BLACK FRIDAY

Programmatic omnichannel solutions from Taptap Digital

The numbers

63%
PLAN TO SHOP IN STORES

235B
EXPECTED ECOMMERCE HOLIDAY RETAIL SALES

51%
SITE VISITS HAPPEN ON MOBILE

76%
RESEARCH TO FIND DEALS

*Holiday retail season will be less concentrated, with **longer paths to purchase** online and in stores with spend growing but at a slower rate*

What does this mean for your brand?

Shoppers are online and in stores

Both stores and ecommerce have a role in how consumers shop. Brands will need to create strategies to drive both physical as well as online visits through omnichannel media

More product research & time online

The longer paths to purchase and additional online research before buying means a spike in opportunities to show value added, contextually relevant ads to your target audience. Ads, in addition to other content, help consumers discover brands and products

More competition for attention

Retail sales are high but overall spend is in decline due to the uncertain climate. Brands will need to compete for consumer attention to take advantage of spending surges during the Black Friday season.

See how programmatic omnichannel solutions based in location intelligence support Black Friday retail goals

Programmatic omnichannel solutions from Taptap Digital

NEW Content Targeting for *Retail*

- Consumer research into products and brands starts earlier *and* happens more often

- Select key content categories for **cookieless** granular targeting **in real time** without reach limitations of segments
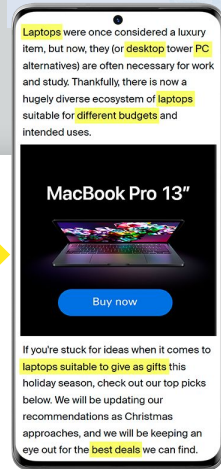
Consideration & ecommerce

show ads with ecommerce deals	catch buyers in market for electronics

> # ZDNET
> Why you can trust ZDNET: Our process
> Home / Innovation / Computing / Laptops
> ## 12 solid laptops for everyone on your holiday list (including one for $99)
> I found the best laptops to give as gifts this holiday season so you can focus on enjoying family rather than panicking about shopping.
> Laptops were once considered a luxury item, but now, they (or desktop tower PC alternatives) are often necessary for work and study. Thankfully, there is now a hugely diverse ecosystem of laptops suitable for different budgets and intended uses.

> Laptops were once considered a luxury item, but now, they (or desktop tower PC alternatives) are often necessary for work and study. Thankfully, there is now a hugely diverse ecosystem of laptops suitable for different budgets and intended uses.
> ## MacBook Pro 13"
> Buy now
> If you're stuck for ideas when it comes to laptops suitable to give as gifts this holiday season, check out our top picks below. We will be updating our recommendations as Christmas approaches, and we will be keeping an eye out for the best deals we can find.

Proximity to stores

Retailers for proximity targeting
- **ELECTRONICS**
- **TECHNOLOGY**
- **DEALERSHIPS**
- **APPAREL**
- **COSMETICS**

- Reach consumers when they are nearby your store locations to drive store traffic

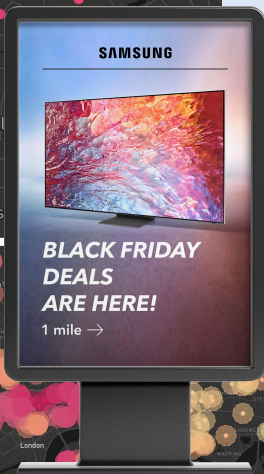- Leverage uptick in visits to retail points of interests **in real time**

Consideration & Store visits

show DOOH ads nearby stores	tap to map directions with store discount

> SAMSUNG
> **BLACK FRIDAY DEALS ARE HERE!**
> 1 mile →

> "Consumers will lean toward hesitancy because of the looming recession uncertainty, leaving retailers with a lot of work to drive traffic and convert purchases now," Kieboom says.
> ## BLACK FRIDAY
> UP TO 60% DISCOUNT ON SELECTED ITEMS
> H&M
> GET DIRECTIONS
> The golden question, right?
> For Black Friday 2022, people will be going for the bigger ticket items such as

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Frequent In-Store Buyers

- Leverage uptick in visits to retail points of interest with **physical retargeting**

- Build audiences based on their **historical visits** to your stores or your competitors and reach them anytime

Store visits & ecommerce

ecommerce messaging during off peak or closing hours	Promotions, coupons or availability in stores

Retailers for physical retargeting
- **ELECTRONICS**
- **TECHNOLOGY**
- **DEALERSHIPS**
- **APPAREL**
- **COSMETICS**

> SEPHORA
> BLACK FRIDAY