

Win peak season before it peaks

Learn how to plan, activate, and optimize campaigns that drive sales throughout the holidays and beyond

GLOBAL



Set your campaigns up for success

Peak season is no longer confined to a few months of the year.

Economic uncertainty, ongoing supply chain issues, and shifting consumer expectations are changing how people plan, browse, and shop.

As a result, consumers are shopping earlier, comparing brands to find the best value, moving across more channels, and using new technologies to help them decide what, where, and when to buy.

With rising acquisition costs, increased competition, and a more fragmented path to purchase, success depends on reaching customers before the biggest shopping days and staying connected after they're gone.



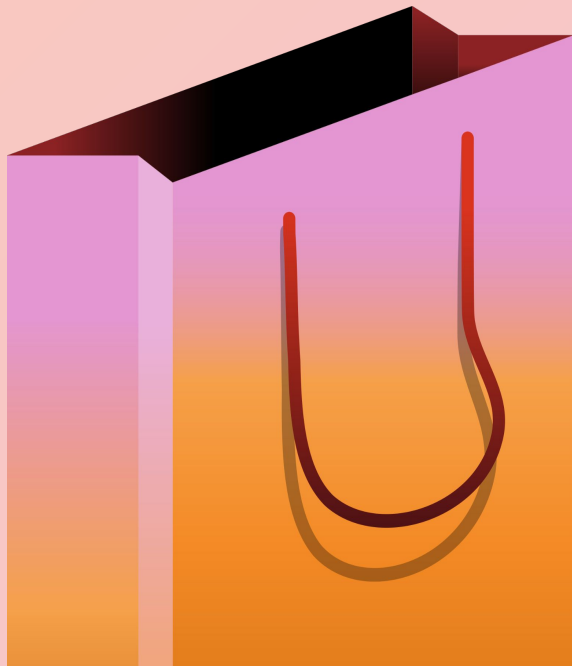
Read on to learn how to build demand before it peaks, capture intent when it matters most, and turn seasonal shoppers into repeat customers—not just in the months ahead, but year-round.

What's inside

- 1 The market shifts reshaping holiday shopping behavior
- 2 How to plan out your peak season campaigns
- 3 The drivers of peak season performance
- 4 The gift of unified audience insights
- 5 Build demand across the entire customer journey
- 6 Unwrapping the results of your holiday campaigns
- 7 Real campaigns that sleighed peak season

1

The market shifts reshaping holiday shopping behavior

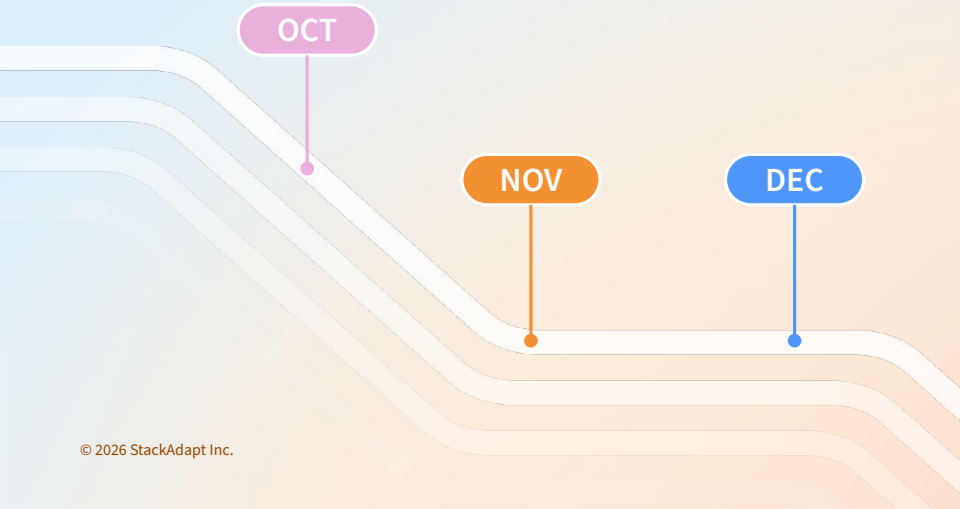


The days of planning holiday campaigns around a few peak shopping moments are over.

Around the world, holiday shopping is happening earlier, becoming more value-conscious, and moving across more digital touch points than ever before.

At the same time, better visibility into shopping behaviors and emerging media channels is giving brands more ways to identify what shoppers are actively considering and reach consumers as they move closer to purchase.

Here are some of the shifts reshaping how consumers discover, evaluate, and buy during peak season, and what marketers need to do to stay competitive.



OCT

NOV

DEC

Holiday demand is forming earlier

According to [Forrester](#), 26% of US adults online didn't begin their holiday shopping until December last year, meaning nearly three-quarters had already started before then.

As the lead-up to the holiday shopping season expands, consumers are researching earlier, spreading purchases across multiple months, and forming brand and product preferences well before traditional shopping moments peak.



Strategic takeaway:

Marketers can't wait for purchase intent to peak. As holiday shopping moves earlier, budgets, audience building, and early testing need to move upstream, so brands can reach shoppers before they've narrowed their options.

Early shopping behaviors gained momentum in 2025:



8% of US adults started holiday shopping [earlier than September](#), due in part to “special deals.”



Fashion retailers in EMEA started Black Friday promotions in [late October](#) to capture early demand.



[29% of Australians](#) started their holiday shopping earlier than they typically would.

Value continues to drive purchases

Everyone wants to save money, especially during the holiday shopping season. But ongoing global economic uncertainty is making consumers even more selective about where and how they spend, with 21% of US shoppers having opted for more affordable options in 2025.

As a result, holiday shoppers are increasingly focused on value, with promotional periods—like Cyber Week—continuing to expand beyond a few days each year, and shoppers deal-hunting during major sales events.



Strategic takeaway:

As shoppers compare more options, campaigns should highlight the factors that make an offer easier to evaluate, from price and promotions to convenience and added value, while making it easier for shoppers to decide what's worth buying.

Value was a priority for holiday shoppers worldwide in 2025:



76% of German consumers say price has the biggest impact on what they buy.



87% of Indian consumers planned to shop during Amazon Prime Day (23% points higher than the US).



28% of Australian shoppers say value is the most important factor in holiday shopping decisions.



MARKET SHIFT #3

Discovery happens everywhere

Consumers around the world are increasingly researching products earlier, hunting down bargains online, and discovering gift ideas across multiple channels. But how they do so is becoming more complex.

The path to purchase is growing more fragmented, with consumers moving between social platforms like TikTok on their mobile devices and turning to AI chatbots like [ChatGPT](#) to evaluate products.

Each interaction creates more opportunities for discovery and influence.



Strategic takeaway:

Discovery now happens across a wider mix of platforms. To stay visible as shoppers research, compare, and decide what to buy, brands need to plan these channels together—not as separate touch points competing for attention.

AI and mobile are becoming more important for discovery:



37.1% of US consumers plan to use AI tools for product research during holiday shopping this year (vs. 21% in 2025).



57.9% of consumers use AI tools to find the best price on products they plan to buy, while 49.2% use them to generate gift ideas.



81.9% of retail e-commerce sales in Asia-Pacific are expected to come from mobile commerce in 2026.



Shopper insights open new doors

As holiday shopping starts earlier and moves across more channels, brands need better ways to understand audience activity. But regional privacy restrictions, limited access to cross-channel signals, and fragmented measurement can make that difficult.

Retail media networks (RMNs), online marketplace activity, loyalty data, CRM data, partner insights, and transaction data can help marketers understand real shopping behavior in each market, not just broad global interest.

