

Holiday Marketing Strategies for 2025

Trends, Insights, and Tips for Creating Campaigns That Convert



Make Every Dollar Count

This Holiday Season

Holiday retail sales in the US grew 4% in 2024. But there's no guarantee that momentum will continue.

Despite inflation easing, ongoing anxiety around tariffs, lingering supply chain issues, and another late Thanksgiving are impacting consumer confidence and creating challenges for marketers.

With the average marketing budget dropping 15% in 2024 and teams increasingly expected to do more with less, there's never been more pressure to make your budget work harder.

Success this holiday season depends on smart timing, precise targeting, and tailored messaging. But without the right tools and tactics in place, even well-crafted campaigns can miss the mark.



In this guide, we'll share key trends, actionable strategies, and expert tips for building high-impact holiday campaigns that maximize conversions, even in challenging market conditions.



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- 3 Marketing Strategies for a Successful Holiday Shopping Season
- 4 Holiday Marketing Success Stories
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What's Inside



Holiday Marketing Trends and Insights

See what's coming down the chimney in 2025.



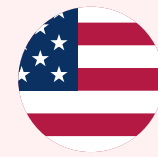
A Look Back at 2024

In 2024, US holiday sales grew to a record \$994 billion USD, surpassing forecasts by 0.52–1.49%.

Several key factors fueled this growth:

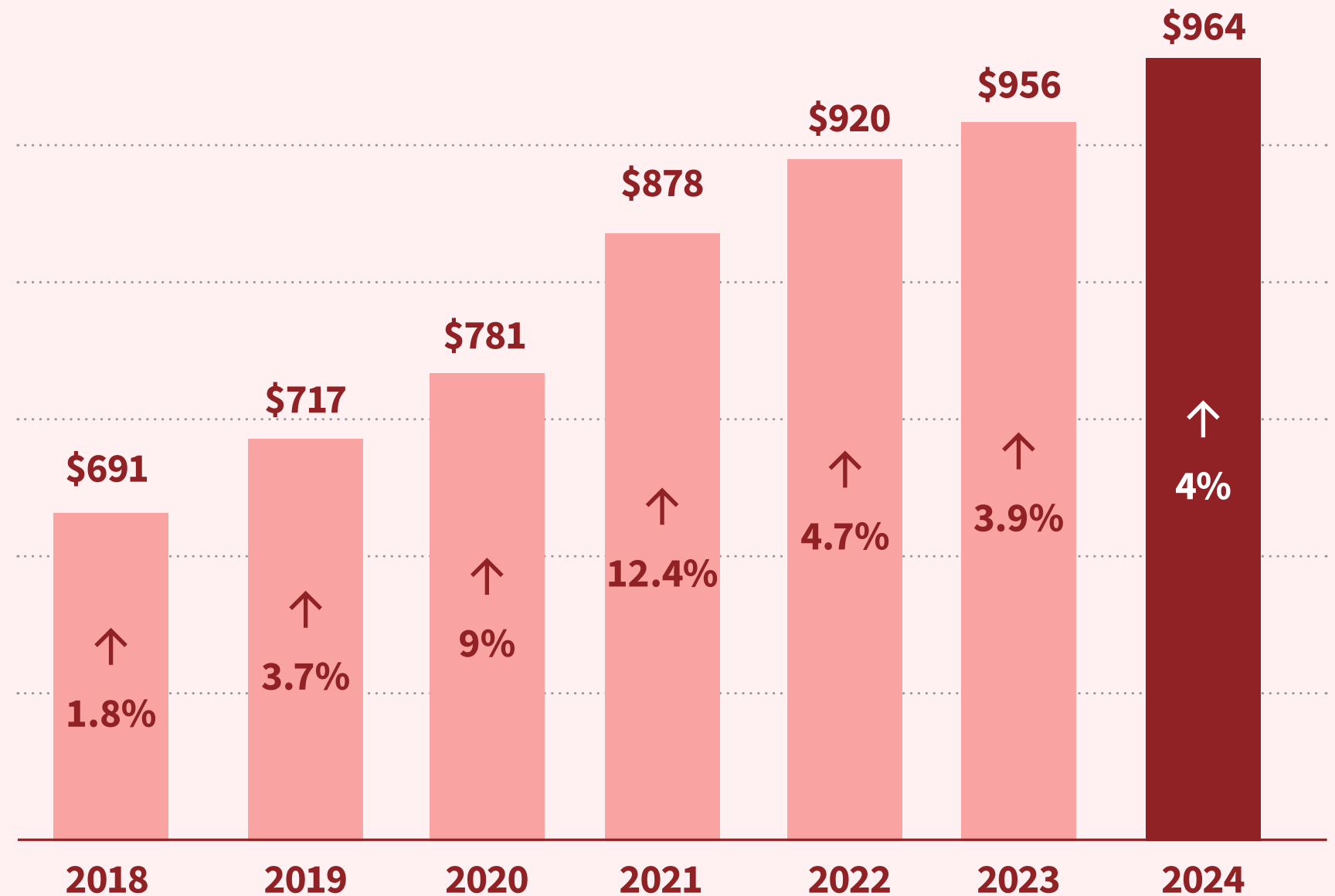
- **Lower inflation** eased consumer price sensitivity.
- **Early promotions** drove earlier purchases.
- **In-store shopping** rebounded.
- **Online shopping** increased (e-commerce drove 20% of sales).

