

# 2024 Season HOLIDAY PLAYBOOK

From Black Friday to New Year's Eve – there's no shortage of opportunities to drive results on X during the holiday season.



## THE HOLIDAY SEASON ON X CONTINUES TO GROW YEAR AFTER YEAR

**+125%**

### POSTS

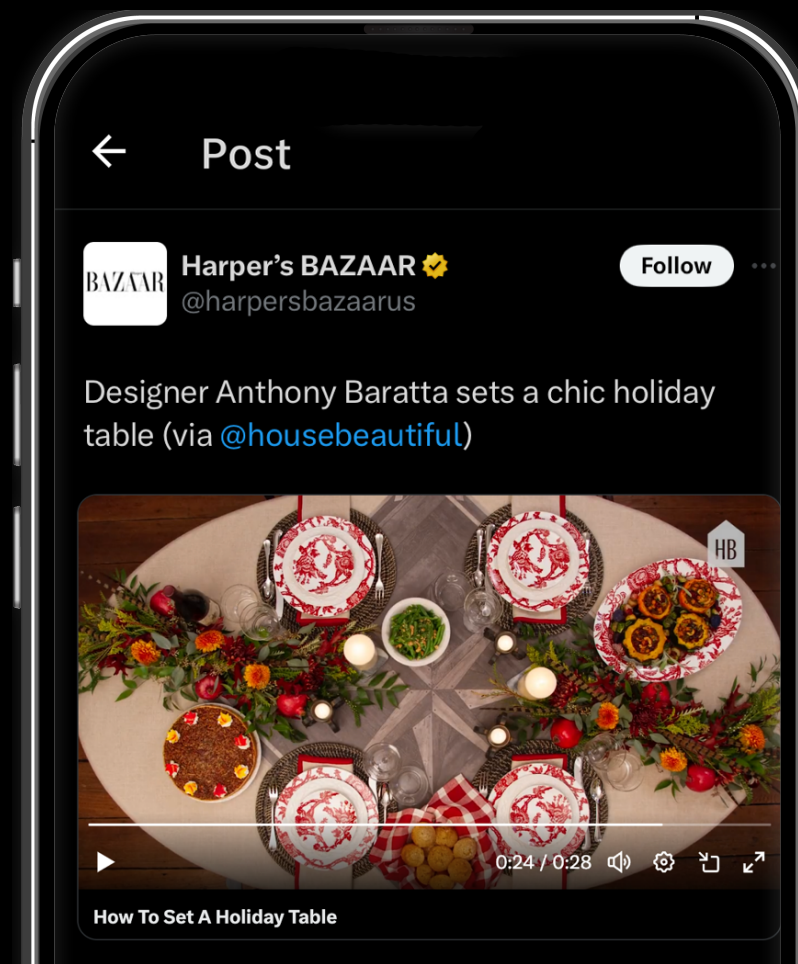
Growth in Holiday Season posts YoY. <sup>1</sup>