During peak season, these signals can help brands influence shoppers and connect campaign activity to real shopping actions to understand what's driving performance.



Strategic takeaway:

Retail and commerce signals can help brands move beyond broad audience assumptions. Marketers can use these insights to understand what shoppers are likely to purchase, reach higher-intent audiences, and re-engage existing customers.

Retail media investment continues to grow across markets:



11.5% of ad buyers invested more in RMNs during the 2025 holiday shopping season than the year prior.



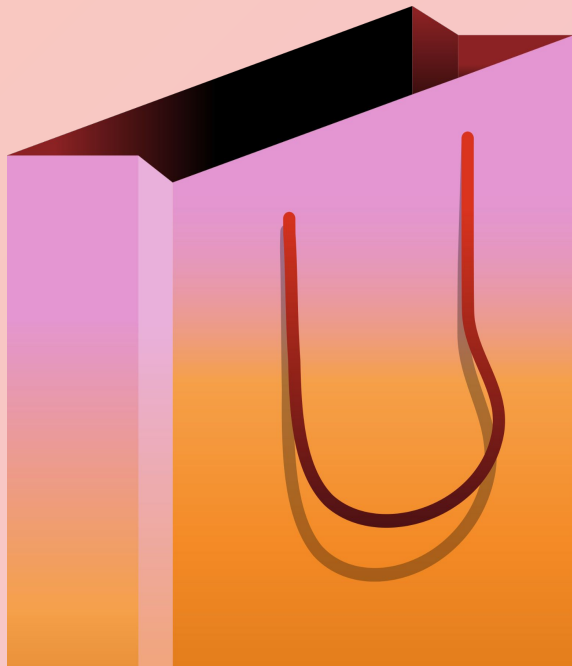
Retail media is one of the fastest-growing ad spending channels in Japan and is forecasted to increase 16.4% YoY in 2026.



Brazil and Mexico are expected to see the biggest retail media ad spend growth in 2026, increasing 38.4% and 37.5% YoY.

2

How to plan out your peak season campaigns

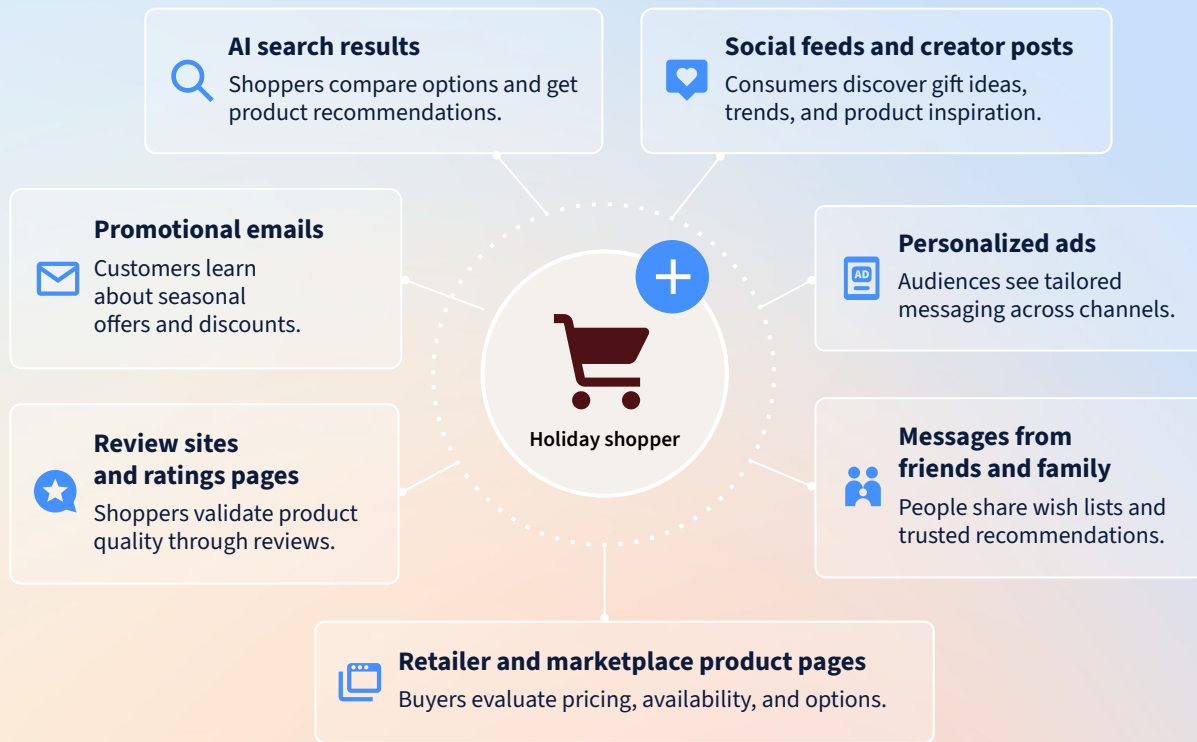


Why the old playbook falls short

Holiday purchases are shaped by a series of decisions, from inspiration and research to consideration and conversion.

While shoppers around the world often move through similar stages, the way they get there is becoming more digital, personalized, and non-linear.

Influence is earned across multiple touch points long before a shopper reaches checkout—requiring a new approach for planning, activating, and measuring peak season campaigns.



Reach shoppers from discovery to repeat purchase

Every stage in the shopper journey has a job.
The opportunity is connecting them.



Consumers typically engage with a brand at least

3x

across channels before making a purchase.

OPERATING MODEL

Peak season requires a system

To capture peak season demand, brands need to plan ahead, activate campaigns early, and keep optimizing as shoppers move from early discovery to repeat purchase. Use this operating model to help align your strategy to each stage.



MARKETER TIMELINE

What you're
doing

JUN–AUG

PLAN



Set strategy, budgets, and goals. Align partners, plan inventory.

SEP–OCT

ACTIVATE EARLY



Launch early campaigns, build audiences, seed demand.

NOV

SCALE



Increase investment, refine targeting and creative, build consideration.

NOV–DEC

OPTIMIZE



Maximize performance, adjust in real time, capture high-intent demand.

POST–HOLIDAY

EXTEND



Retarget, drive repeat purchases, maximize lifetime value.



SHOPPER TIMELINE

What shoppers
are doing

DISCOVER



Back-to-school and early browsing; shoppers are open to ideas.

CONSIDER



Researching, comparing options, and narrowing choices.

CONVERT



Black Friday/Cyber Week and key holiday moments; demand is monetized.

URGENCY



Last-minute shopping; convenience and urgency drive decisions.

REPEAT



Post-holiday purchases, exchanges, and repeat buying.

Peak season moments around the world

Understanding local shopping behaviors, promotional calendars, and cultural moments can help marketers align campaign timing with the moments that shape demand in each region.

			
Timing	North America	Europe, the Middle East, and Africa	Asia Pacific
Jun-Jul	Prime Day	Prime Day	Prime Day; Mid-year deals
Aug-Sep	Back-to-school shopping	Back-to-school shopping	Back-to-school shopping
Oct	Halloween; Early holiday shopping	Halloween; Autumn promotions	Golden Week; Diwali; Early holiday deals
Nov	Cyber Week (US Thanksgiving to Cyber Monday)	Fake Friday; Black Friday; Cyber Monday	11.11; Black Friday; 12.12 ramp-up
Dec	Super Saturday; Christmas; Boxing Day	Christmas; Boxing Day	12.12; Christmas
Jan	Post-holiday sales; Valentine's Day ramp-up	Three Kings Day; Post-holiday sales	Post-holiday sales; Lunar New Year preparation

Winning the season's highest-spending days

The specific shopping moments may vary by market, but the strategy remains consistent across every region: build demand early, influence shoppers as they evaluate options, and capture attention when they're ready to buy. The example below shows how those phases typically unfold in preparing for Black Friday globally this holiday season.

