

PERFORMANCE +

WEBINAR

SEIZE THE MOMENT

VOLUME-1

Build Your Year End Funnel

M+C SAATCHI
PERFORMANCE



SensorTower

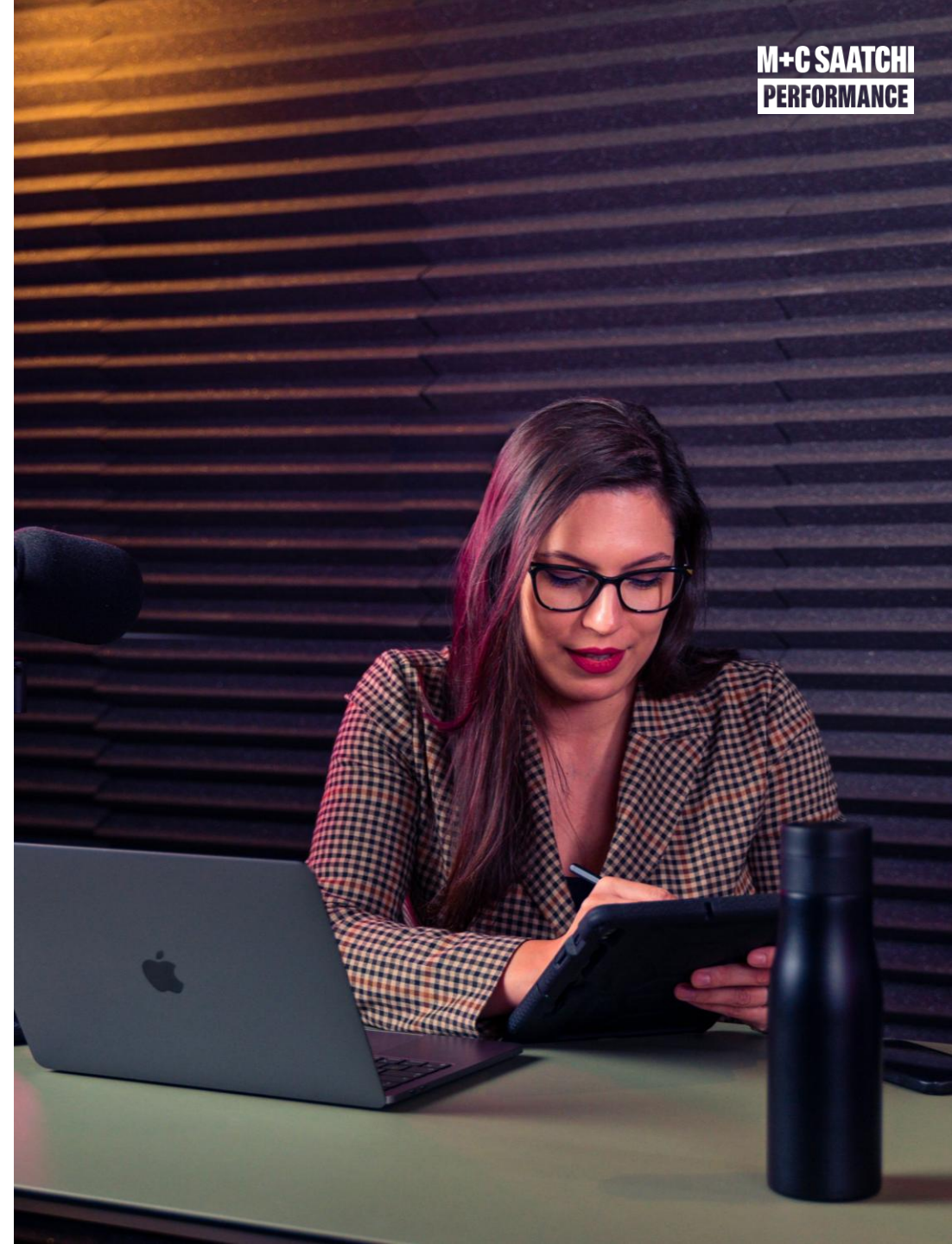


singular



Housekeeping

- + Audience will be muted throughout. We encourage leaving questions through the Q&A option.
- + Recording of the session will be shared afterwards.
- + Please send us feedback at the end of the webinar.
- + Contact us via Marketing@mcsaatchiperformance.com to find out more.



