



# Holiday 2023 Predictions

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# The Industry's Leading Customer Engagement Platform



Email



Text Message  
Marketing



Identity  
Resolution  
Marketing



Push  
Notifications



Personalization



Behavioral  
Triggers



Cross-Channel  
Orchestration



Analytics



# Listrak delivers results.



bluemercury

**BLICK**  
art materials



Soft Surroundings

**TULA**  
SKINCARE

**WOOLRICH**

MARC FISHER

**MVMT**

Kate  
Somerville

BOSTON  
PROPER

uncommon goods

**JONATHAN  
ADLER**

*Knockaround*

**RXBAR**

**Shark | NINJA**

*SOL DE JANEIRO*

Kirkland's

*ANASTASIA*  
BEVERLY HILLS

PERRY ELLIS

*Splendid*

**Academy**  
SPORTS+OUTDOORS

**PAIGE**

**m** | *travis Mathew*

WHITE+WARREN

**MINNETONKA**

**HUM**

*Robert Graham*

**GODIVA**  
Belgium 1926

john varvatos

**SUMMERS VLT**

REBECCA TAYLOR

MOVADO

**HUNTER**

BRAHMIN

ELEMIS

**LUMENS**

**TRUE RELIGION**  
BRAND JEANS

**NORMAKAMALI**

TOMS

**VINCE.**

journelle

**poppin.**

J. McLaughlin

drybar

**LE CREUSET**

NINE WEST

*Oscar de la Renta*

**Crayola**



## AI will influence digital sales.

- Generative and predictive AI will help brands and retailers activate customer data.
- AI will drive better, more personalized shopping experiences that add value and increase loyalty.







## Retailers are planning for a promo-driven holiday in light of economic uncertainties.

**Continued recession fears have retailers bracing for a potentially down season.**

- Student loan repayments, increased housing costs, and high grocery prices will impact consumers' discretionary spending.
- Shoppers will be looking for discounts and deals to stretch their dollars.

**Loyalty programs may factor into the financial considerations of more customers this holiday season.**

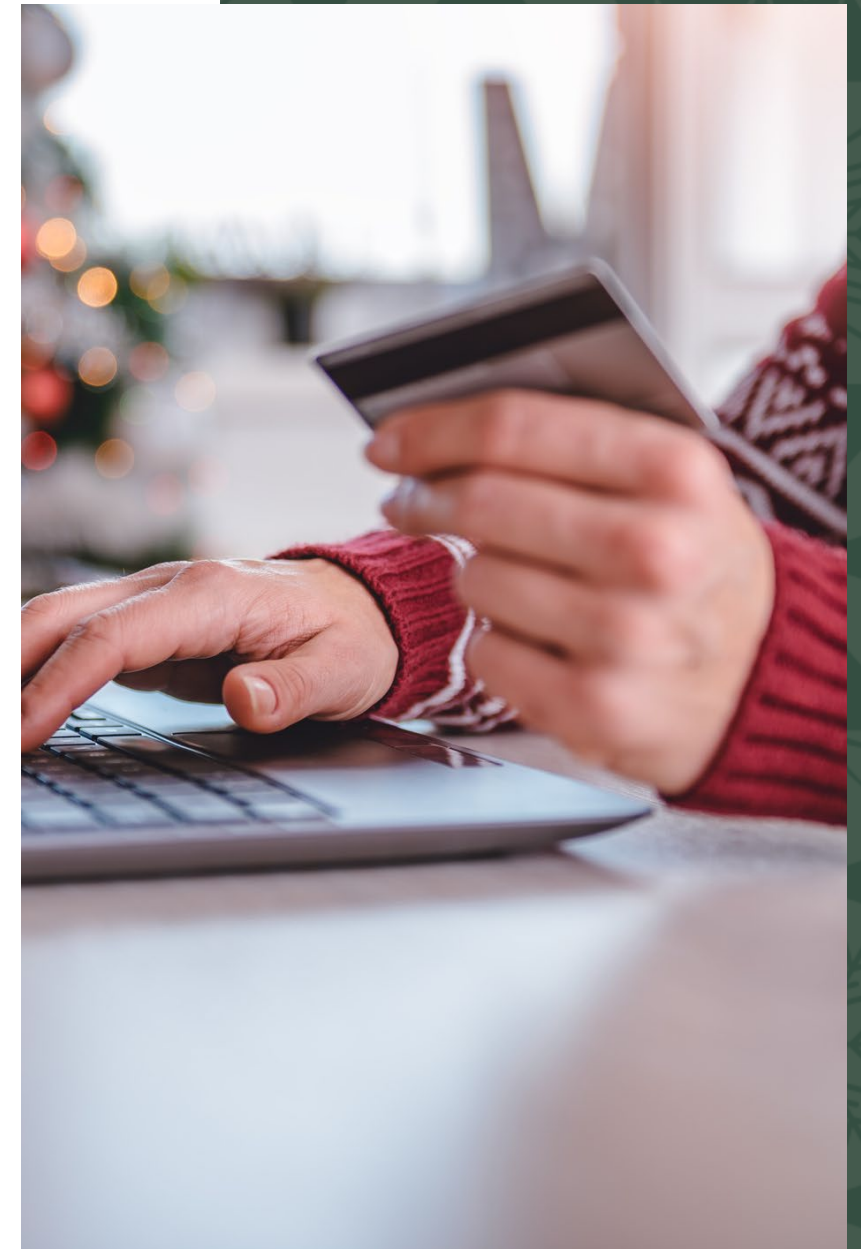
- Consumers are more likely to consider their rewards and value stored in loyalty programs when choosing how they spend this year.
- As an important bonus, brands also gather zero-party data.





## Consumer behavior will remain stable, but shopper expectations continue to rise.

- Don't expect major shifts in consumer behavior like those experienced during the pandemic.
- With most consumers and retailers going digital, the customer journey has become truly omnichannel.
- The availability of seamless online and offline experiences will influence where and how customers shop.





## Tracking users on ad and social platforms is becoming more difficult.

- The already tough task of separating tracking signals from noise will only get harder with iOS17's rollout later this year.
- Prepare for a holistic understanding of customer analytics and tracking information across multiple platforms to become the new default.
- Measurement of cross-channel holiday success will be influenced by these changes.