GLOBAL SHOPPING MOMENT

DATE

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Black Friday

Nov. 27



Plan for these high-spend shopping days:

Saturday after Black Friday	Nov. 28
Third Saturday before Christmas	Dec. 5
Second Saturday before Christmas	Dec. 12
Friday before Christmas	Dec. 18
Super Saturday	Dec. 19
Sunday before Christmas	Dec. 20
Monday before Christmas	Dec. 21
Boxing Day	Dec. 26

PLAN



Build audiences



Creative and offers



RMN and retailer planning



Measurement setup

ACTIVATE



Influence decisions



Activate promotions



Increase investment



Market-specific activation



Highest-spending shopping day(s)

OPTIMIZE



Capture intent



Shift budget



Refresh creative



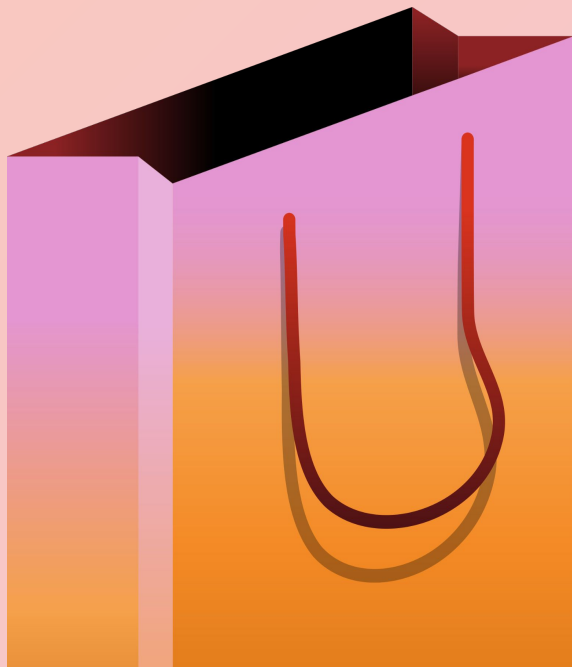
Optimize daily



Apply learnings

3

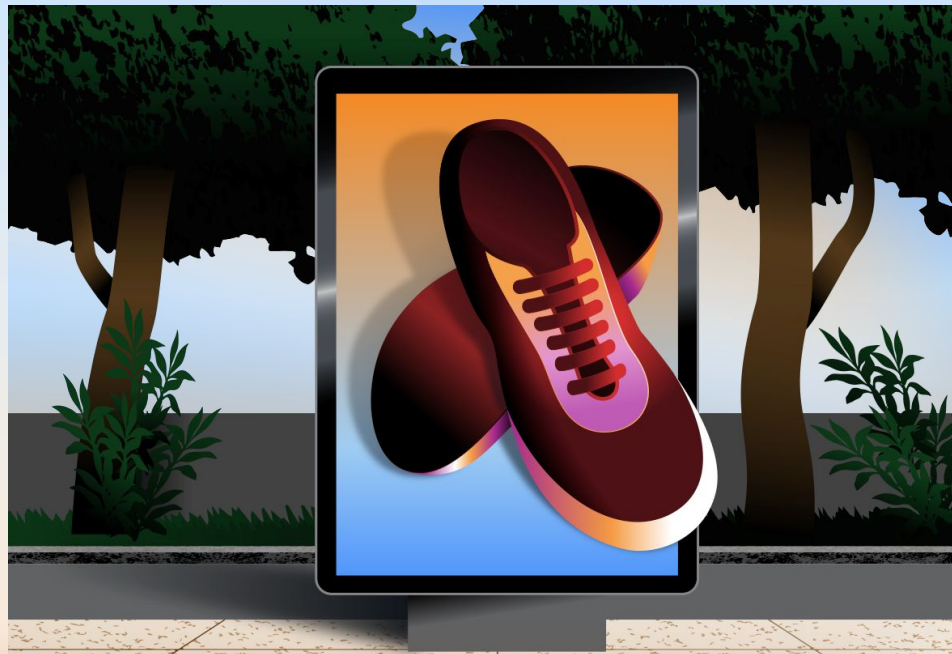
The drivers of peak season performance



Peak season performance depends on more than reaching shoppers during the holiday season's biggest moments.

Brands need to recognize demand as it forms, adapt messaging as conditions change, and stay relevant across every stage of the customer journey.

Once that foundation is in place, the next step is understanding which drivers can help campaigns perform under pressure.



The following tactics can help marketers move faster, reduce wasted impressions, and turn seasonal demand into sustained growth throughout the holidays (and beyond).

TACTIC #1

Deliver relevance without repetition

During peak season, shoppers see more messages, offers, and product options than usual. When those ads feel repetitive, mistimed, or disconnected, it can cause ad fatigue instead of interest.

[Dynamic creative optimization](#) (DCO) helps marketers tailor product recommendations, messaging, images, and calls to action based on real-time audience insights and campaign performance—keeping creative aligned and making every impression count without countless ad variations.



Creative
elements



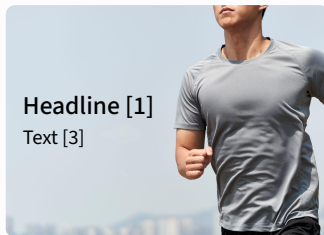
Product feeds
(data sources)



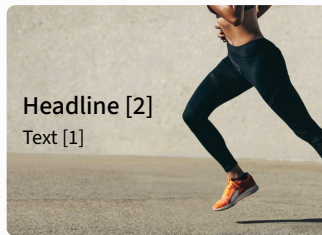
Dynamic triggers
and rules

Optimized creatives

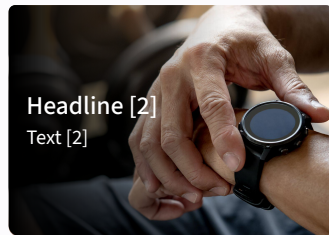
A



B



C



DCO helped advertisers drive **32% higher CTR**
and **56% lower CPC** in StackAdapt.



