

CHRISTMAS REALLY DOES COME IN JULY

# Winter Days Get Cold and Short, but Not Our Mobile Holiday Report!

YOU-APPI

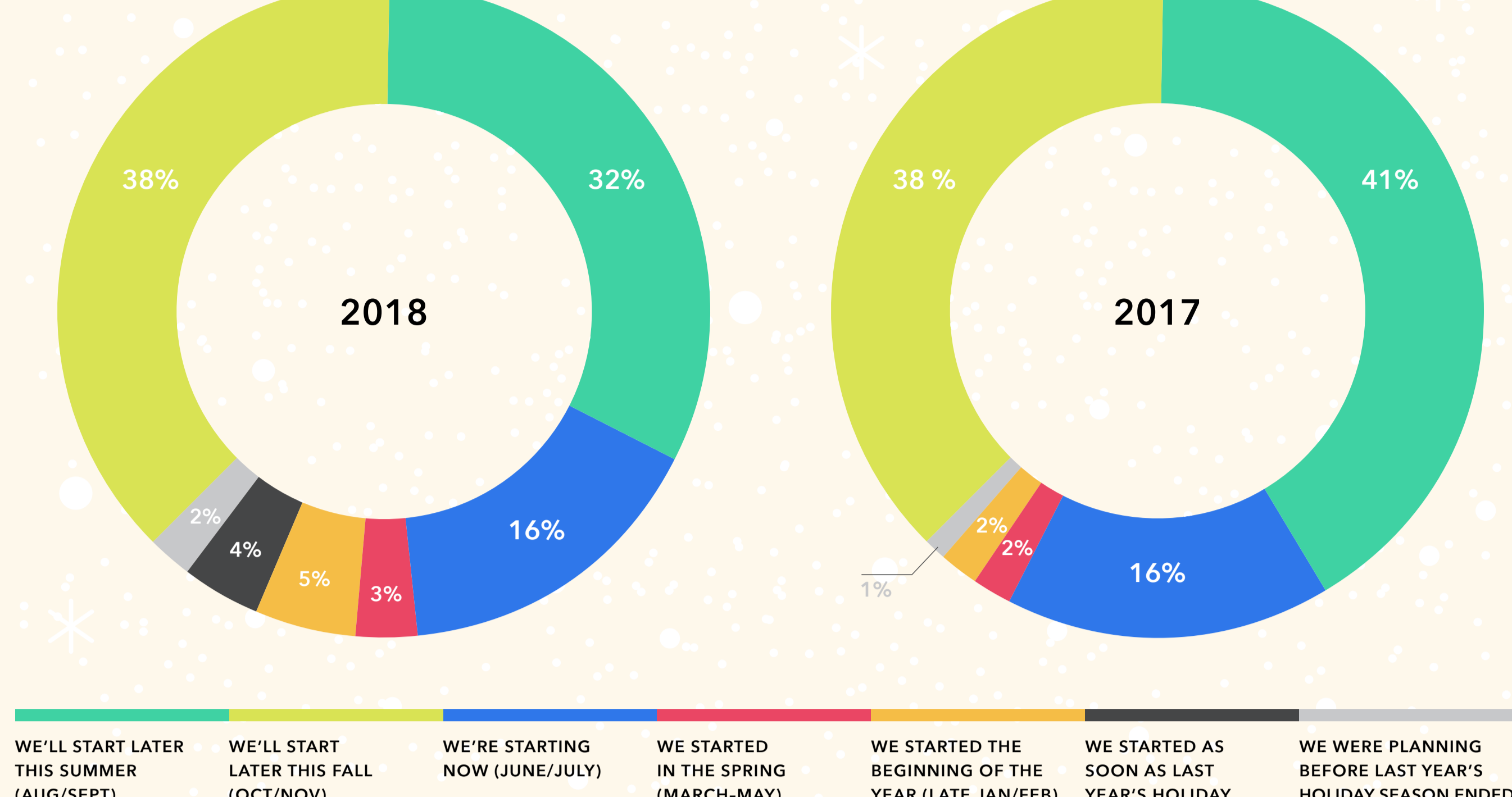
YouAppi conducted a survey of 209 mobile app owners and digital marketers from around the world, and 524 consumers in the United States who use their mobile device for shopping. Our findings reveal holiday campaigns on mobile are starting earlier than ever!

