

# What consumers want this holiday season

ARE RETAILERS READY TO DELIVER?



## Convenience

BUY ONLINE & PICK UP IN STORE & BUY ONLINE & RETURN IN STORE



OTHER WAYS RETAILERS WILL OFFER CONVENIENCE THIS HOLIDAY SEASON



PRODUCT ORGANIZATION BY:

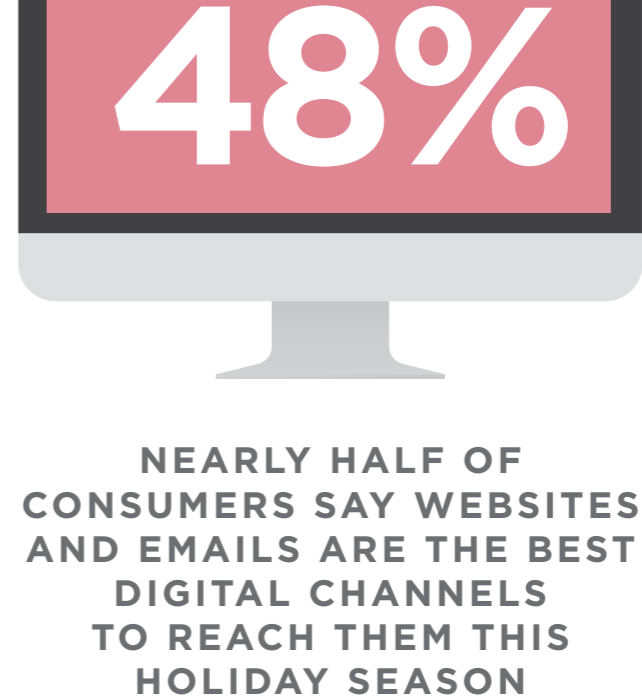
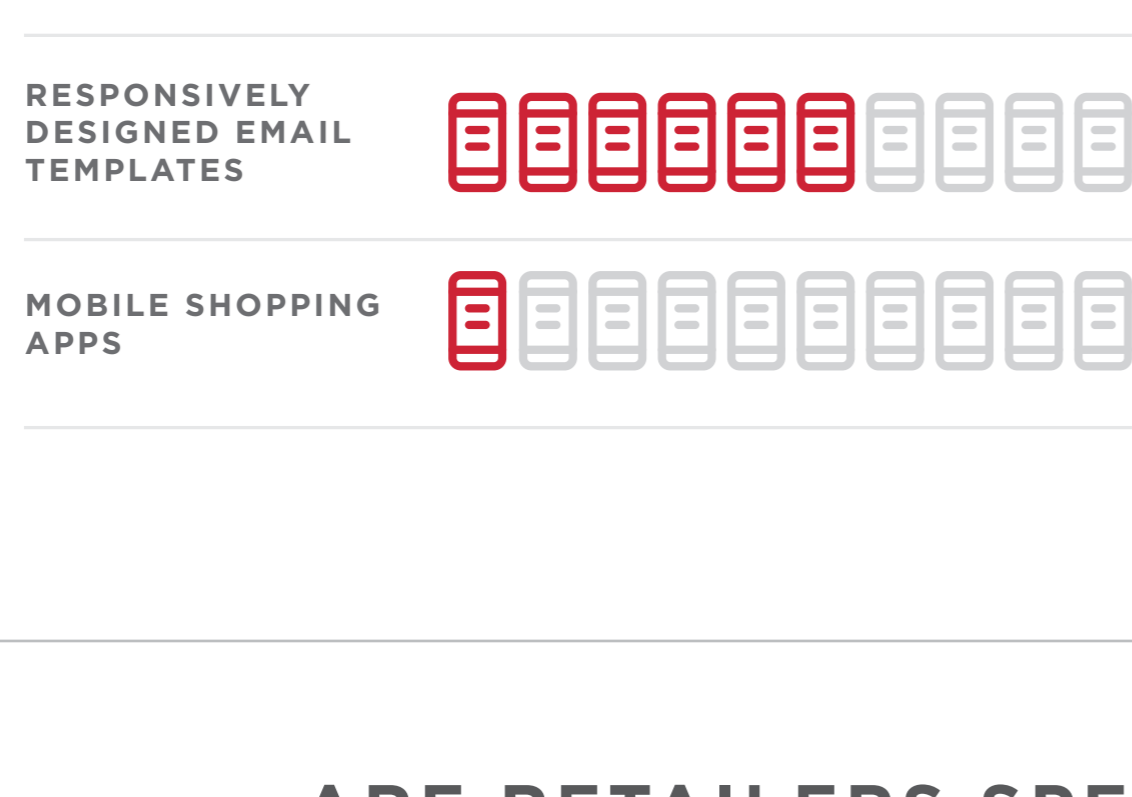


