



# A Different Approach to Holiday Advertising

Leveraging Contextual and  
Attention Insights for Effective  
Holiday Season Advertising



## Introduction

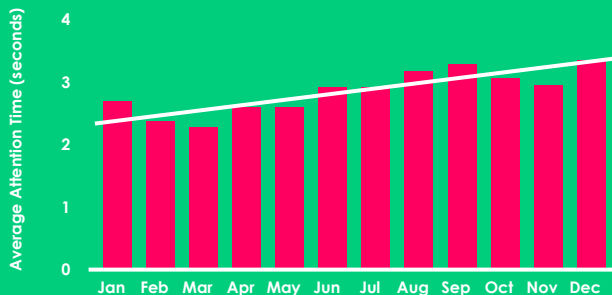
The holiday season presents a tremendous opportunity for advertisers as consumers are inclined to spend significantly during this time. According to the National Retail Federation, **consumers around the world spend an average of over \$1,000 on holiday-related products each year.** To make the most of this season, advertisers must navigate diverse digital landscapes and compete for consumer attention. Fortunately, with the advent of attention and contextual insights, advertisers can now understand how to reach and connect with their target audience on a more precise level.



## Ads Avg. 50% Spike in Attention During Holidays

An analysis conducted by Playground XYZ, covering over 350 million impressions across 130 brands and 15 industries, revealed **a nearly 50% increase in the average Attention Time** (the time consumers spend looking directly at an ad) to over 3 seconds (Figure 1). These attention insights enable advertisers to establish a correlation between seasonal advertising and consumer attention for the first time.

### Monthly Avg. Attention Time (All Industries)



Playground XYZ data showing the monthly fluctuations in average Attention Time throughout the year. Data is seen to aggregate attention figures across all industry verticals measured by Playground XYZ.

## Shopping, Fashion & Travel See The Biggest Spike in Holiday Attention

While not all industries experience attention increases during the festive season, an industry-level analysis shows that consumers allocate more Attention Time to advertising in sectors such as shopping, style and fashion, and travel in the months leading up to the holidays.

### Differences in Attention Time Between Q1 and Q4

Industry	% Difference in Attention
Shopping	274%
Style & Fashion	61%
Travel	199%

Table showing the increases in Attention Time experienced by Shopping, Style & Fashion, and Travel industries

## Stand Out By Exploring Beyond the Obvious Categories

To stand out in a crowded advertising landscape, advertisers should utilize contextual insights to identify less obvious contextual categories that receive significant attention. GumGum's analysis from the previous year indicated that categories like Card Games, Household Supplies, and Games and Puzzles garnered substantial Interest with considerably less competition for advertisements.

**By capitalizing on these non-obvious categories, brands can drive Attention, find key moments to appear in at lower CPMs (cost per mille) and achieve desirable outcomes for their holiday campaigns.**

Obvious Categories	Non-Obvious Categories
Shopping	Card Games
Food & Drinks	Puzzles
Cooking & Deserts	Home Supplies
Hobbies	



## Buying Behaviors Change During the Holidays - So Should Your Targeting Strategies

During the holidays, consumers often purchase products outside of their usual preferences, presenting a unique opportunity for advertisers.

However, bombarding individuals with retargeted ads for products they bought as gifts can be annoying and detrimental to brand perception. Advertisers should instead embrace contextual targeting, leveraging consumers' content consumption patterns to determine their product interests.

By using advanced contextual intelligence, advertisers can place ads on content that aligns with their products, highlighting specific aspects that resonate with potential buyers.

**Example:** For instance, if a product is eco-friendly, advertisers can use contextual insights to align the ad with eco-friendly content, thus piquing the interest of shoppers looking for sustainable gift options.

Verity™ content-level analysis 

**Keywords**  
[Sustainable]  
[Gifts]

**Content categories**  
[Environment]  
[Health]  
[Home]

**Page Safety & Sentiment**  
[Safe overall]  
[None of the 9 categories detect]  
[Neutral tone]

**18 sustainable gifts that keep on giving all year round**

While birthdays and holidays are fun to celebrate, they also lead to excessive amounts of consumerism and waste, despite our efforts. If you're looking to be a bit more eco-conscious with your gifting, we're here to help you go green and shop sustainable. Here are 18 of the best gifts that are both eco-friendly and keep on giving year after year.

**Get on the nice list.** Sign up for our newsletter to get all the best gift



## It's Time to Embrace Change

The holiday period witnesses substantial global consumer spending, making it a prime opportunity for brands to maximize their impact. The availability of attention measurement reveals the heightened consumer engagement with advertising during this season, emphasizing the critical importance for brands to strategically invest in captivating ad campaigns. By leveraging this increased consumer attention, brands can drive sales and achieve their marketing goals.

## Top 3 Takeaways For Advertisers this Season



→ Consumers pay more attention to ads during the holidays - take advantage of it.



→ Especially in specific marketings, like shopping, fashion and travel.



→ To stand out by understanding non-obvious categories to target.

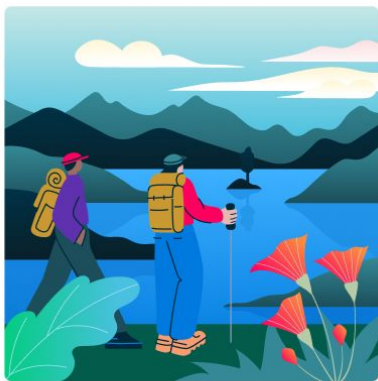


→ Use contextual categories to guide what elements of a product you highlight to make a deeper connection with consumers.



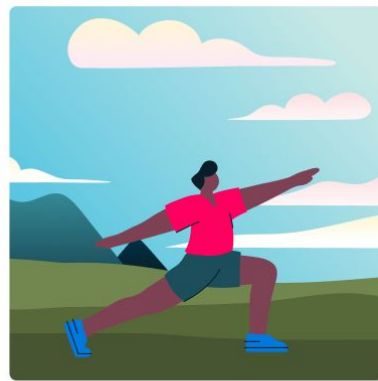


Accelerate Your Planning with a Set of Recommended Holiday Plans Based on Your Campaign Objectives. Pick One Below:



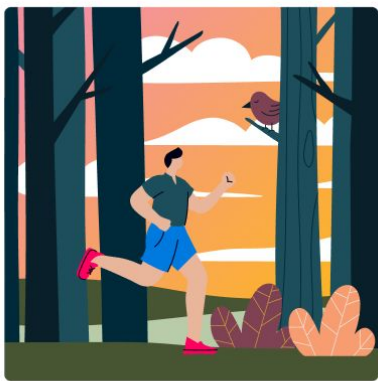
*Awareness*

[View Now →](#)



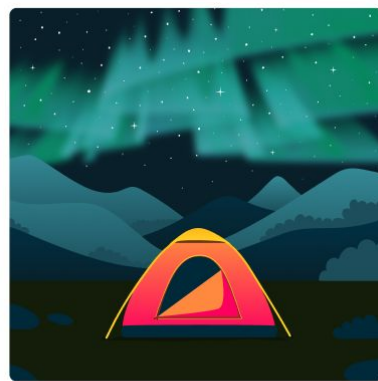
*Reach*

[View Now →](#)



*Engagement*

[View Now →](#)



*Viewability*

[View Now →](#)