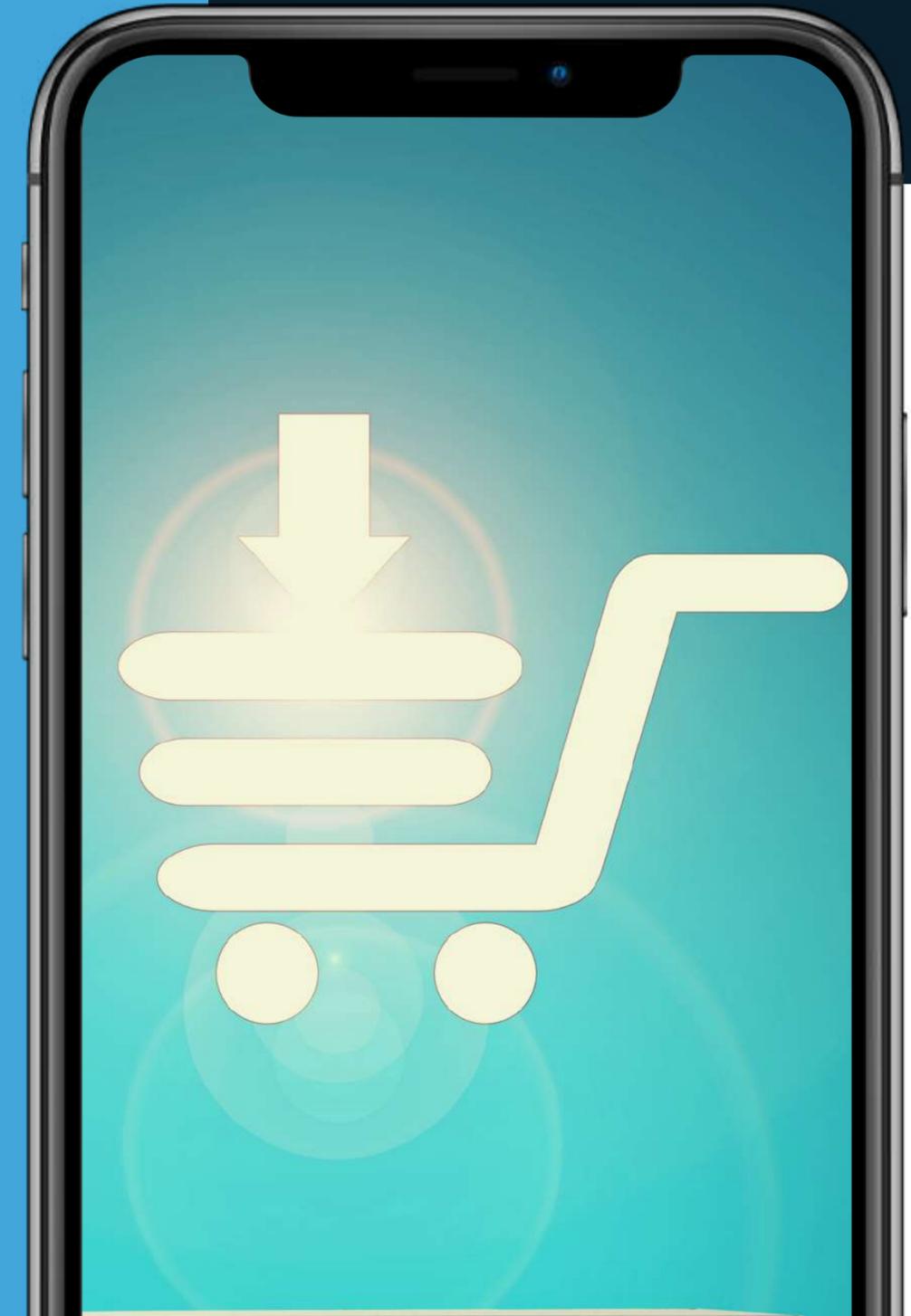




ADACTION

The 2020 Holiday Shopping Guide for Mobile App Marketers

UNWRAP IDEAS, STRATEGIES, AND MORE FOR BOOSTING YOUR APP



HOLIDAY SHOPPING REIMAGINED IN A COVID WORLD

Holiday shopping will look very different in 2020, as has just about everything else since the pandemic began. With eCommerce and alternatives to in-store shopping like BOPIS (buy online pick-up in-store), the season is full of opportunities for mobile app marketers.

