

Microsoft Advertising's top tips for festive season retailers

Here's what you need to know to help your brand sparkle this coming festive season



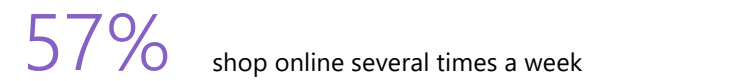
01 WHO ARE THE UK FESTIVE SEASON SHOPPERS?

GEN Z+ (18-26)	Informed, pragmatic, value driven. Prefer online shopping and personalised experiences.
MILLENNIALS (27-42)	Confident, curious and tech-savvy. Seek convenience, quality and social responsibility.
GEN X (43-58)	Resourceful, logical, loyal. Value direct communication and are most likely to use search to find deals.
BOOMERS (59-65)	Committed, self-sufficient, competitive. Enjoy personal service and quality products.

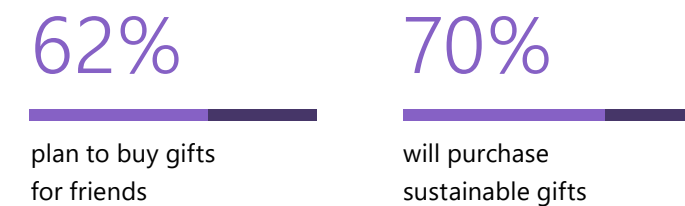
Source: Research is based on a survey of 504 UK respondents aged 18-65, who plan to shop during the festive holiday season and shop online at least once per month.

All generations, use search to research products and find the best deals. Use **Multimedia Ads** to showcase your brand and products with large visual imagery that helps capture attention.

02 WHAT'S IMPORTANT TO THIS YEAR'S FESTIVE SEASON SHOPPER?



Festive shoppers plan to spend **less than £500** on gifts this year.



Older respondents are likely to use search for research while younger will use it to find deals.

Top categories purchased online, 2023

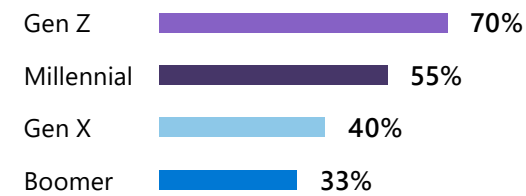


Younger generations agree it is more important for their gifts to hold sentimental value...



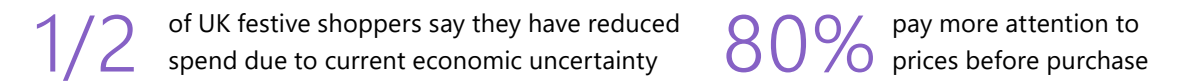
...68% are more likely to create their own DIY gifts for friends and family...

...and purchase gifts for themselves to celebrate birthdays or major milestones.

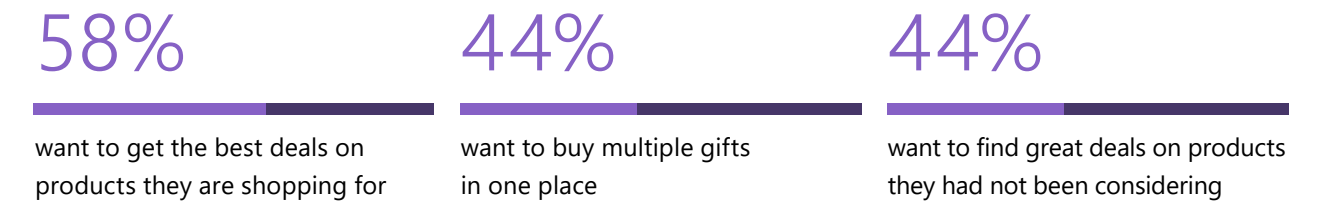


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03 GET READY FOR SALE SEASON



Top 3 reasons for shopping Black Friday



During sales events, 63% of respondents look for brands they know



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Expand your audience, increase conversions and boost performance with Microsoft Advertising's suite of tools. Click below to learn more about:

Don't forget your festive season helper **Bing Chat!** Bing has over **100M daily active users**, who have surpassed **1/2BN chats** in just three months—this is an opportunity not to be missed.

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