+20% growth in audience YoY. <sup>1</sup>

**220M**

### VIDEO VIEWS

of the conversation  
in the US since November 2023. <sup>1</sup>



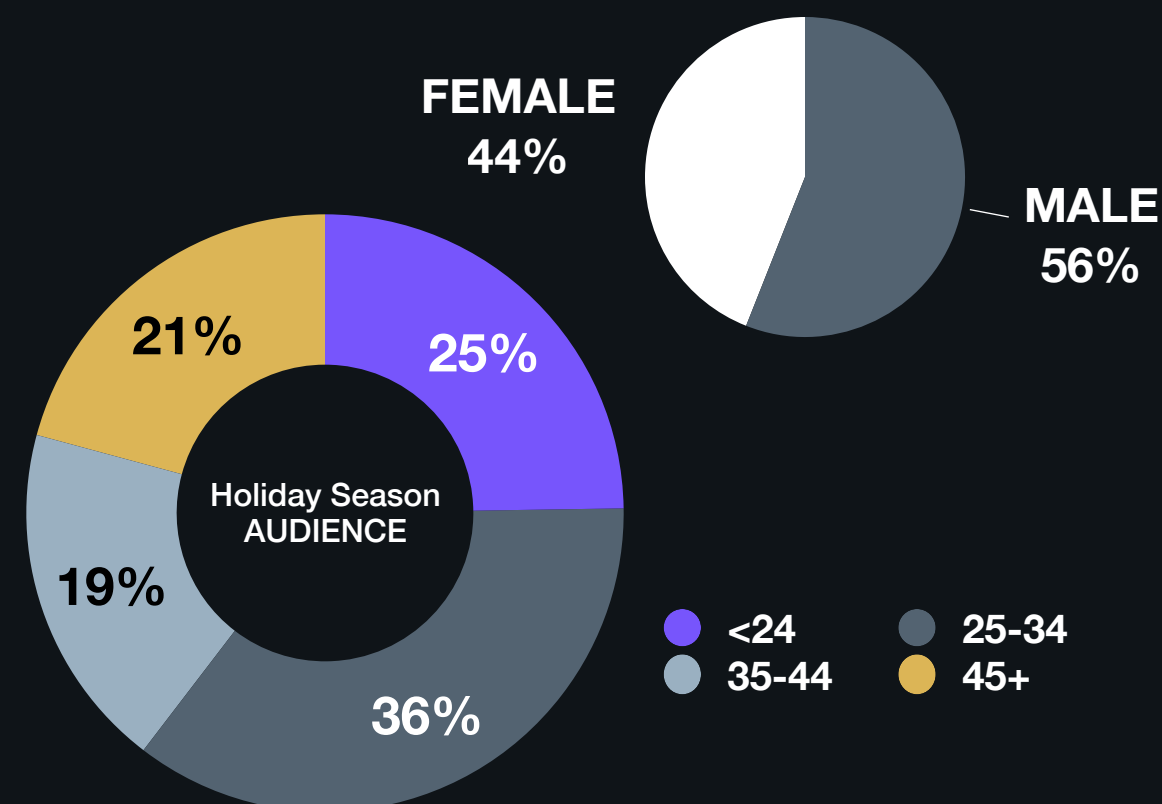
## HOLIDAY SHOPPERS ON X ARE MORE LIKELY TO INFLUENCE, TRY AND BUY

**+32%**

More likely to be the first  
to try new things  
vs non-users. <sup>3</sup>

**+39%**

More likely to buy products  
they have seen advertised  
vs non-users. <sup>4</sup>



1. Source: X Internal (Semantic Core), Comparing Holidays on X from October 1st, 2022 - January 2nd, 2023 to October 1st, 2023 - January 2nd, 2024. US Only.  
2. Source: X Internal (Semantic Core), Holidays on X from October 1st, 2023 - January 2nd, 2024. US Only.  
3. Source: Global Web Index, Waves Q1 2021 - Q4 2021. Attitudes: All 'Describes me' statements, Global X Users, Q: Which of the following do you feel describes you?  
4. Source: Global Web Index, Waves Q1 2023 - Q4 2023. Attitudes: All 'Describes me' statements, USA X Users, Q: Which of the following do you feel describes you?