2025 brings new challenges, but agile, personalized strategies will set brands apart.



Historical Holiday Sales

In billion USD



Sources: NRF, [Holiday 2024 Forecast](#); [Holiday 2024 Recap](#)

Staying Ahead in 2025

After a surprisingly strong 2024, brands face a tougher retail landscape in 2025. With a shorter shopping season, fears of increased inflation, and consumers ready to tighten their purse strings if economic conditions worsen, every moment matters.

Overall retail sales growth is still on the table, but only for brands who stay responsive to shifting consumer behaviours and deliver personalized, timely experiences.

Tips for Reaching Today's Shoppers

Appeal to Value-Seeking Customers

76% of CPG brands plan to offer more promos and discounts this year compared to 2024.



Target promotions using 1st-party data to deliver relevant offers without eroding margins.

Simplify Purchase Decisions

74% of shoppers abandon online purchases because there's too much choice.



Use AI-powered personalization in ads to streamline product discovery and guide purchases.

Optimize for Mobile-First Shoppers

Mobile will drive 56.5% of US holiday e-commerce sales in 2025.



Use in-app, native, and mobile web placements to connect with shoppers browsing or researching products.

Key Dates to Mark on Your Calendar

Rein in your holiday plans by following these timelines.



The Busiest Shopping Days in 2025


In 2024, 19% of the US population started their holiday shopping in October, while 8% started a month earlier.

Thanks to early retail events like Amazon Prime Day and economic uncertainty pushing price-conscious shoppers to stockpile gifts ahead of schedule, the traditional holiday shopping season has inched even earlier than previous years.

That said, November and December is expected to account for 75% of all online sales in Q4, with the top 10 busiest shopping days in 2025, all of which fall in the final five weeks of the year, projected to represent 30–40% of total US holiday sales.

The Top 10 Busiest Shopping Days

Rank	Holiday	Date in 2025
1	Black Friday	November 28
2	Super Saturday	December 20
3	Monday before Christmas	December 22
4	Sunday before Christmas	December 21
5	Second Saturday before Christmas	December 13
6	Saturday after Black Friday	November 29
7	Boxing Day	December 26
8	Third Saturday before Christmas	December 6
9	Saturday after Christmas	December 27
10	Friday before Christmas	December 19

 Source: Sensormatic, [Busiest Days](#), 2024

When to Plan and Launch Your Campaigns

To maximize reach and efficiency, marketers should launch campaigns ahead of peak shopping periods to capture attention early in the holiday shopping season, while using campaign pacing tools with dayparting to lean in on high-traffic days and prevent burning through budget too soon.

Rank	Holiday	Date in 2025	August	September	October	November	December
1	Black Friday	November 28	PLAN		EXECUTE		
2	Super Saturday	December 20		PLAN			EXECUTE
3	Monday before Christmas	December 22		PLAN			EXECUTE
4	Sunday before Christmas	December 21		PLAN			EXECUTE
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8	Third Saturday before Christmas	December 6	PLAN			EXECUTE	
9	Saturday after Christmas	December 27		PLAN			EXECUTE
10	Friday before Christmas	December 19		PLAN			EXECUTE

Marketing Strategies for a Successful Holiday Shopping Season

Jingle all the way to better ROI with these expert-backed tips from our team.



Meet Holiday Shoppers at Every Moment

Use an omnichannel strategy to reach potential customers wherever and whenever they browse, scroll, or shop for gifts.