Meet Our Speakers



Bobbie Gersbach

Global Planning Director



Ian Simpson

SVP, Strategy and Innovation



Stephanie Pilon

Chief Marketing Officer



Agenda

- 01 Festive behaviors that matter**
- 02 Funnel planning, month by month**
- 03 Creative Strategies**
- 04 Measurement**
- 05 Budget & channel mix that wins**



POLL 01

When do you ideally start planning for the festive seasons in Q4?



Global Festive Calendar

Across markets, festive shoppers begin researching and wish listing at least a month before the main event meaning your warm-up campaigns need to start even earlier.



Diwali (India, Oct 20)

Search starts as early as Aug

Peak Activity: 2–3 weeks ahead

Trending: Multi-touchpoint deal-hunting, gifting, home décor, large-item buys



BFCM (US/UK, Nov 28)

Search starts by Oct

Peak Activity: Thanksgiving

Trending: Tech deals, price checks, fast delivery, gift ideas



Harbolnas (Indo, Dec 12)

Search starts by end of Nov

Peak Activity: Dec 11–13

Trending: Discounts, free shipping, brand/model searches, tutorials



Christmas/New Year (Global, Dec 25)

Search starts by Sep

Peak Activity: Nov to Dec

Trending: Greetings, festive recipes, holiday hours, gifts, party prep



Size of the Opportunity

From Diwali in India to Christmas in the UK and BFCM in the US, these global shopping moments drive billions in consumer spending every year presenting massive opportunities for brands to capture attention and sales.



Christmas - UK \$112.64 billion USD

The projected total for UK retail sales (online and offline) during the 2024 Christmas season, making the UK the biggest festive spender.



Diwali - India \$50.6 billion USD

That's the estimated revenue generated in 2024, making it the highest-grossing festive event of the year.



BFCM - US \$30+ billion USD

The forecasted total e-commerce revenue generated across Thanksgiving weekend 2024, including both Black Friday and Cyber Monday.



Harbolnas - Indonesia \$2 billion USD

In transactions during the 2024 Harbolnas with local products dominating the sales.



