

What to know about holiday shoppers on the go

With the holiday shopping season underway, mobile has emerged as a trusted shopping assistant. From research to purchase, the convenience and immediacy of mobile are changing the holiday shopping behaviors of today and tomorrow.

At Oath, we recently surveyed over 1,000 consumers to find out what devices people turn to on the quest for the perfect gift. Across generations, one thing stood out loud and clear: mobile phones are playing an ever-growing and critical role in the holiday shopping process.

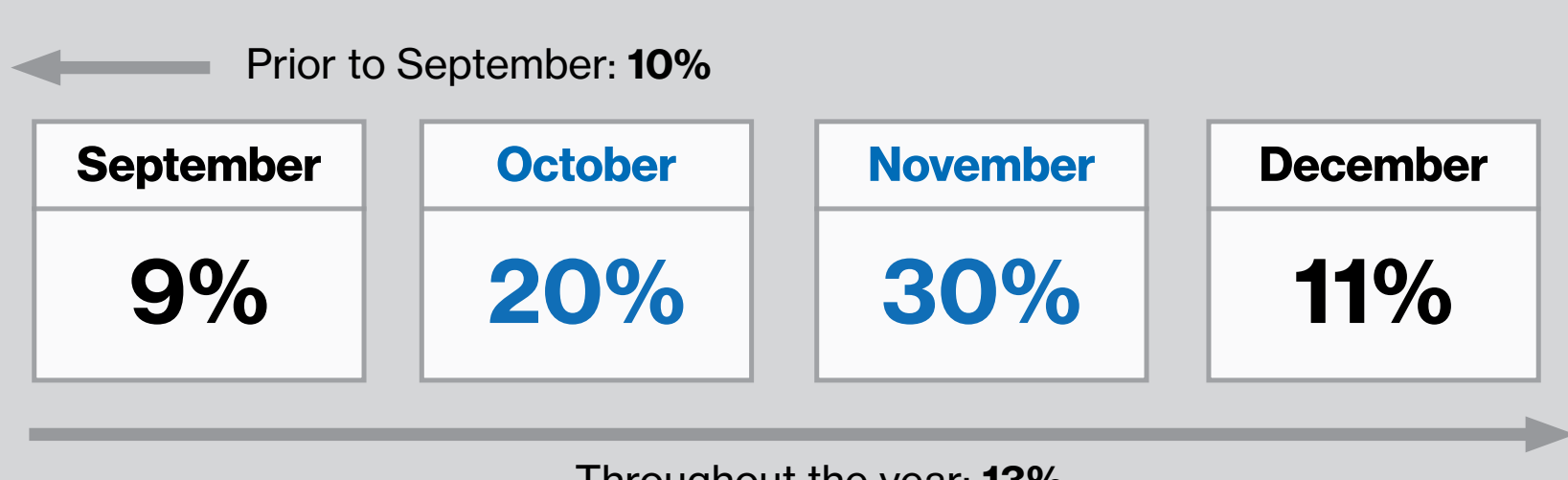
'Tis the season

Survey results show most consumers start their holiday shopping in October and November. Those are prime months for advertisers to build purchase consideration while also retargeting past customers.



When do you start shopping for the holidays?