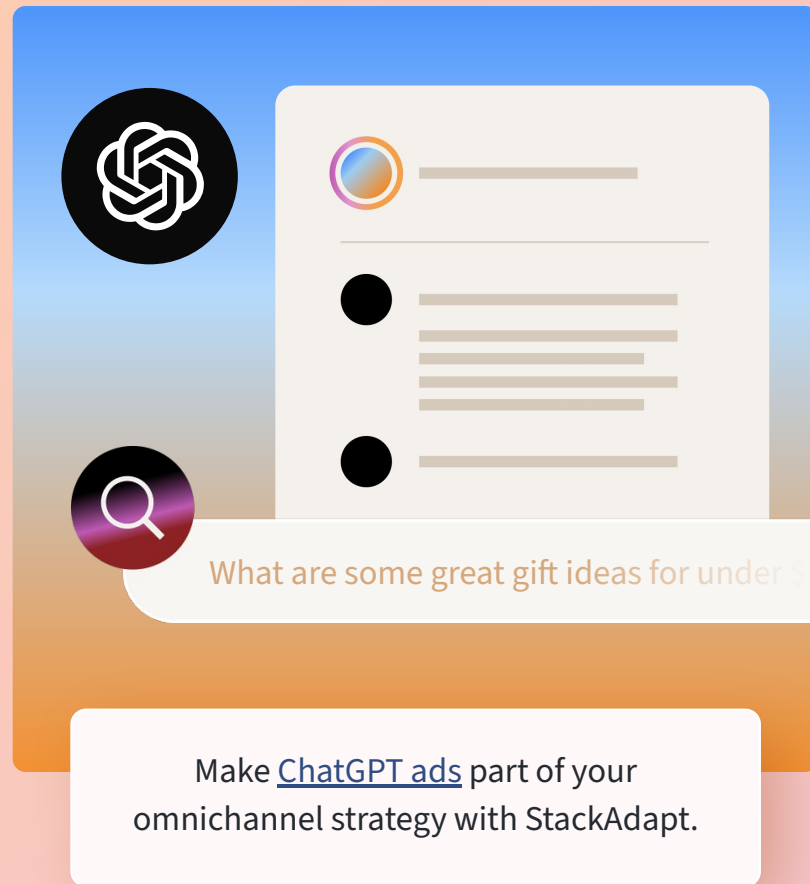
TACTIC #2

Reach shoppers while they're deciding what to buy

As shoppers use more tools to research products, compare options, and look for gift ideas, discovery is expanding beyond traditional search, social, and retail environments.

AI-powered search and chat experiences are becoming part of that journey. According to [EMARKETER](#), AI chatbots are expected to help 63.3 million US shoppers in 2026.

For marketers, emerging channels like ChatGPT ads create a new opportunity to connect with customers while they're actively asking questions, seeking recommendations, and narrowing their options—giving brands another way to reach shoppers before they decide what to buy.



Make [ChatGPT ads](#) part of your omnichannel strategy with StackAdapt.

TACTIC #3

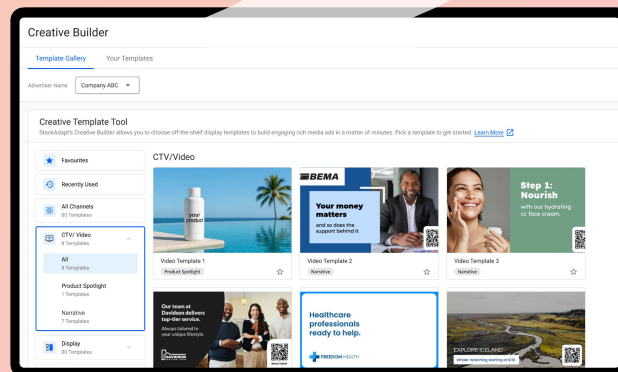
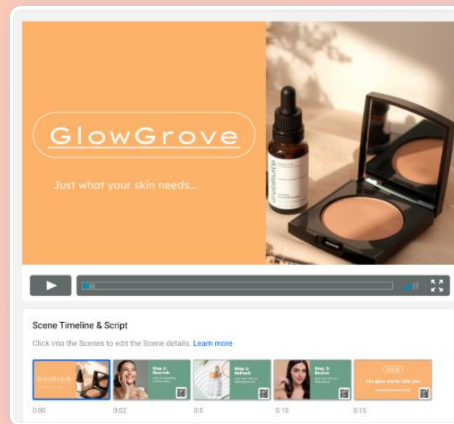
Scale video creative without slowing down production

Creating videos is often one of the most costly parts of digital marketing. But during peak season, the bigger challenge is keeping creative current as promotions, inventory, shopper behavior, and regional demand changes.

That's why [86% of media buyers](#) are either currently using or planning to use generative AI to build video ad creative in the year ahead.

Faster creative production can help teams test more concepts, adapt messaging for different audiences and markets, and bring holiday campaign ideas to life across more channels instead of relying on one seasonal spot to speak to every shopper.

Bring holiday stories to life across high-impact video and CTV channels—complete with scripts, soundtracks, and voice-overs.



TACTIC #4

Adapt creative for every moment with AI

Peak season moves fast.

Brands often need new visuals for different audiences, markets, formats, and seasonal moments. But producing every variation manually can slow campaigns down or create brand inconsistencies.

Generative AI tools like StackAdapt's [Ivy™](#) give teams a faster way to develop, adjust, and refresh visual assets while still giving each ad the visual treatment it needs to stand out from the crowd.

AI image generation

Ask Ivy™ to generate ad images instantly, keeping creatives fresh and high-performing.



Text prompt for Ivy™:

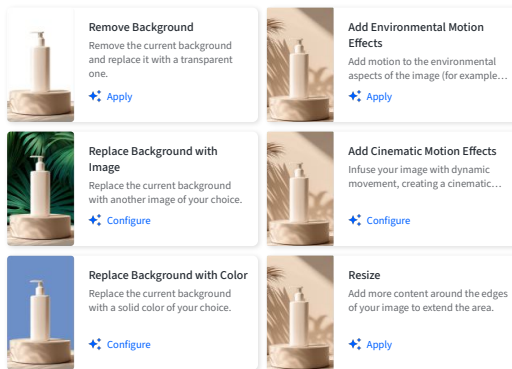
A wooden coffee table in a modern, elegant, hyper-realistic living room.

Generate Image



AI enhancement

Ivy™ enhances existing images with options to replace backgrounds, resize visuals, and add motion to bring creatives to life.



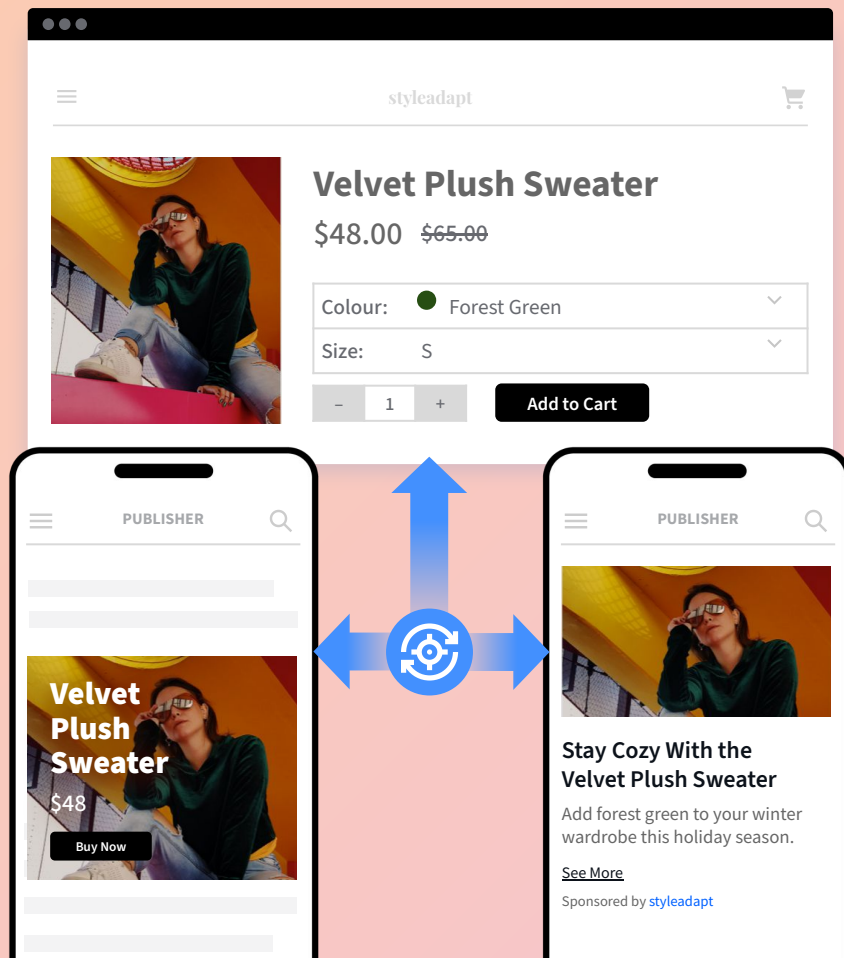
TACTIC #5

Re-engage high-intent shoppers based on what they're considering

Worldwide cart abandonment rates have been steadily increasing since 2013, with [70.2% of online shopping carts being abandoned in 2026](#).