## BUILD BRAND AWARENESS

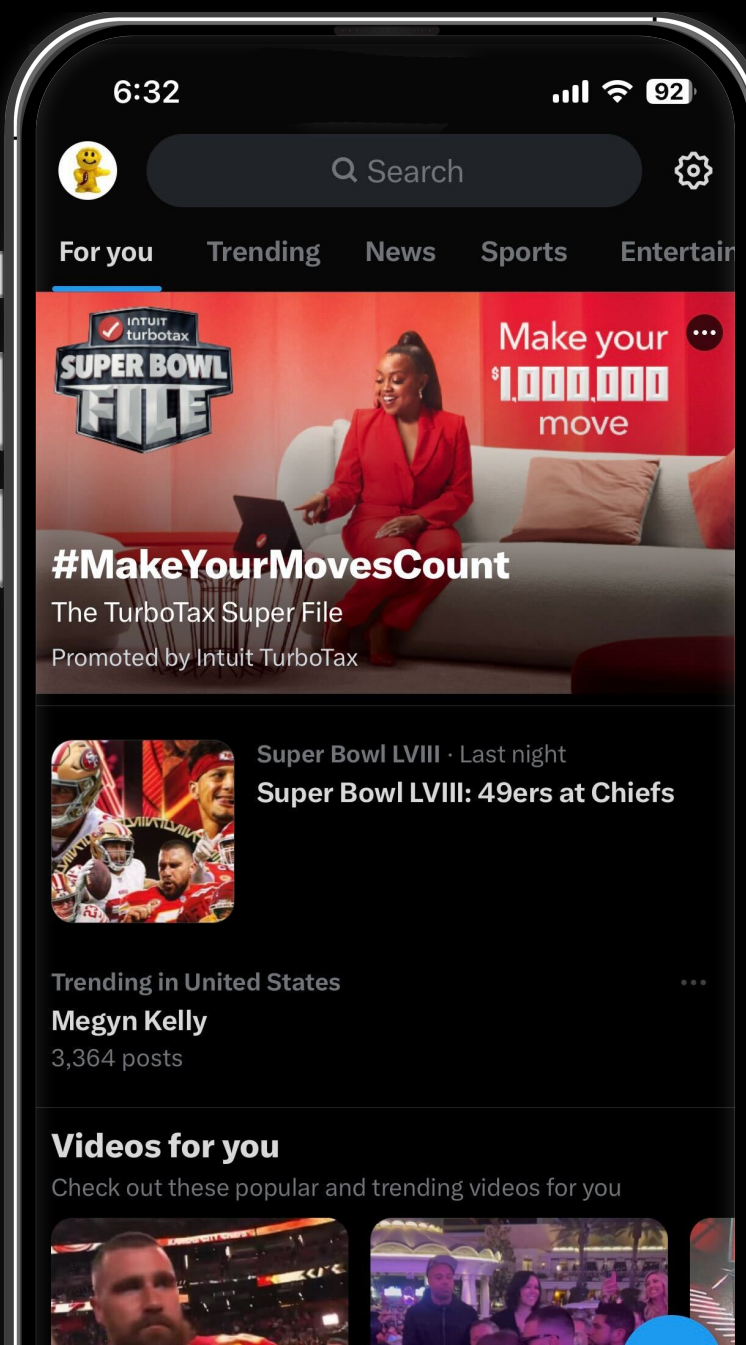
### TIMELINE & TREND TAKEOVERS

Own the holiday conversation by placing your brand at the top of the Timeline or Explore tab.