There's a lot to consider for holiday shopping mobile app marketing. It will require agility and the ability to adapt quickly. The environment changed, as shoppers shifted to online and apps. *How will you capture this volume?*

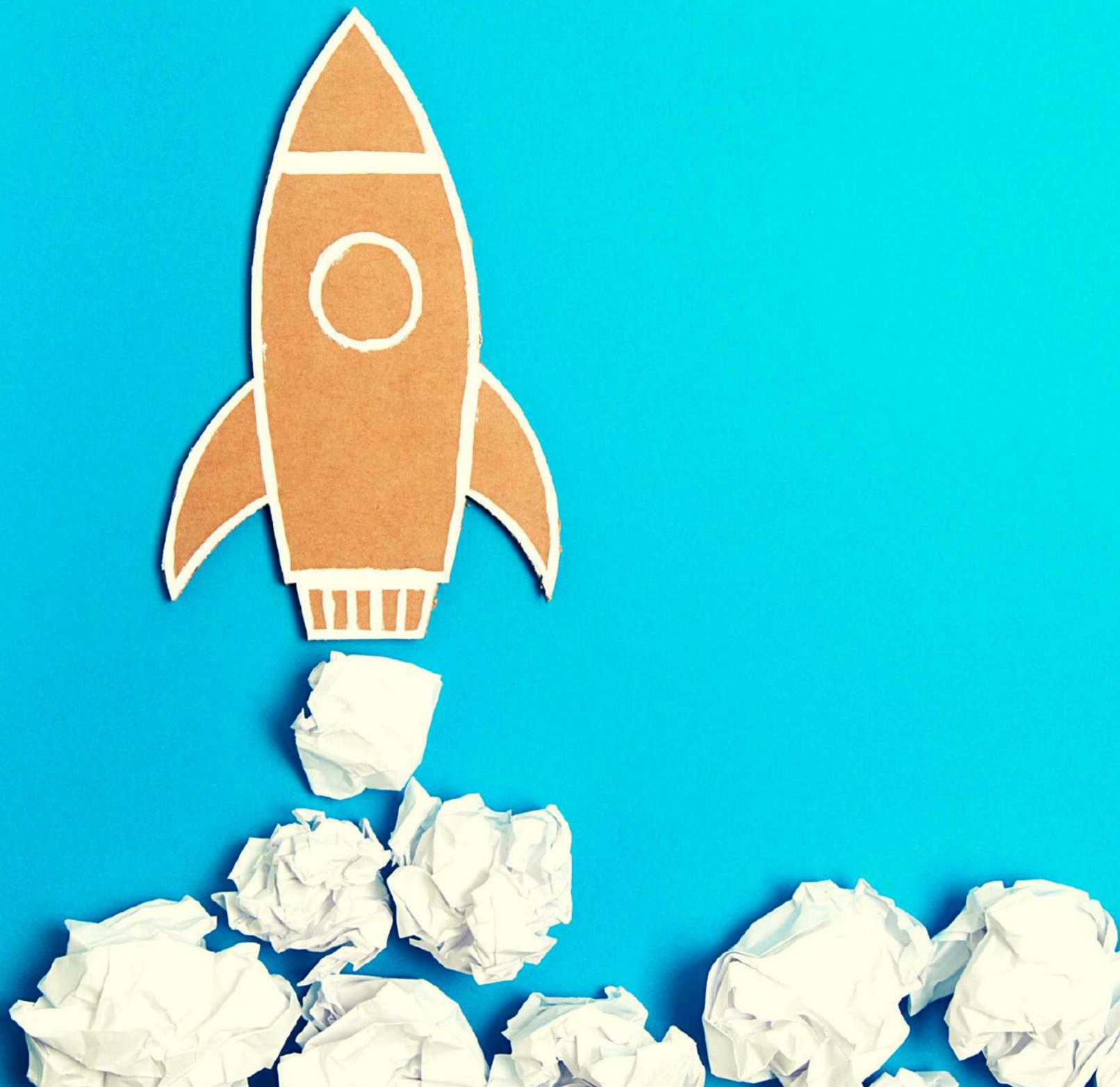
With customized strategies from AdAction, we can help. We have a successful track record of driving incremental and new shopping app downloads and purchases, with CPE and CPA campaigns. Additionally, we can boost app store visibility through category and keyword rank management. Or try something outside the norm with performance-based social media influencer marketing.

