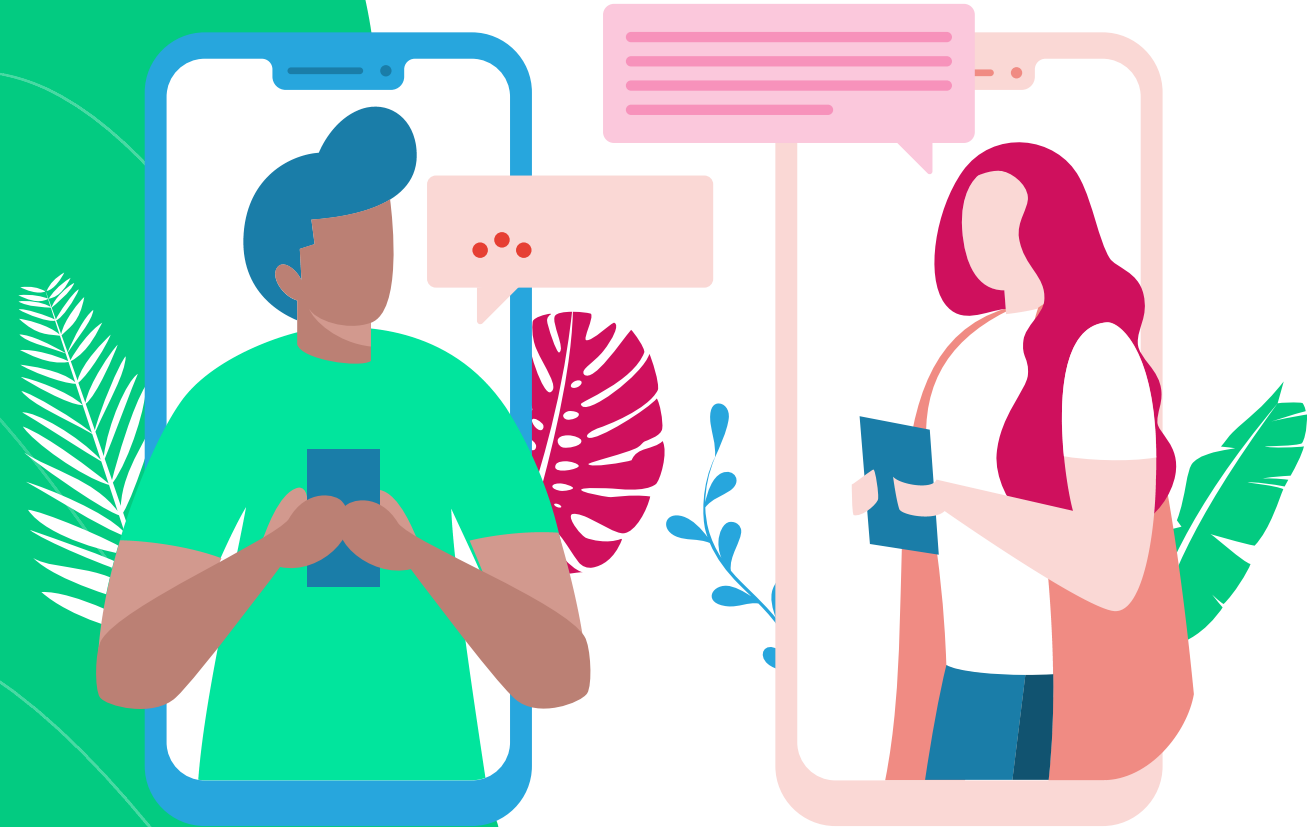


Return to Bricks & Mortar:

Best Practices for Reaching Holiday Shoppers at Retail

native touch

your mobile-first marketing partner



welcome



Saad Uddin
Co-Founder & CEO, Native Touch



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Marketing Consultant, Native Touch



agenda

1. Current Canadian Retail Outlook
2. Canadian Shopping Behaviours & Demographic Profiling
3. Best Practices for Reaching Holiday Shoppers at Retail





Current Retail Outlook


the current outlook

retail-insider.com/retail-insider/2022/08/canadian-consumer-spending-at-retailers-remains-consistent-for-july-amid-high-inflation-maste

Canadian Consumer Spending at Retailers Remains Consistent for July Amid High Inflation: Mastercard Study

By [Mario Toneguzzi](#) August 30, 2022

Share    



Canadian consumers are in the mood to spend

Though the state of the economy is a factor, the latest MIQ insights show that is having more of an impact on habits like research.

By [Christopher Lombardo](#) July 4, 2022

FINANCIAL POST

Posthaste: Canadian shoppers are back spending in physical stores – but, there's a catch

Consumers want a retailer's physical store to complement its online shopping component, report says

Noella Ovid
Aug 26, 2022 • August 29, 2022 • 5 minute read • [Join the conversation](#)



the current outlook

Additional Retail Considerations

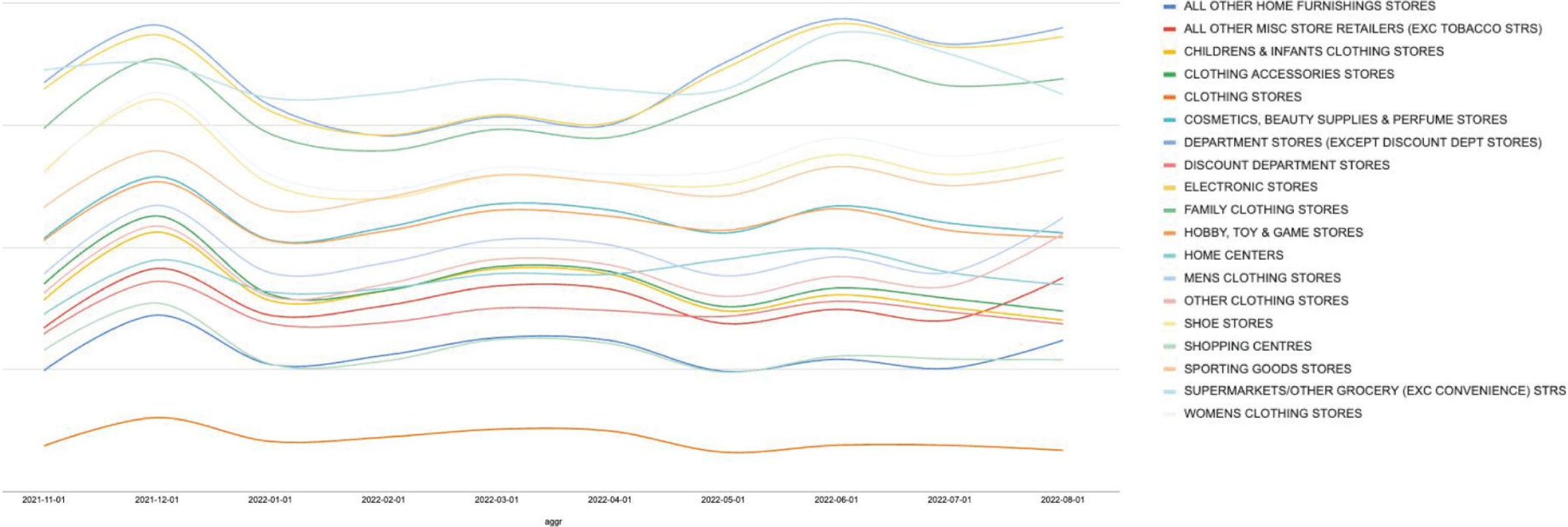
- Shoppers are starting later in the season
- Supply chain issues are top of mind
- Inflation/recession is shifting how they are spending
- Canadians expect a seamless hybrid shopping experience
- In-store shopping is on the rise