Morning On-the-Go Moments

Grab attention near stores or during morning commutes.



8:30 am

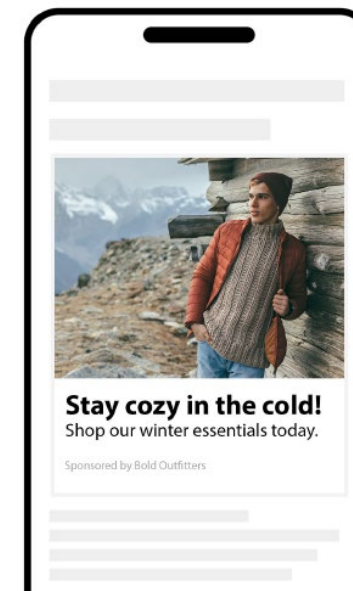


Coffee Break Scroll and Gift Inspiration

Reach shoppers browsing online for holiday deals.



10:30 am

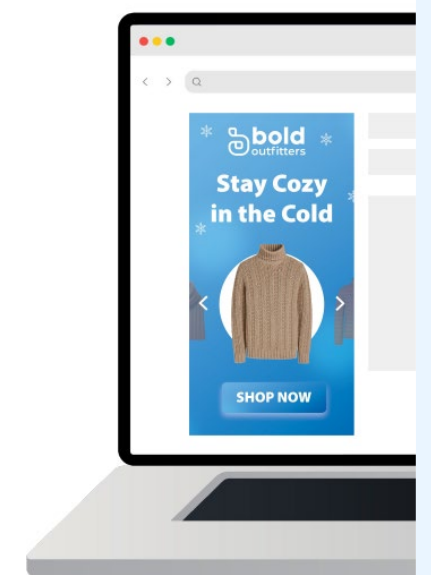


Lunchtime Gifting Research

Engage users searching online for gifts and reading reviews.



12:00 pm

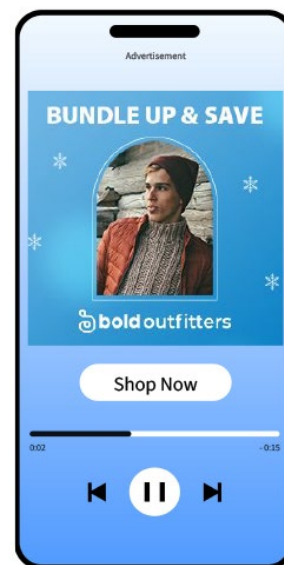


Midday Music and Re-Engagement

Stay top-of-mind during podcast or music streaming breaks.



3:00 pm

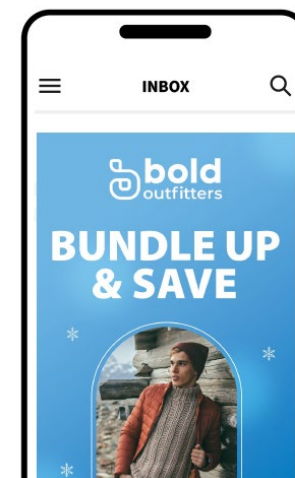


Abandoned Cart Nudge

Retarget shoppers who abandoned carts with personalized messaging and offers.



5:00 pm

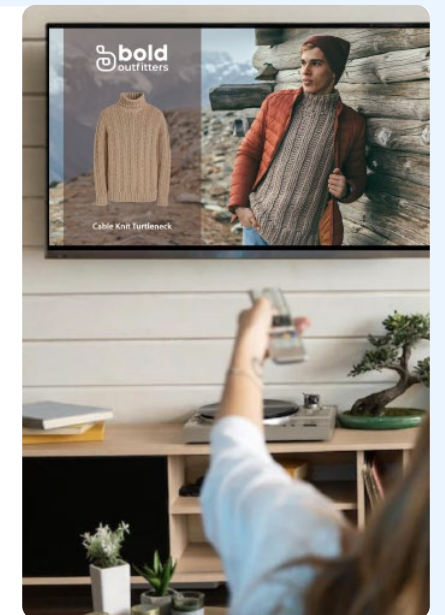


Prime-Time Streaming

Reconnect with shoppers as they unwind after a long day.