Use this guide as a way to understand predictions and trends. Then consider how you can apply them to your app.

Keep reading to learn more about:

- The current landscape of app usage for shopping
- How to make your mobile app more attractive to holiday shoppers
- Hot predictions
- Expected trends and quick tips to take advantage of these





SHOPPING APP CATEGORIES SEE REVENUE BOOST DURING PANDEMIC

As of the end of June, shopping app revenue has **more than doubled since mid-March** when lockdowns began to occur. That's exciting news for any retailer.

A global app survey from April dives deeper into this uptick, noting that **51% of U.S. consumers** downloaded at least one shopping app during the coronavirus pandemic. Of those, 33% are using one or more of the newly downloaded apps multiple times a week.

This data stands as strong market signals that shopping apps are a new go-to for consumers. It sets the stage for apps to attract, retain, and delight users.



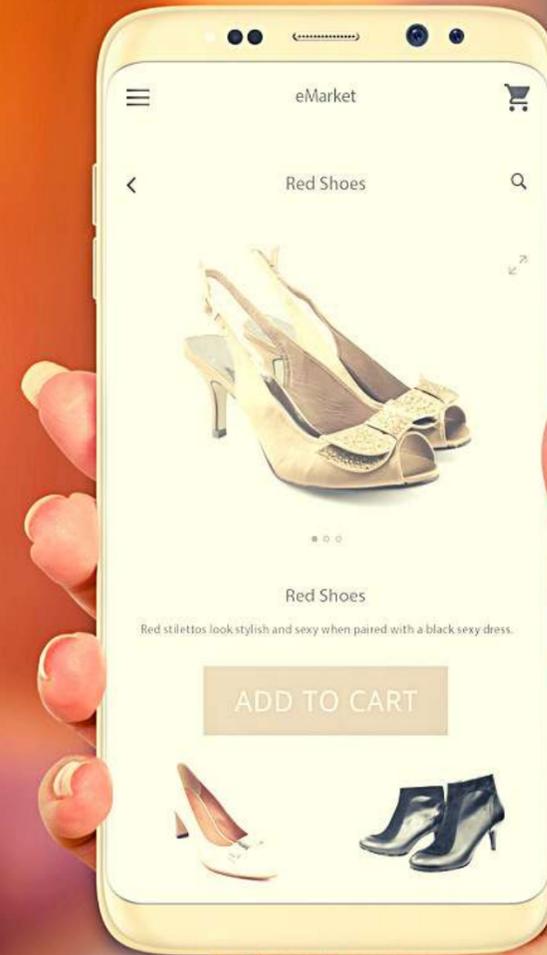
WAYS TO MAKE YOUR APP CONVENIENT AND ATTRACTIVE FOR SHOPPERS

You've no doubt been busy making incremental changes and updates to your app this year. You've likely had to pivot on UA strategies and your App Store Optimization (ASO) playbook. While there is a lot of uncertainty, there are still some certainties.