the current outlook

Top Canadian Retail Categories Based on In-store Visits

Store Visits



Date Range: Nov 2021 to Aug 2022

Canadian Shopping Behaviours & Demographic Profiling

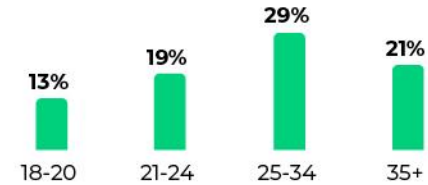
shoppers in canada

Demographics of Canadian Shoppers: January 2022 to August 2022

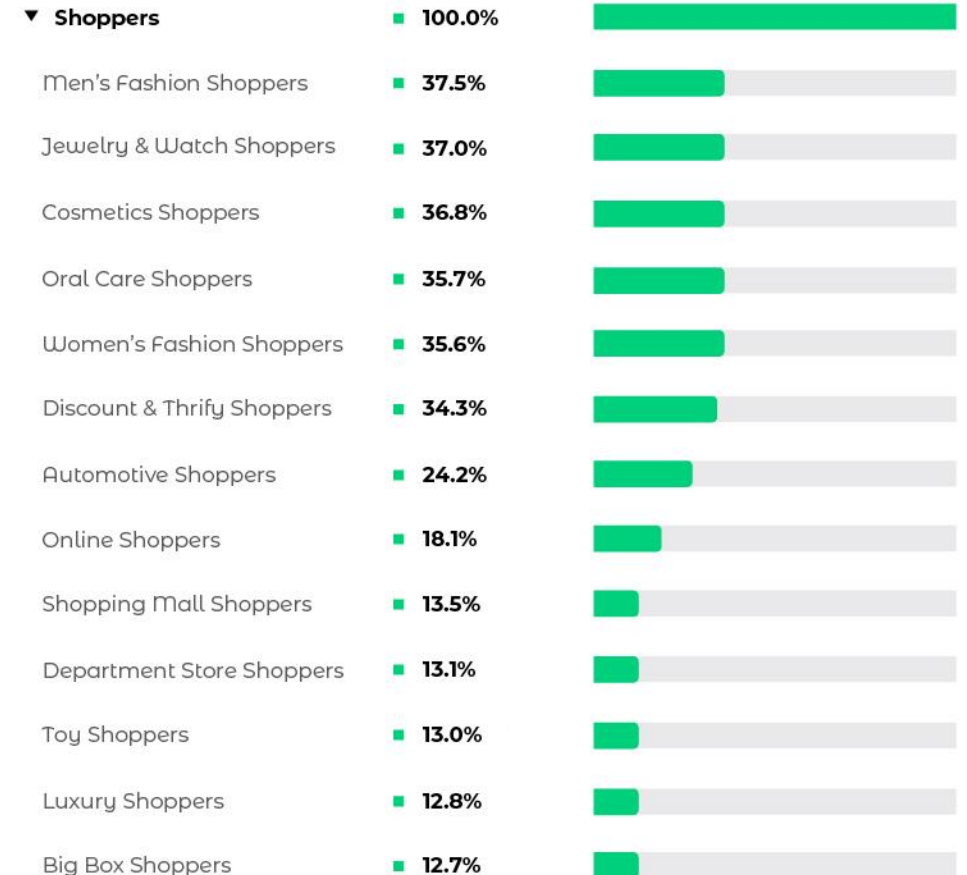
gender



age



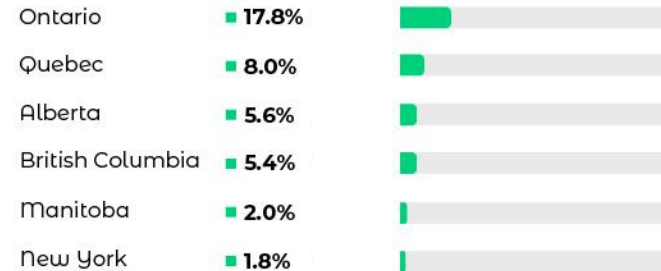
shopper type



language

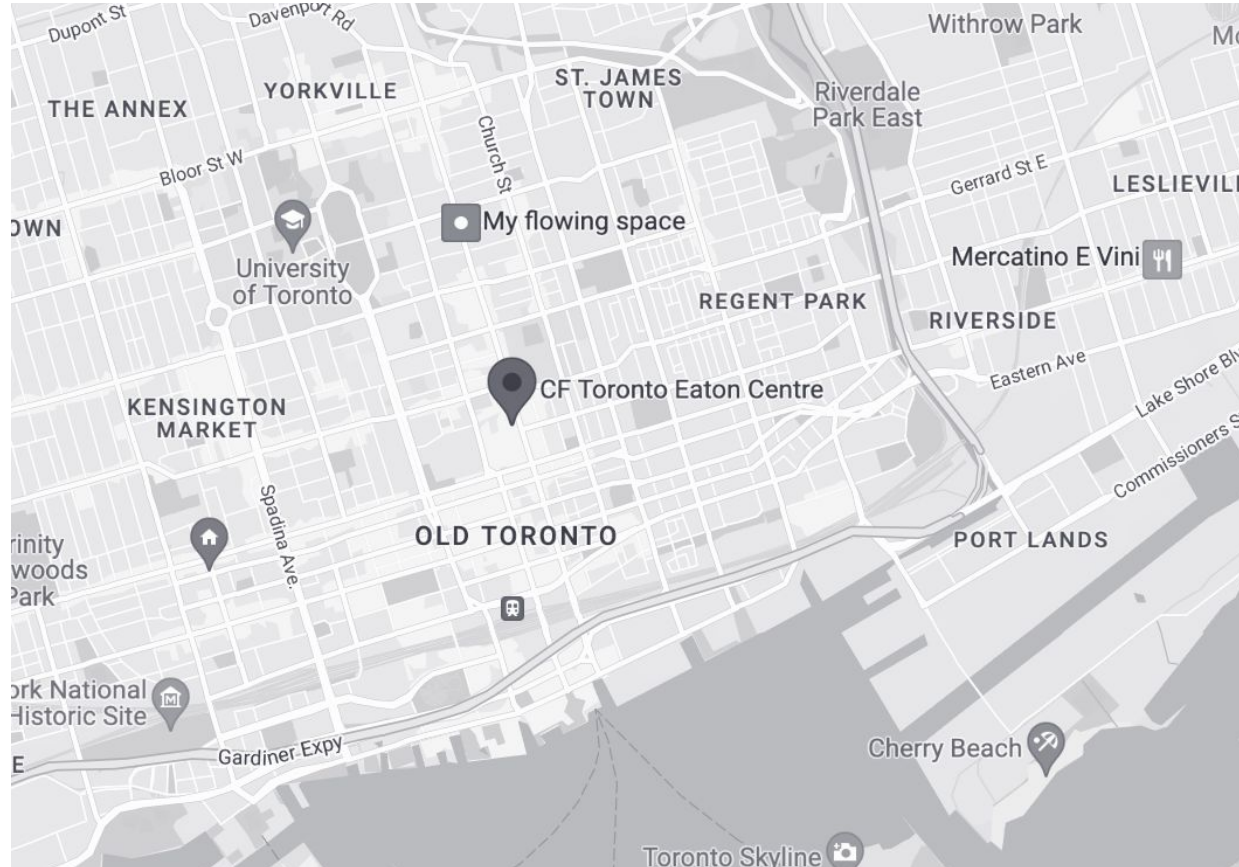


region



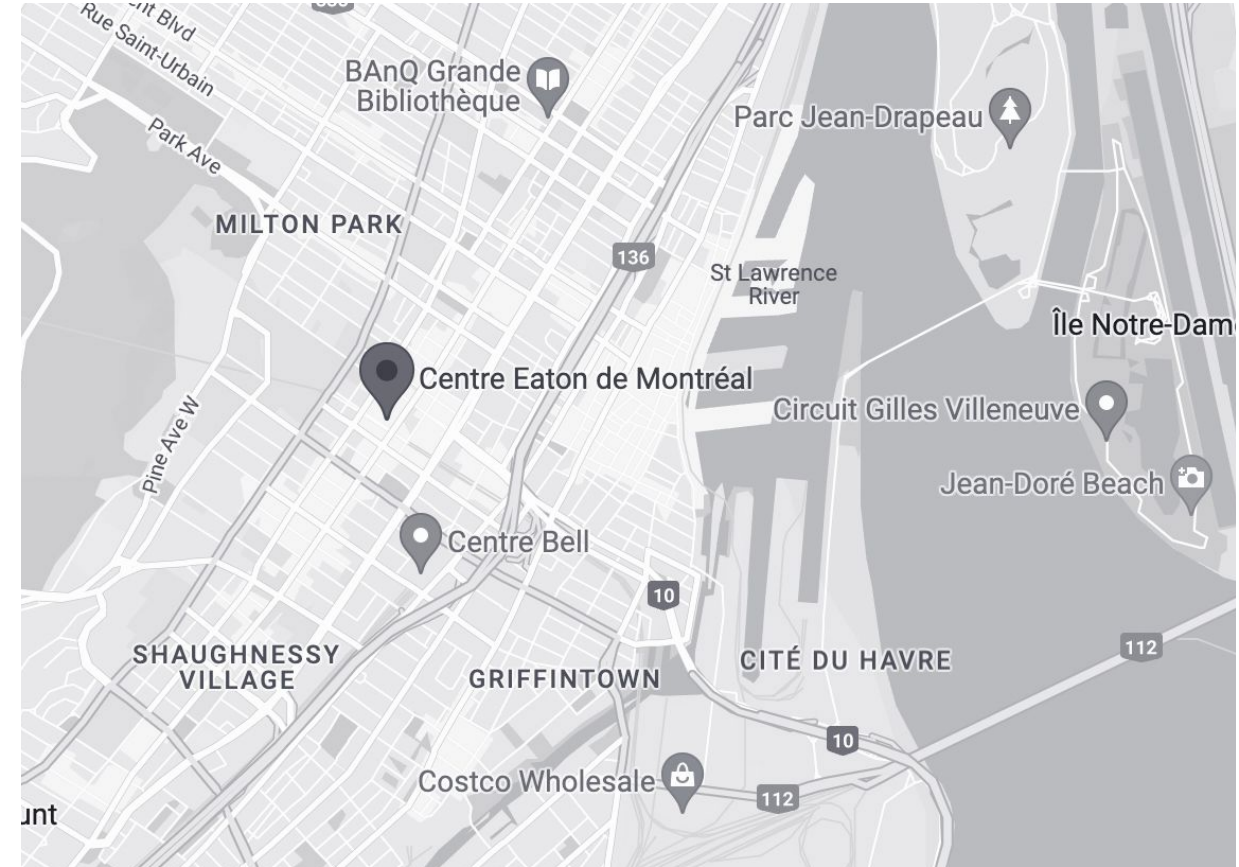
understand demographic & regional differences

Eaton Centre Toronto



220 Yonge St, Toronto, ON M5B 2H1

Centre Eaton de Montréal



705 Saint-Catherine St W, Montreal, Quebec

location highlights

Changes in Canadian Shoppers at retail: 2021 to 2022

Eaton Centre Toronto

- Same ages shoppers year over year
- 4% increase in female shoppers
- 26% increase in jewelry & watch shoppers
- 27% decrease in men's fashion shoppers
- 27% decrease in out of province and US shoppers in 2022 compared to 2021

