

**WE DELIVER  
WHAT MATTERS MOST**

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# Delivering Results This Holiday Shopping Season

INSIGHTS REPORT

Now is the time to leverage the full power and reach of Nexstar Digital's data-driven national and local advertising solutions, designed to deliver.

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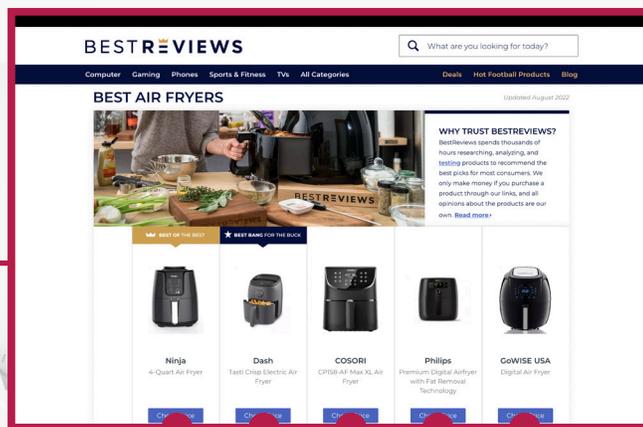
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## The Quest for the Perfect Gift

Imagine, if you will, Susan, of Tampa, Florida. With a spouse and three increasingly independent children in their teens and twenties, the 51-year-old faces many gift-buying challenges as holiday shopping season looms. For one, newly married daughter Melissa and her spouse just moved into a new house. An air fryer might be just the gift to christen the newlyweds' home. **But which one to buy?**



Susan



### Best Air Fryers

Best Reviews is Simplifying Decisions

Susan turns to **BestReviews.com**, and sees a range of recommended products for different kinds of buyers, chosen from more than 60 models. The top options include the **“best of the best,”** another that provides the **“best bang for the buck,”** models best suited for big households, a simple and easy-to-use version, and one with every feature imaginable. Lots of promising choices, but given the range of price points, Susan decides she'll wait for a sale or deal to make her final decision.

This is where the right advertising campaign, targeted to Susan's interest in kitchen appliances, can make the difference. **If a brand can give Susan a deal while she's in shopping mode, providing a good price on a well-regarded model, chances of making the sale are extremely high.**

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## **Both Holiday Shopping and Holiday Advertising Promise to Be Different This Year**

During the pandemic, shoppers relied heavily on e-commerce, and likely will continue to do so. But after nearly three years of lockdowns, health scares, remote work, and isolation, many long to rekindle holiday traditions like shopping in stores and malls for sales, deals, and unexpected gift ideas.

Add in the impact of Apple's transformative opt-in ban on third-party cookies in iOS devices, and Google's more gradual shift away from cookies - and online advertising and marketing tactics that worked even a couple of years ago are far less viable now.

**The 2022 holiday shopping season thus promises to be different from years past, requiring brand marketers, agencies, and retailers to think in new ways to best engage with consumers.**



**2022  
Holiday  
Season**

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## Deals & Promotions Are Top of Mind for Holiday Shoppers

Price sensitivity is steering consumers to seek out cost-saving options when determining where to shop for the holidays. According to a recent CivicScience survey, **a third of holiday shoppers indicate that deals and promotions are most important, and a fifth consider free shipping to be essential.\***

Advertisers that consistently drive awareness of their weekly sales and complimentary delivery options will increase the chance of conversion among both existing and new in-market customers.



### Most important to holiday shoppers this year when deciding where to shop:

#### Other

(includes buy now, pay later, curbside pickup, expedited shipping and other)

26%

34%

Deal/Promos

Product Availability

19%

21%

Free Shipping



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Source: CivicScience Network, weighted to US Adults; Rebased to Holiday Shoppers (7/22-7/24/22)

# For Advertisers, Changing Times Call for Changing Strategies

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## BRAND AWARENESS



To start with, marketers must figure out how to reach gift-givers who haven't previously shown interest in a given category.

**It all starts with creating brand awareness in shoppers' minds, and doing so at the right time.** What are the psychographics of the in-store shopper, particularly in this new era, versus those who rely on e-commerce?

