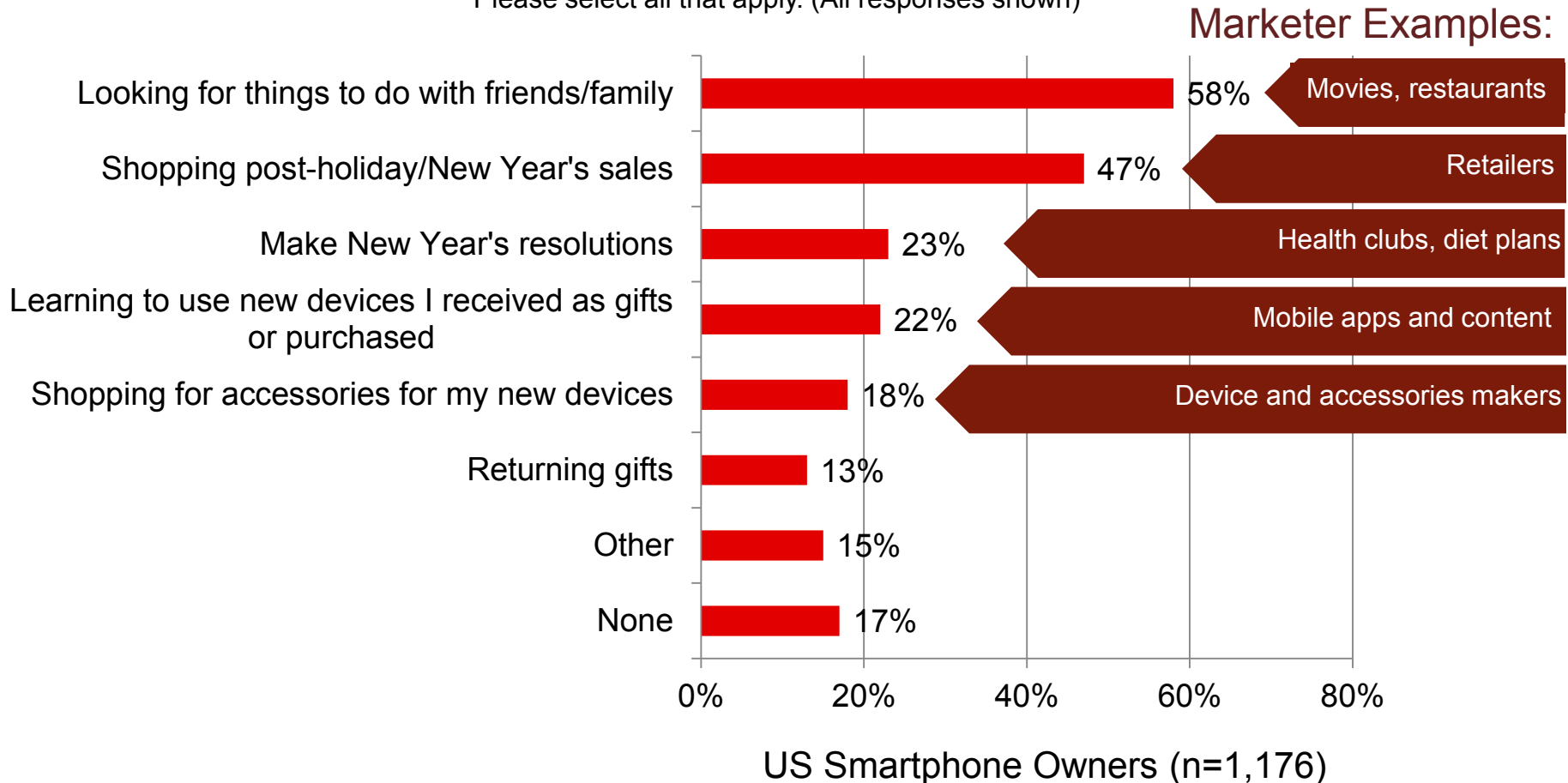
Nearly One in Five US Smartphone Owners Anticipate Learning to Use New Devices Post-Xmas

Which of the following, if any, do you anticipate doing between December 25th and December 31st this year? Please select all that apply (Device-related responses shown)