Centre Eaton de Montréal

- Shift to younger shoppers year over year
- 20% increase in shoppers 24 and younger from 2021 to 2022
- 30% increase in toy shoppers
- 30% Increase in out of province (Ontario, US) shoppers in 2022 compared to 2021

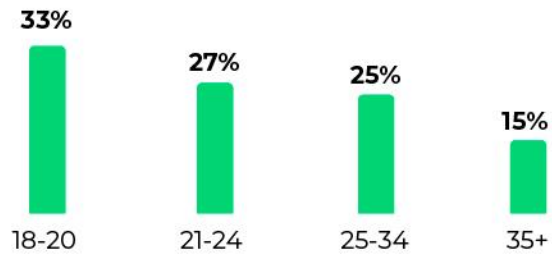
visitor profile: jan 2022 to aug 2022

Eaton Centre Toronto

gender



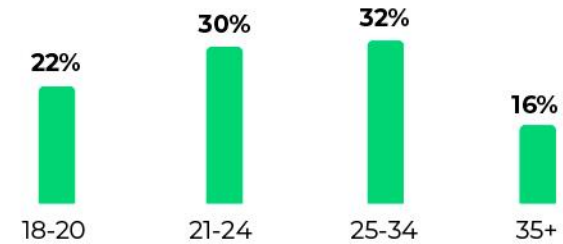
age



languages



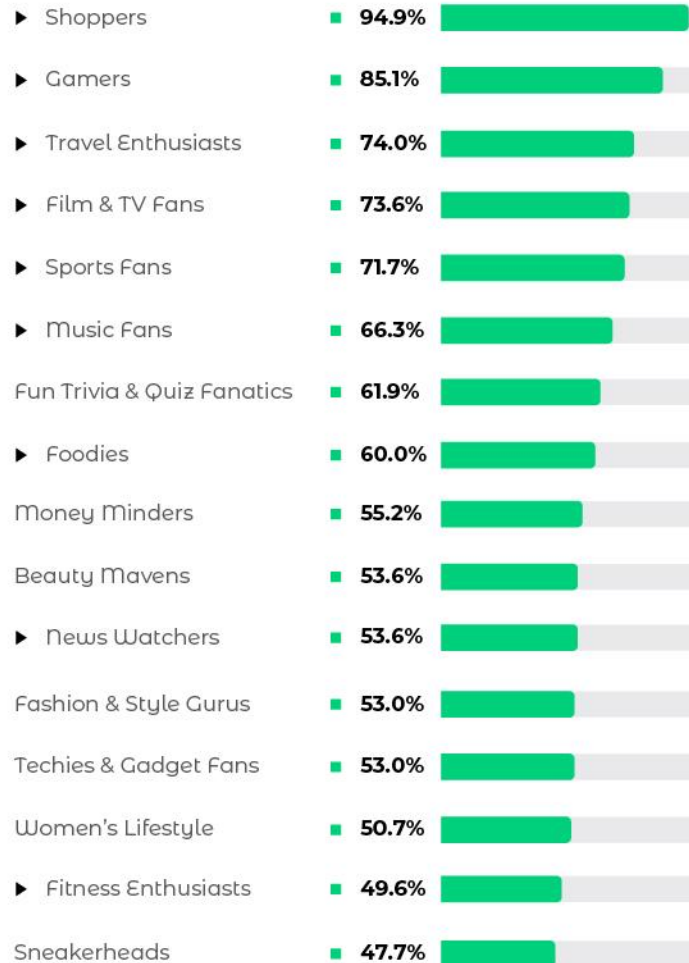
Centre Eaton de Montréal



visitor profile: jan 2022 to aug 2022

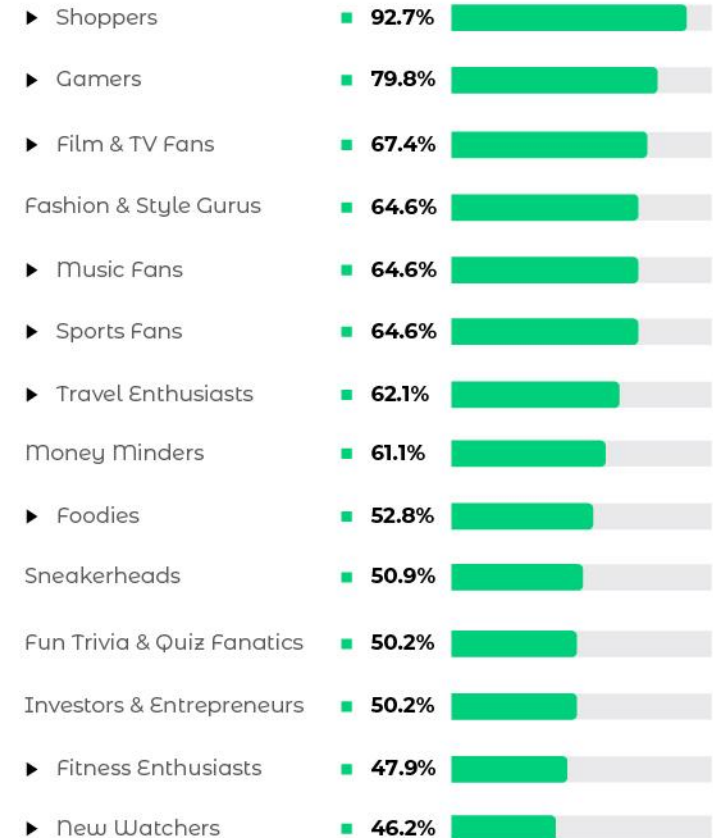
Eaton Centre Toronto

Lifestyle & Interests



Centre Eaton Montréal