8:00 pm



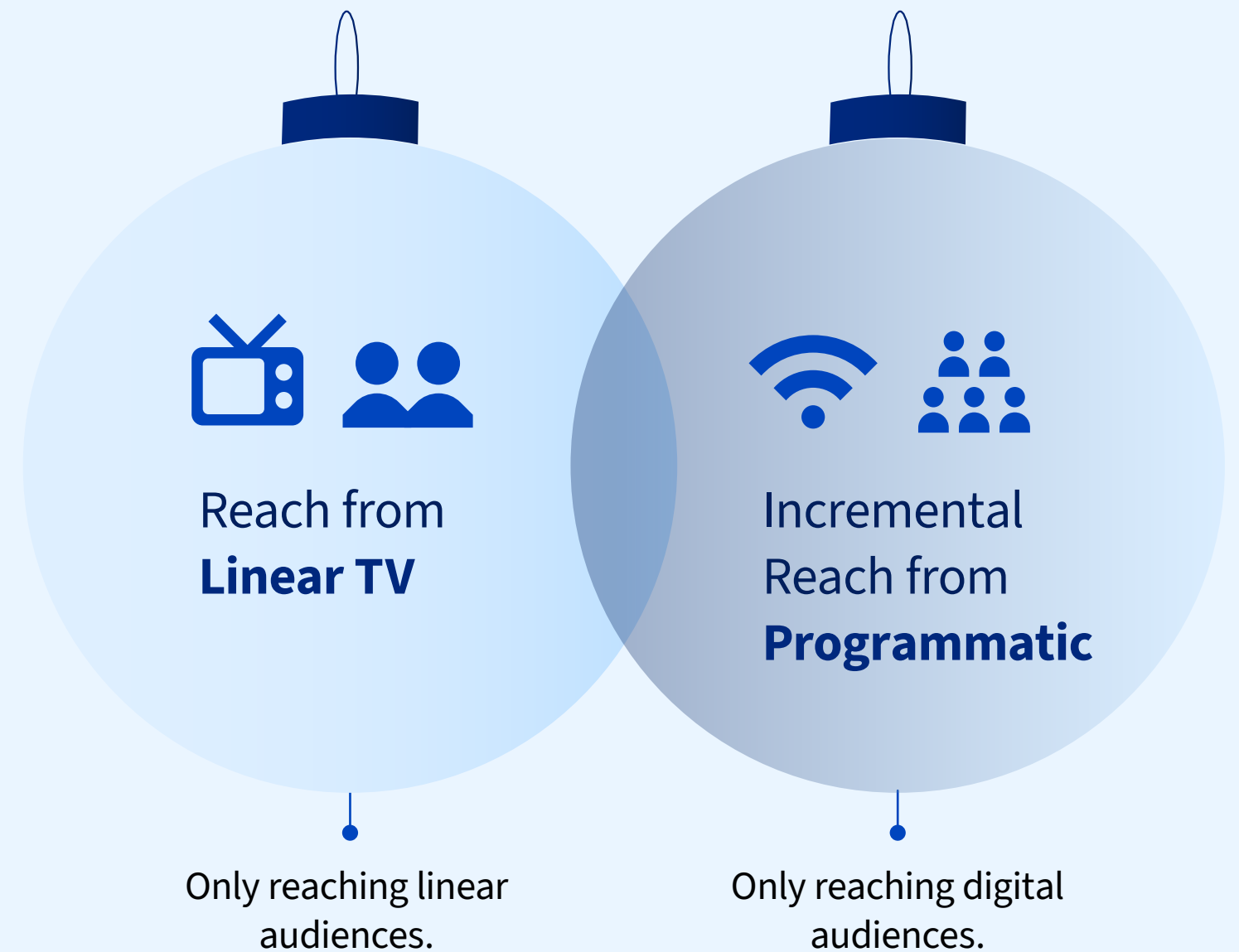
Maximize Holiday Impact With Incremental Reach Forecasting

With shoppers' attention fragmented and competition fierce, every impression counts this holiday season.

- ✓ **Unlock competitive insights** to inform smarter media buying.
- ✓ **Find untapped audiences**—discover who hasn't seen competitors' ads and target them across TV and all digital channels.
- ✓ **Promote with precision**—reach high-intent shoppers with limited-time deals to last-minute gift ideas.
- ✓ **Boost visibility and conversions** when it matters most.

Reach the right shoppers before your competitors do.

Incremental reach forecasting helps marketers uncover new, valuable audiences and drive more conversions without overspending.



