



# Mobile Advertising During the **Holiday Season**



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## Introduction

The holidays are fast approaching, and the season of giving is lifting our spirits. With the festivities just around the corner, app marketers need to start planning holiday season marketing strategies and expanding their ability to serve more users, to position themselves to grab a larger slice of the holiday pie.

In this white paper we share our analysis of holiday season ad spend and app install volume, and talk through several strategies and tips for successful, engaging creative.

Read on to learn how to deliver more holiday magic to your app users.

# The Role of Programmatic in Holiday Season Advertising

This holiday shopping season for mobile is expected to be the largest to date - with nearly 1 billion<sup>1</sup> hours projected to be spent on Android devices in the US - up 50% YoY.

So, how do you optimize your ads for the high demand of holiday shoppers?

With **programmatic media now accounting for 85% of all digital ad spend**<sup>2</sup>, make sure you look to programmatic to solve this challenge. Advanced targeting capabilities, automation, and time efficiency are essential for you to stay on top of your campaigns in this busy period.



# Digital Trends

## Advertiser spend increases

When it comes to budgeting for ad spend throughout the year, all months are not created equal. During the holiday shopping season, which includes October, November, December and January, you should be spending a disproportionate amount of money on your advertising. Investing in holiday season marketing is essential for these reasons:

- **The highest gift giving rates of the year**

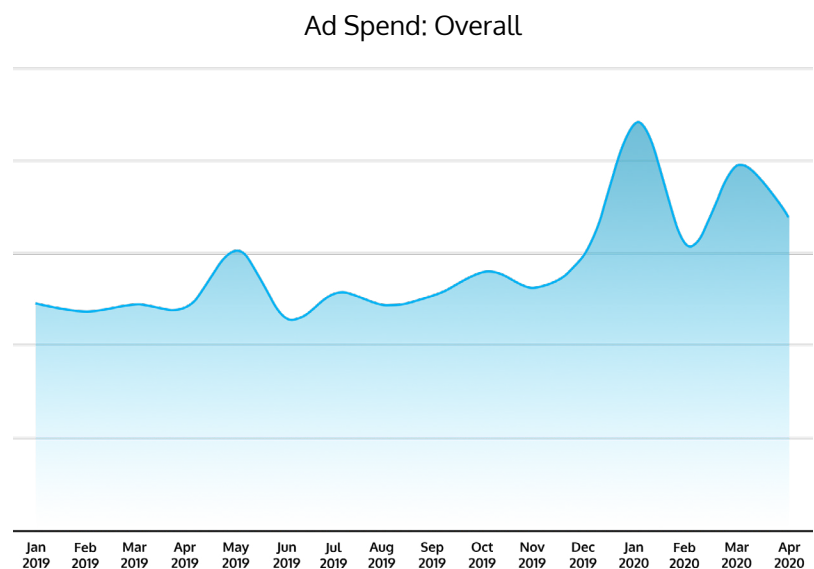
Consumer spending peaks during the holiday season! Consumers start searching for gift ideas as early as August<sup>3</sup>.

According to May 2020 data from [daVinci Payments](#)<sup>4</sup>, 71% of US adults plan to do more than half of their holiday shopping digitally this year. This means there is a lot more ad inventory to take advantage of.

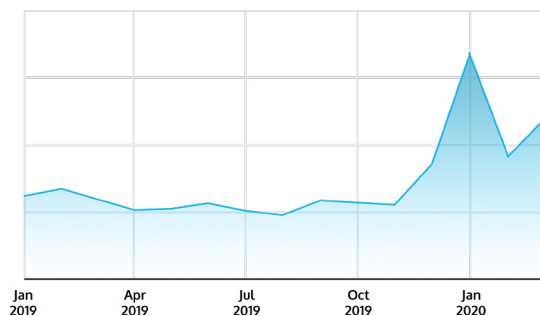
- **More free time at home with families and friends**

Holidays are not only about gifting but also about entertainment and relaxing, which means people are spending time on their phones (and apps) and have more time to try out new games and explore new categories.