Consumers are still active shoppers, as retail sales are rebounding and probable to end the year with a small increase. People still want to purchase gifts for family and friends; they just may have a different outlook this year that will color how and what they spend.

Another inevitability is there is and will continue to be more competition for consumer time and money. Consumers want convenient, affordable, and flexible options for mobile shopping. They also have high expectations for user experience.

That's what you know. So, take that and use it to formulate a strategic approach to ensuring your app is attractive for shoppers.



ASO BEST PRACTICES

Improving your app store ranking is always top of mind, and with the competitive landscape, you'll need to ensure you optimize it for Q4 holiday shopping.

Here are some ideas:

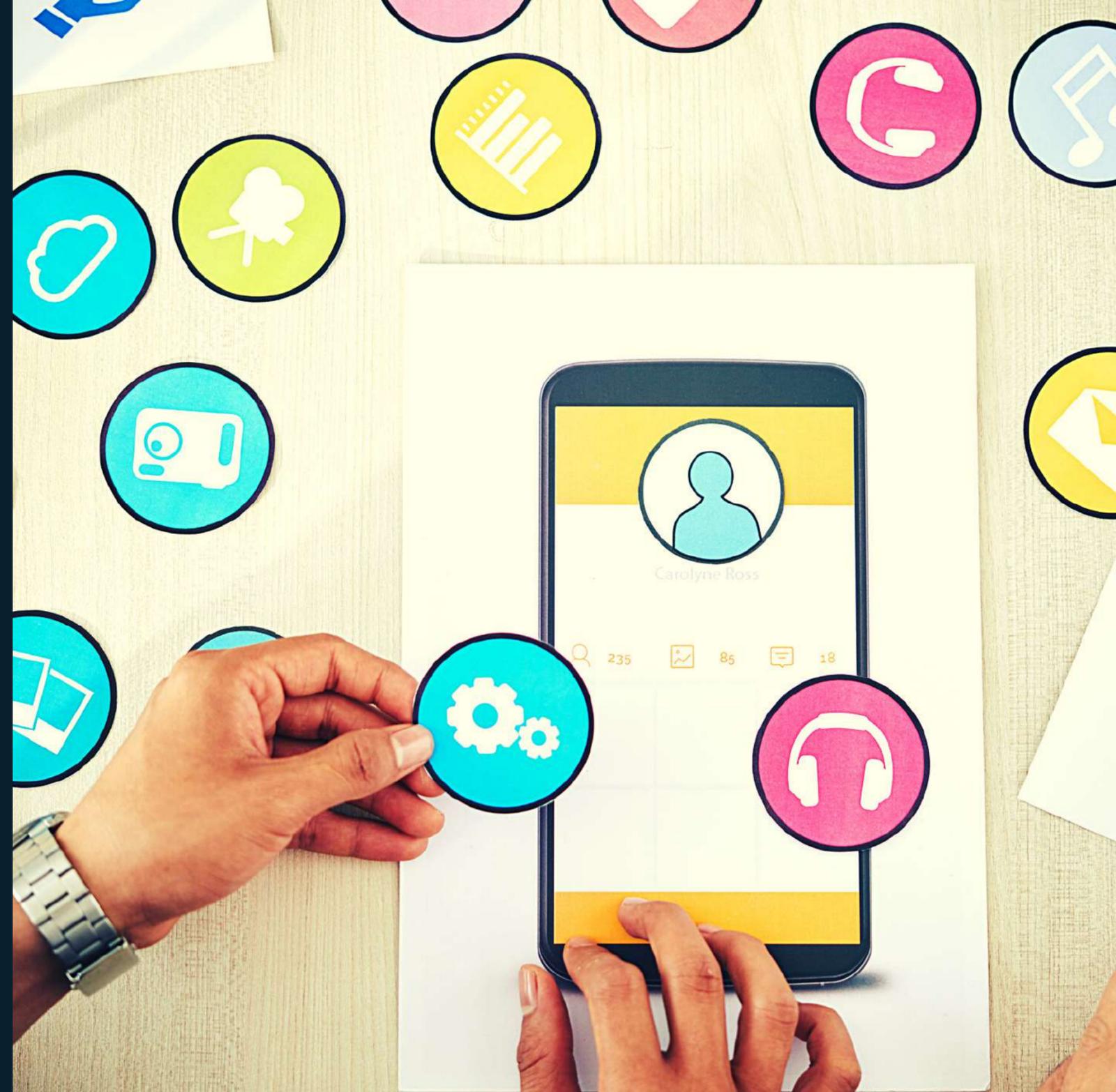
- Change up keywords to better align with holiday shopping.
- Update your visuals, adding a bit of holiday imagery.
- Add prompts in the app to ask for reviews and ratings. Higher ratings can deliver an organic lift.