## CONSIDERATION



**Next comes consideration:** what's the right message to encourage a shopper to consider your brand as they're wading through all the competitive options? How do you frame that message to resonate on mobile, versus tablet, versus website, versus IRL?

## CONVERSION



**Finally, the conversion:** getting them to buy your product. How do you reel in that fish with a final sale of your product? Flexibility and understanding the target consumer in this fast-changing holiday season will be key.

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# For Advertisers, Changing Times Call for Changing Strategies

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“Understanding where your target consumer is in the buyer’s journey is critical to the success of a well-executed digital advertising campaign,” said **Dennis Cook, Senior Vice President of Sales Marketing at Nexstar Digital.**



**BRAND AWARENESS**



**CONSIDERATION**



**CONVERSION**

“A buyer’s journey can include multiple devices and several digital touchpoints as they research, compare prices, and ask questions about product models before making a purchase decision. The most effectively timed digital advertising campaigns will help guide consumers down the path to purchase,” said Cook.

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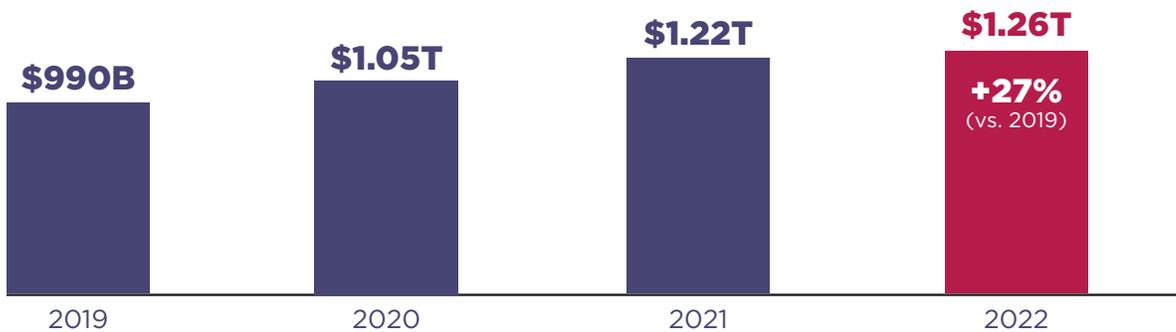
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## Black Friday and Cyber Monday Aren't What They Used to Be

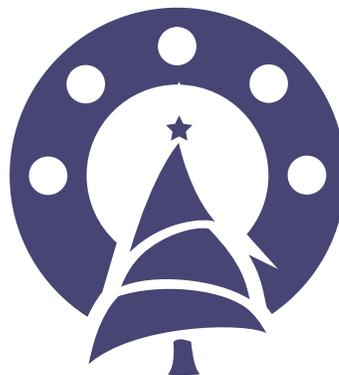
Holiday retail sales are expected to reach a record **\$1.26 Trillion in 2022**, an increase of **3% vs. last year** and up **27% from 2019**.\*

### U.S. Holiday Retail Sales



According to the National Retail Federation, fewer consumers are doing their holiday shopping during the long Thanksgiving weekend, the traditional kick-off of the shopping season; historically this is when massive crowds flood stores and online orders peak.

**Overall, the five days between Thanksgiving and Cyber Monday will comprise just 16 percent of this season's total e-commerce holiday retail sales**, down 4% since 2019, per eMarketer.\*\*



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\*Source: eMarketer, February 2022  
"Retail & Ecommerce Holiday Season Sales, US"

\*\*Source: eMarketer, February 2022  
"Retail Ecommerce Cyber 5 Sales, US"

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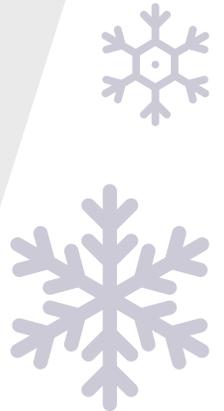
# Black Friday and Cyber Monday Aren't What They Used to Be

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“As the Black Friday blowout weekend becomes less popular, even while overall sales continue to grow, marketers must think more broadly about their strategies,” offered **Tiffany Ihle, Nexstar Digital's Vice President of Consumer Insights.**



“From budget-friendly consumers that plan their shopping early to last-minute spenders, the entire season presents an opportunity to get in front of buyers that matter most for your brand. Building campaigns that can continue to activate diverse shoppers across many weeks of heightened interest and intent will be of utmost importance for advertisers this holiday season,” said Ihle.