## Good Cheer Is Now SUPER Near

A rise in the number of companies starting their holiday campaigns now, as compared to 2017 (21% in 2017 vs. 30% in 2018).

When did your company start planning and preparation for this year's holiday activities?

Businesses are beginning preparation even earlier in 2018

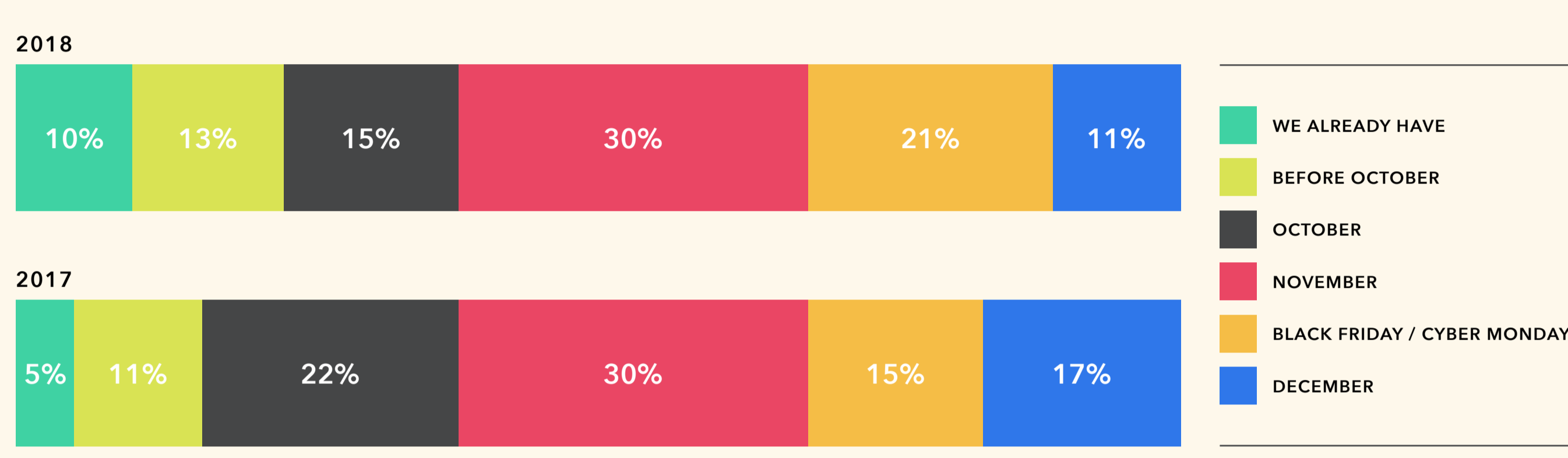


## The Christmas Countdown Clock Gets Longer

More businesses are pushing holiday-related themes before October, and more are planning to start over the Black Friday shopping holiday period versus waiting until December: (before October: 16% in 2017 vs. 23% in 2018; Black Friday vs. December: 15% and 17% in 2017 and 11% in 2018).

When does your company plan to push holiday-related items to consumers?

Companies planning to push holiday programs even earlier in 2018



## Consumers Are Ready to Unwrap Your Early Access

Consumers are ready for the holidays too! 47% wanted holiday themes between now and November in 2017; 55% in 2018. Only 38% want to wait until Thanksgiving in 2018, where 46% did in 2017.

