

**YOU•APPI**

# **MOBILE HOLIDAY SHOPPING GUIDE**

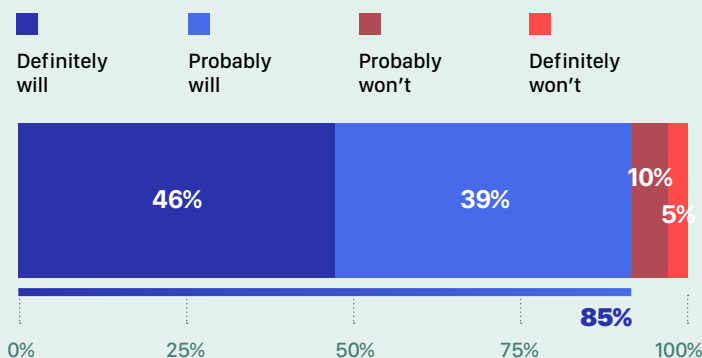


# It's the Most Mobile Time of the Year

🌿 It's that time of the year! Get better results than Mistletoe 🌿  
with YouAppi's Mobile Holiday Shopping Guide.

**Great news! 85% of consumers will use a mobile app for holiday shopping this year.**

**How likely is it that you will use a mobile app for this year's holiday shopping?**



In response to this demand, mobile marketers, advertisers, publishers and agencies recognize that preparing an app for the holidays offers both opportunities and challenges.

**95% see the holidays as an opportunity**

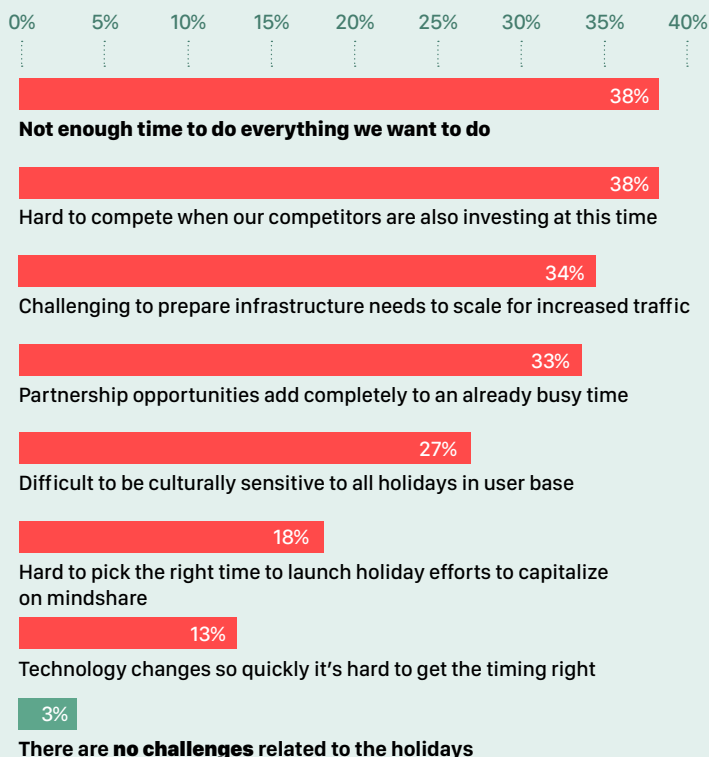
**What opportunities do you see in mobile activities for the holidays?**



**\* Most frequent "Other":**  
Opportunity for new customers because of gift devices

Conversely, 97% face challenges with the holidays, facing competitive pressures, infrastructure planning, culturally sensitive, strategy, technology, and others.