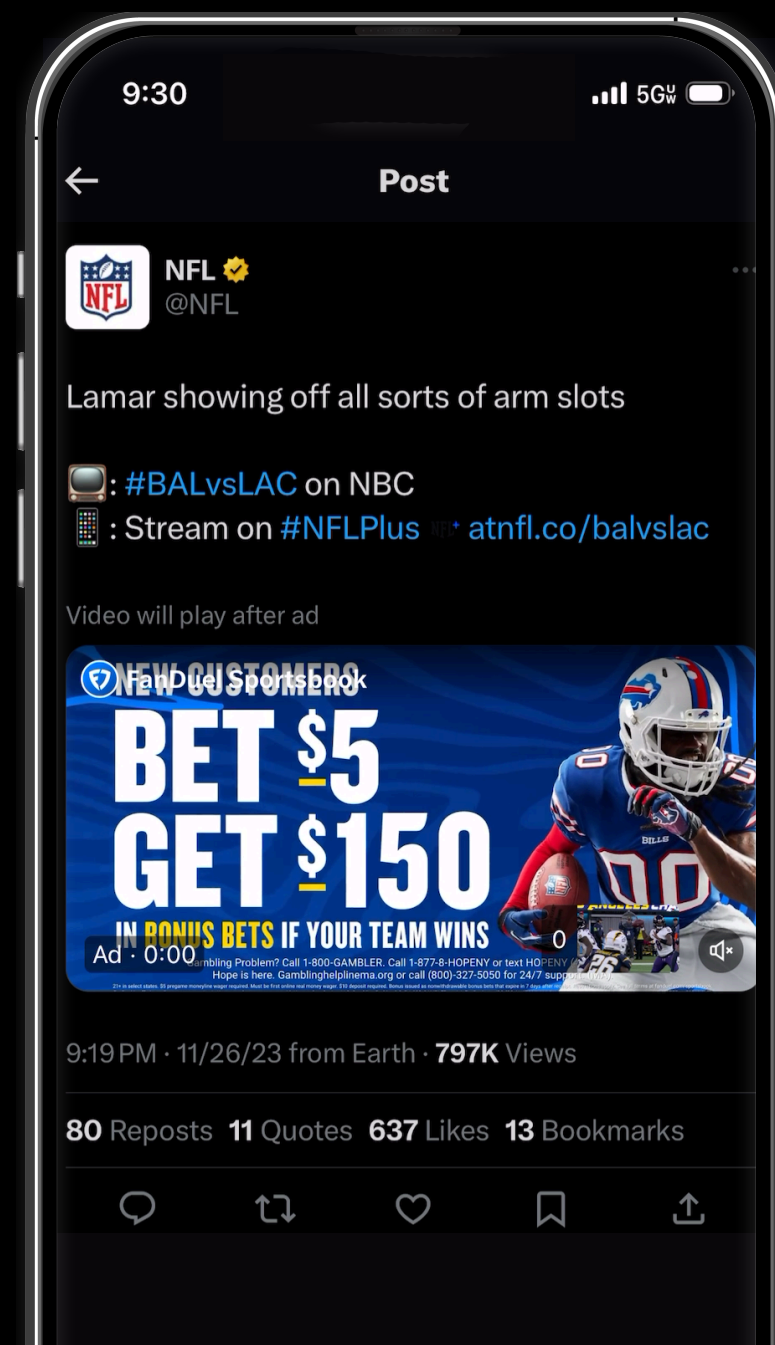
### AMPLIFY PRE-ROLL

Align with premium content from top publishers like the NFL, NBA, Hearst, ESPN and more.

### TAKEOVERS



### AMPLIFY



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## DRIVE INTEREST & CONSIDERATION

### HOLIDAY COLLECTION ADS

Give customers a seamless way to browse and purchase gifts on X by showcasing a primary image and up to 5 clickable product thumbnails.

### VERTICAL VIDEO ADS

Leverage the full-screen, immersive canvas of vertical video to reach customers when they're most engaged and receptive to your brand.

Plus, you can include a CTA button to drive users to your catalog or product pages.

### COLLECTION ADS



### VERTICAL VIDEO ADS



## GENERATE EFFICIENT PURCHASES

Our AI-powered targeting delivers conversions efficiently by reaching high-intent audiences with very little input from you. Promote your products to our receptive and affluent audience to drive holiday sales.