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

Consumers ready for holiday themes earlier than in 2017

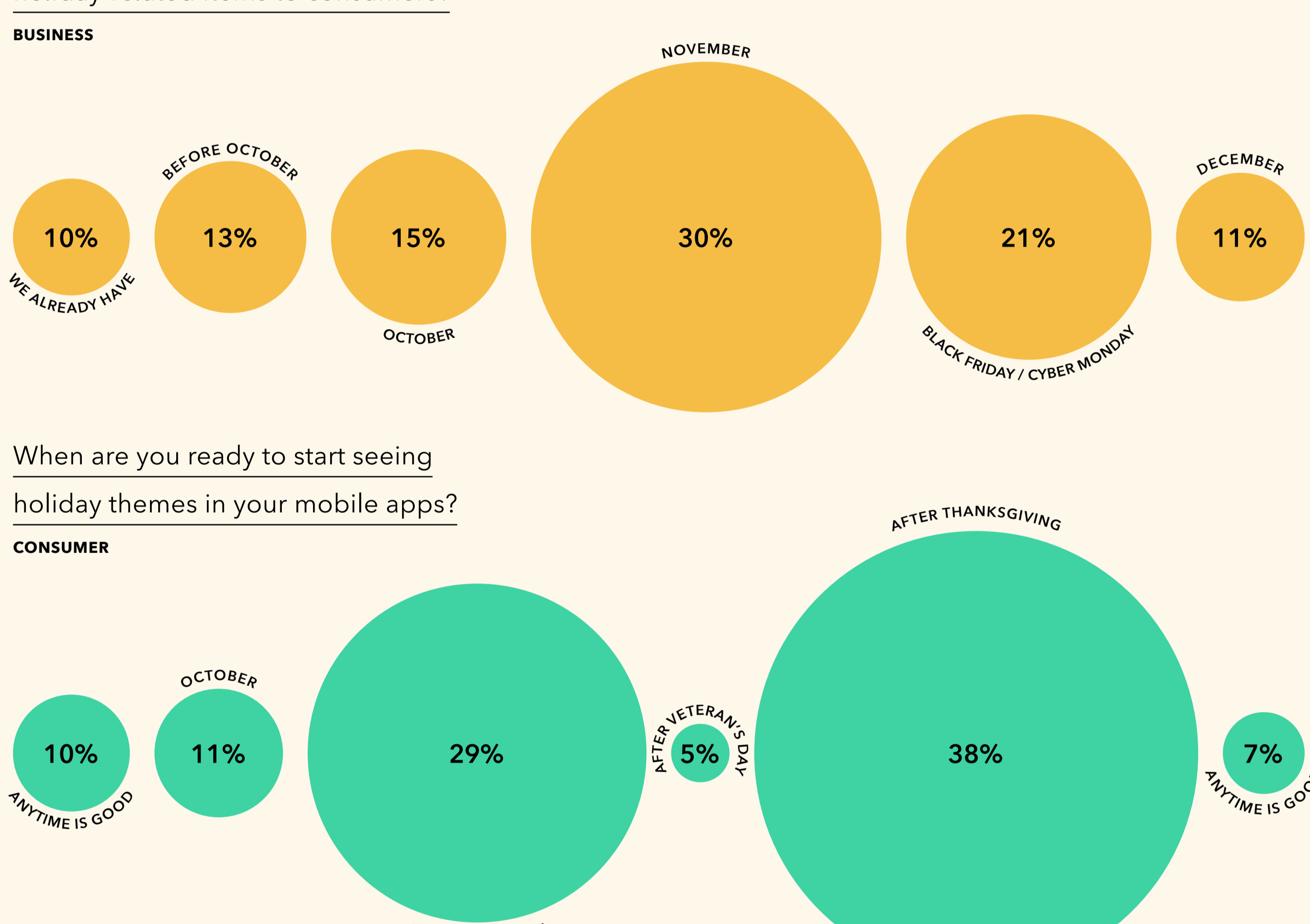


## Don't Spook Consumers Too Early

However, companies still need to be cautious and roll their campaigns out slowly prior to Halloween. While 38% are rolling out holiday specials before Halloween, only 21% of consumers are ready for them.

When does your company plan to push holiday-related items to consumers?