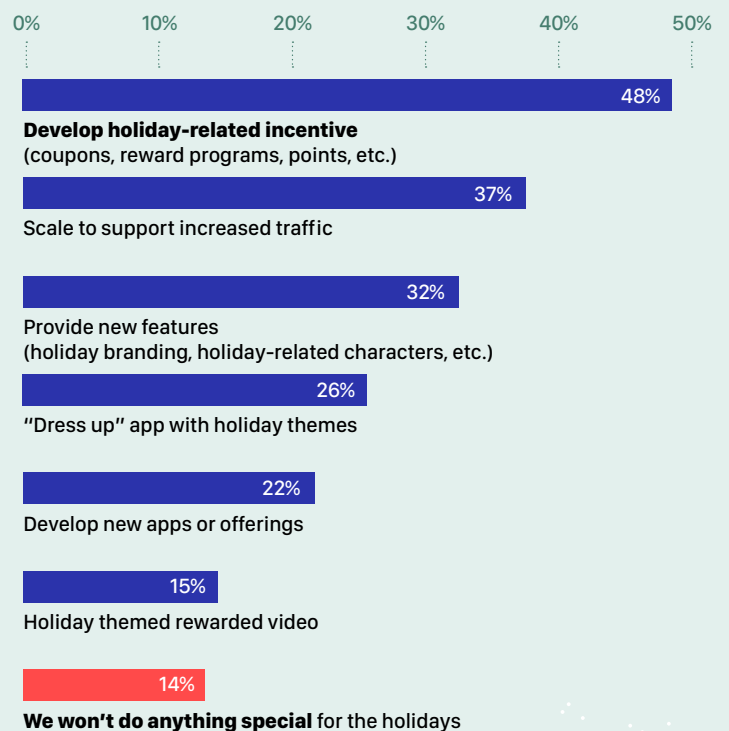
## What challenges do you face with your holiday mobile activities?



**97% face challenges with holiday mobile**

While 86% of marketers plan to do something special with their mobile apps in preparation for the holiday season such as incentives, new features, dressing the app up for the holidays, rewarded video, developing a new app, 85% of consumers say they will use their mobile app to plan or make purchases, interestingly mobile marketers are missing the mark when it comes to delivering exactly what consumers want.

## How is your organization preparing for the holiday season to best support your mobile strategies?



**86% are doing something special for the holiday season**

In the course of working with over 500 top global brands and across over 15,000 campaigns, we have discovered some of the most effective ways for marketers to reach their target consumers and deliver the holiday experience they want.

## Below are five tips for bringing a little holiday spirit to your brand.



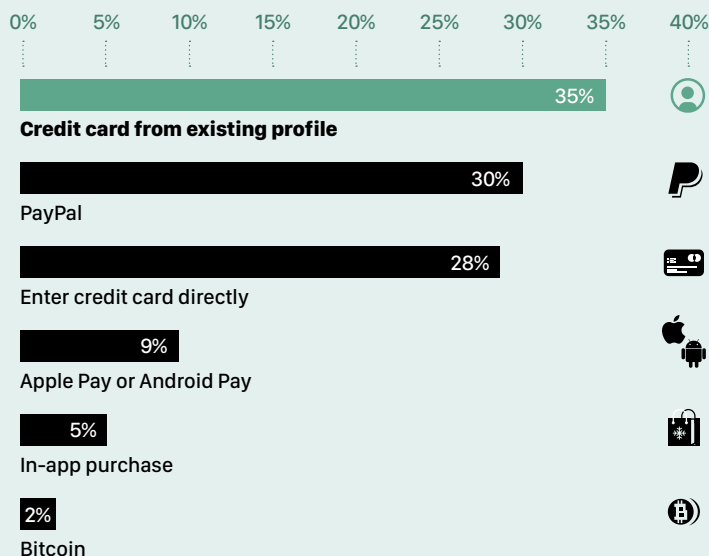
### Tip #1: Don't be a Grinch: Make Payment Easy



Did you know that most marketers (60%) say in-app purchases are the most effective mobile payment while only 5% of customers agree?

This is a classic conundrum for marketers: allowing your customers to lead you while not falling behind the competition. Customers are still most comfortable with credit card information left on file, or services like PayPal, so be sure your app is protected against the latest fraud activities. YouAppi's holistic Fraud Protection Suite includes 3rd party tools, internal automatic tools and human analyzation to shield YouAppi and its clients from fraudulent activity, while native fraud prevention layers are designed to bypass scammers and reach directly to the target audience.