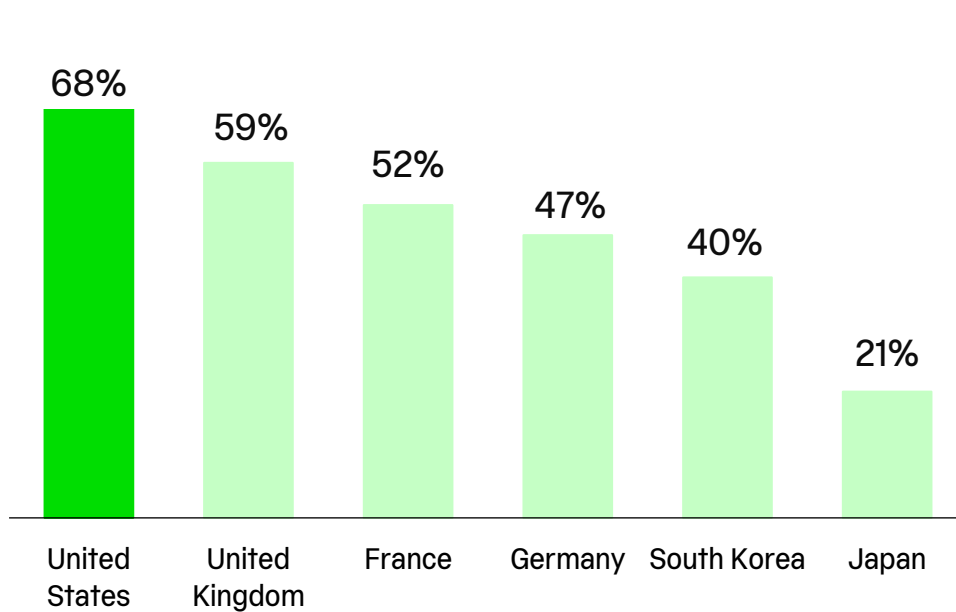


Factors Connecting Shoppers Across the Globe

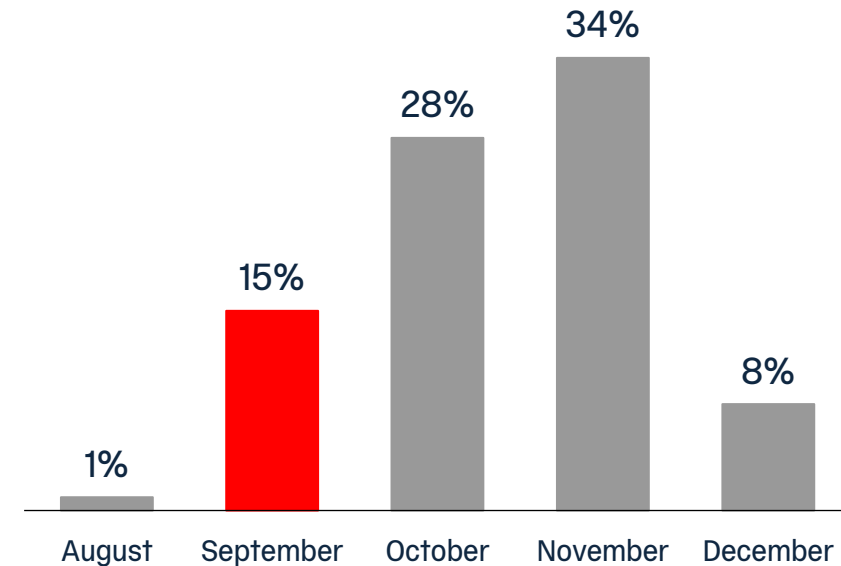


1. Shoppers Start Early

Festive readiness often begins months ahead. Shoppers who start early are more deliberate and brands that engage them sooner capture greater share of wallet.



United States shoppers were the most prepared gift-buyers, with nearly 70% sharing that they have already thought about which gifts to get for their loved ones in 2024



Shoppers' festive readiness start as early as September in the US, meaning brands that launch campaigns early can capture intent before the competition.

2. Shoppers Put Value First

While the definition of 'value' shifts across markets from best deals to quality or emotional resonance delivering a clear value proposition remains universal.

56%

Holiday shoppers prioritized **Value** in the **US** in 2024

In the **US**, recommendations from family and friends played a key role in purchase decisions.

48%

Holiday shoppers prioritized **Value** in **UK** in 2024

In the **UK**, shoppers were drawn to the best deals, low prices, free shipping, and big discounts.

46%

Holiday shoppers prioritized **Value/Budget** in **India** in 2024

In **India**, product quality took center stage,

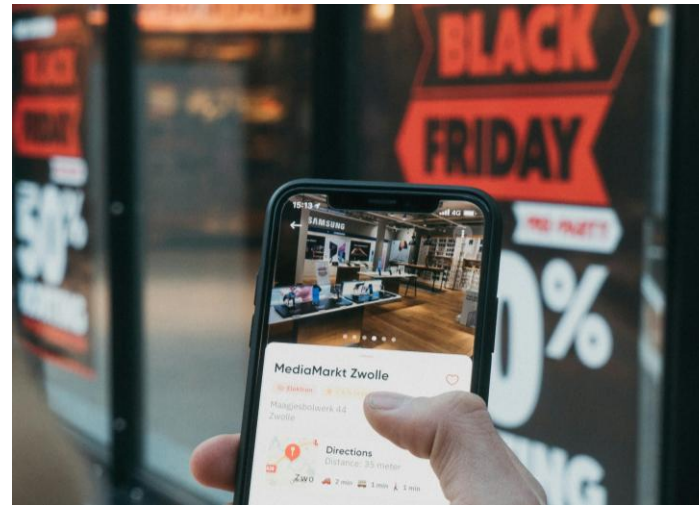


3. Trust & Ease Matter

Beyond price, trust, seamless UX, and reliable service drive festive purchases with shoppers willing to spend more for quality when the experience is smooth.



Trust, and good service are top drivers of confidence during festive purchases especially in India.



Simplify and streamline the checkout process as Cart abandonment are high (86% Indonesian apps) often due to bad UX, extra costs, or forced registration.



Consumers in Indian metros, opt for larger, premium items within electronics, reflecting a consumer base that prioritizes quality over quantity.

4. They are Highly Digital

Festive shoppers are highly digital and discovery-driven actively engaging on YouTube, TikTok, and live shopping rather than passively browsing.

90%

Festive shoppers turn to YouTube as a key part of their pre-purchase research in India.