During peak season, shoppers often compare multiple products, promotions, and retailers before making a purchase. Without the right reminder, it can be easy for brands to lose momentum with shoppers who have already shown interest.

Rather than bringing shoppers back by serving them the same generic message, dynamic retargeting can help brands re-engage customers with personalized ads based on the specific products they previously viewed, clicked on, or added to their cart—helping move shoppers from consideration to conversion.



TACTIC #6

Get expert creative support to improve performance

During peak season, every brand competes for attention. Creative is often what determines which items get noticed, remembered, and added to the cart.

AI workflows and automations can help teams move faster—accelerating ideation, production, and creative adaptation across channels, formats, and markets.

But speed alone doesn't create standout campaigns. Expert support can help brands localize creatives, maintain brand consistency, and build campaigns that resonate across every region.

[StackAdapt's award-winning, in-house Creative Studio team](#) designs compelling ads for every stage of the holiday buying journey. To learn more, [speak with our team](#).



4

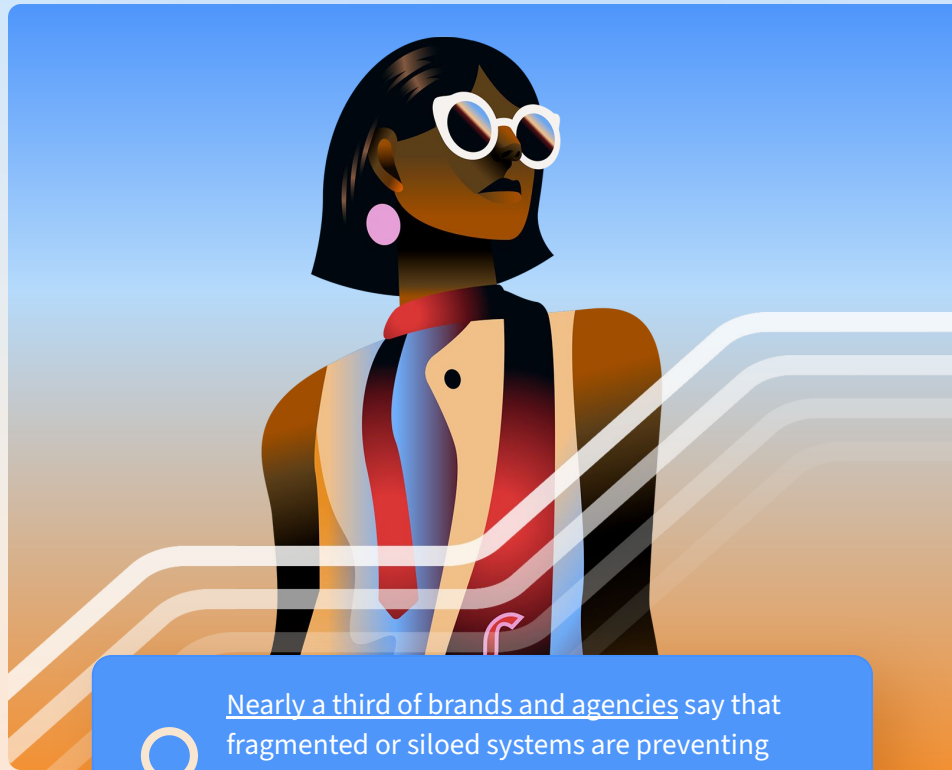
The gift of unified audience insights



The shopper data gap is still holding brands back.

Without the right data or connections between systems, it becomes difficult to reach the right customers and drive results during the most competitive moments of peak season.

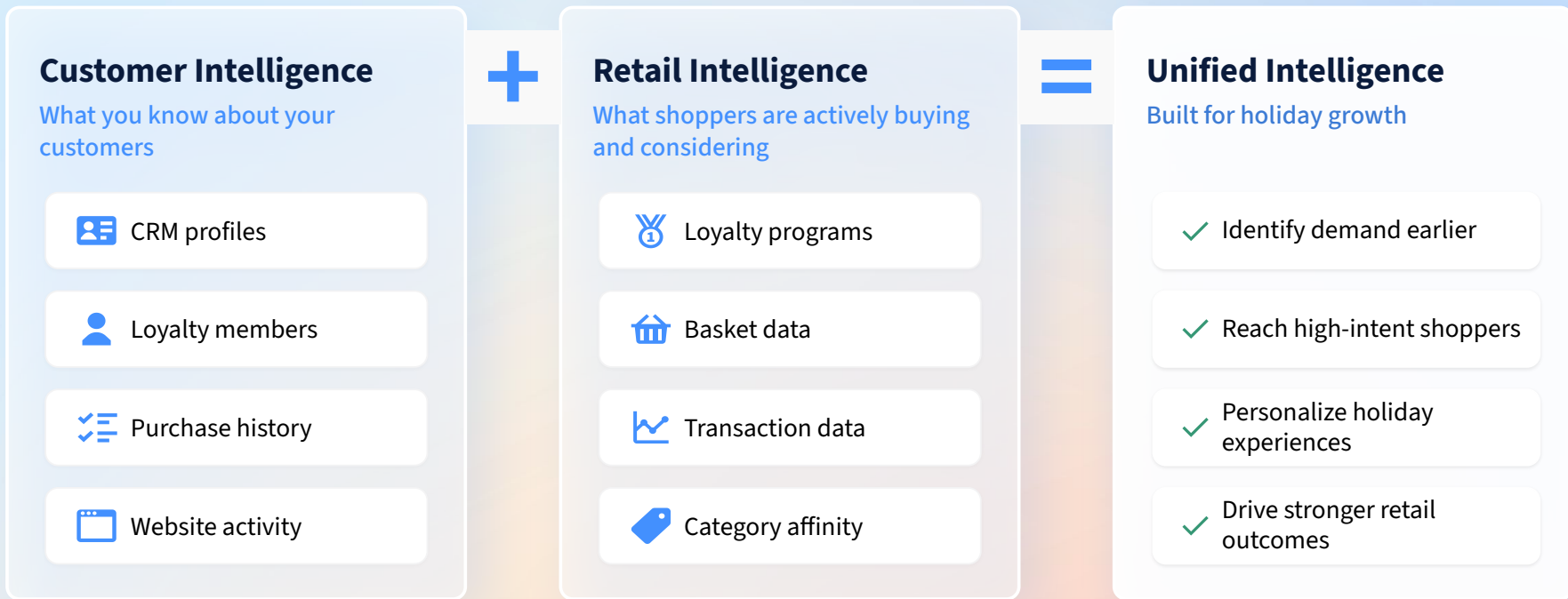
No single data source tells the full shopper story. The power comes from combining customer, retail, and market signals into a clearer view of what shoppers are considering and likely to buy to build more effective audiences, personalize campaigns, and measure what's actually driving performance.



Nearly a third of brands and agencies say that fragmented or siloed systems are preventing them from activating customer intelligence across channels.

Stronger holiday strategies start with unified intelligence

Customer and retail intelligence each provide a different view of the shopper. When combined, they can help marketers identify demand earlier, reach higher-intent audiences, and build stronger holiday campaigns.