About 60% of holiday shopping occurs from October to December



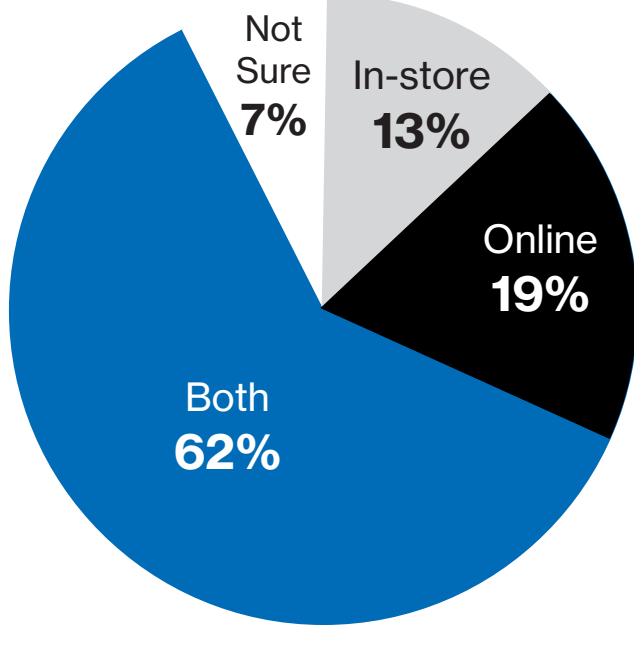
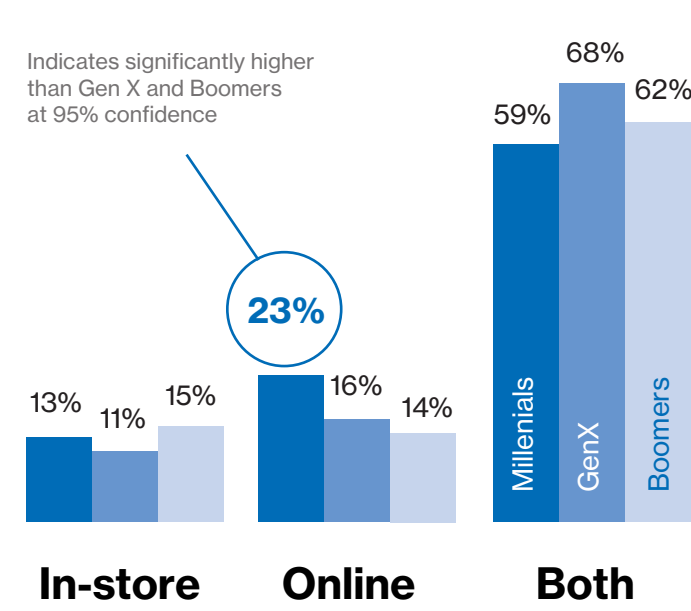
Source: When do you start shopping for the holidays? Base:1024

This holiday's path to purchase

Like marshmallows and hot chocolate, online and in-store shopping go hand in hand.