**This is where Nexstar Digital and its integrated, powerful approach to data across its numerous media holdings comes in.**



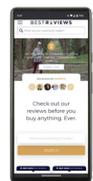
**NEXSTAR  
NETWORK**



**THE  
HILL**



**NEWS  
NATION**



**BEST  
REVIEWS**

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## The Advantage of First-Party Data

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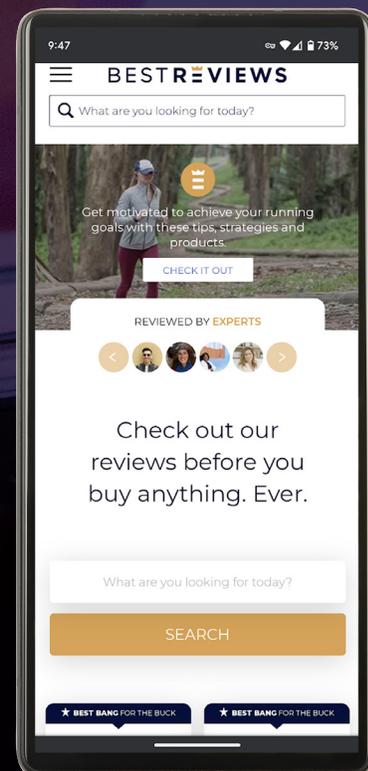


“Nexstar Digital brings marketers and brands a unique combination of national reach and local relevance, whether we’re talking about holiday shopping, back-to-school, political campaigns or other major initiatives,” said Nexstar Digital’s **Will Tacy, Senior Vice President of Data and Strategy**. “There are other outlets in the space that do one or the other, but we do both.”

Part of the secret, Tacy said, is the first-party insights the company can glean about shopper behavior from **BestReviews**, the Nexstar-owned site that evaluates and recommends the top products in dozens of categories.

# BEST REVIEWS

**BestReviews.com, as a part of Nexstar Digital,** generates peerless, highly specific data about buyer interest and intent, especially for those shoppers new to a category or product type.



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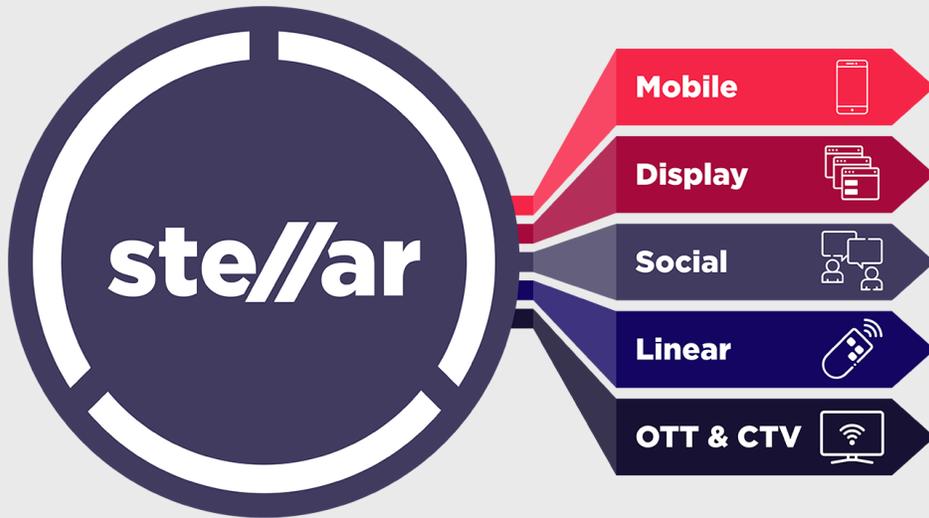
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# The Advantage of First-Party Data

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## The Stellar platform

orchestrates spend for higher conversion rates and improved efficiencies, using machine learning and AI technologies, all without the reliance of cookies.

**“With Stellar, our advanced audience targeting platform, we are able to capture and leverage real, deterministic intent data, and it’s first-party data,”** Tacy said.