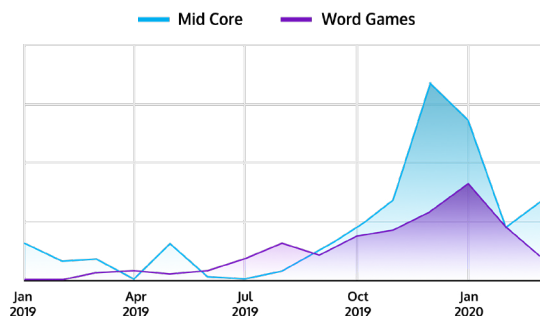
Data from Aarki's 2019 Q4 analysis show an increase in ad spend starting from October<sup>5</sup>



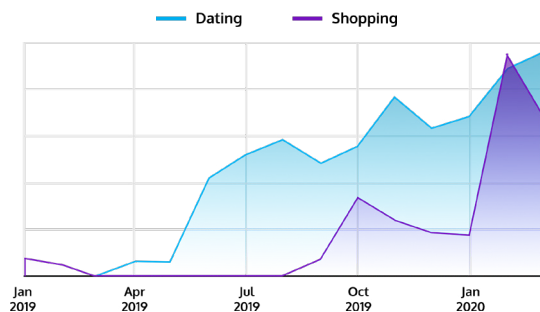
The app categories such as Match 3, Mid Core, Word Game, Dating and Shopping get the highest spend allocation during the holiday season.



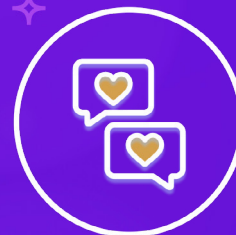
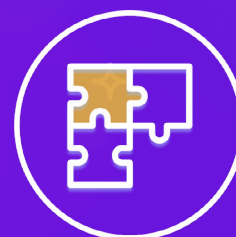
Ad Spend: Match 3



Ad Spend: Mid core and Word Games

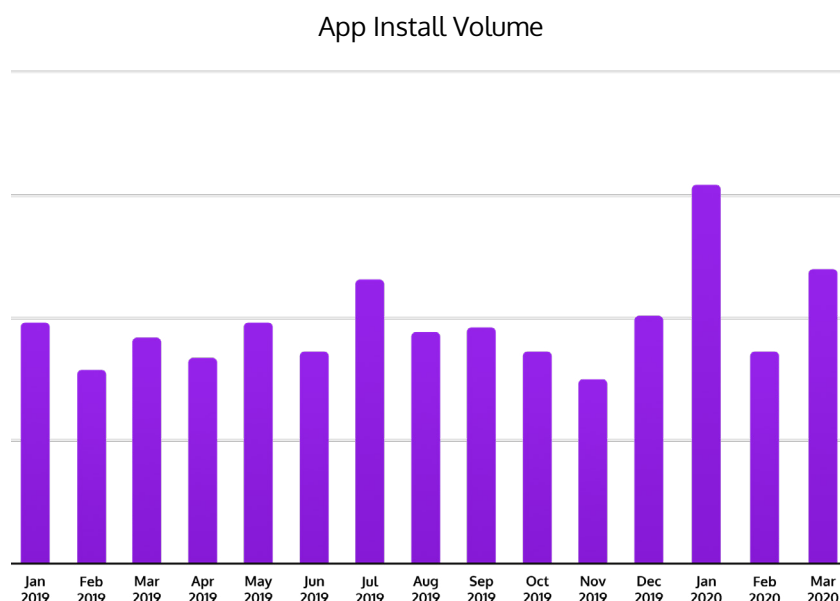


Ad Spend: Dating and Shopping



## Install volume increases as a result of spend increase<sup>6</sup>

Alongside the rise of demand and supply, install volume also spikes, proving the effectiveness of higher budget allocation.

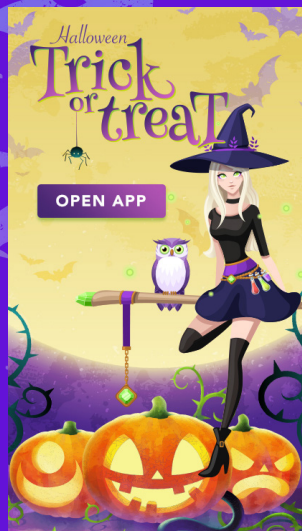


- **New devices call for new apps**

Mobile devices are popular holiday gifts, and users who receive a new mobile device look to upgrade their whole experience and actively search for new and exciting apps.

- **More leisure time and travel time**

The holiday season often involves long journeys for people, which is the perfect opportunity for users to install new apps while away the time. The focus on family and connection during this period also inspires singles to explore online dating apps. And resolutions for the new year mean install rates spike for self-improvement apps such as word game apps. Users are also spending a lot of their spare time with Match 3 apps - our data from October to December 2019 shows a **43.33% increase in install volume for Match 3 apps**.



## The Art and Science of Holiday Creative

No matter how great your app marketing strategy is, if the creative lacks creativity and relevance, you will have a hard time getting results. We at Aarki believe that the ad creative is the cornerstone of successful advertising and we are glad to share some of the tried and tested creative strategies that delivered the best results for the many user acquisition and re-engagement campaigns we have run.

