Holiday 2023

Predictions
The Industry’s Leading Customer Engagement Platform
Listrak delivers results.
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.