Unwrap Holiday Growth With 1st-Party Data

With so many ads competing for attention during the busy holiday season, delivering personalized experiences is essential to breaking through the noise.

Brands that harness their own shopper insights from 1st-party data can anticipate buying behaviour, deliver targeted holiday promotions, and drive measurable growth.

In fact, marketers using 1st-party data strategies have seen up to:

2x

revenue uplift

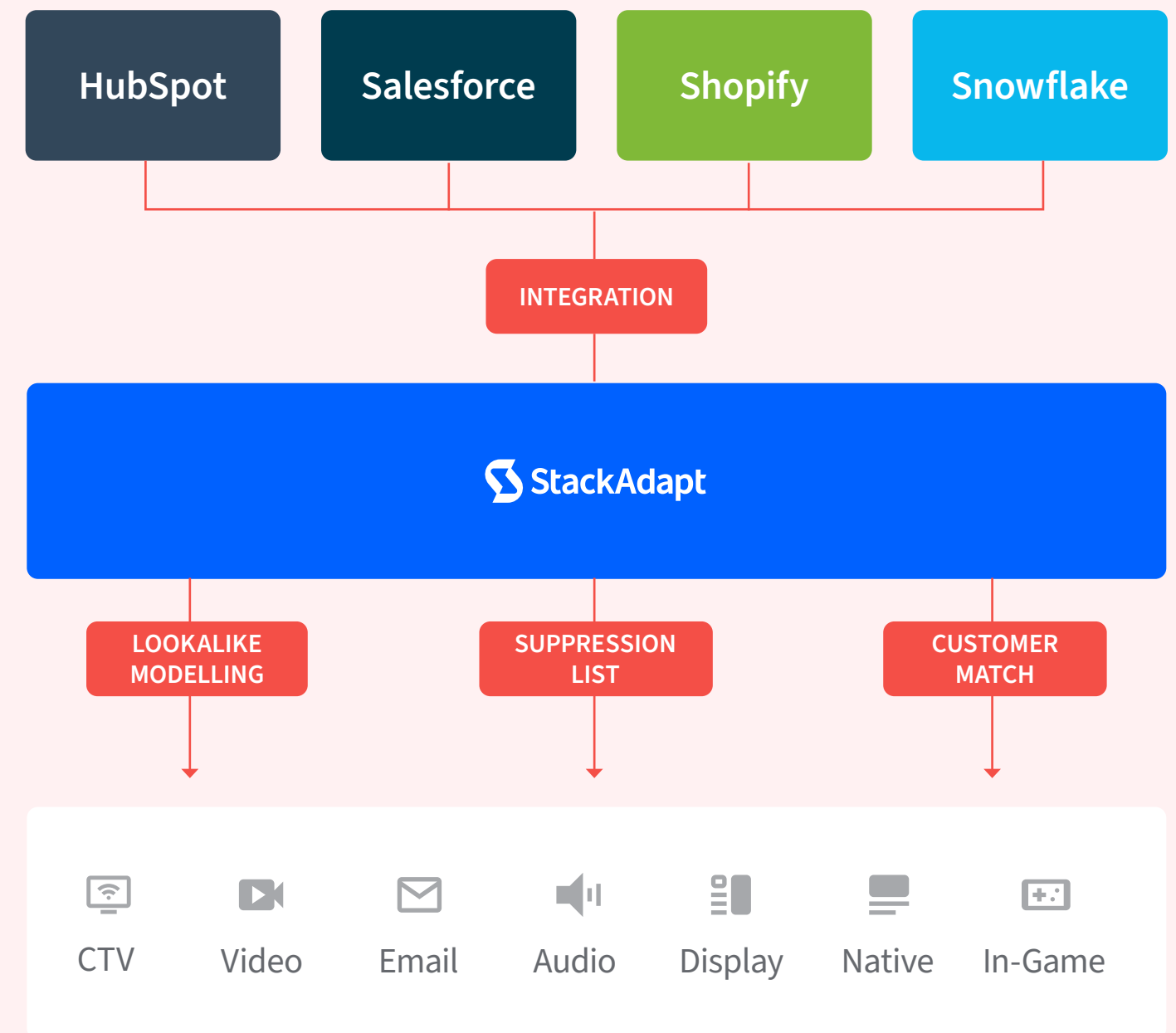
1.6x

increase in cost savings

i Source: BCG, [Delivering on the Promise of First-Party Data](#), 2021

Use 1st-party data to reach the right shoppers, send timely messages, and drive purchases this holiday season.