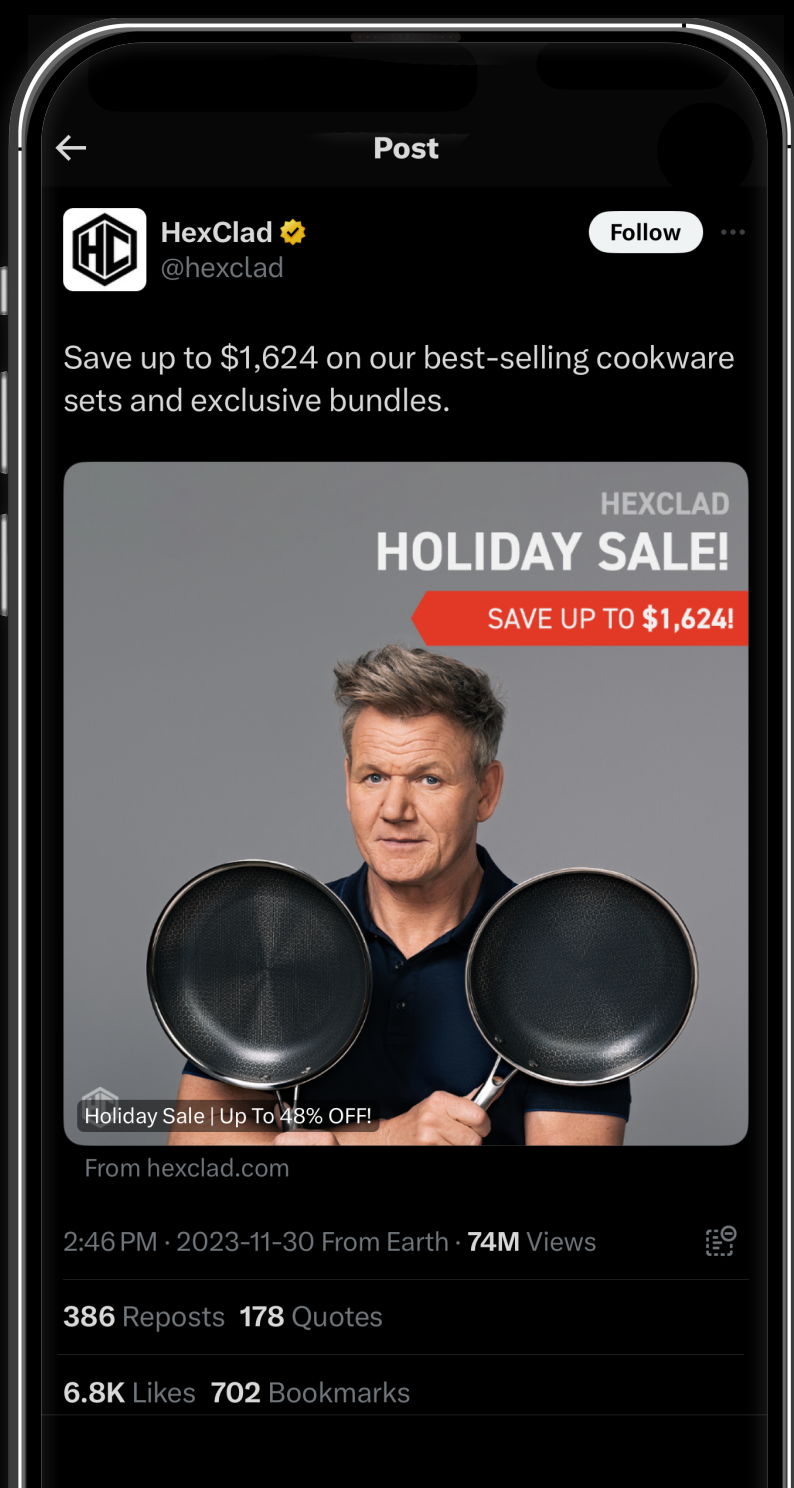
Improved algorithm produced:

# +56%

AVG INCREASE IN  
CONVERSIONS

# -42%

AVG REDUCTION IN  
COST PER PURCHASE



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## BEST PRACTICES

### ACTIVATE NOW

Activating as soon as possible allows you to capture shoppers who start their holiday shopping early, before your competition activates around Black Friday.

### SHOWCASE YOUR PRODUCTS

Use simple images or videos that are visually appealing and avoid graphics that contain heavy amounts of text.