### Integrate the elements/colors of a specific event with the style of the app

Striking the right balance between showing something new while remaining recognizable is key to creating memorable ads. Using a black/purple/green color theme for Halloween, orange/red for Thanksgiving, green/red color theme for Christmas, or red/pink for Valentine's Day are examples of how to integrate an event's elements with the style of the app.

### Keep up with the holiday spirit

Incorporate the season's features into your ad creatives. You can include details like snow or falling autumn leaves. Or take it to the next level and design holiday costumes for your users' favorite characters.

### Capitalize on your app's features

Does your app already contain different holiday themes or features? Use them to your advantage by highlighting these to your audience. Engage your users by incorporating seasonal features into different types of gameplay.



## Make it festive

To stay relevant, take part in the celebration! For example, during Thanksgiving, you can feature a turkey and other food popular during the season. Christmas characters can engage users and drive them to purchases. **Don't forget about localization!** Holidays are celebrated around the world, so remember to target global markets as well.

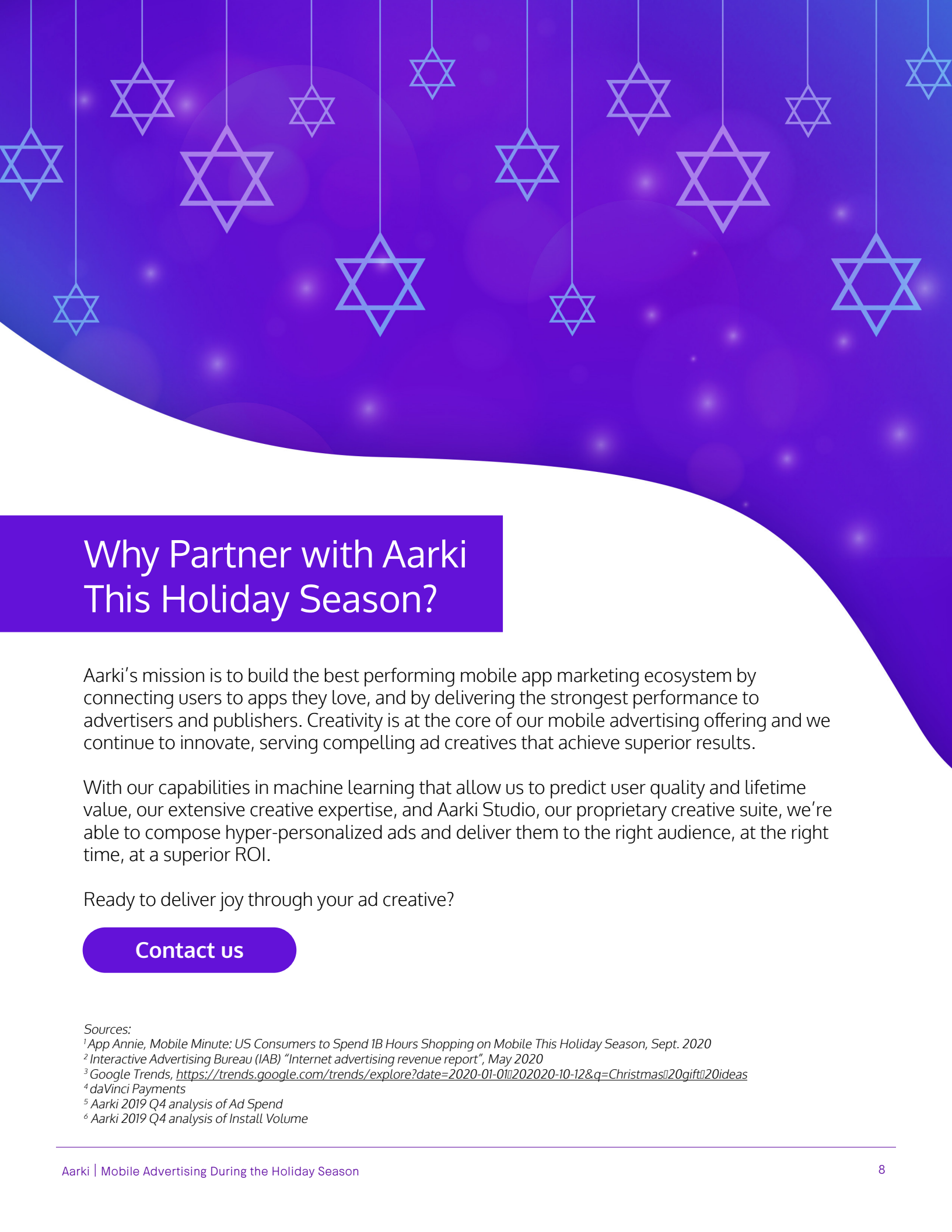
## Offer discounts

For most consumers, discovering discounts is an essential part of their overall app experience. Anytime you tell them they can save money you are likely to get their attention. Offering discounts can also be an effective way to encourage users to reap the benefits of a subscription. But timing is everything! **Start highlighting the sale date and discounts at least 2 weeks before the actual sale day.** Offering discounts on monthly or yearly subscriptions are especially alluring.