With StackAdapt, you can seamlessly import your 1st-party data from your CRM and e-commerce platforms to build smarter, more targeted campaigns.



Turn Abandoned Carts Into Conversions

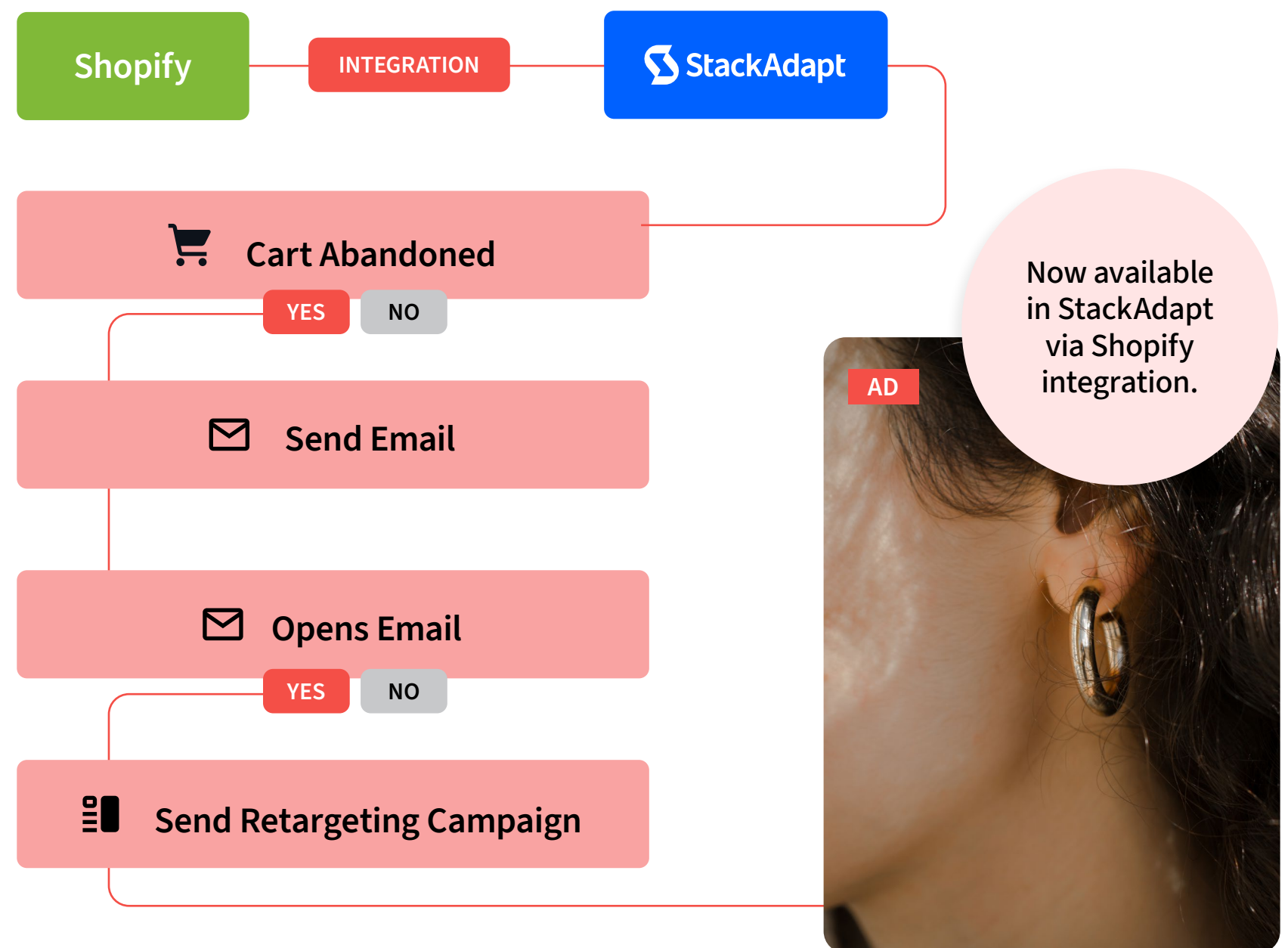


of all e-commerce carts are abandoned.

First, StackAdapt's email marketing capabilities send shoppers an email highlighting the items left in their cart.