**“We understand how many people are looking at kitchen mixers, how many are looking at camping equipment. It’s not just some out-of-date third-party data set.** That deep, timely, first-party data, combined with customer behavior data across Nexstar Digital’s 125 websites and 239 mobile apps, helps create much more accurate, much more targetable audiences down to the product level,” Tacy said.

**“Furthermore, the relationship between a company’s specific products and the relevant BestReviews audience can exceed an index of 2000”**, Tacy said. **“That’s almost a one-to-one (match). We can do that for category, after category, after category.”**

## Deterministic Intent Data



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## Optimizing Each Campaign

“My prediction is that this is going to be an unpredictable season. You don’t want to go in with a fixed strategy,” Tacy said. “The likelihood is so high that 2022 is going to look different from last year and the previous year. **Campaigns need to be able to shift and morph and react**, allowing the data to inform media investments in the most efficient and effective ways possible.”

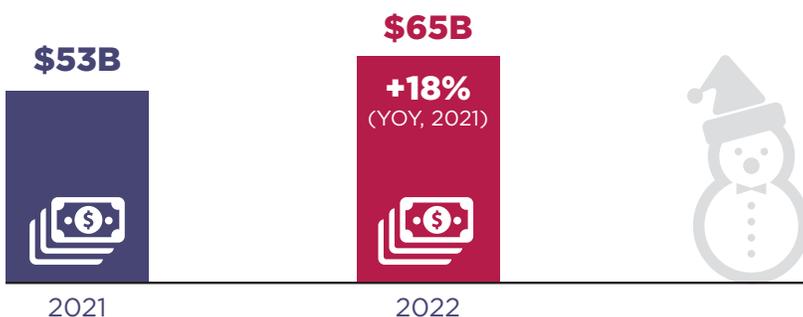
**And with Stellar, Nexstar Digital’s data capabilities allow it to rapidly evolve target audiences**, as new trends and behavior shifts emerge in real time. Purchase data is fed back into the system, further improving the quality of the targeting.

Tacy and his team of data scientists at Nexstar Digital can take this powerful first-party shopping data a step further, finding affinities between seemingly unrelated categories where a cohort also has buying interest. That person looking for air fryers may also be in market to buy patio furniture and baby products.

Deep intelligence like this can be vital coming into the 2022 holiday shopping season, where **retail marketers are projected to spend \$65 billion on digital advertising this year, up 18% over 2021.\*** Holiday-related advertiser categories such as travel and tech are expected to see double-digit increases during the second half of 2022.\*\*