## Omnichannel

MULTI-CHANNEL SHOPPING PLANS



RETAILERS ARE RESPONSIVE



NEARLY HALF OF CONSUMERS SAY WEBSITES AND EMAILS ARE THE BEST DIGITAL CHANNELS TO REACH THEM THIS HOLIDAY SEASON

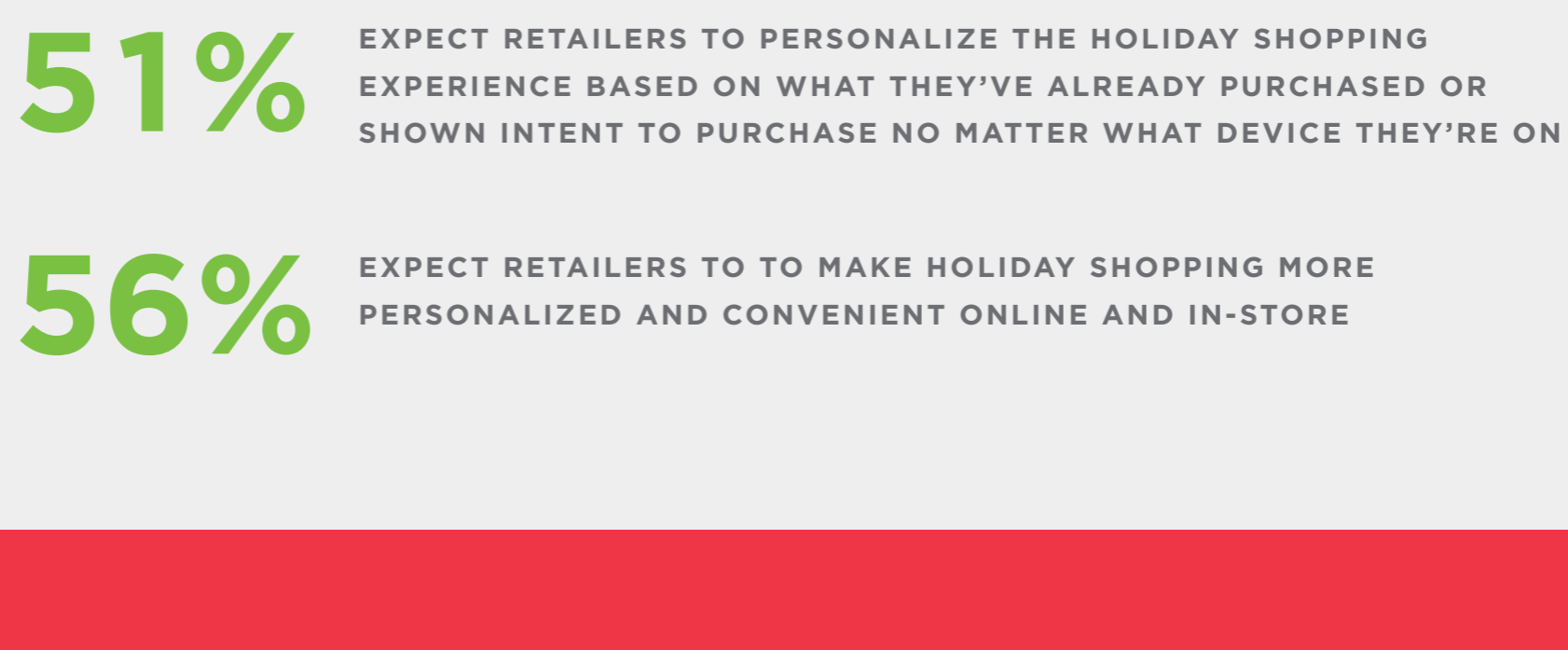
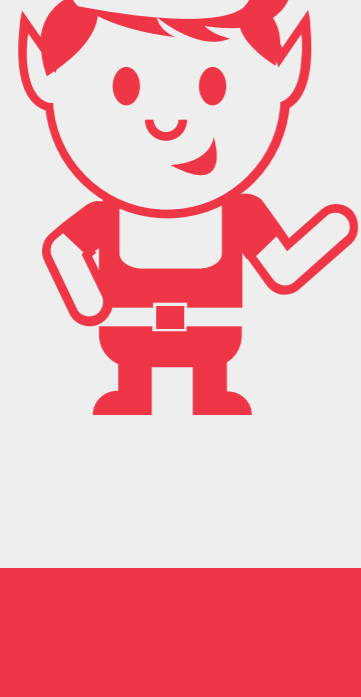
ARE RETAILERS SPENDING MONEY ON THE RIGHT CHANNELS?