#### How do you prefer to pay when shopping with a mobile app?



**Mobile shoppers prefer using an existing credit card profile**





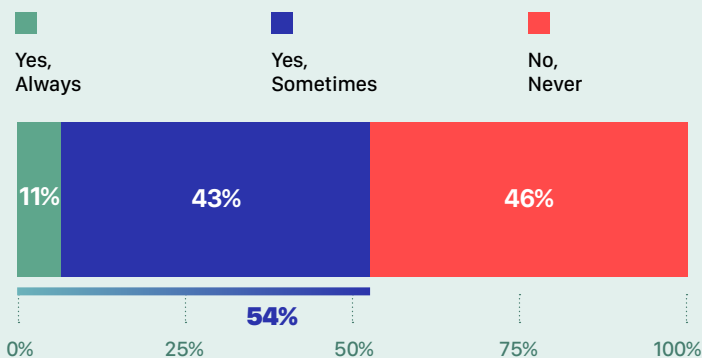
## Tip #2: Very Merry Video



If the Hallmark Channel has taught us anything, it's that holiday videos do well. You may be surprised to find that customers feel the same about rewarded video, with 54% saying they'll watch it at least some of the time. Yet only 20% of marketers plan to take advantage of rewarded video in their 2017 holiday campaigns.

A rewarded video campaign shouldn't lead to more holiday stress. Most customers agree 15 second are less is optimal so consider a short, native video to deliver a customized holiday offer that reflects the spirit of the season and keeps your user base engaged.

**If you are offered a reward for watching a mobile video (i.e. points in a game) do you watch it?**



**54% will watch rewarded video, at least some of the time**

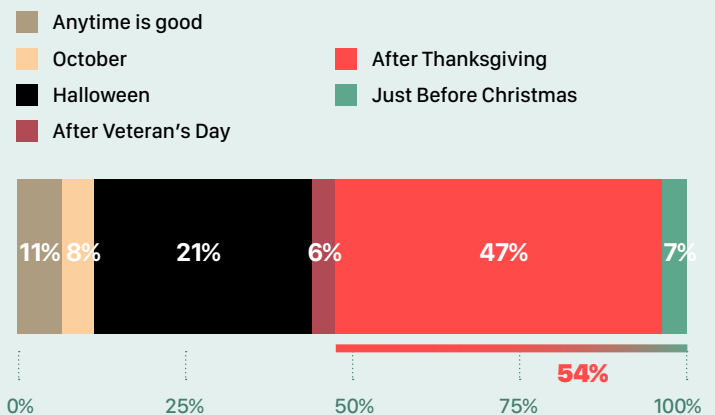
## Tip #3: Competing with Kris Kringle



One of the most daunting tasks for marketers is how to compete with the onslaught of holiday hoopla. When is the best time to launch a holiday-related theme? Or holiday special offers? When do you risk customer fatigue, when do you risk missing the boat?

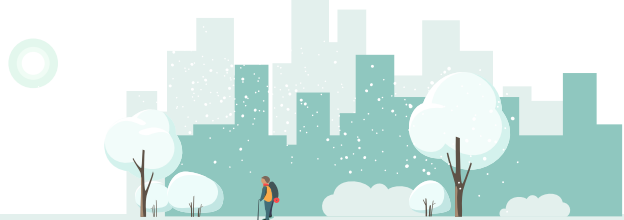
A full 76% of marketers say they struggle with a lack of time to prepare for the holidays or they wonder how to compete with all the other marketing elves on the yuletide bandwagon. Yet all the holiday buzz can be a bit deceptive - most marketers (79%) don't start planning holidays until the fall, and more than half of consumers aren't interested in targeted holiday marketing until after Thanksgiving (54%).

