NEWS RELEASE

# Zeta Global and The Relevancy Group Announce Findings of Consumer Holiday Attitudes and Marketing Behaviors Survey

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Just in time for the active Black Friday/Cyber Monday Peak period for retailers, this survey provides up-to-the-minute feedback on consumer shopping attitudes for holiday 2018.

- Consumers Respond Favorably to Brands that Create Personalized Offers Based on Online Behaviors
- Black Friday/Cyber Monday Deals Still Attract Shoppers
- Online Shopping is Here to Stay

NEW YORK, Nov 14, 2018 – **Zeta Global**, a data-driven marketing technology company delivering 1:1 personalization at scale, and **The Relevancy Group**, a leading market research advisory firm have partnered for the fourth year in a row to present survey findings of consumer holiday shopping attitudes and behaviors. Just in time for the active Black Friday/Cyber Monday Peak period for retailers, this survey provides up-to-the-minute feedback on consumer shopping attitudes for holiday 2018.

“The key for marketers this season is to use all of the data they have to fully understand their consumers, this means engaging in real-time listening and engagement now to have a positive effect on buying decisions until the end of the holiday shopping period,” said Tim O’Leary, SVP of Onboarding Delivery at Zeta Global. “This survey provides the insight brands need to continue to be one step ahead of their competition.”

“Obtaining consumer shopping behavior patterns and predictions are vital for retailers during what many call their annual ‘make or break’ period,” said David Daniels, CEO & founder, The Relevancy Group. “This year’s findings will

provide retailers with much-needed information about consumer plans for how, when, where and why consumers might spend their holiday dollars with a particular brand this season."

## KEY SURVEY FINDINGS:

Email engagement remains high. Mobile devices dominate.

- 80% of consumers check email daily, many checking multiple times per day.

Mobile devices dominate online shopping, with respondents reporting they use the following for their primary shopping device:

- 34% laptop computer
- 24% desktop
- 26% mobile phone
- 15% tablet

Shoppers Continue to Embrace Online Shopping

- Respondents 27-53 are most likely to do the majority of their shopping online
- 37% of 39 to 45-year-olds state they will do 3/4 to all of their shopping online
- 45% of 33 to 38-year-olds report doing 3/4 to all of their shopping online

Consumers Voice Brand Frustrations and Shopping Preferences

When asked how likely they were to shop with a brand this holiday season that has identified them by name and also suggested a purchase based on a recent web search:

- 26% reported highly/very likely
- 17% likely
- 22% somewhat likely

Consumer's top five frustrations with brand messaging includes:

Suggestions for a product that I have already purchased
Messages/products that are not personalized to me or my interests
Too many reminders about expiring coupons
Offers on products that are not relevant to me
Discounts sent after I made a purchase.

Black Friday/Cyber Monday Deals Still Attract Consumer Wallet Share

When asked why they plan on purchasing during themed shopping days like Black Friday/Cyber Monday, consumers responded:

Black Friday

- Exclusive deals (16%)
- Best savings (74%)
- To be part of an event (47%)

Cyber Monday

- Exclusive deals (76%)
- Best savings (64%)
- To be part of an event (32%)

Conducted October-November 2018, the 1,000-participant survey respondents consisted of 62% female, 37% male and ~1% transgender, ranging in age from 13 to 81 years old, with a mean of 44 years old. The annual average income for the group surveyed was $80,000. On average, each participant had two email accounts.

For further information on the webinar and survey findings, please visit: **https://www.relevancygroup.com/events/consumer-holiday-attitudes-and-marketing-behaviors-1**

About Zeta Global

Zeta is a data-driven marketing technology company delivering 1:1 personalization at scale. Leveraging proprietary data, advanced analytics and artificial intelligence, Zeta Global helps Fortune 1000, and Middle Market brands identify, acquire, retain and expand customer relationships. Founded in 2007 by David A. Steinberg and John Sculley, the Company's highly rated ZetaHub technology platform has been recognized in Gartner's Magic Quadrant for Digital Marketing Hubs (February 2017) and in its Magic Quadrant for Multichannel Campaign Management (April 2017) competing with offerings from Oracle, IBM, Salesforce and Adobe. Operating on four continents with 1,300+ employees, the company is headquartered in New York, with offices in Silicon Valley, Boston, Nashville, London, and Hyderabad, India.