Likely to shop solely online

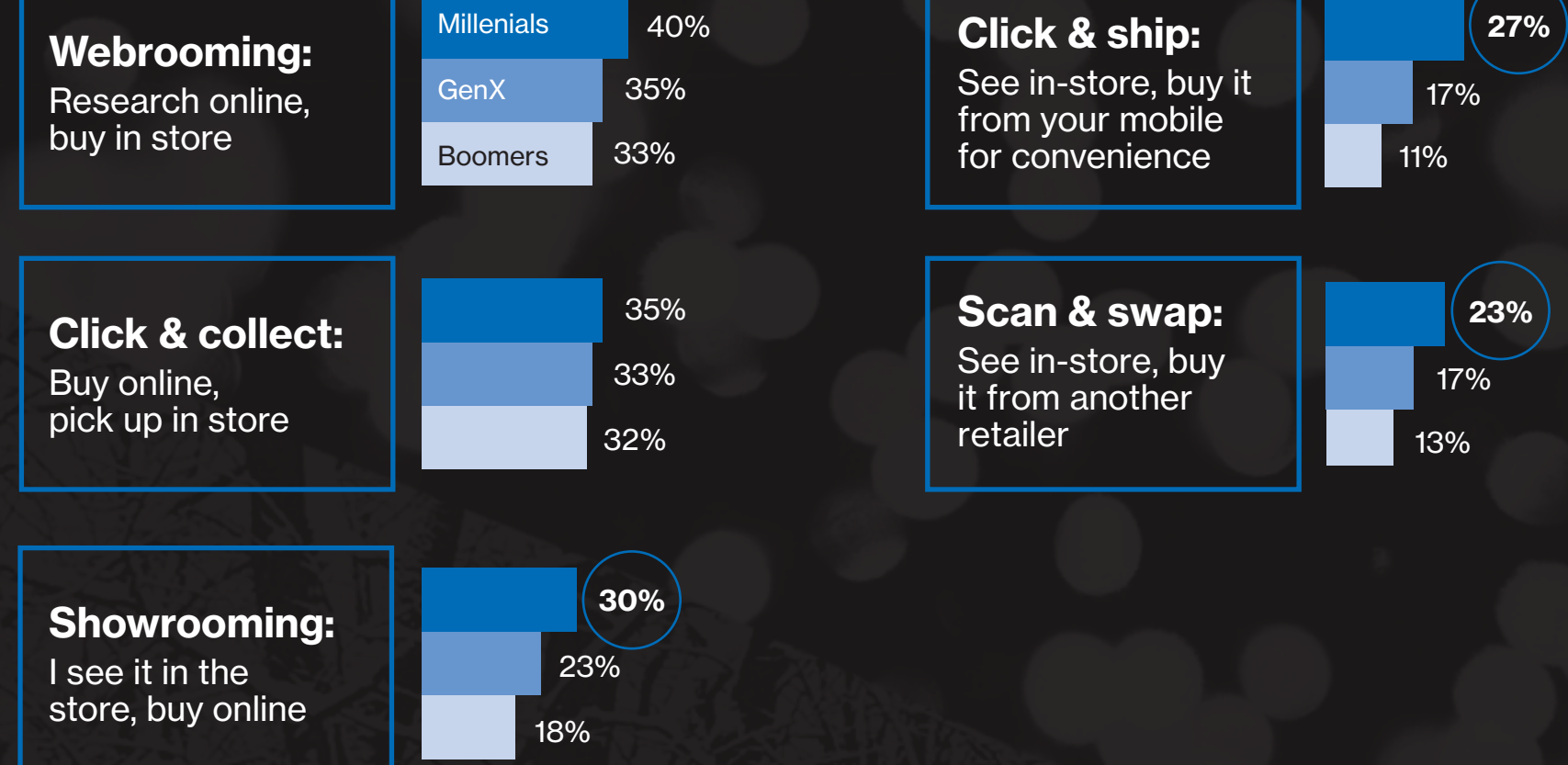
With only 13% of respondents shopping solely in-store, online shopping has become an integral part of the holiday path to purchase.



Source: How do you intend to do your holiday shopping this year? Base:1024; Millennials (455); Gen X (346); Boomers (197)

