



## RETAIL

# Engagement Equation

The right data can mean the difference between reaching an engaged audience and spending your ad investment in the wrong place.

In this series, we tap into our own data to analyse audience engagement with ads across each industry – giving actionable insights and tips to help make your ad campaigns more impactful.

# Who are retail audiences?

From star signs to sci-fi, clickers of retail ads are a varied group.

Compared to the general population, consumers who engage most with retail-related ads are:

**1.3x** more likely to purchase cold treats like ice cream and ice lollies

**1.3x** more likely to be interested in sci-fi and fantasy

**1.3x** more likely to be parents

## TAKEAWAYS AND TIPS

Browsing and online shopping leaves retail consumers with quite the appetite – making them more likely to visit specialty sites on recipes and cooking - by up to 25x and 24x respectively. You might also want to consider if Mercury is in retrograde before placing your ads, as retail fans are 162x more likely to visit sites covering star signs and zodiacs.

- Tools like our [Automated Demographic Targeting](#) identify audience segments that will help you reach your goals.
- Our AI-powered Planner tool will then help you do the heavy lifting when it comes to getting right to the heart of your audiences.
- Remember, there may be unexpected audience groups that are receptive to your message, so using lookalike modeling can help identify those audience groups.

# When do they engage?

The earlier in the week the better, when it comes to retail ads.

We find that retail ads perform best during these times:



### Month

Viewability:  
April to June  
Video completion:  
April, May



### Day of the Week

Viewability:  
Tuesday  
Video completion:  
Tuesday  
Conversion:  
Mon - Wed



### Time of Day

Viewability:  
4pm to 10pm  
Video completion:  
10am to 1pm  
Conversion:  
9am to 8pm

## TAKEAWAYS AND TIPS

Reach retail enthusiasts early in the week, from Monday to Wednesday. Tuesday is the top day for viewability and video completion as consumers look for a post-weekend pick up. While video completion and engagement is better in April, engagement with display ads peaks between October and December during the peak Christmas shopping season.

- Up your spend during optimal moments using our "Time of Day" and "Day of Week" vectors.
- Prioritise different times of day according to the ad format – the middle of the day is when you should give your video content a boost.
- Plan campaign flights for when engagement is highest – April is big for viewability, completion and engagement rates for retail ads.



### TOP TIP

If you're looking for the ultimate time of the week to optimise all your KPIs, Wednesday at 9pm or Thursday at 9am are your best bet.



# Where are they most responsive?

The very best channel is mobile – but remember, different channels perform well for different KPIs.



## PC Display Ads

Viewability is highest in May and June



## CTV

Completion rates peak in both August and November



## Mobile Ads

Viewability is highest from March to April and in November. Completion rates peak in February and August

### TAKEAWAYS AND TIPS

Use dynamic universal pixels that track things like products viewed and purchased, to customise targeting and ultimately optimise towards goals like return on advertising spend.

- Reach audiences that have already seen your content, across different devices, with [Player Event Retargeting](#).
- Use [mobile geolocation targeting](#) to drive consumers in-store during seasonal sales.



thetradedesk.com  
info@thetradedesk.com