Then, if they open or click through the email but don't make a purchase, StackAdapt serves targeted display ads showcasing the same products.

This two-step approach keeps your brand top-of-mind and reconnects shoppers at key decision-making moments throughout the customer journey—boosting the likelihood they'll return and complete their purchase.



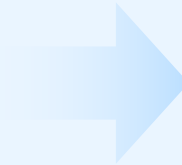
Deliver Holiday Personalization at Scale

Over 70% of consumers expect personalized experiences. But meeting those expectations at scale, especially during the holidays, requires the right automation and optimization tools.


Creative Elements


Product Feeds (Data Sources)


Dynamic Triggers and Rules



Optimized Creatives

A



B



C



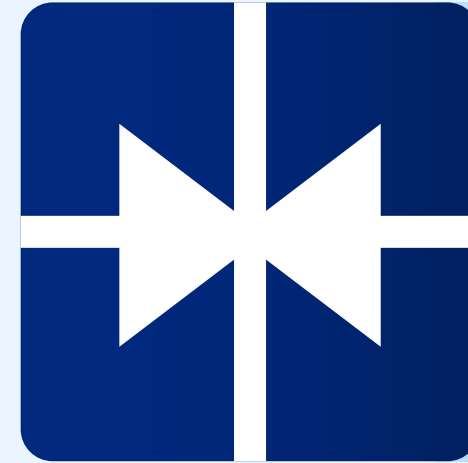
Use dynamic creative optimization to automatically tailor your ads to match shopper interests, behaviour, and product preferences in real-time.

With DCO, an ad creative can be dynamically optimized into hundreds of personalized campaigns based on shopper needs and product availability, boosting conversions without increasing creative workload.

Reach Shoppers When It Matters Most With Retail Media

With shoppers historically browsing products in-store and visiting retailer websites to get gift ideas, the opportunity to influence purchase decisions has never been greater than over the holidays.

Leverage retail media networks to connect with high-intent shoppers at critical points along their holiday buying journey. Activate retailers' exclusive 1st-party shopper data and premium inventory to target buyers who are actively browsing, researching, or ready to make a purchase, both online and in-store.



Awareness

Use retailer insights to engage holiday shoppers from initial discovery to consideration.



Sales

Drive incremental sales by influencing purchase decisions directly at digital and physical shelves.

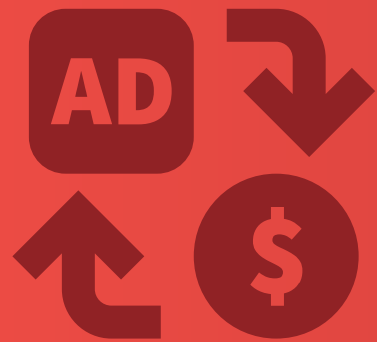


Measurement

Accurately measure your campaign impact by tying ad exposure back to specific purchases.

Holiday Marketing Success Stories

These campaigns didn't just perform—they sleighed.