Turn first-party data into holiday growth

Activating customer intelligence from the customer data sources you already use—including commerce platforms, CRMs, and marketing tools like Shopify, Salesforce, and HubSpot—in StackAdapt can help you reach known customers, find new holiday shoppers, personalize campaigns, and see which tactics are contributing to results.



Identify known customers

Use CRM, loyalty, and purchase data to activate known audiences.



Discover new holiday shoppers

Suppress existing purchasers and uncover new growth opportunities.



Activate across channels

Reach audiences across premium digital channels.



Personalize experiences

Tailor messaging based on behavior, preferences, and intent.



Measure holiday performance

Connect audience activation to business outcomes.

Identify holiday demand before shoppers buy

Retail intelligence provides marketers with a clearer view of active demand by showing aggregated signals on what shoppers are buying, browsing, and considering across both physical and online retailers. During peak season, this can help brands identify opportunities earlier and influence decisions closer to purchase.



Identify holiday demand

Use purchase and category signals to find active shoppers.



Expand beyond known audiences

Reach new shoppers using loyalty and transaction data.



Activate across retail networks

Engage shoppers through retail media and premium inventory.



Influence purchase decisions

Reach consumers across discovery, consideration, and purchase moments.



Measure retail impact

Connect media exposure to sales outcomes through attribution and incrementality.

Unified intelligence is your competitive advantage this holiday season

Together, customer and retail intelligence—when activated in an AI advertising platform like StackAdapt through select media partners—gives marketers a stronger foundation for reaching the right shoppers, improving campaign efficiency, and measuring what drives holiday growth.

Customer intelligence
helps drive:

2x

ROAS ¹

43%

Cite improved targeting accuracy ²

Retail intelligence
helps uncover up to:

165M+

retail shoppers ³

210M+

loyalty card records ³



Sources:

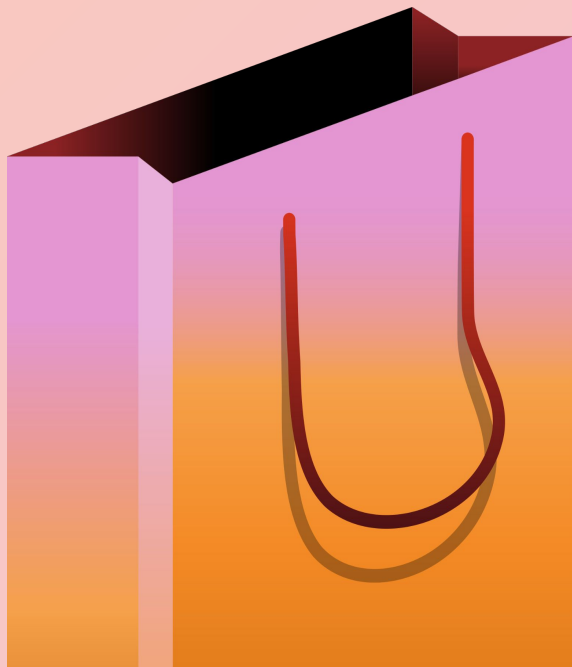
¹ Compared to campaigns without customer intelligence activation, based on StackAdapt platform data, [The State of Programmatic Advertising 2026](#).

² EMARKETER, [Greatest Benefits of Collecting First-Party Data](#), 2025.

³ Examples available through select retail media partners.

5

**Build demand
across the entire
customer journey**



Every stage in the shopper journey plays an important role.

The difficult part is keeping each interaction aligned as shoppers move between channels, devices, and decisions.

On the following pages, we'll show you how to apply this approach across the full buying journey, no matter what commerce vertical or market you serve.



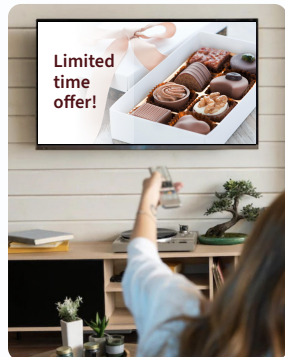
Shape purchases with connected moments

CPG

Connect awareness, activation, measurement, and optimization to drive incremental growth.

DISCOVER

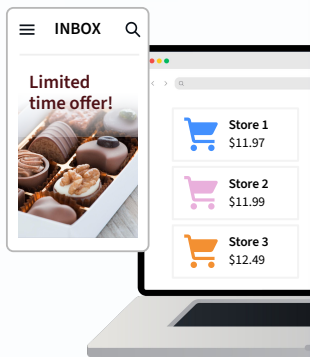
Drive awareness with new seasonal offers.



- ChatGPT advertising
- CTV advertising
- Native advertising

CONSIDER

Help shoppers compare brands and choose stores.



- Precision audiences
- Purchase and shopper audiences

PURCHASE

Drive purchases through retailers and delivery.



Buy online,
pick up in-store

- Shoppable ads
- Retail media partnerships

MEASURE

Focus your efforts on what drives sales impact.

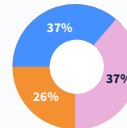
Total incremental ROAS
YTD

2.64%

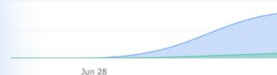
Incremental sales

1.24M

+17%



Incremental sales over time



- Commerce reporting
- Sales lift studies
- Incrementality measurement

OPTIMIZE & RE-ENGAGE

Turn insights into stronger creative and repeat purchases.

**Bundle
& Save**

15% off



Best Performing Creative

+18%
Higher CTR

+22%
Higher conversion rate

- Dynamic retargeting
- CRM onboarding
- Audience expansion

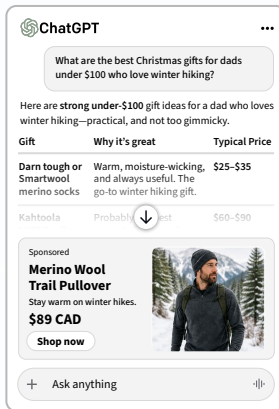
Grow beyond the click

E-COMMERCE

From discovery to repeat purchase, connect acquisition, conversion, and retention to drive growth.

DISCOVER

Build early gift inspiration and recommendations.



ChatGPT

What are the best Christmas gifts for dads under \$100 who love winter hiking?

Here are strong under-\$100 gift ideas for a dad who loves winter hiking—practical, and not too gimmicky.

Gift	Why it's great	Typical Price
Darn tough or Smartwool merino socks	Warm, moisture-wicking, and always useful. The go-to winter hiking gift.	\$25-\$35

Kahtoola Probably best \$60-\$90

Sponsored

Merino Wool Trail Pullover

Stay warm on winter hikes.

\$89 CAD

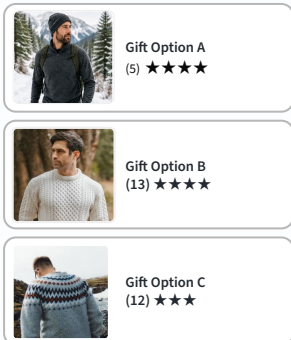
Shop now

+ Ask anything

- ChatGPT advertising
- Precision audiences
- Audience expansion

CONSIDER

Guide product and evaluation decisions.



Gift Option A (5) ★★★★★

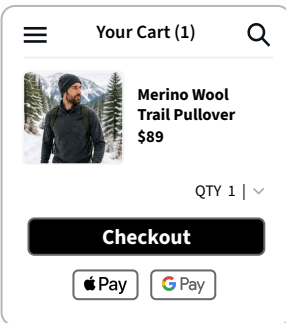
Gift Option B (13) ★★★★★

Gift Option C (12) ★★★

- Third-party audiences
- Dynamic creative optimization
- Dynamic retargeting
- Shopify audiences

PURCHASE

Convert ready-to-buy shoppers.