CHANNELS CONSUMERS FIND HELPFUL VS WHERE RETAILERS EXPECT HIGH ROI

## Personalization

CONSUMER EXPECTATIONS

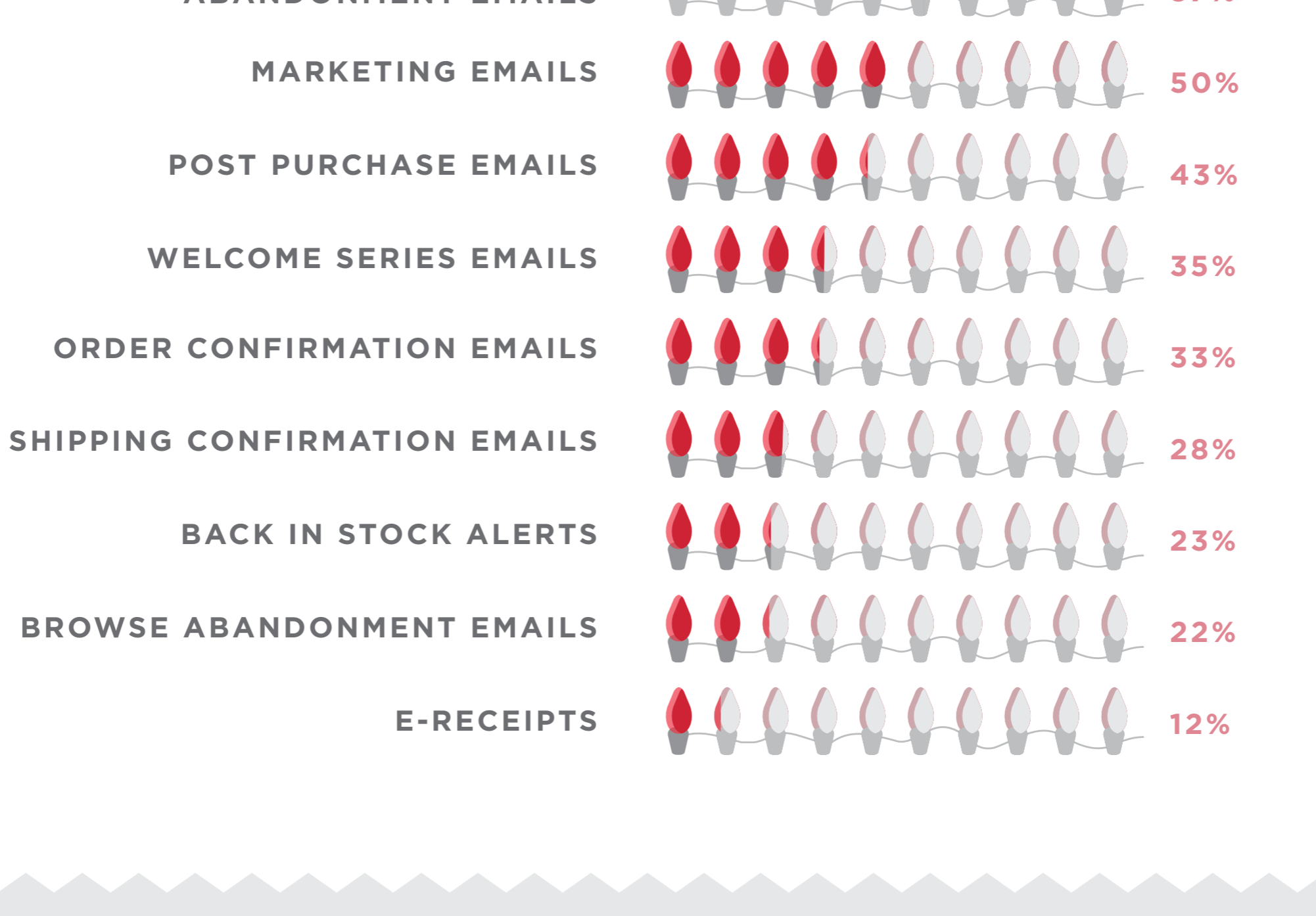


DATA THAT RETAILERS ARE COLLECTING TO PERSONALIZE EMAIL

ONLINE TRANSACTIONAL	CLICKSTREAM	IN-STORE TRANSACTIONAL
REGENCY: <b>65%</b>	NOT COLLECTING ANY BEHAVIORAL DATA: <b>47%</b>	MONETARY: <b>20%</b>
CATEGORY/DEPARTMENT/BRAND: <b>61%</b>	PRODUCTS MOST RECENTLY BROWSED: <b>45%</b>	CATEGORY/DEPARTMENT/BRAND: <b>17%</b>
FREQUENCY: <b>59%</b>	CATEGORY/DEPARTMENT/BRAND MOST RECENTLY BROWSED: <b>40%</b>	FREQUENCY: <b>14%</b>
MONETARY/AMOUNT OF SPEND: <b>56%</b>	LAST ONLINE BROWSE DATE: <b>32%</b>	REGENCY: <b>09%</b>
GENDER: <b>25%</b>		GENDER: <b>08%</b>

**GIFT OF INSIGHT** | MORE RETAILERS NEED TO LEVERAGE IN-STORE DATA TO ENHANCE THEIR EMAIL PERSONALIZATION THIS HOLIDAY SEASON