### HIGHLIGHT PROMOTIONS

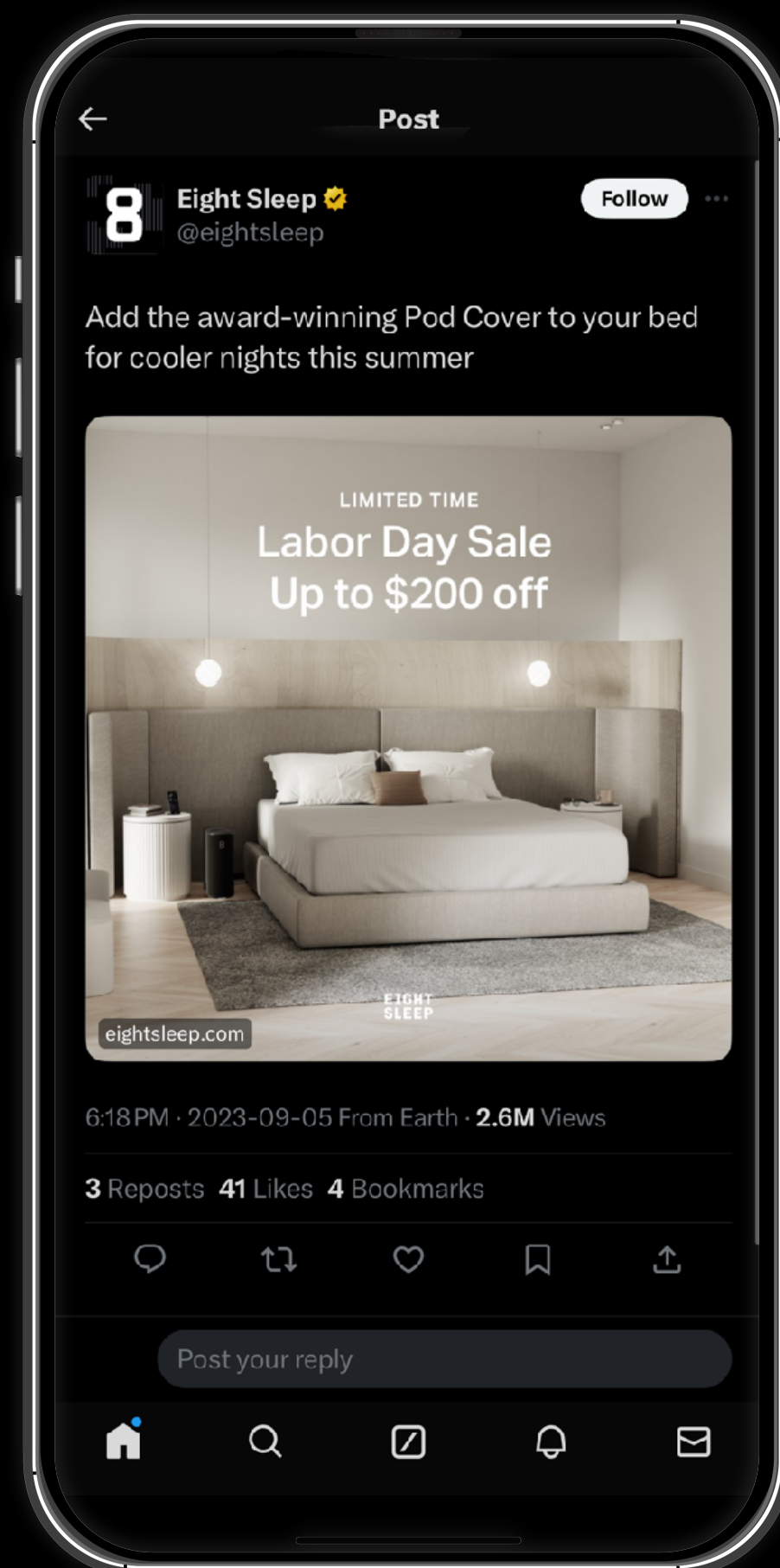
With intent to purchase and competition at a yearly high, give potential customers yet another reason to purchase from you and secure those conversions.

### LEVERAGE AI-POWERED TARGETING

Enable *Optimized Targeting* when setting up a campaign to allow X's algorithms to reach people beyond your set parameters when there is potential to achieve greater ROI.

### ENGAGE ORGANICALLY & PROVIDE SUPPORT

Actively engage with shoppers to spark their interest in your products and provide robust support to ensure customer satisfaction.



## WHEN TO ACTIVATE

The shopping season on X starts early and picks up fast. In 2023, we saw a 20% MoM increase in impressions from October to November<sup>1</sup>, and “last minute shopping” mentions increased 49% YoY<sup>2</sup>.



Source 1: X Internal (Semantic Core), Holidays on X from October 1st, 2023 - December 31st, 2023. US Only  
Source 2: X Internal (Semantic Core), Comparing Holidays on X from October 1st, 2022 - January 2nd, 2023 to October 1st, 2023 - January 2nd, 2024. US Only.