## Retail Industry: U.S. Digital Advertising Spend



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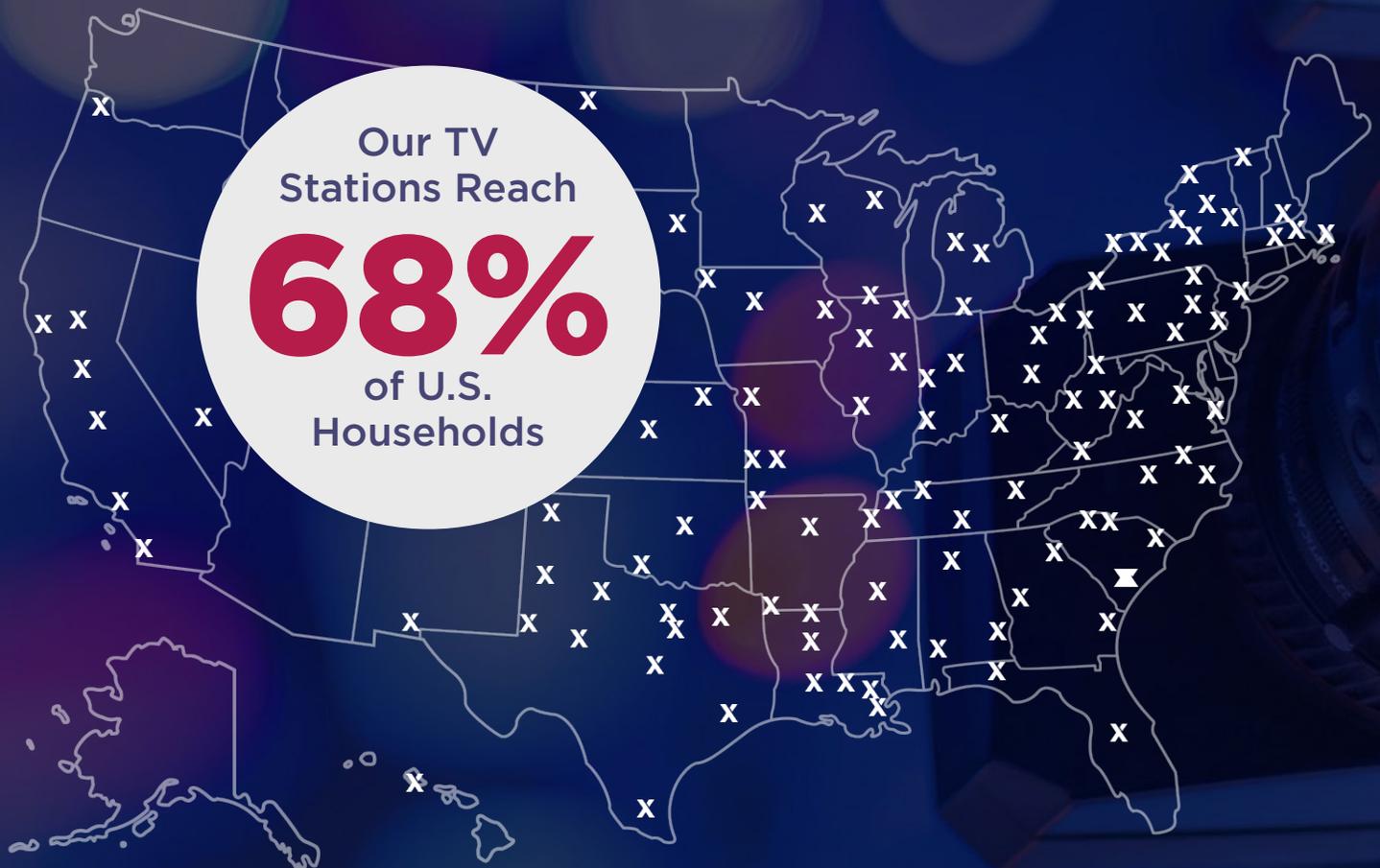
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\*Source: eMarketer, July 2022 “US Digital Ad Spending, by Industry, US”

\*\*Source: IAB, July 2022 “2H 2022 Flash Bulletin: US Ad Investment Projections”

## Nexstar and Nexstar Digital Deliver National Reach and Local Expertise

Nexstar is uniquely positioned to provide tools for both broad reach national campaigns as well as those on a tightly focused targeted local level. **Nexstar operates the nation's largest broadcast station group: 200 owned or partner stations reaching customers in 116 markets**, reaching 68% of U.S. households, availing marketers with TV advertising's top-of-the-funnel power and reach.



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## Nexstar and Nexstar Digital Deliver National Reach and Local Expertise

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**But Nexstar is far more than just a traditional station group.**

Nexstar Digital also includes **NewsNation and TheHill.com**, go-to online sources for consumers seeking national and political news, giving Nexstar Digital a footprint in areas around the country where Nexstar doesn't own a local station.

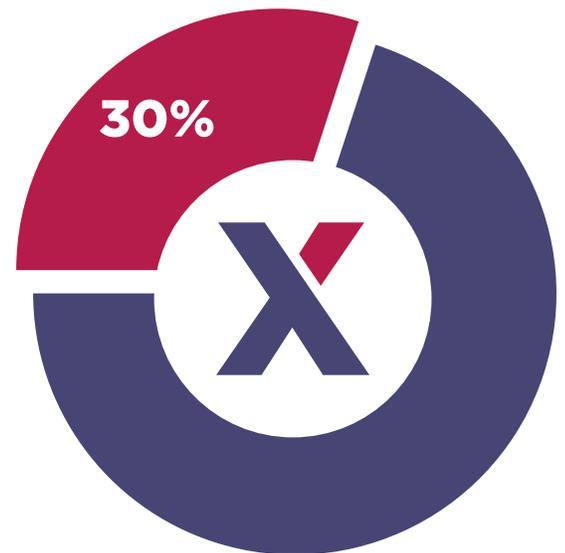


“With NewsNation and The Hill, Nexstar Digital’s reach spans coast to coast, reaching audiences in parts of the country where there isn’t a Nexstar station nearby,” said **Wil Danielson, SVP of National Sales at Nexstar Digital.**

**“In fact, 30% of our highly-engaged visitors are from markets where we don’t have a TV station,”**

Danielson added.