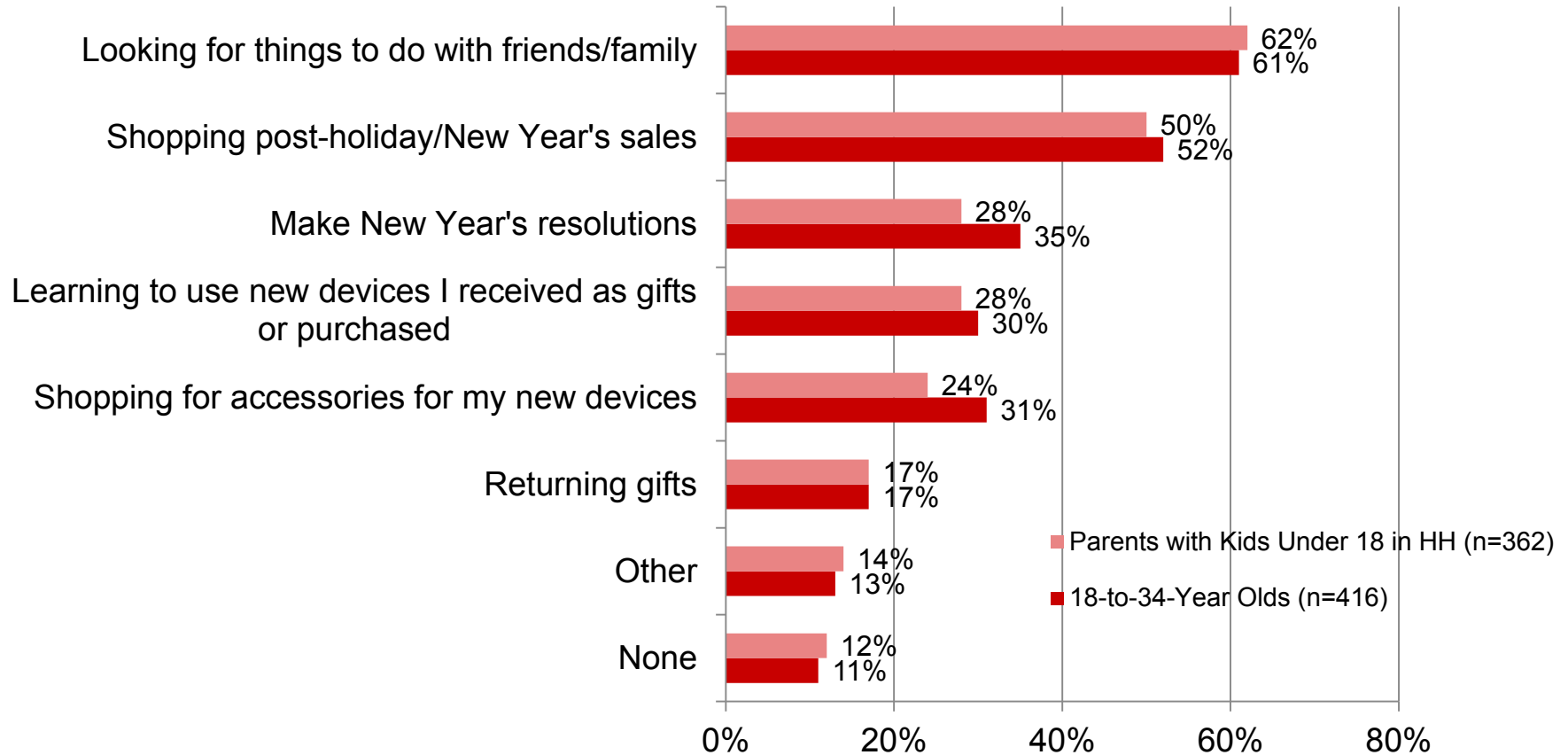
New Device Week Planned Activities Create Opportunities for Marketers

Which of the following, if any, do you anticipate doing between December 25th and December 31st this year?
Please select all that apply. (All responses shown)



18-34-Year-Olds and Parents of Kids Under 18 Even More Active During New Device Week

Which of the following, if any, do you anticipate doing between December 25th and December 31st this year?



Conclusion

- Smartphone owners use multiple devices to research, shop, and make purchases, but they are not necessarily seeing ads on all these devices. Marketers should fine-tune media plans to be where shopping is happening.
- Mobile is an important medium for holiday shopping, at all stages of research and purchase, and across multiple product categories.
- Younger consumers, parents with young children, and men are key mobile shopping demographics.
- New Device Week—the week between Christmas and New Year's—is a key opportunity for marketers to reach people via mobile. Those with new devices are learning to use them, and even more people will be looking for things to do and places to shop.



Methodology

This survey was conducted online within the United States by Harris Poll on behalf of Interactive Advertising Bureau from November 19-21, 2014 among 2,013 adults ages 18 and older, 1,176 of whom are smartphone owners. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact mobile@iab.net.

About IAB

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Together, they account for 86 percent of online advertising in the United States. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. The organization is committed to professional development, elevating the knowledge, skills, and expertise of individuals across the digital marketing industry. The IAB also educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Founded in 1996, the IAB is headquartered in New York City.

About Precision Market Insights

Precision Market Insights from Verizon provides addressable advertising solutions for agencies, brands and channel partners. The Precision solutions use the PrecisionID™, an anonymous unique device identifier, which can be used to reach the right audiences on mobile through demographic, interest and geographic targeting. Privacy-safe and accurate, the PrecisionID powers impactful, data-driven marketing at scale, enabling brands to: accurately reach and engage precise target audiences, eliminate campaign inefficiencies and achieve campaign goals and increase ROI. For more information, visit www.precisionmarketinsights.com