## Offer free shipping

Offering free shipping can be one of the best ways to grab users' attention and prompt them to purchase. The idea of getting something free, whatever it is, is always tempting. And free shipping is useful at preventing users from dropping out of the purchase funnel and getting them to complete their purchase.





## Why Partner with Aarki This Holiday Season?

Aarki's mission is to build the best performing mobile app marketing ecosystem by connecting users to apps they love, and by delivering the strongest performance to advertisers and publishers. Creativity is at the core of our mobile advertising offering and we continue to innovate, serving compelling ad creatives that achieve superior results.

With our capabilities in machine learning that allow us to predict user quality and lifetime value, our extensive creative expertise, and Aarki Studio, our proprietary creative suite, we're able to compose hyper-personalized ads and deliver them to the right audience, at the right time, at a superior ROI.

Ready to deliver joy through your ad creative?

**Contact us**

Sources:

<sup>1</sup> App Annie, *Mobile Minute: US Consumers to Spend 1B Hours Shopping on Mobile This Holiday Season*, Sept. 2020

<sup>2</sup> Interactive Advertising Bureau (IAB) "Internet advertising revenue report", May 2020

<sup>3</sup> Google Trends, <https://trends.google.com/trends/explore?date=2020-01-01%7C2020-10-12&q=Christmas%20gift%20ideas>

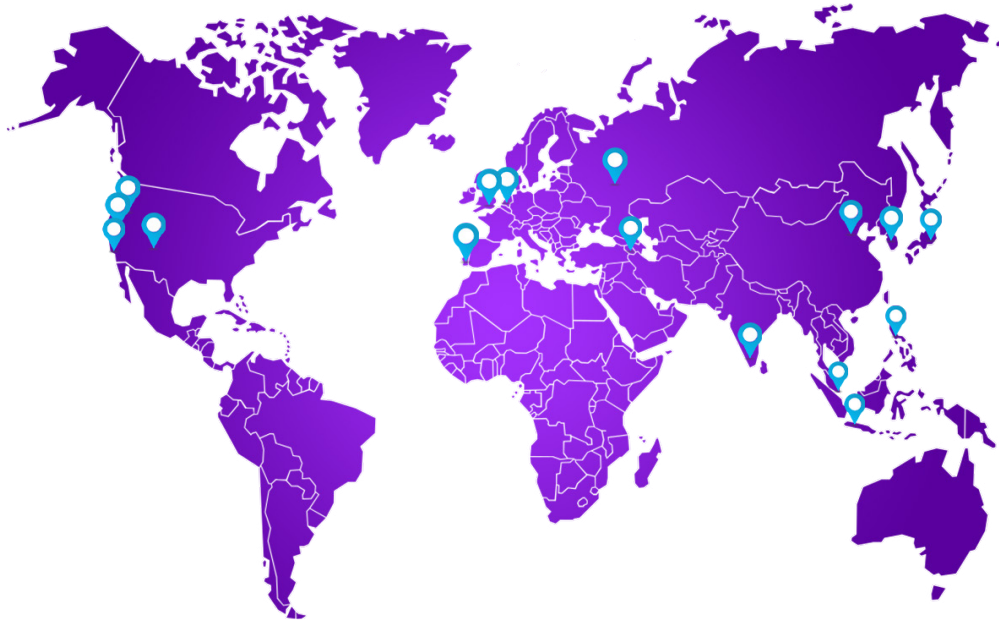
<sup>4</sup> daVinci Payments

<sup>5</sup> Aarki 2019 Q4 analysis of Ad Spend

<sup>6</sup> Aarki 2019 Q4 analysis of Install Volume

# About Aarki

Aarki helps companies grow and re-engage their mobile users, using machine learning (AI), big data, and engaging creative. We strive to deliver performance at scale across various marketing objectives to meet the target ROI (return on investment). Our data offers deep insights into user intent and usage habits. To drive performance, we activate our data assets through proprietary machine learning algorithms and engage users in real-time with personalized creative.



Aarki has been recognized by The American Business Awards, Red Herring 100, Internet Advertising Competition, Deloitte's Technology Fast 500, The Drum Advertising Awards US, Horizon Interactive Awards, Effective Mobile Marketing Awards, The Wires by Exchange Wire, and Artificial Intelligence Excellence Awards.

For more information, please visit [www.aarki.com](http://www.aarki.com) or follow us on Twitter: @aarkimobile.