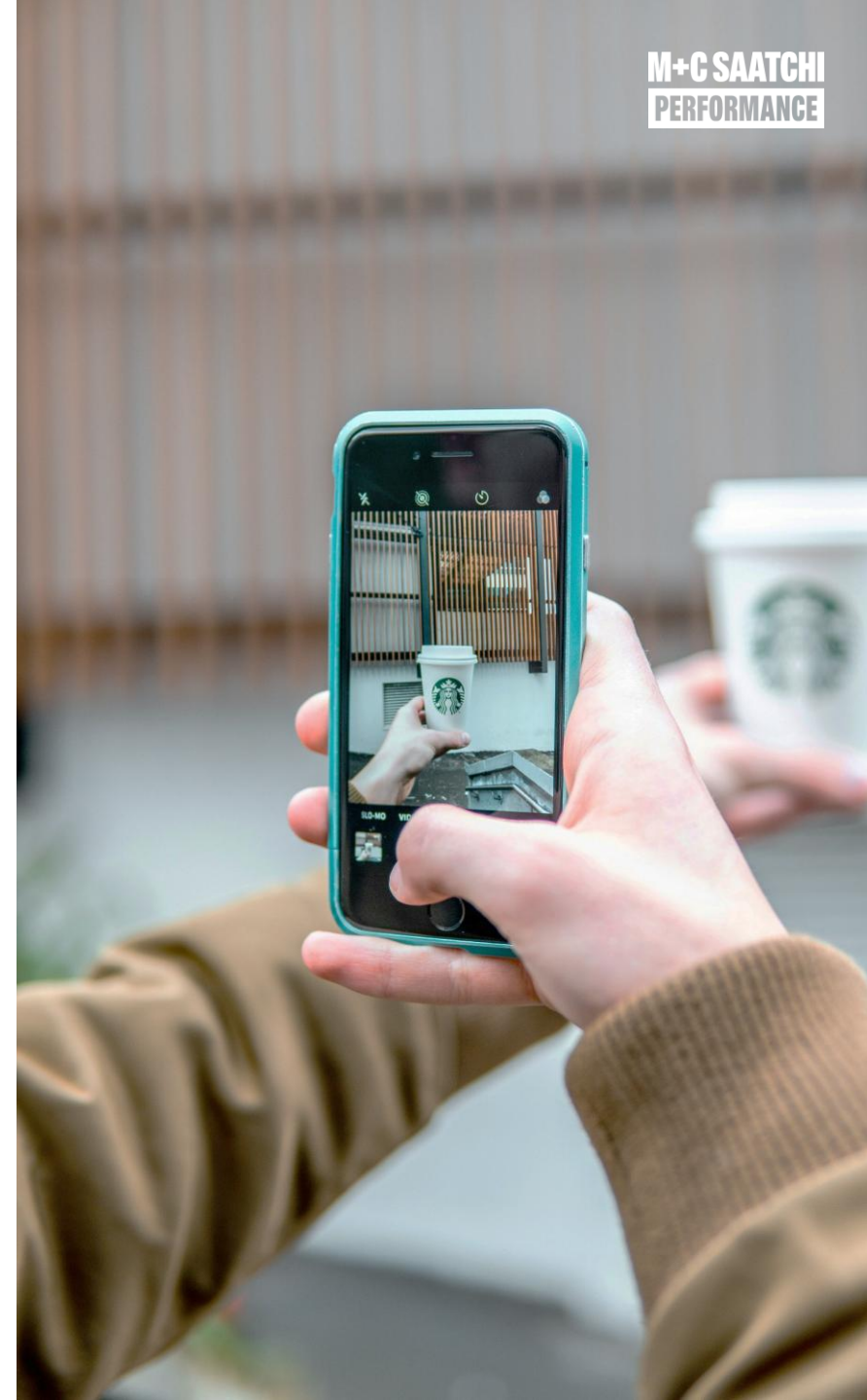
India's e-commerce is booming, led by Tier 2+ cities with a 13% spending rise.

43%

Gen Z starts their product discovery on TikTok, making it a fast-growing platform for festive inspiration and exploration.

30%

Conversion rates from live shopping in Indonesia highlight how engaged shoppers are with this interactive trend



5. Multi-Touchpoint Journeys

- + Festive shoppers use **8+ touchpoints** in their journey.
- + From early wish listing to final checkout, they expect a seamless, cross-platform experience.