WHERE RETAILERS WILL FEATURE PERSONALIZED PRODUCT RECOMMENDATIONS



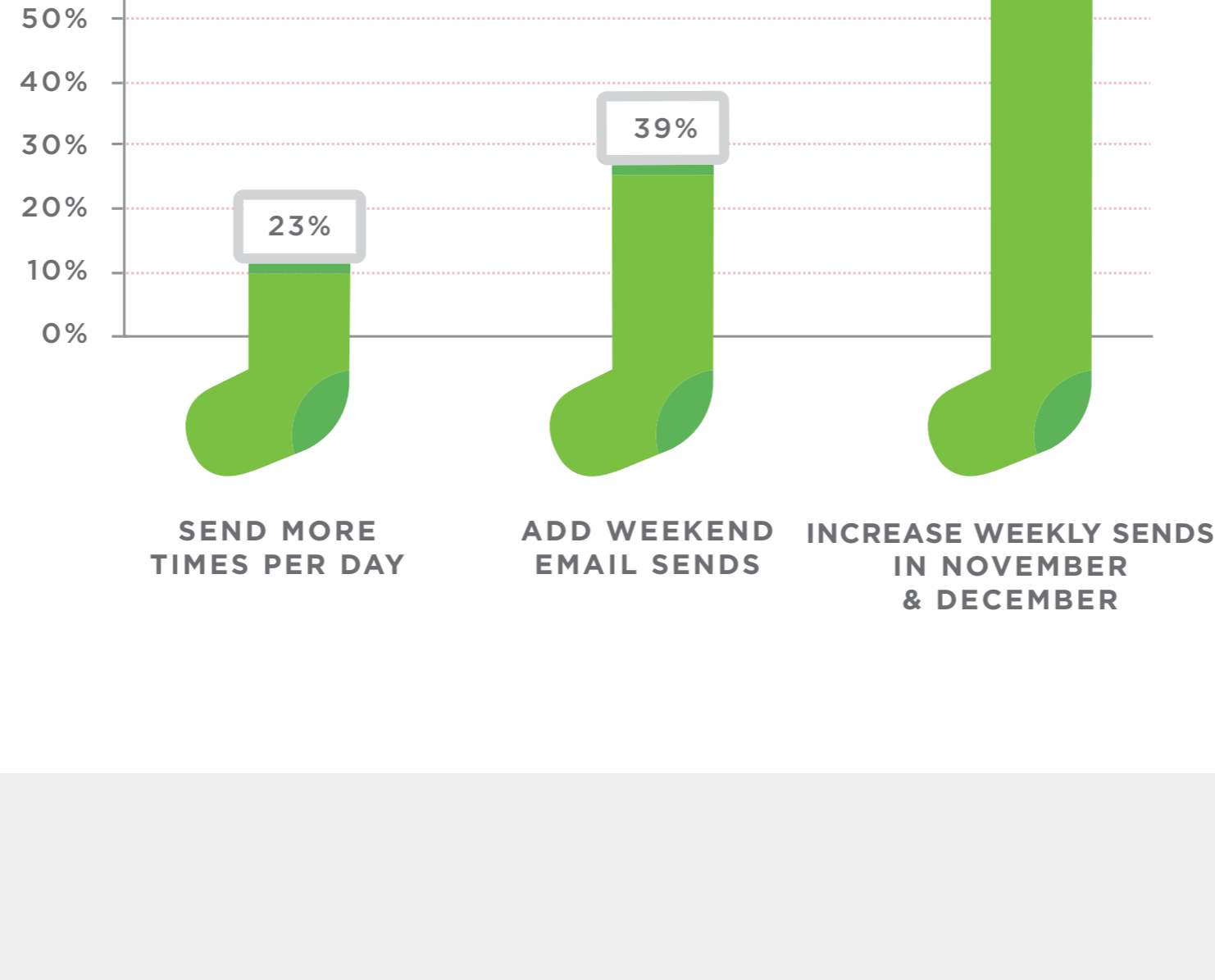
## Email Frequency



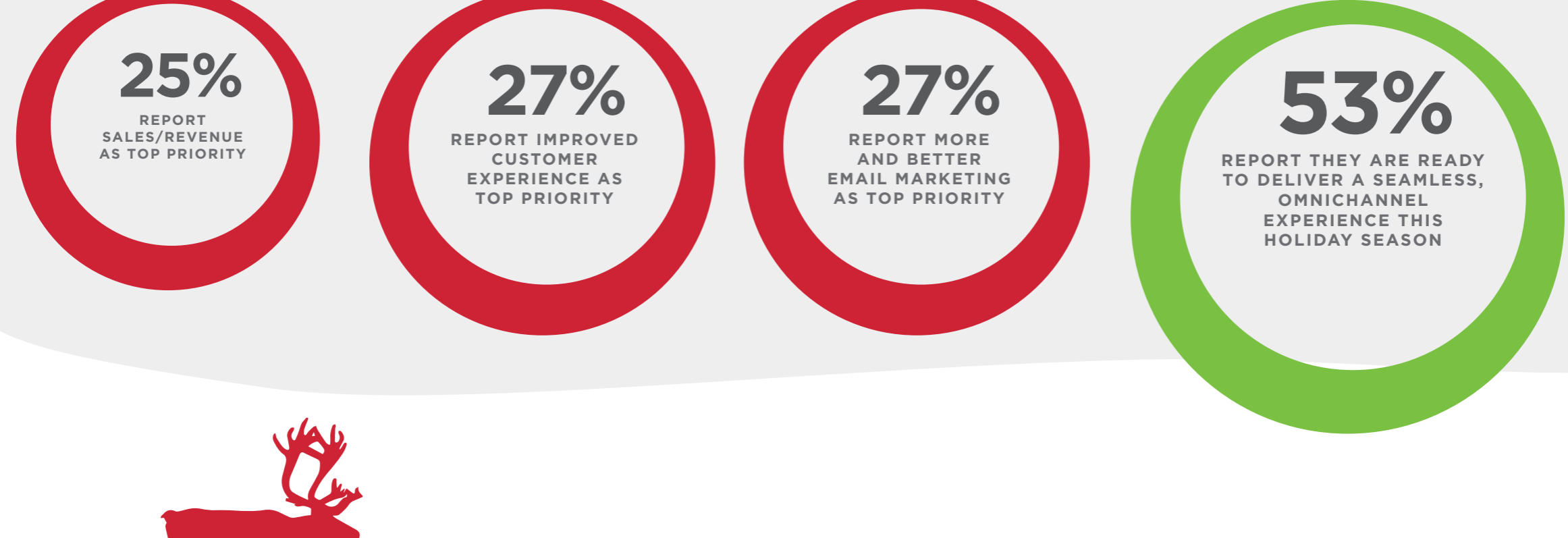
**GIFT OF INSIGHT**

RETAILERS MUST MAKE SUBJECT LINES ENGAGING AND CONTENT PERSONALIZED AND RELEVANT

RETAILERS PLAN TO:



## Retailer Readiness



VIEW THE FULL STUDY HERE [HTTP://IN.LISTRAK.COM/2015-HOLIDAY-RESEARCH](http://in.listrak.com/2015-holiday-research)

\*The consumer survey was conducted online within the United States by Harris Poll on behalf of Listrak from June 4-8, 2015 among 2,019 adults ages 18 and older. 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 Donna Fulmer, Listrak Market Research and Media Communications Manager at dfulmer@listrak.com.  
 The retailer survey was conducted online by Listrak in June 2015 among 125 U.S. retailers subscribed to Listrak's marketing email list. The responses are not representative of US retailers in general.