Businesses are still far ahead of consumers in their holiday roll-outs

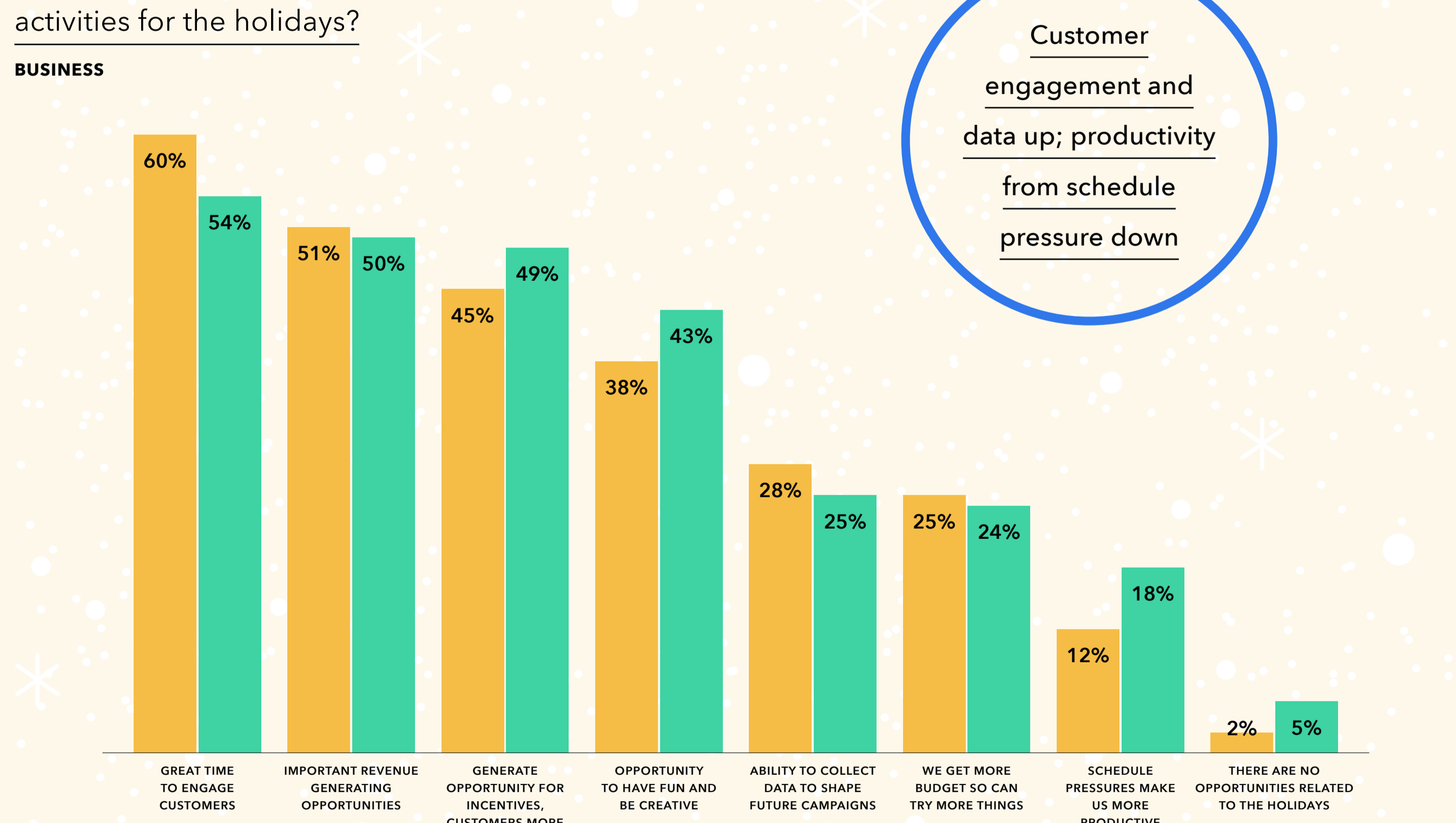


## Power up Your Customer Engagement, Data, and a Partridge in a Pear Tree

Efforts to hone in on a successful mobile marketing campaign continue to increase year over year (YoY). In 2017, in 62% in 2018 they are 66%. This speaks to an ongoing YoY as businesses continue to put more resources toward mobile. What's more, 60% of businesses in 2018 see it as a great time for customer engagement – also a rise from 54% who said the same in 2017.