**When are you ready to start seeing holiday themes in your mobile apps?**



**More than half want to wait until after Thanksgiving for holiday themes**





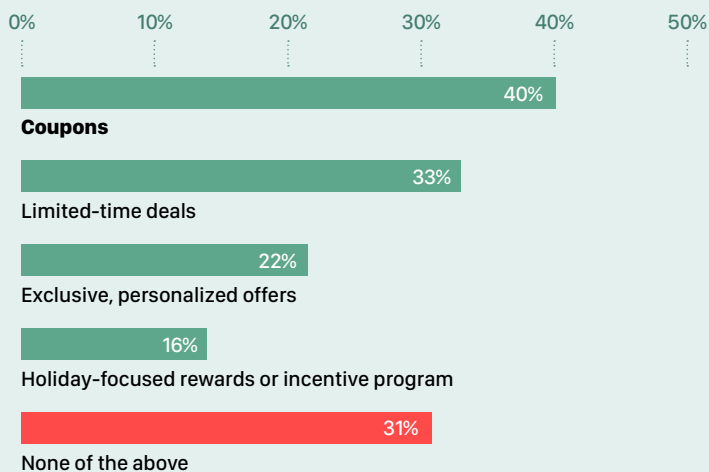
## Tip #4: Pile on the presents



As the wise old adage goes, it is better to give than to receive. Wise words indeed when considering your target customers. A full 69% of holiday mobile shoppers admit special offers get their attention, and you can bet they are scouring your app for coupons, limited-time deals, personalized offers and other incentives.

This is not the time to be a Scrooge. Recognize that when it comes to special offers, the stakes are high. Each of your competitors will be providing their own incentives so it's critical you deliver your own prettily-wrapped packages that entice your customers to buy. With the right goodies you'll discover the gift that keep on giving - customer loyalty.

### Which of the following get your attention when shopping with an app during the holiday shopping season?



**69% admit that offers get their attention**

## Tip #5:

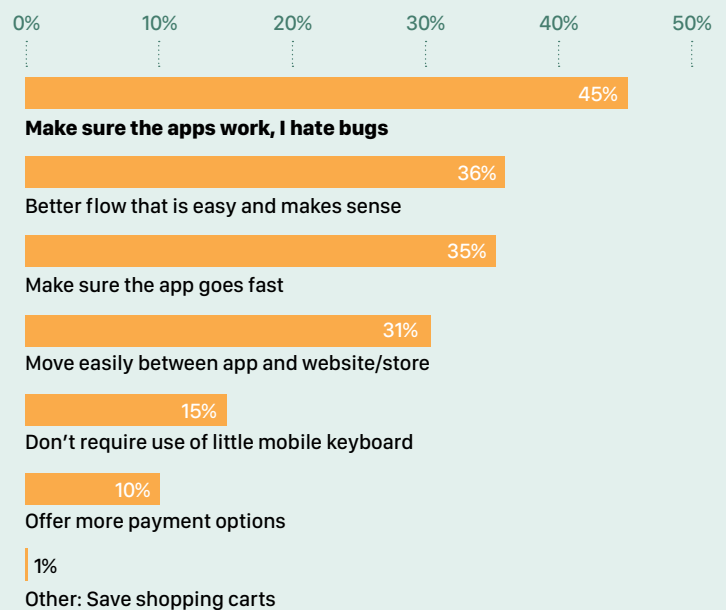
### App is calm, App is bright



When asked, users were quick to share their wishlist for a holiday mobile experience: apps that simply worked. 45% want a bug-free experience, 36% want the app experience to flow and make sense, 35% demanded speed and 31% asked for fluidity between the app and the online store.

With a full 47% of marketers lamenting that it's challenging to prepare the infrastructure for increased holiday traffic and to keep up with changing technology, it's understandable that this problem may keep you from restful, sugarplum dreams. Users are clear however - nothing brings on the holiday blues like a miserable app experience.

### How could app providers make your holiday shopping easier?



**Apps that work the way they are supposed to make life easier for shoppers**







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# Happy Holidays

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