Your Cart (1)

Merino Wool Trail Pullover

\$89

QTY 1 | v

Checkout

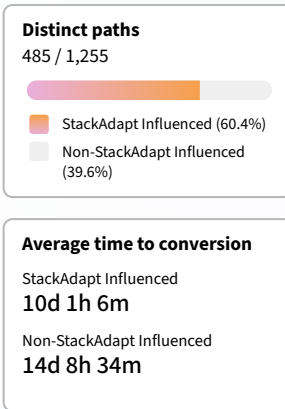
Apple Pay Google Pay

Recover lost sales with cart recovery campaigns.

- Shoppable ads
- Shopify integrations
- Email orchestration

MEASURE

Understand what drives incremental growth.



Distinct paths

485 / 1,255

StackAdapt Influenced (60.4%)

Non-StackAdapt Influenced (39.6%)

Average time to conversion

StackAdapt Influenced

10d 1h 6m

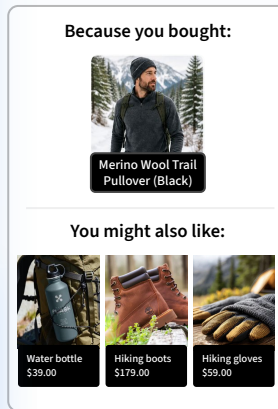
Non-StackAdapt Influenced

14d 8h 34m

- Cross-channel attribution
- Incrementality testing
- First-party data attribution

OPTIMIZE & RE-ENGAGE

Use insights to personalize future recommendations.



Because you bought:

Merino Wool Trail Pullover (Black)

You might also like:

Water bottle \$39.00

Hiking boots \$179.00

Hiking gloves \$59.00

- Dynamic retargeting
- CRM onboarding
- Audience expansion

Connect digital discovery to in-store purchase

Reach shoppers across digital and physical retail experiences to drive sales and lifetime value.

RETAILER &
MARKETPLACE

DISCOVER

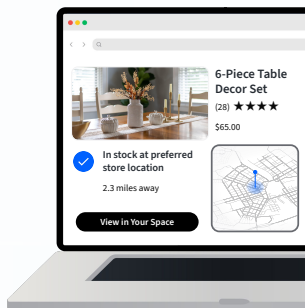
Inspire shoppers with holiday promotions.



- CTV advertising
- Precision audiences
- Audience expansion

CONSIDER

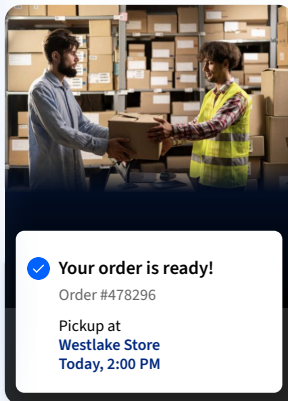
Help shoppers compare and locate products.



- Third-party audiences
- Dynamic creative optimization
- Dynamic retargeting
- Contextual targeting

PURCHASE

Drive online, pickup, and in-store sales.



✓ Your order is ready!
Order #478296
Pickup at
Westlake Store
Today, 2:00 PM

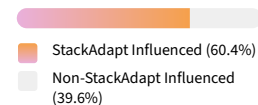
- Shoppable ads
- Location-based creatives

MEASURE

Measure impact across digital and physical touch points.

Distinct paths

485 / 1,255



Store visits

13,489
+21%

Incremental sales

\$140.2K
+19%

Brand Lift

Awareness +18% Consideration +14%
Purchase intent +11%

- Cross-channel attribution
- Footfall attribution
- Brand lift study
- SKU-level reporting

OPTIMIZE & RE-ENGAGE

Deliver relevant offers that drive future purchases.



To: valuedshopper@email.com
Subject: Your Holiday Decor Awaits



- Dynamic retargeting
- CRM & email activation
- Audience expansion

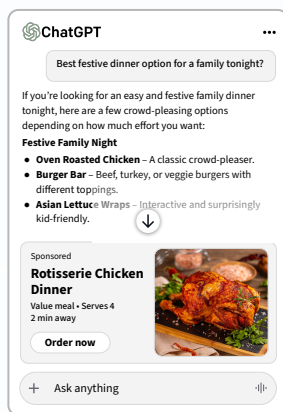
Win the moment that drives the order

Capture high-intent customers in real-time and turn one-time orders into repeat visits.

QUICK-SERVICE
RESTAURANTS (QSR)

DISCOVER

Surface meal inspiration
during a busy day.



ChatGPT

Best festive dinner option for a family tonight?

If you're looking for an easy and festive family dinner tonight, here are a few crowd-pleasing options depending on how much effort you want:

Festive Family Night

- **Oven Roasted Chicken** – A classic crowd-pleaser.
- **Burger Bar** – Beef, turkey, or veggie burgers with different toppings.
- **Asian Lettuce Wraps** – Interactive and surprisingly kid-friendly.

Sponsored

Rotisserie Chicken Dinner

Value meal • Serves 4
2 min away

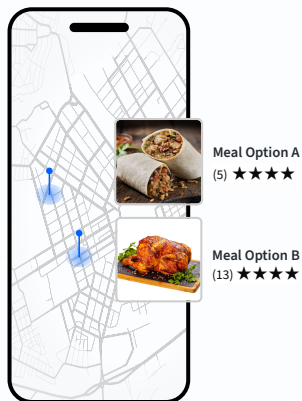
Order now

+ Ask anything

- ChatGPT advertising
- CTV advertising
- Audio advertising

CONSIDER

Help hungry shoppers
compare nearby options.



- Geo radius targeting
- Precision audiences
- Third-party expansion

PURCHASE

Drive pickup, delivery, and
dine-in orders.



- Location-based creatives
- Delivery & pickup partners

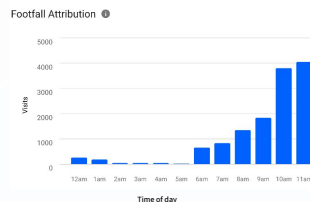
MEASURE

Understand what drives
incremental growth.

Attributed visits **7,329**

Projected visits **13,037**

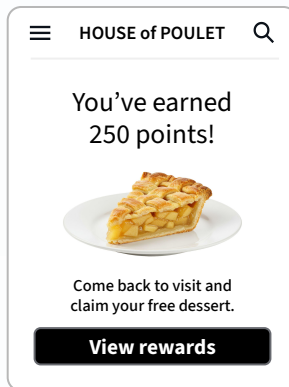
Visitation lift
18%



- Footfall attribution
- Incrementality testing
- Cross-channel attribution

OPTIMIZE & RE-ENGAGE

Deliver personalized offers
that drive repeat purchases.



HOUSE of POULET

You've earned
250 points!



Come back to visit and
claim your free dessert.