6. FOMO & Exclusivity Drive Action

Urgency and exclusivity through flash sales, early-bird perks, and influencer-led previews push shoppers to act faster and earlier.

52% Indonesian consumers are open to exploring new brands during Harbolnas.

42% Consumers who identify as planned shoppers become impulsive.



A large, stylized Christmas tree composed of numerous small, glowing lights. The tree is primarily blue and white, with a section of warm white and orange lights in the middle. A large, five-pointed star made of lights sits atop the tree. The background is solid black.

POLL 02

**What's your top priority
when planning for Q4
festive campaigns?**

How Do You Grab Their Interest?

Creative Formats That Move the Needle



Interactive & Playable Ads

Deliver **20x more installs**, **7x higher conversions**, and **+50% engagement** vs static/video (CRAFTSMAN+)

Work by tapping into play & reward psychology for deeper attention, stronger recall, higher ROAS

Best fit for **gaming**, but adoption is growing in entertainment, finance & lifestyle.



UGC-Style Video Ads

Drives **+152% higher impression-to-install conversions** (Liftoff).

Especially effective in **e-commerce, utilities & social apps** because they feel authentic & trustworthy, crucial in crowded Q4 markets.

Apps are ramping UGC spend **double digits YoY**, with the biggest surge in Q4.



Measuring ROI at the Creative Level

How Marketers Connect Creative to ROI & LTV

+ Creative Data Ingestion

Auto-pulls creatives (images, videos, copy, placements) from ad networks
Ensures every asset is tagged & tracked consistently

+ Creative-Level Attribution

Links installs, purchases & subs back to the exact creative
Clear view of which assets drive ROI

+ ROI & LTV Calculation

Combines spend + revenue + engagement data
Enables ROI & LTV measurement at the creative level



Creative IQ

Stop guessing, start scaling.

Connect your creative assets to performance data and build high-performing ads with AI-driven insights from Creative IQ.

What you'll unlock

Creative Gallery

Side-by-side views of every ad, paired with real performance data.

Custom dimensions

Effortlessly encode your manual tags with custom dimensions.

AI Tagging

Automatically label audio/visual elements to see what's really converting.

Creatives Explore

Dive deep into your data with granular breakdowns in a pivot tables.

Cross-team collaboration

Unlimited seats and restricted users to share with external agencies and design teams.

Leading marketers trust Singular's superior creative reporting to grow faster



Creative Gallery

9 Mar 2025 - 10 Mar 2025

App Smashing Four

Source Facebook

3 Metrics Impressions, CTR, IPM

Choose and filter the AI dimensions you wish to review. (4 dimensions applied) Clear all

Creative Type Video, Images

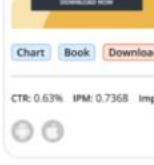
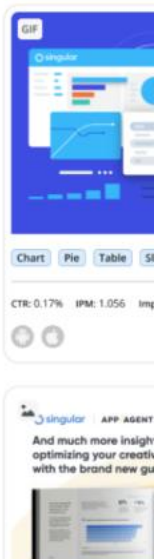
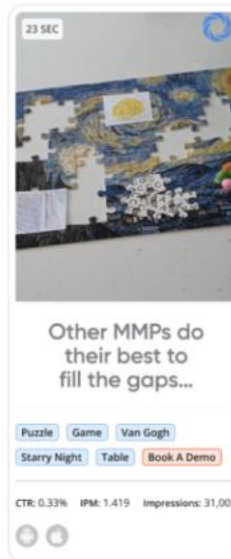
OS Android, iOS