UA CAMPAIGNS

UA campaigns are never static. While you may have shifted campaigns during the holiday season in years past, this year's different. It's worth a conversation with stakeholders and your mobile app marketing partners to determine what you can do to drive high-quality installs.

The best way to do this is to execute on burst campaigns that focus on high-intent holiday shopping keywords. A burst campaign is a short, concentrated campaign that can generate new users. Having this boost will improve app store visibility, as more downloads prompted by the campaigns help you rise through rankings. In turn, this new more prominent spot can lead to more organic installs.

Also, look at your current cost per install (CPI), cost per engagement (CPE), and cost per action (CPA) campaigns. Are they driving a good return? How can you augment them to attract holiday shopping traffic?



CONSIDER PERFORMANCE-BASED SOCIAL MEDIA INFLUENCER MARKETING

With the right influencers and the right message, you could see app users climb considerably. But this isn't your typical influencer campaign. There's no "pay per post," but rather, it works on as a pay per install. It's a low-risk approach that can help you tap into new users that don't know you yet.

You also control the messaging, so the influencer could share his or her gift guide for your brand and then direct them to your app. Users are excited about these hyped gifts and could become loyal customers.

To execute this, work with a performance-based marketing firm with a platform that can match brands with suitable influencers representing your ideal buyer. With more installs from these campaigns, you're also likely to see a rise in your rank position on the App Store or Google Play.



HOT PREDICTIONS FOR MOBILE SHOPPING DURING HOLIDAY SEASON 2020

Based on recent mobile shopping trends, experts have an optimistic outlook for this year's holiday shopping, and all signs point to mobile. Mobile shopping has seen enormous growth, as consumers seek to find reliable, convenient, and safe ways to shop.

Even though in-store shopping has resumed in many parts of the country, that doesn't mean consumers feel comfortable. They do, on the other hand, feel very comfortable with mobile shopping. It's now part of their routine, so it makes sense this is where they'll look to find the perfect gifts.

Next, we'll cover mobile shopping trends and quick tips on how to leverage them.





Q4 HOLIDAY SHOPPING WON'T BE CONCENTRATED AROUND BLACK FRIDAY AND CYBER MONDAY

These typical holiday shopping events will matter much less this year. The rush to pack stores on Black Friday isn't in anyone's best interest in a pandemic, so staying home and shopping from a device is more appealing. Plus, more stores are closing on Thanksgiving Day, so those itching to shop after eating their turkey will have to do so online.

Besides physical restrictions, other factors will cause spikes and changes throughout the quarter versus in that specific week. Unemployment rates are still high, so uncertain consumers may wait later to spend or spend in increments. Also, Prime Days move to October will add numbers earlier in the shopping season.

QUICK TIPS

- ✓ Position mobile shopping promotion throughout the holiday season to attract more buyers, instead of only on Black Friday or Cyber Monday.
- ✓ Develop engagement campaigns for high-value app users to continue to offer them discounts throughout the quarter.
- ✓ Create user acquisition (UA) campaigns for those not on your app with special and exclusive deals.