View rewards

- Dynamic retargeting
- CRM onboarding
- Repeat visit campaign

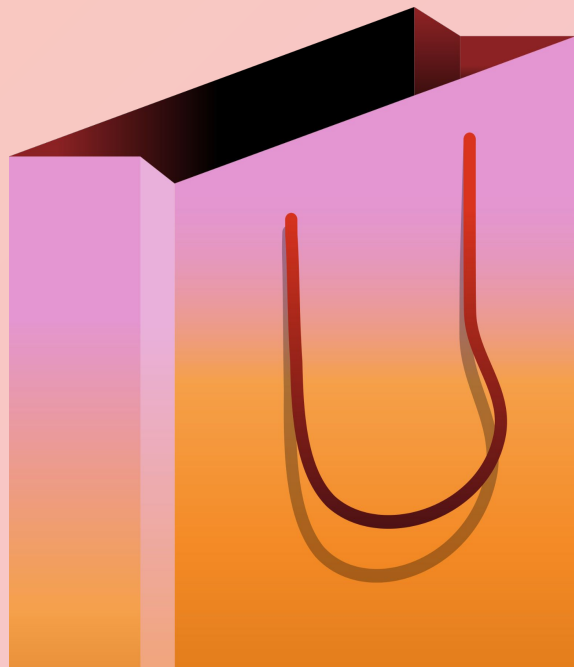
Adapting your peak strategy by vertical

Build, influence, and convert demand with these channels.

VERTICAL	PRIMARY OBJECTIVE	PEAK STRATEGY	CORE CHANNELS
 CPG	Drive household penetration and repeat purchase	Build demand early using shopper data, then influence purchase near point of sale.	CTV VIDEO NATIVE DOOH RETAIL MEDIA
 E-commerce	Maximize conversion efficiency and scale acquisition	Use first-party data to drive full-funnel strategy from discovery to retargeting and lifecycle engagement.	CTV VIDEO DISPLAY NATIVE EMAIL/SMS
 Retail	Drive omnichannel traffic (online + in-store)	Connect awareness channels with proximity and retail media to influence both digital and physical shopping throughout peak season.	CTV AUDIO DOOH NATIVE DISPLAY RETAIL MEDIA
 QSR	Drive immediate transactions and repeat visits	Activate real-time demand signals and reach consumers in high-intent, proximity-based moments.	MOBILE DOOH AUDIO VIDEO IN-GAME EMAIL/SMS

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Unwrapping the results of your holiday campaigns



4 ways to prove business impact

Measuring peak season campaigns requires more than just tracking clicks, impressions, or return on ad spend.

To understand what's actually impacting the bottom line, you need to know which channels work together to influence customer decisions and shape brand perception.

Here are four ways to do that.



1. Use cross-channel attribution to understand how each channel contributes to performance by connecting campaign, site, and conversion data across touch points.



2. Run incrementality testing to measure the true impact of campaigns. Compare exposed and control groups to understand which sales were driven by specific ads.



3. Track view-through conversions to capture the influence of ad exposure beyond clicks. Measure when shoppers see an ad and later convert within a defined window.

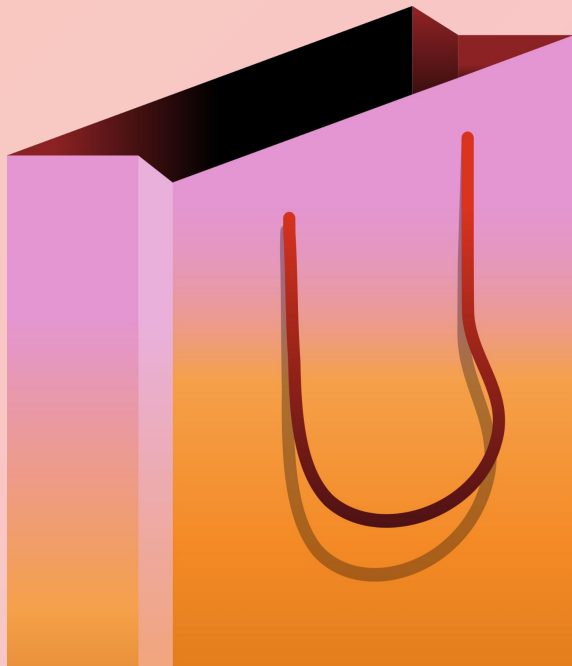


4. Measure brand lift to understand how campaigns influence awareness, recall, favorability, and perception. Compare survey responses from shoppers exposed to an ad with those who weren't.

See how every channel contributes to conversions with [cross-channel attribution in StackAdapt.](#)

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Real campaigns that sleighed peak season



SUCCESS STORY

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

- Third-party data
- Page Context AI
- Retargeting

[Read More →](#)



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. We look forward to more holiday seasons with StackAdapt.

CJ Pendleton

Chief Strategy Officer at Matrixx Shopper Marketing

SUCCESS STORY

DOOH campaign gifts Michael Kors 14.5M impressions

Tasked with boosting brand awareness during the busy holiday, UK-based agency MOBSTA partnered with StackAdapt for a DOOH campaign that stood out from the crowd in two of Europe's biggest cities.

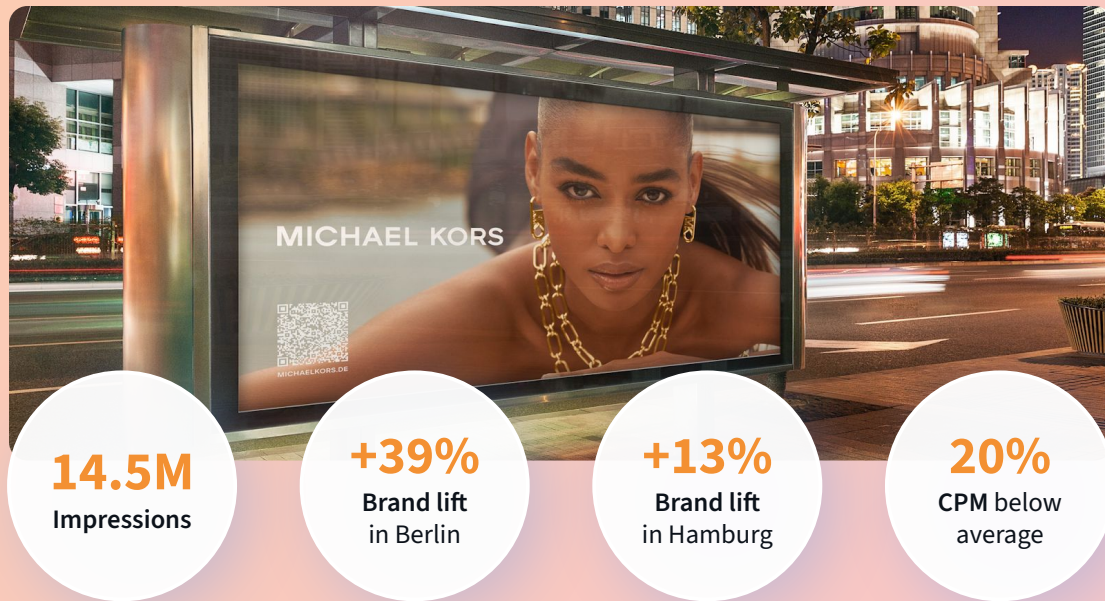
GOAL

- Brand awareness

PRODUCTS

- DOOH
- StackAdapt Creative Studio
- Brand lift study

[Read More →](#)



StackAdapt was instrumental in the success of the Michael Kors campaign. The innovative approach combining audience and location data allowed us to maximize our impact, reaching our audience effectively while staying within budget.

Mario Castrogiovanni

Group Head of Operations at MOBSTA



Cheers to a season of success!

Shoppers around the world are researching earlier, comparing more options, seeking value, and discovering products across more channels.

Use the strategies and insights in this guide as a starting point to help you reach shoppers during the moments that shape each buying decision—whether they're building their lists before peak season even begins, shopping during major regional sales events, researching last-minute gift ideas, or returning after the holidays with their own wish lists in mind.

Need help activating and managing your peak season campaigns?

Reach out to the StackAdapt team.