“Complementing our national reach, we have the local expertise from our hundreds of websites and apps in local markets across the country, availing us of actionable local-market insights as well as the ability to laser-focus targeting with ZIP code granularity and demographic specificity,” said Danielson.



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# The Importance of a Mobile-First Strategy

This holiday season mobile shopping is expected to skyrocket, with purchases from mobile devices forecasted to nearly double compared to 2019, reaching \$112B per eMarketer's latest U.S. Mcommerce sales estimate.\*

 **86%**

**86% of Nexstar Digital's audience use mobile devices to engage with their content, according to Comscore research.\*\*** That gives advertisers an even better opportunity to seamlessly reach a specific potential customer wherever they are, whether shopping online or at the mall.

## In a Time of Uncertainty, Nexstar Digital is Here to Help Drive Results

**“This holiday season, with the backdrop of economic instability, if you're solely focused on the top of the funnel, you're likely missing out on a great opportunity to drive your business forward,”** Tacy said. “The last two years have been so unpredictable and have had so much change. In this economic uncertainty, the one thing I can say is this: it's going to be different.”



**And Nexstar Digital is here to make it a success for the air fryer brand trying to reach shoppers like Susan this holiday season.**

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\*Source: eMarketer, February 2022 "Retail Mcommerce Holiday Season Sales, U.S."

\*\*Source: Comscore Key Measures Multi-Platform, Custom-defined list of Nexstar Inc. media properties, June 2022, U.S.

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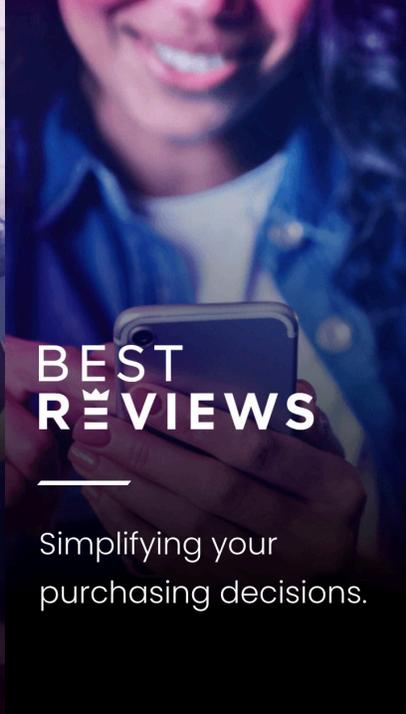
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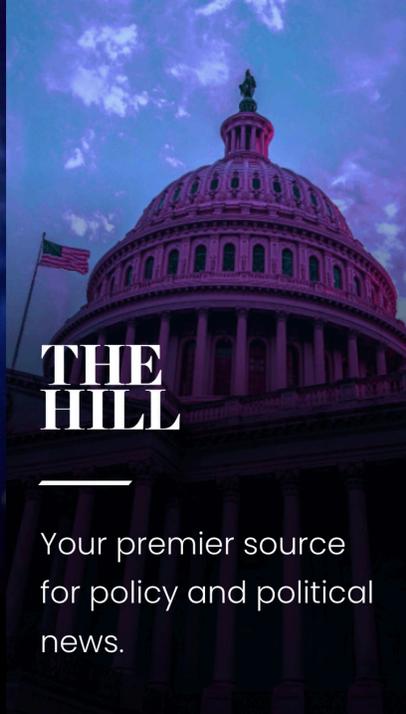
## NEXSTAR NETWORK

The largest local  
broadcaster in the U.S.



## BEST REVIEWS

Simplifying your  
purchasing decisions.



## THE HILL

Your premier source  
for policy and political  
news.



## NEWS NATION

News for  
all America.

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