A BILLION HOURS SHOPPING AND A FOCUS ON CUSTOMER-CENTRIC APPS

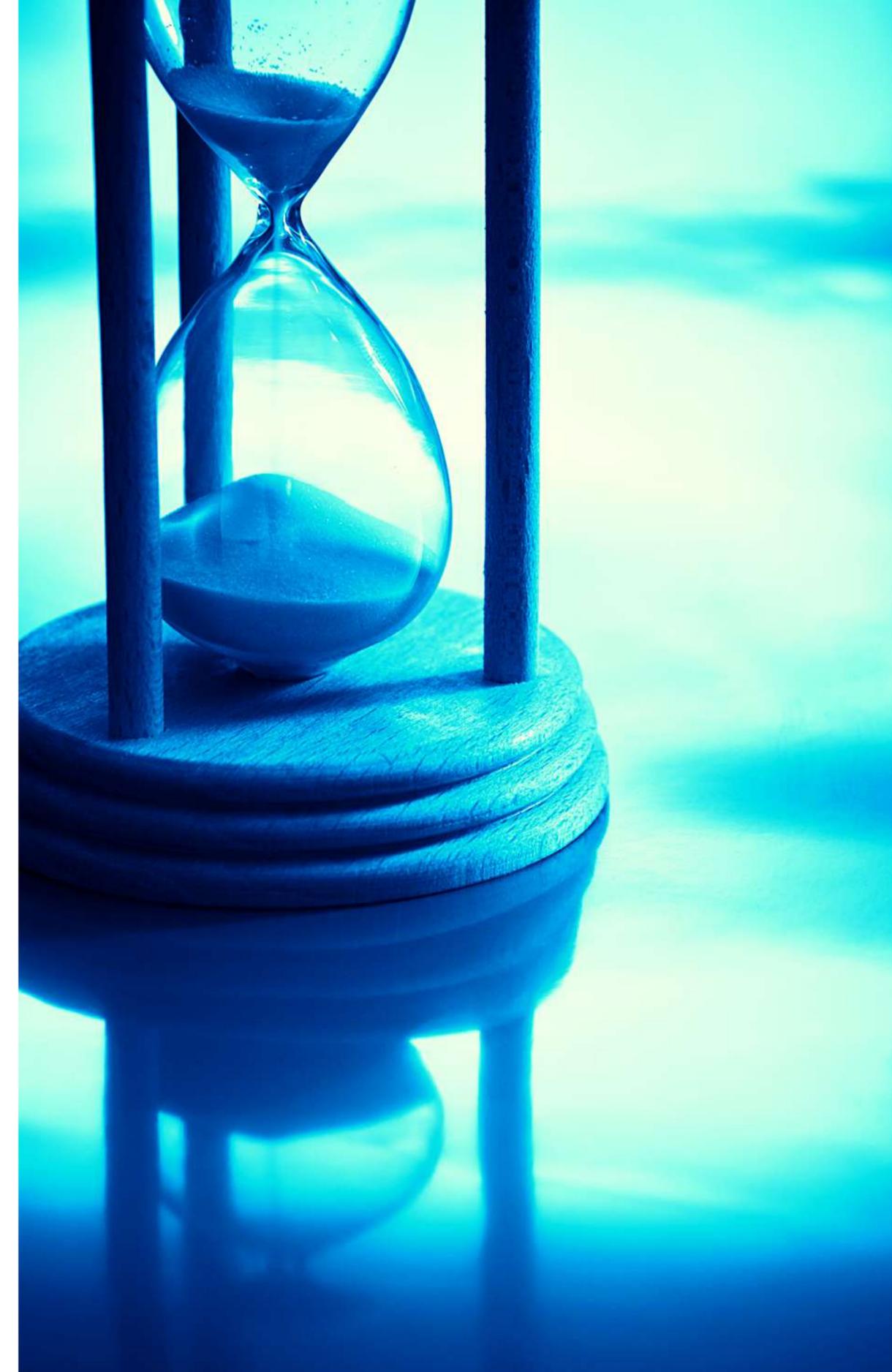
App Annie predicts that U.S. consumers will spend **one billion hours** on shopping apps in Q4 2020, up 50% year over year. Mobile commerce is now the norm for many. They use apps to purchase anything they need with unprecedented spikes in grocery and delivery services categories. This boost will be buoyed by Prime Day, as well. The event, usually in July, moved to October to address surges, which also positioned it much closer to the holiday shopping season.