Understand the unique paths of today's holiday shopper

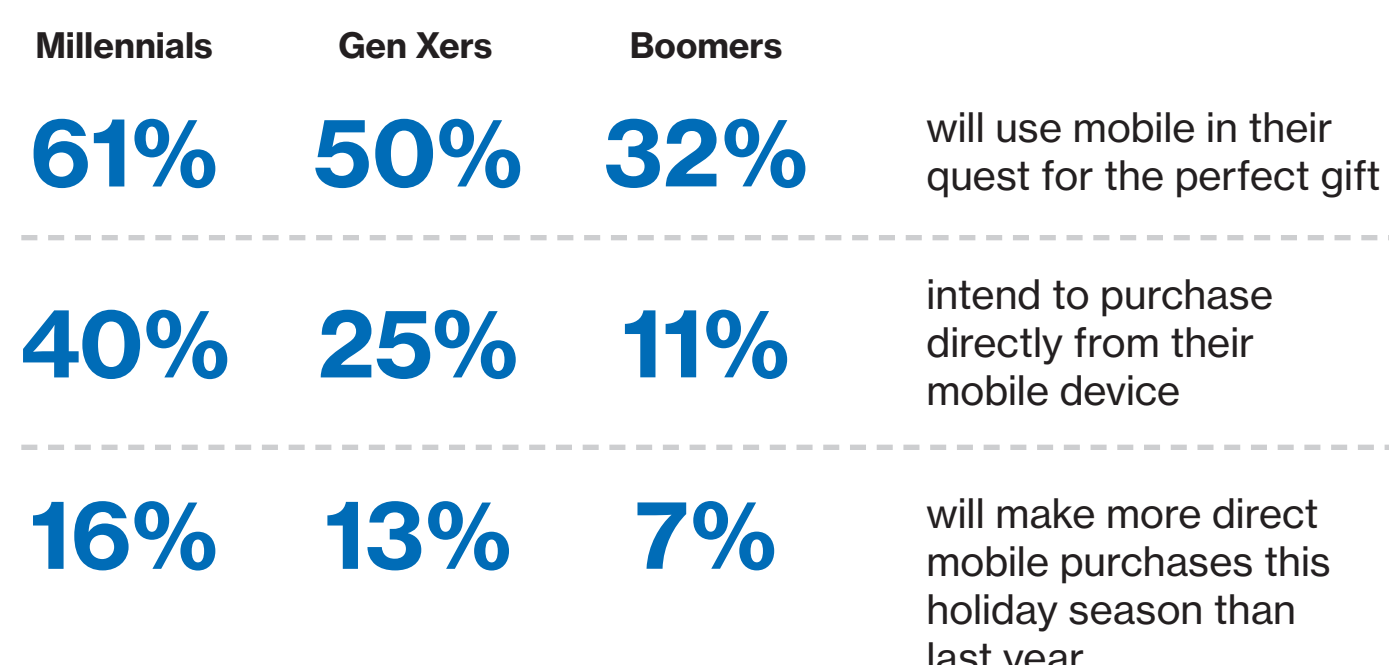
Most holiday shoppers report a combination of buying in-store and online, but millennials are more likely than other demos to see something in-store, and then buy it online or directly from their mobile.



Source: Have you engaged in any of the behavior(s) in the last 6 months? Base:1024; Millennials (455); Gen X (346); Boomers (197)

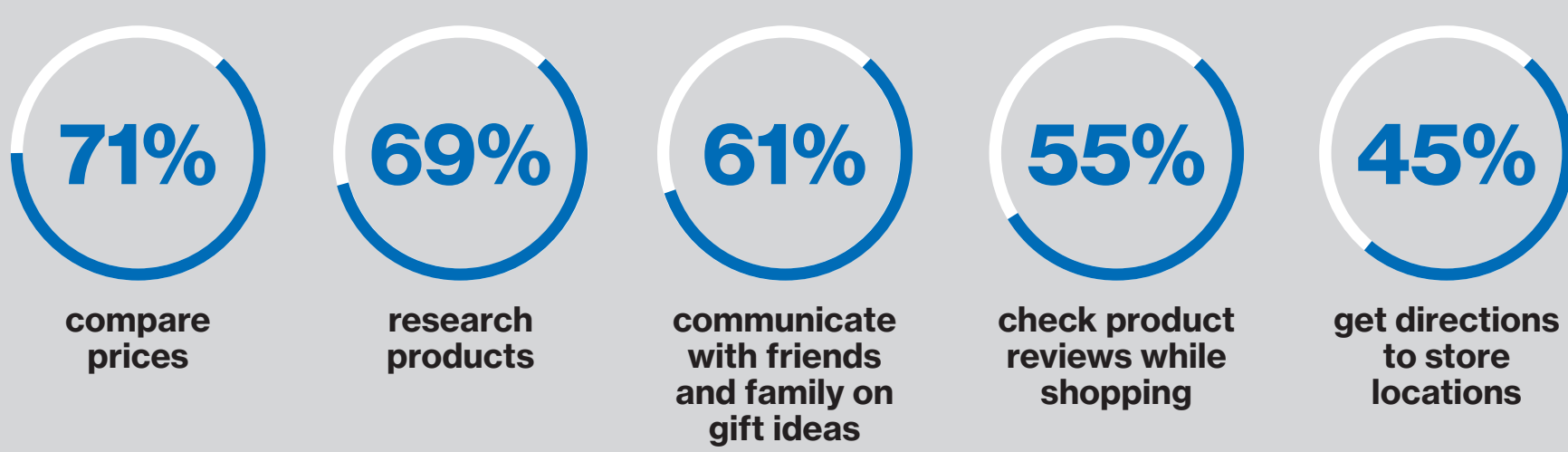
Upwardly mobile

While the use of mobile is a key part of holiday shopping tactics, the propensity of shoppers who buy directly from their mobile phone varies by age.