Elements

Main Call to Action

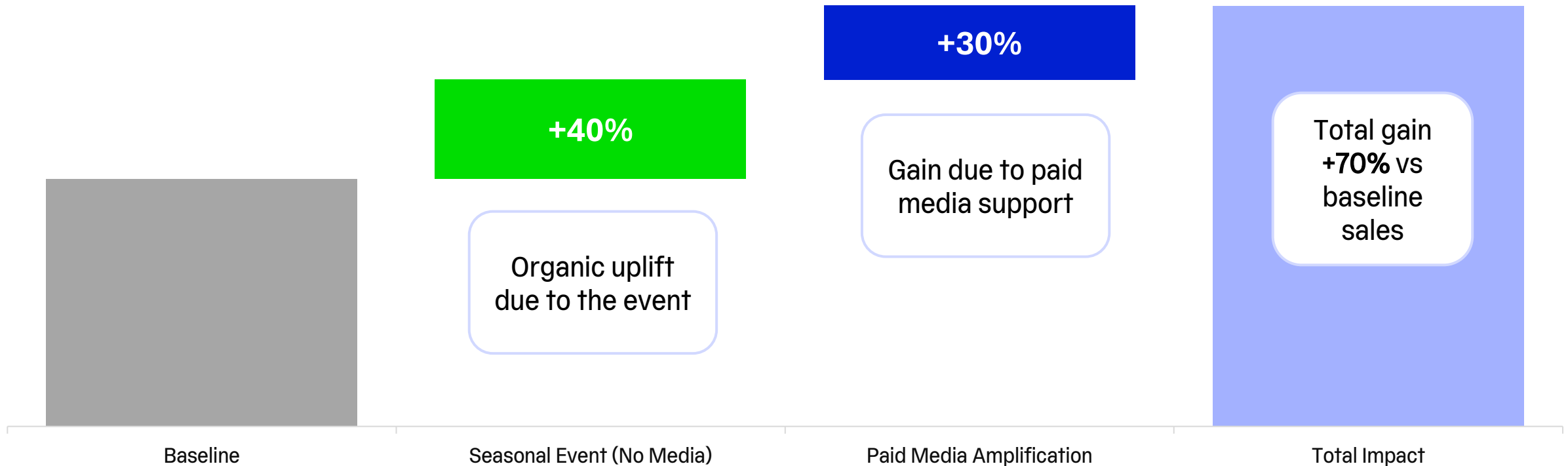
+ Add

658 creatives (Review the AI tags applied for creatives that have a preview available.)



Measurement With OneView

Events create natural uplift, but M+C Saatchi OneView quantifies whether media is genuinely amplifying it or just riding the wave.

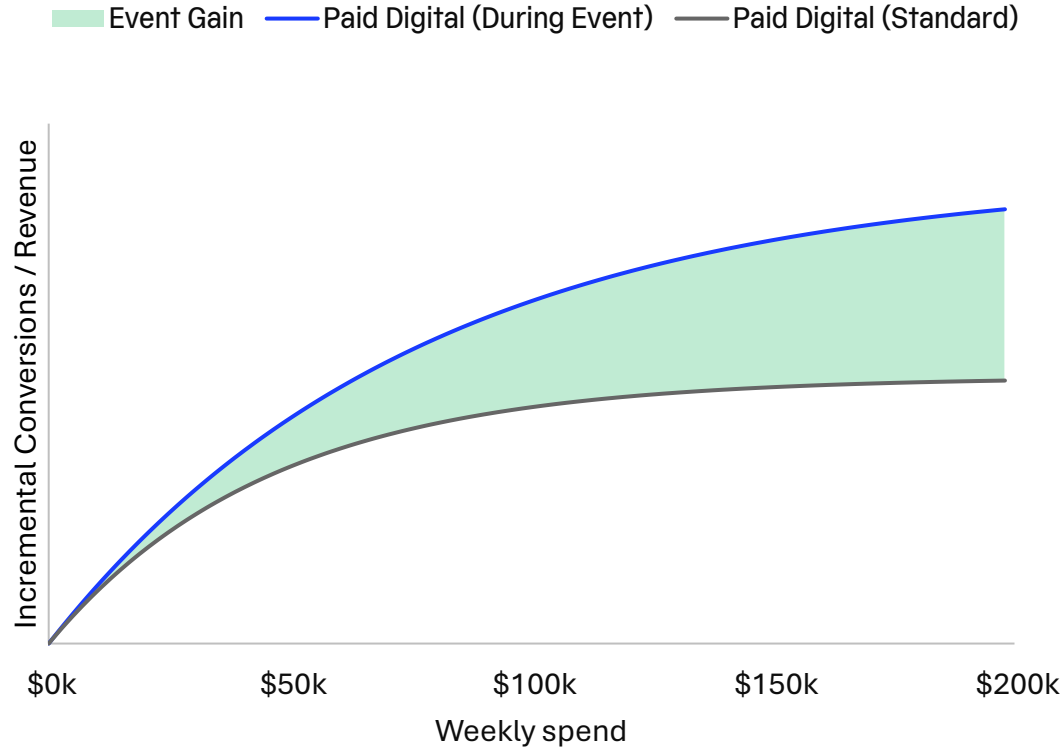


This ensures brands know when to up-weight, when to hold back, and how to plan smarter year-on-year