Retail apps need to hustle to get some of this screen time. Engage your loyal users with offers and provide smooth user experiences to ensure they stick around.

Apps have a significant opportunity to become the brand of choice for mobile shoppers and not just around gifts. Cooking traditions may be somewhat different this year, but most families will still be enjoying an elaborate meal, which they might cook or order.

QUICK TIPS

- ✓ Retail shopping apps should focus on ensuring the user experience is easy and frictionless to avoid abandoned carts.
- ✓ Grocery store apps should execute UA campaigns that offer promotions on traditional ingredients for holiday dinners.
- ✓ Delivery services can also capitalize here with burst campaigns around what keywords non-cookers may be searching in the app store.



THE EMERGENCE OF BOPIS

BOPIS has been a huge winner in the pandemic. This hybrid approach to mobile commerce and in-store shopping delivers many advantages. It reduces the strain on shipping channels, provides instant gratification for shoppers, appeases concerns about risk of exposure, and ensures you're fully utilizing your in-store personnel.

For context, here's how BOPIS is changing the game. eCommerce platform KIBO reported their users had a **554% year over year increase in May 2020 and 374% growth in June**. The pandemic also converted shoppers to mobile commerce adoptees. A consumer study reported **63% of U.S. shoppers** made an online purchase for an item or category they never had before. For millennials, it was 75%.

For most retailers, executing on BOPIS does require changes to your app, as far as options for pick up in-store. The most challenging aspect of this may be inventory control. Your app needs constant updating to deliver accuracy of availability. It's easier to do this for retail stores with sophisticated systems that integrate with eCommerce. Grocery stores fall short here and offer an option for customers to okay a substitution.

QUICK TIPS



Apps must be prepared to take BOPIS orders with an intuitive user interface and accuracy in inventory. Add more items for pickup that are holiday centric.



Optimize your app listing with BOPIS keywords since shoppers may be shopping for this specific option.



To entice new users to your app, promote the BOPIS offering, especially if it's a differentiator from competitors.

Pickup

LIFESTYLE CHANGES WILL IMPACT GIFTS

The lifestyle changes from the pandemic are likely to influence gift giving. More people are spending more time at home, cooking, exercising, and working. People are also spending more time on home-based hobbies like gardening.

These changes will impact how consumers shop for gifts, as they seek to find more practical presents. Keeping this in mind, you may want to adjust strategies, considering the new makeup of your buyer.

QUICK TIPS

- ✓ Look at your in-app purchasing data to see if it reflects lifestyle changes.
- ✓ Redefine your buyer personas to align with these changes.
- ✓ Focus campaigns on this category of gifts to drive purchases.



RELY ON ADACTION TO OPTIMIZE HOLIDAY 2020 OPPORTUNITIES

Since 2013, AdAction has been a leading performance-based platform, achieving substantial results for customers globally with an over 320% year over year growth.

We accomplish this by delivering quality volume with real-time, data-driven technology tools to optimize user acquisition campaigns and foster engagement. We work with Fortune 100 companies and elite agencies as well as partner with the top media sources around the world.

We have a large inventory of mobile app marketing offerings to ensure you attain your goals this holiday season. Get in touch today to see how we can help.





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PERFORMANCE-BASED MOBILE APP MARKETING THAT WORKS

We're an all in one platform that delivers solutions for advertising and monetizing. Let's talk about how we can work together to meet your goals.

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