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

77% of UK festive season shoppers plan to do most, to all, their festive season shopping online in 2023.

01 WHO ARE THE UK FESTIVE SEASON SHOPPERS?

- **Gen Z (18-26)**: Informed, pragmatic, value driven. Prefer online shopping and personalised experiences.
- **Millenials (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.

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 YEARS’ FESTIVE SEASON SHOPPER?

- **57%** shop online several times a week
- **62%** plan to buy gifts for friends
- **70%** will purchase sustainable gifts
- Younger generations agree it is more important for their gifts to hold sentimental value.

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.

03 GET READY FOR SALE SEASON

- **1/2** of UK festive shoppers say they have reduced spend due to current economic uncertainty
- **80%** pay more attention to prices before purchase
- **58%** want to get the best deals on products they are shopping for
- **44%** want to buy multiple gifts in one place
- **44%** want to find great deals on products they had not been considering

...66% are more likely to create their own DIY gifts for friends and family...

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

- **66%** small electronics
- **64%** skin care, make-up, or cosmetics
- **60%** apparel

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

Drive highly personalised ad engagement with your ideal customers with Microsoft Audience Network, powered by Microsoft AI.

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.

Access high quality searchers, ready to buy, with In-market Audiences

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

- Multimedia Ads
- In-market Audiences
- Microsoft Audience Network
- Performance Max

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.

Get in touch with Microsoft Advertising Teams today.