Seasonal Events Stretch Media Effectiveness

This allows investment to scale further before saturation



During seasonal events, media effectiveness stretches - conversions don't saturate as quickly as in normal weeks

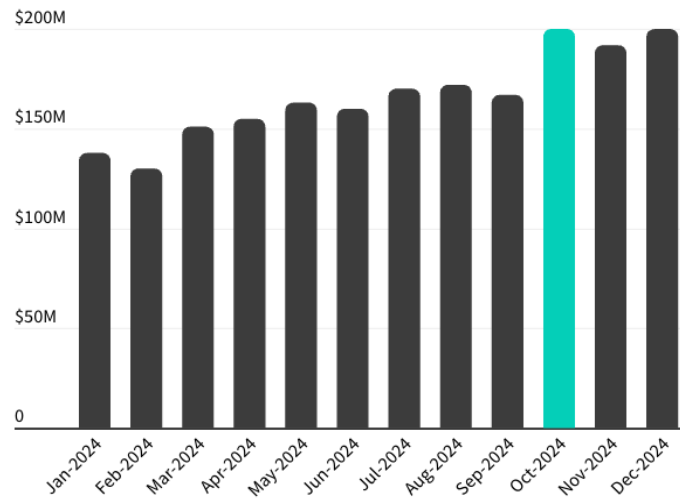
For this client, outside of events, the optimal weekly spend range is c. \$45–75k, within events, this almost doubles to \$75–125k

This proves that media and events work harder together, creating incremental growth beyond the organic uplift alone



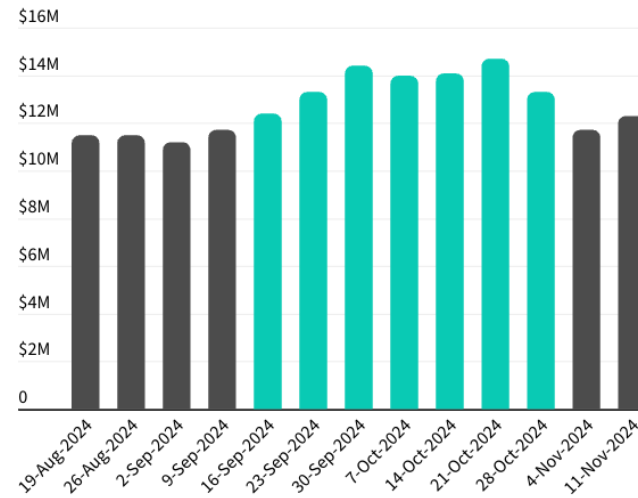
Advertisers Spike Spend in India Ahead of and During Diwali

Digital Advertising Spend in India



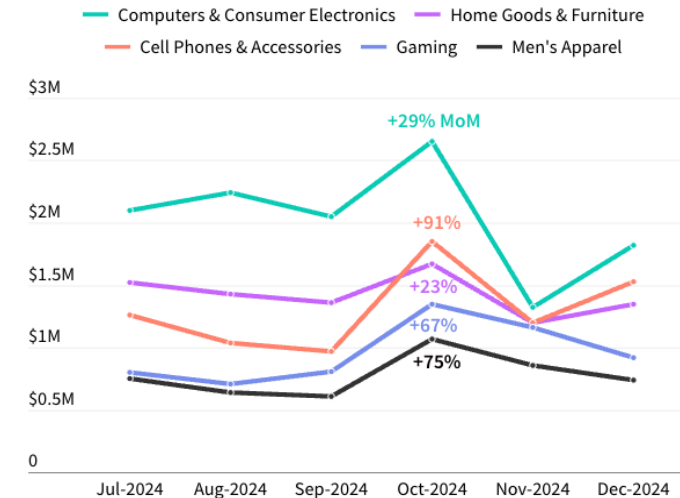
Digital ad spend in India spikes in October ahead of Diwali: daily ad spend in October was up 16% MoM, by far the biggest jump in 2024

Weekly Shopping Category Digital Advertising Spend in India



Advertisers start their campaigns early: Shopping advertising spend started to pick up in mid-September and peaked throughout the month of October

