

Magical Insights for the Holiday Marketer

The key channels and tactics marketers plan to use to better interact with customers this holiday season.

Top Holiday Planning Days

Marketers are planning holiday campaigns earlier than ever this year.

Almost **70%** of those surveyed by Experian Marketing Services said they **started planning campaigns by August**, with June earning the title as the top holiday planning month.



The **first 15 days of November** mark the most popular time for marketers to launch their initial holiday campaign. That's right between Halloween and Thanksgiving.



Cross-Channel Marketing is all the Rage This Year

83%
plan to run coordinated, cross-channel marketing campaigns this holiday season

55%
plan to run their campaigns in 4 or more channels

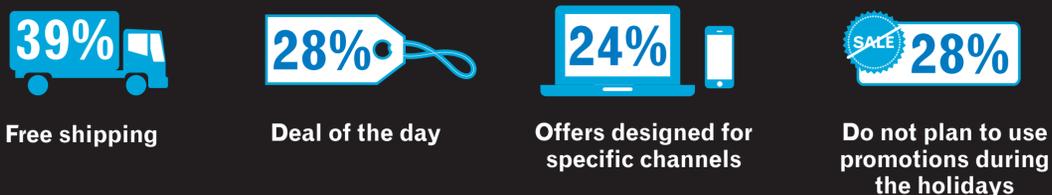
What are the top 3 channels marketers plan to utilize for holiday marketing campaigns?



Top Tactics by Specific Channel

We asked marketers to share the top three promotional, mobile and social tactics they plan to integrate into customers' holiday shopping experiences.

Promotional tactics target deal seekers - a prominent consumer trend



Mobile marketing trends toward use of responsive design



Digital tactics prove sharing is caring



Breakdown of Trends by Industry

Consumer Product Marketers love free shipping

28%

of CPG marketers plan to offer free shipping, compared with only 8% in the media and entertainment world

Retailers embrace cross-channel marketing

55%

of retailers plan to run their holiday campaigns in 4+ channels

Digital is king for the media and entertainment industry

21%

of marketers in the media and entertainment industry listed social media as one of the top channels they will utilize in holiday marketing campaigns