Lifestyle & Interests



lifestyle & interests

visitor profile: jan 2022 to aug 2022

Eaton Centre Toronto



Centre Eaton Montréal



shopping
categories

visitor profile: jan 2022 to aug 2022

Eaton Centre Toronto

Centre Eaton de Montréal

regions

Top Provinces/States

Ontario
Quebec
New York

Top Cities

Mississauga
Brampton
Markham
Toronto
Hamilton

Top Provinces/States

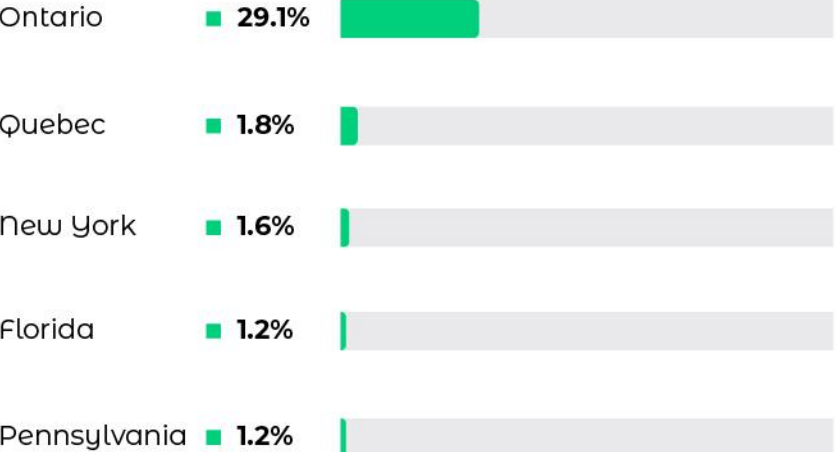
Quebec
Ontario
New York

Top Cities

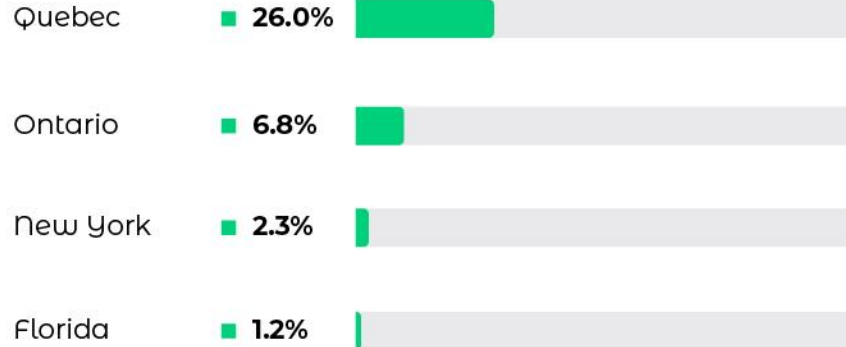
Downtown Montreal
Cote Saint-Luc
Blainville
Toronto

recently visited

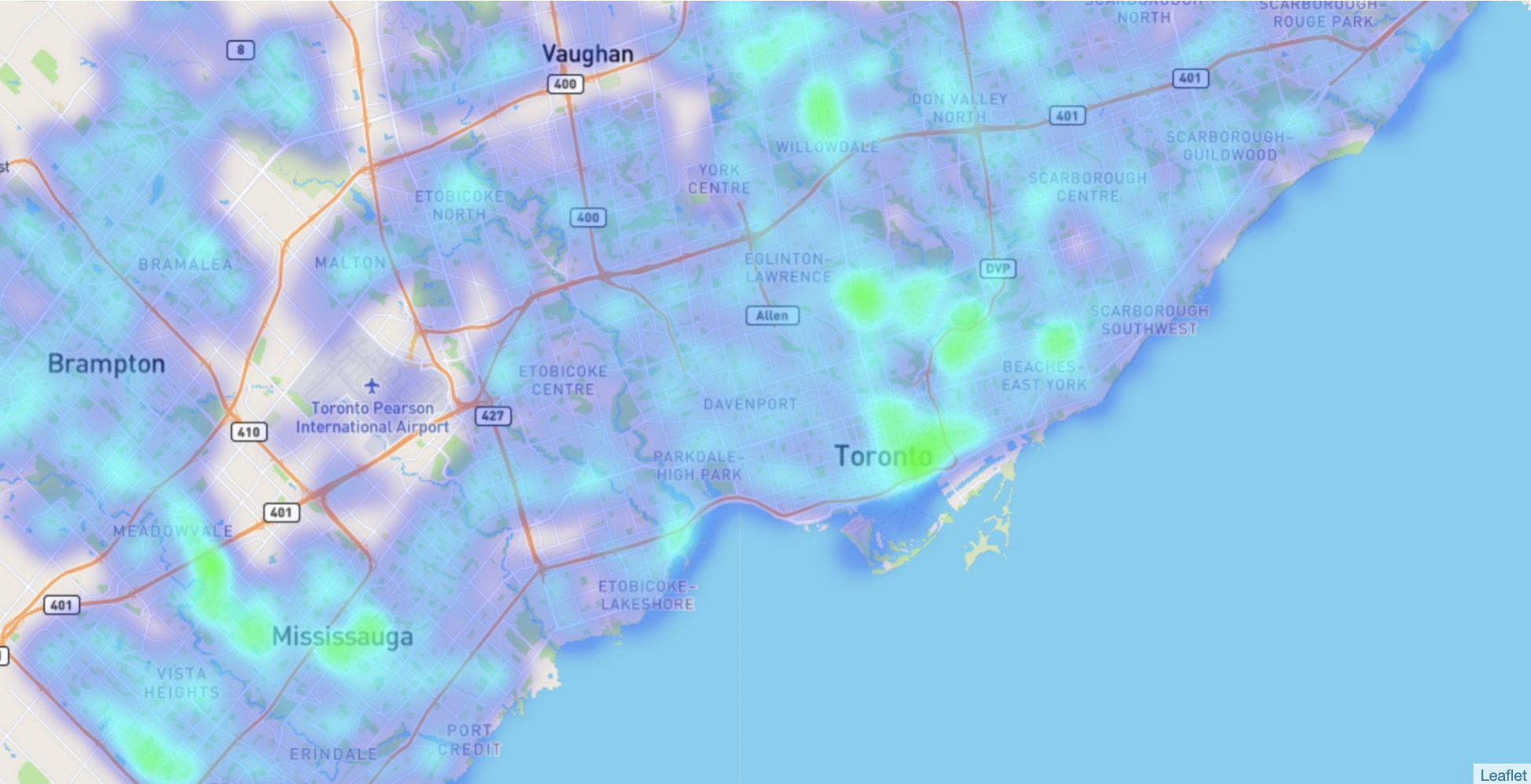
Outside of GTA, Traffic from:



Outside of GMA, Traffic from:



traffic to store: toronto eaton centre



TOP PROVINCES

Ontario
Quebec
New York

TOP CITIES

Mississauga, Brampton,
Markham, Toronto, Hamilton

AVERAGE DISTANCE TRAVELLED

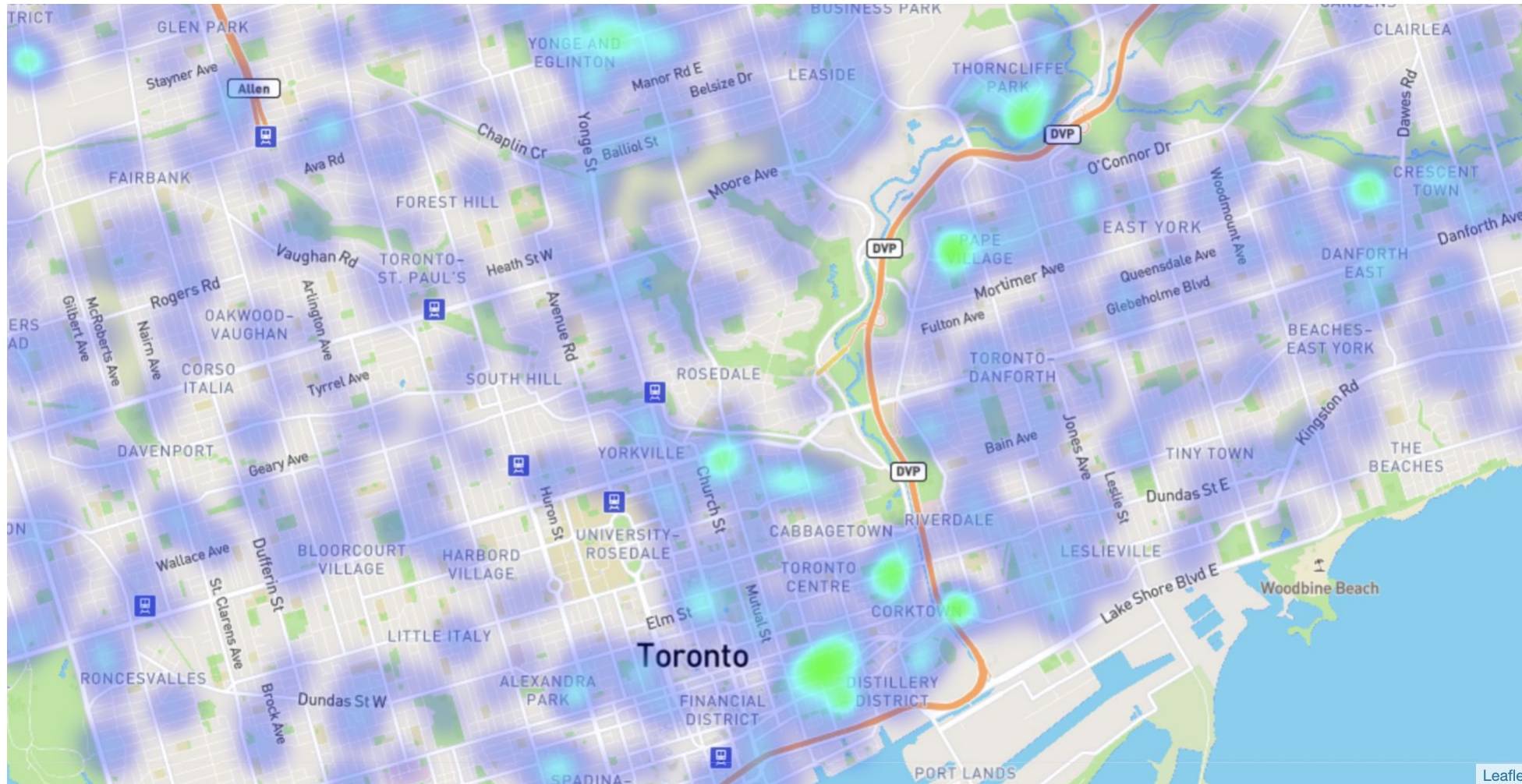
30-40 km



High
Density

Low
Density

traffic to store: toronto eaton centre

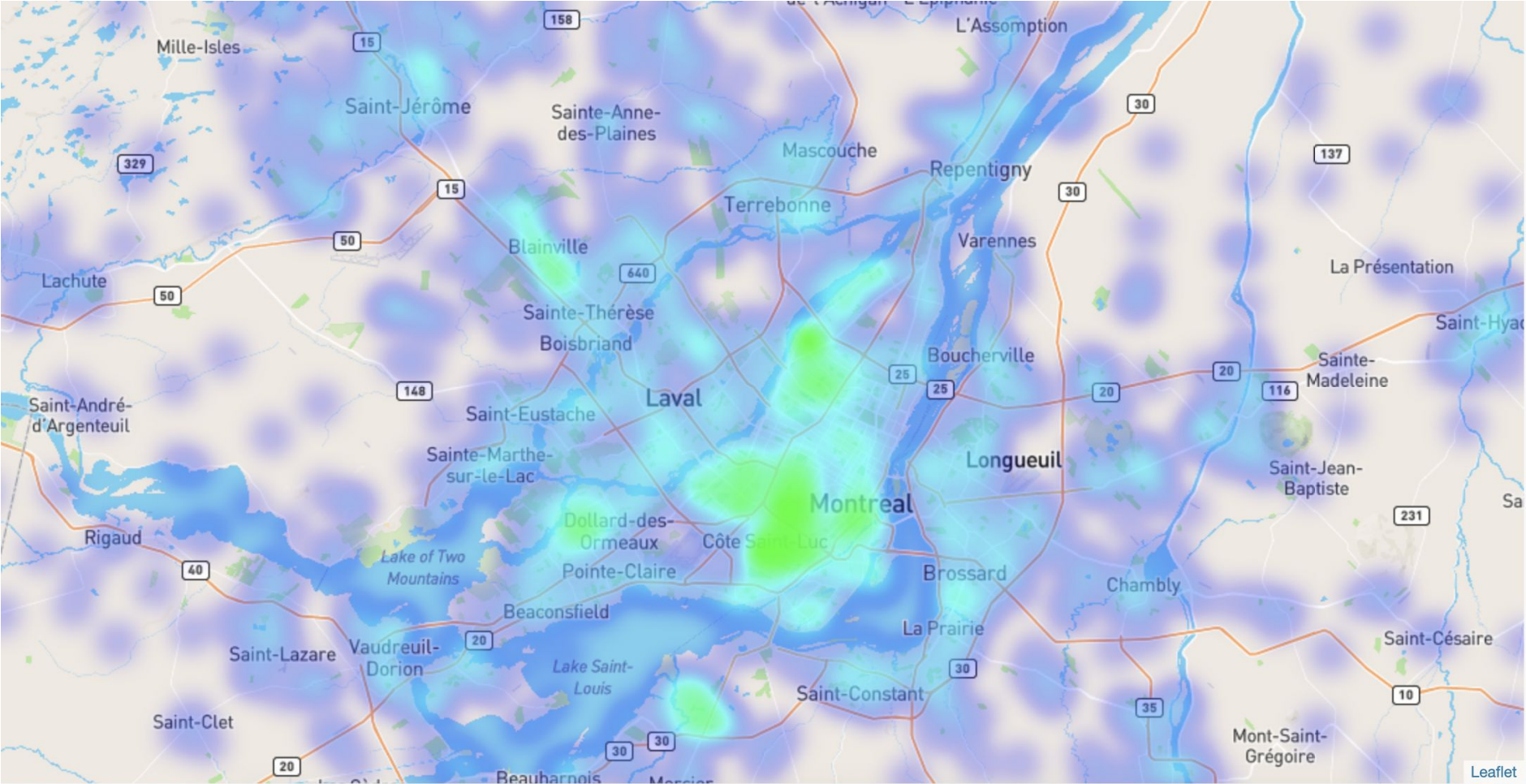


HYPERLOCAL TARGETING

Understand your audience behaviours by leveraging granular, geo-location data (even getting down to the FSA) for increasingly informed, intelligent targeting.



traffic to store: centre eaton montréal profile



TOP PROVINCES

Quebec
Ontario
New York

TOP CITIES

Montreal Downtown, Côte
Saint-Luc, Blainville, Dollard
Des Ormeaux

AVERAGE DISTANCE