Digital Advertising Spend in India
For Select Categories, July - December 2024



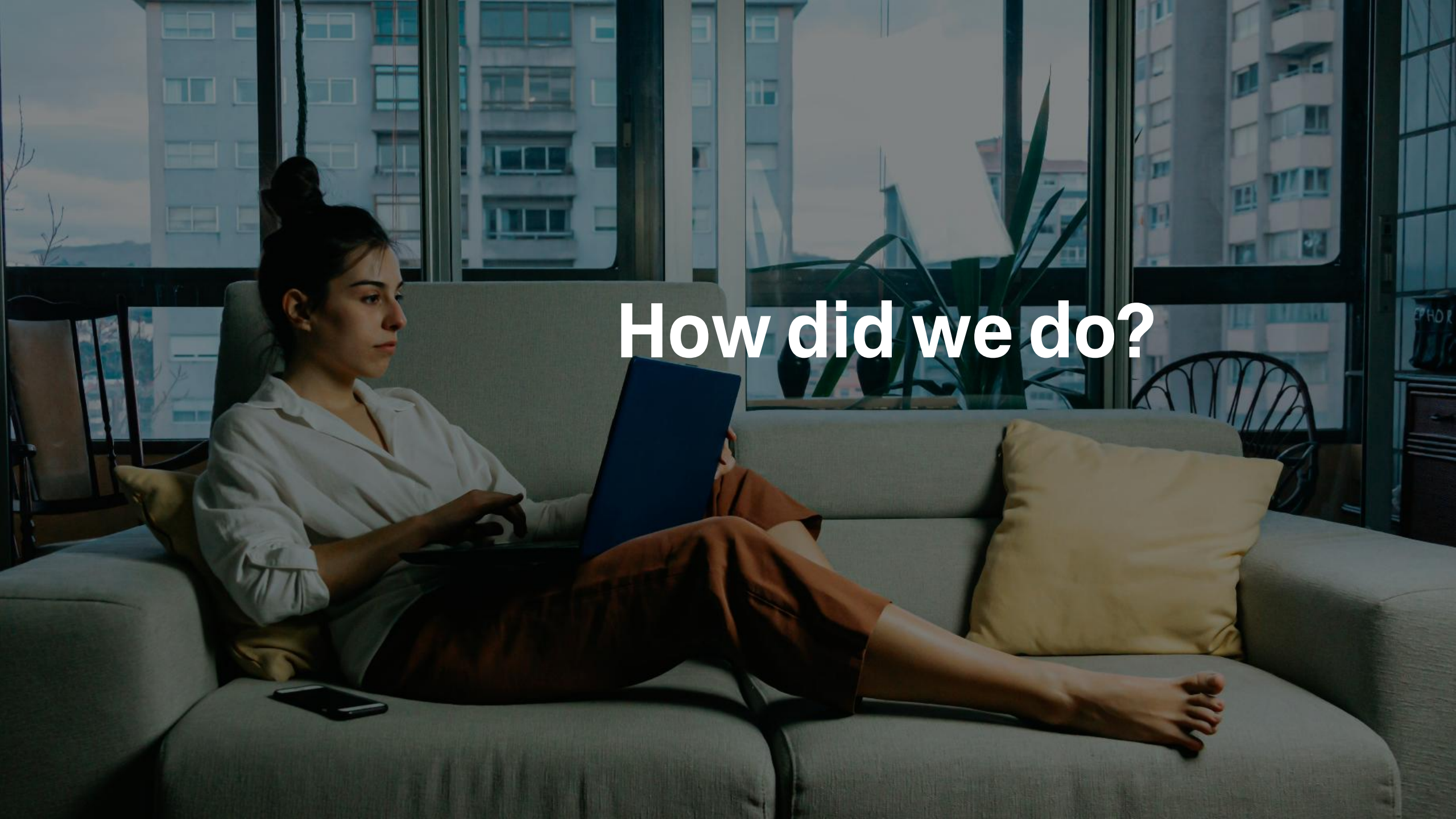
Electronics advertising spikes: top categories to see spikes in ad spend in October included Computers & Consumer Electronics and Cell Phones & Accessories



How is AI changing the game?

Questions?



A woman with dark hair in a bun, wearing a white shirt and brown pants, is sitting on a grey sofa. She is looking at a laptop screen. A smartphone is on the sofa next to her. The background shows a large window with a view of a city and a potted plant. The text "How did we do?" is overlaid in the center.

How did we do?

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Thank you