FESTIVE SUCCESS

Page Context AI is a Key Ingredient to Matrixx's Success

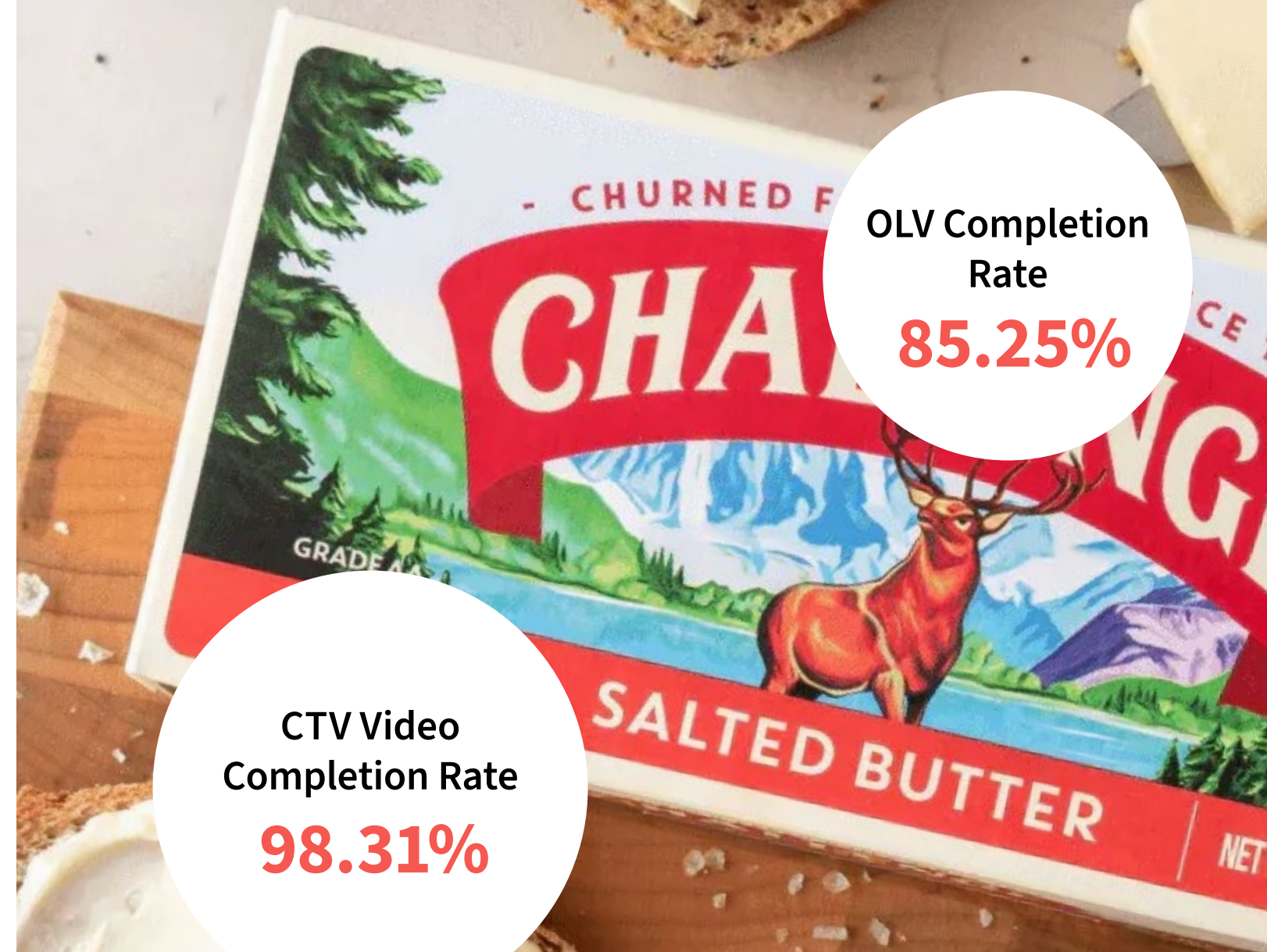
Matrixx Shopper Marketing was looking for a multi-channel platform they could use to help their client, Challenge Butter, reach their target audience during the busy holiday season. They used StackAdapt's contextual placements and diverse inventory to increase brand visibility.

Goal

Brand Awareness

Products

3rd-Party Data
Page Context AI
Retargeting

[Read More →](#)

OLV Completion
Rate

85.25%

CTV Video
Completion Rate

98.31%



This was our first campaign with StackAdapt, and their contextual solution for CPG advertisers, mixed with their outstanding support, enabled our team to drive successful awareness for Challenge Butter during the holiday season.

CJ Pendleton

Chief Strategy Officer at Matrixx Shopper Marketing

FESTIVE SUCCESS

DOOH Campaign Gifts Michael Kors 14M Impressions

Goal

Awareness

Products

DOOH
StackAdapt Creative Studio
Brand Lift Study

[Read More →](#)

Reduced
CPMs by
20%

Standing out in Europe's competitive luxury retail market is always challenging, especially during the busy holiday season. Tasked with boosting brand awareness for Michael Kors Jewelry, UK-based agency MOBSTA partnered with StackAdapt for a DOOH campaign that stood out from the crowd in two of Europe's biggest cities.



To achieve their campaign goals, MOBSTA leveraged the StackAdapt Creative Studio team to design DOOH ads that increased engagement and awareness.



Cheers to Your Most Successful Holiday Season Yet!

Navigating the holiday marketing rush requires smart strategies and even smarter tools.

This shopping season, deliver personalized experiences, activate strategic channels, and harness the power of 1st-party data to reach shoppers at every critical moment—whether they're Black Friday bargain-hunting, researching last-minute gifts, or browsing impulse-buys on Boxing Day.

Ready to sleigh your holiday campaigns?
Connect with the StackAdapt team to get started.