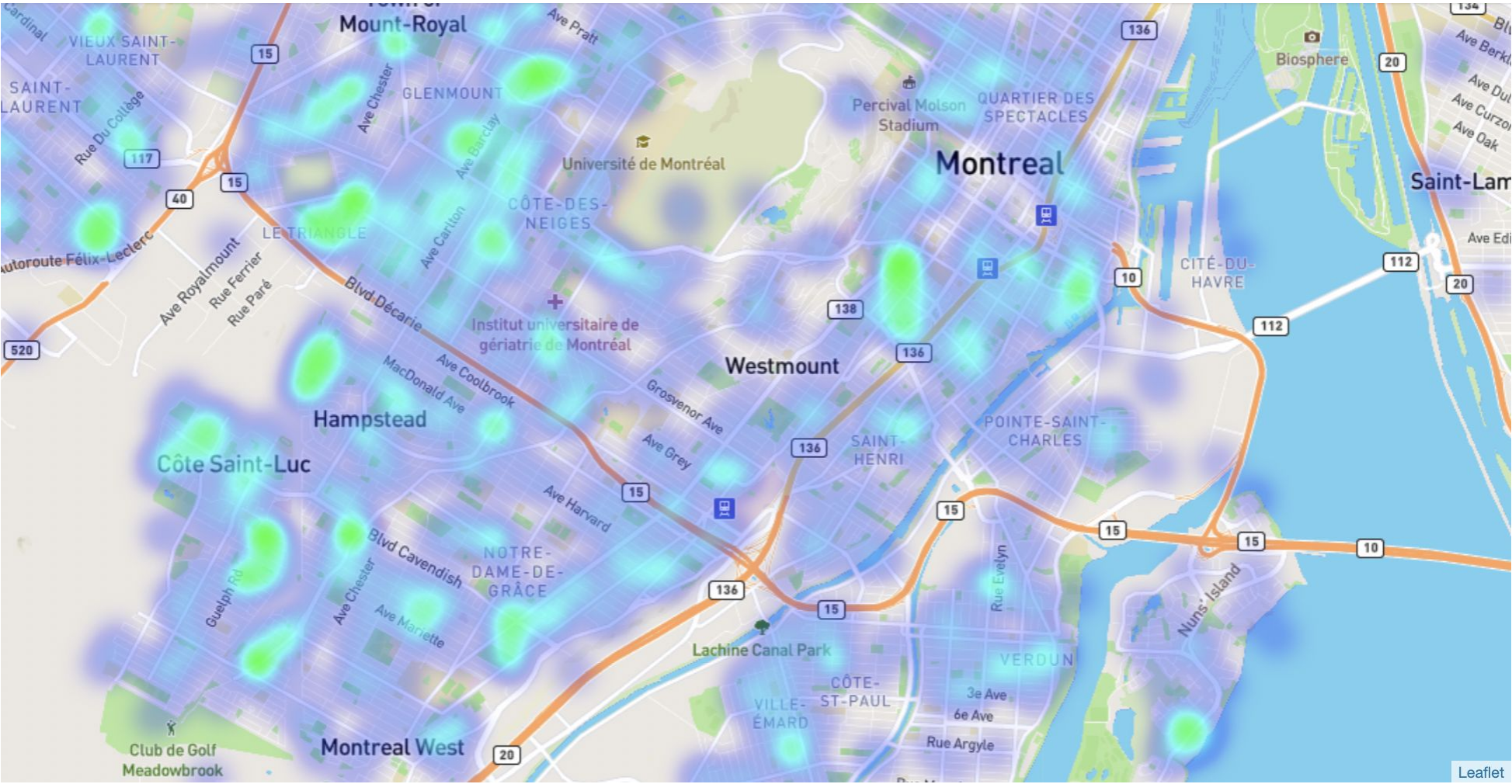
TRAVELLED
15km-20km



High
Density

Low
Density

traffic to store: centre eaton montréal profile



High Density

Low Density

HYPERLOCAL TARGETING

Understand your audience behaviours by leveraging granular, geo-location data (even getting down to the FSA) for increasingly informed, intelligent targeting.

Best Practices for Holiday 2022

1. don't cut your ad spend

Brands must continue to be visible in-market, especially when competitors will be leveraging the opportunity of reduced share of voice to capture more market share.

Invest in marketing channels that offer increased insight into your ad spend, and the ability to span multiple channels, react, and respond in real time to market shifts and campaign performance.