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

Customer engagement and data up; productivity from schedule pressure down

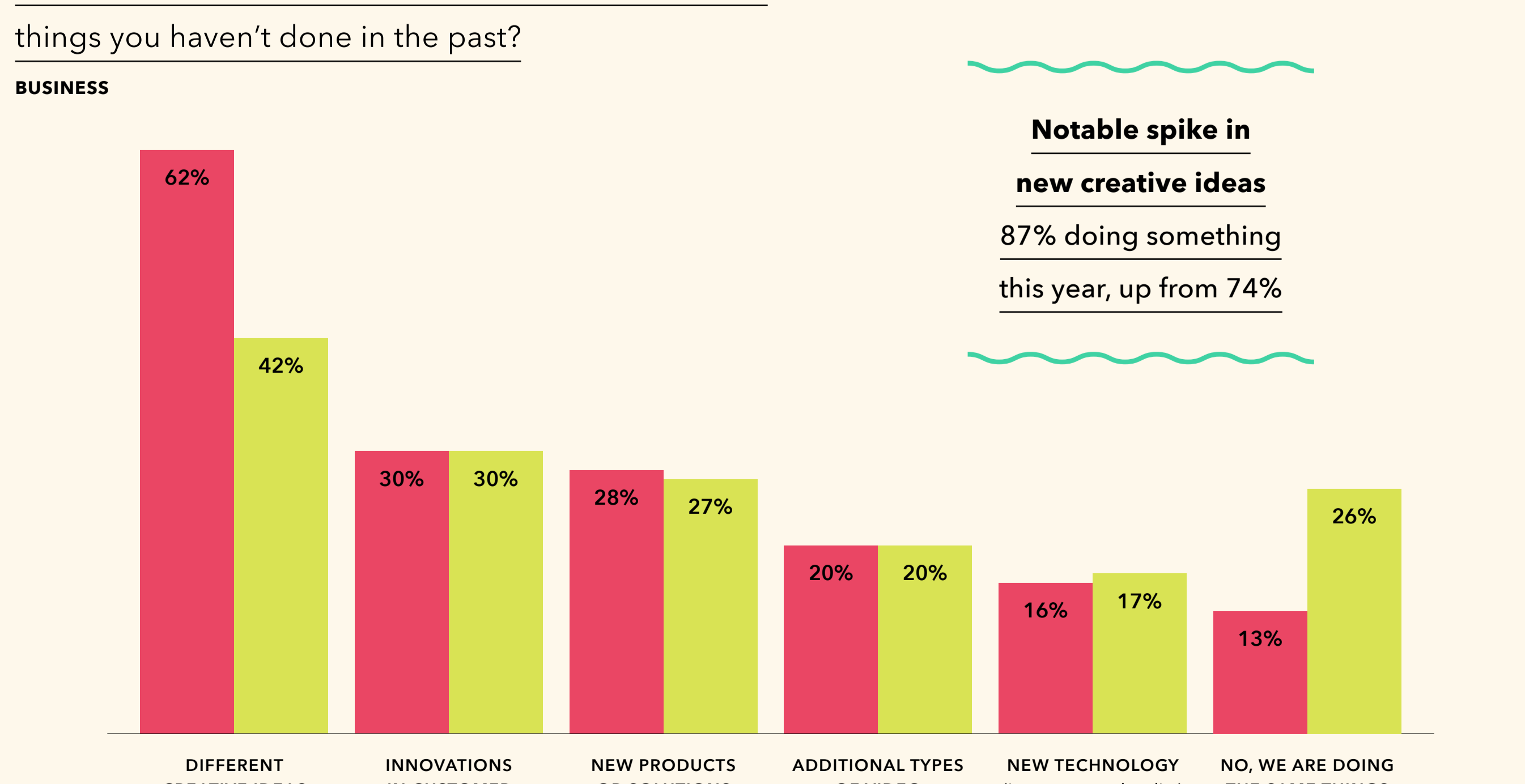


## Marketers Are Embracing More Creative Tips, Tricks, and Merry Gifts This Season

87% of marketers are choosing to do something new this year for the holidays, a noticeable jump from last year, where only 74% planned to introduce something new.

Are you doing anything new for the holidays this year, things you haven't done in the past?

Notable spike in new creative ideas 87% doing something this year, up from 74%



YOU-APPI