The mobile shopping journey

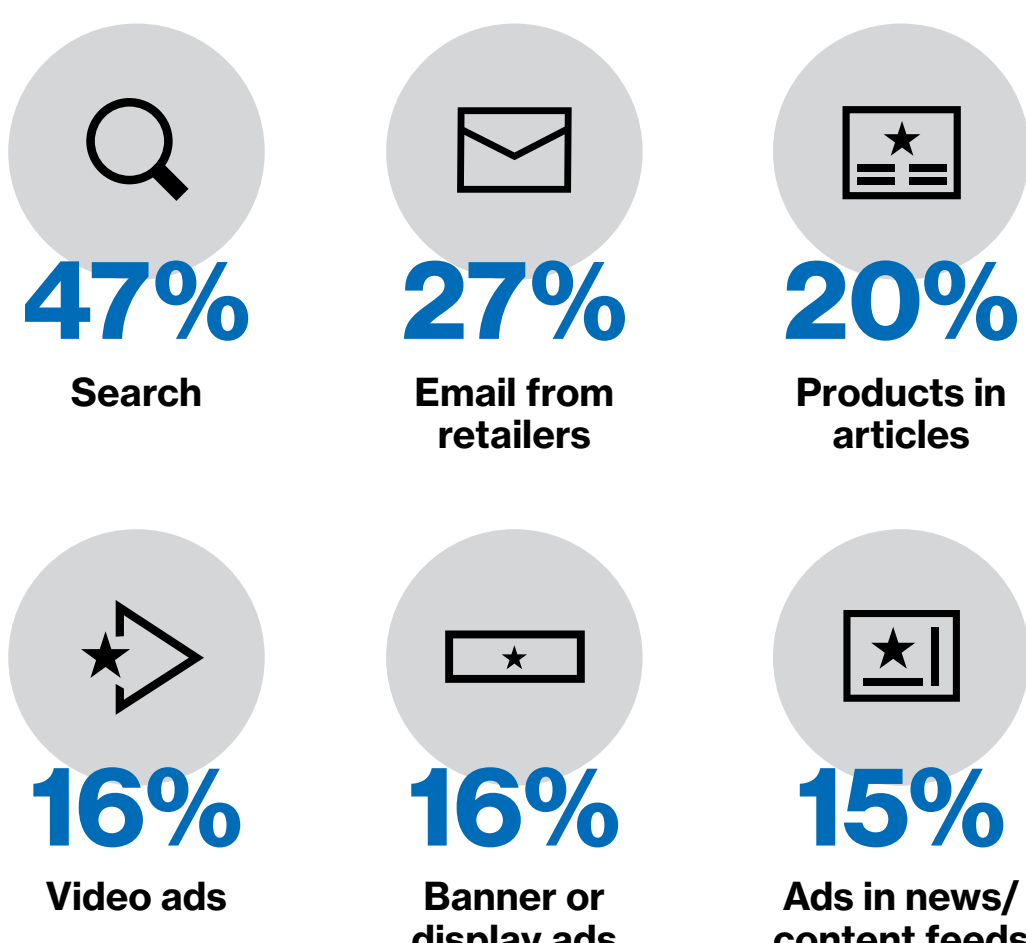
Buying isn't the only mobile shopping behavior on the rise this season – consumers use their smartphones throughout the holiday shopping journey:



Reaching online gift givers

Holiday shoppers have a mobility mindset, using whatever device is on hand to help them on their shopping journey.

Shoppers in our study said the following sources have helped them find the perfect holiday gift.



Consumer holiday shopping habits are changing, with mobile becoming a key touchpoint on the path to purchase. To make the most of your holiday campaigns, be sure to take an omnichannel, multi-format approach to reach consumers at the moment of intent.