2. stand out

Leverage creative ad units that capture the attention of your audience in the noisy holiday ad landscape.

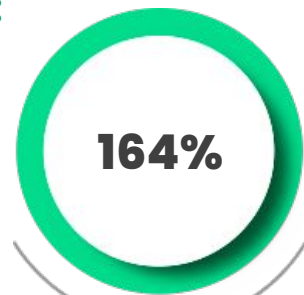
Personalize customer experiences with dynamic contextual messaging, rich creative units and interactive content.

creative case study

Summary

overview: A national mall retailer in the fashion/accessories space wanted to drive foot traffic to their store locations during a key shopping period: back to school. NT worked to target a custom audience of students and parents, along with competitive conquering to drive retail results for them on a national scale.

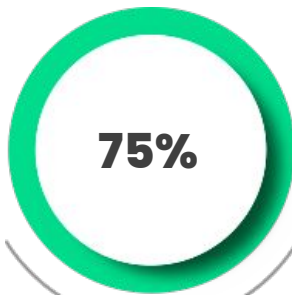
the highlights:



164%

Uplift

Average uplift in retail is 19%



75%

Users

Visited 6-days or less after ad exposure



\$6.18

eCPV

Positive ROI compared to typical \$50 avg purchase value



1619

Projected Visits

Overall visit rate was 2.13%

3. understand your audience

Work with a partner who can help you understand your audience and their unique shopping habits, beyond a national scale, to regional, city, and FSA postal code specific information.

4. leverage an omni-channel approach - with emphasis on bricks and mortar

An omni-channel approach will maximize your impact with shoppers and ensure messaging is consistent across all touchpoints.

Shoppers want a seamless experience with contextual messaging relevant to their experience, from product research to in-store purchases.

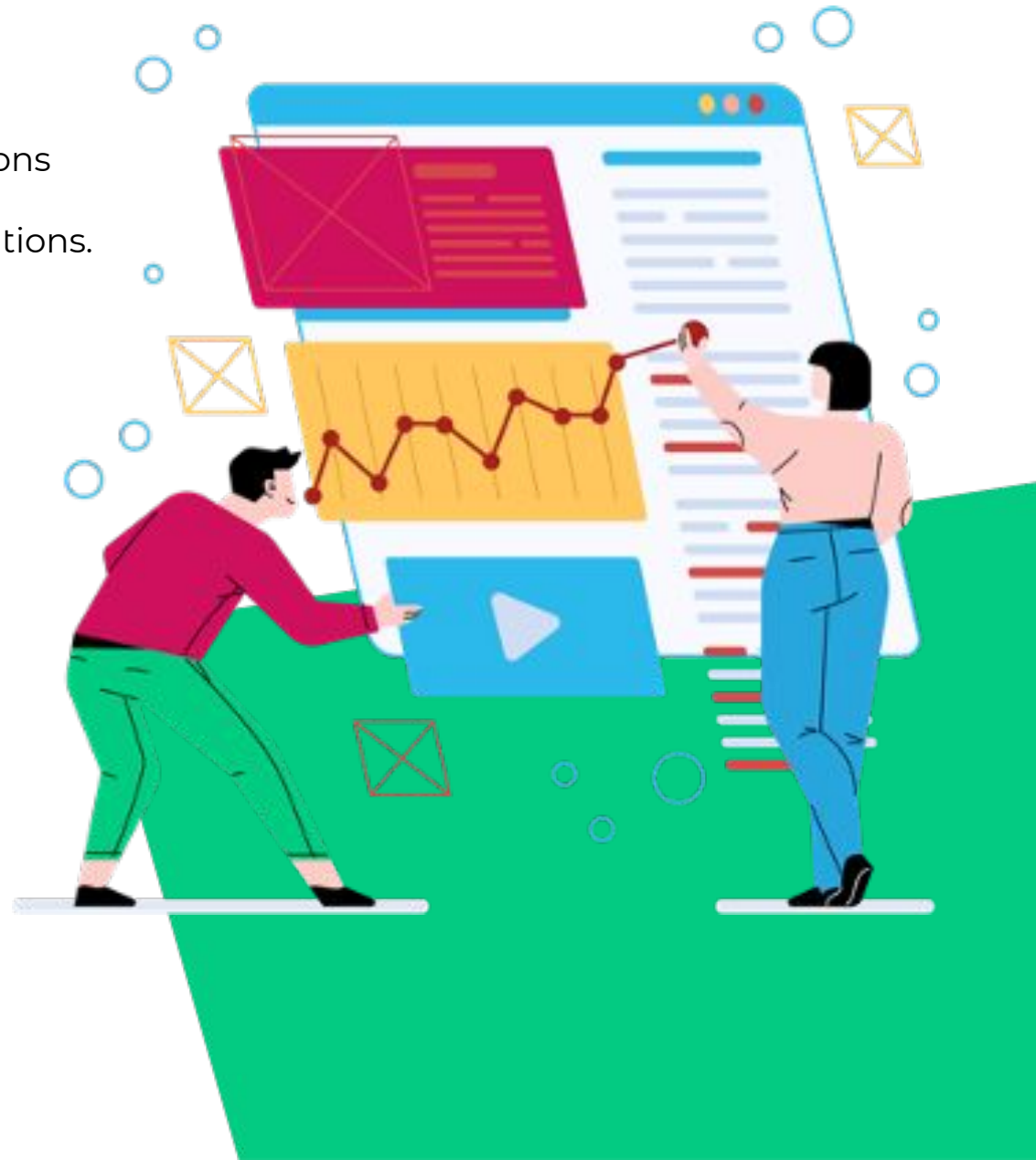


5. measure & optimize

Precise measurement is key to ensuring success. Study-based solutions help with measuring all of your channels to understand your ad performance, as opposed to digital platform-focused attribution solutions.

Leverage holistic measurement insights beyond standard digital platform ecosystems (such as DOOH and CTV) that include:

- Reach
- Foot traffic measurement
- Conversion by region & FSA
- Brand Lift Studies
- Mixed Media Modelling



best practices

1. don't cut your ad spend - canadians are still shopping
2. stand out - clever and unique creative wins
3. understand your audience - and how to reach them
4. leverage an omni-channel approach - be consistent across channels
5. measure and optimize ad performance, beyond the basics like CTR



questions?

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native touch

your mobile-first marketing partner