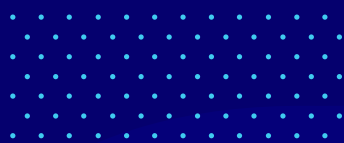


Holiday Shopping Communications Survey

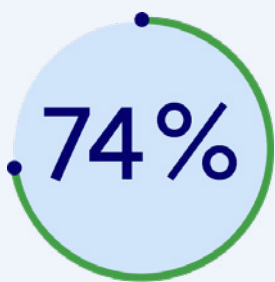


Holiday shopping is going to be different this year, and it remains to be seen how well consumers cope with the changes. As has been [widely reported](#), shipping issues are keeping hot new gifts off retailers' shelves. At the same time, [microchip shortages](#) are preventing manufacturers from being able to get some products into shippers' hands. The likely result is a lot of upset gift-givers — which means retailers need to be especially smart this year about how they communicate with customers.

In early August, with back-to-school and holiday shopping looming, Plivo commissioned The Harris Poll to conduct a survey among more than 2,000 US adults aged 18 and older* to help retailers determine the manner and the channels their customers prefer use to communicate.



The survey found that nearly **9 in 10** Americans would want to receive communications from retailers they shop or want to shop with, most commonly via email (66%).



About **3 in 4** Americans would opt in to receiving SMS text messages from retailers, primarily for shipping and delivery notices and updates (45%) and coupons (43%).

* This survey was conducted online within the United States by The Harris Poll on behalf of Plivo from August 10-12, 2021, among 2,082 U.S. adults ages 18 and older, of whom 1,222 plan to shop for the holidays. For complete survey methodology, please contact press@plivo.com.



Holiday shopping

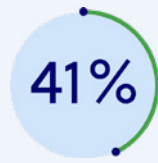
The survey specifically asked Americans if they planned to shop for the upcoming holiday season. 1,222 US adults ages 18+ confirmed that they will be shopping. Of that group:



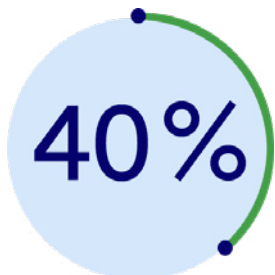
want to receive communications from retailers they shop with or want to shop with,



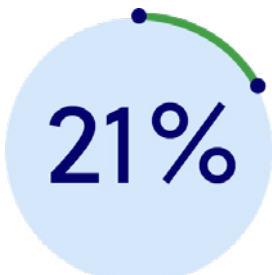
..the top preferred method being via email



..followed by SMS text messaging



vs.

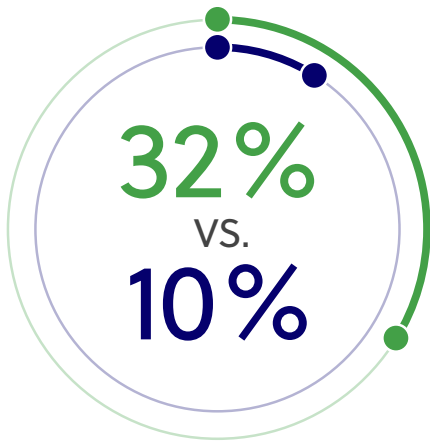


Adults ages 35+ are more likely than those **18-34** prefer to receive direct mail communications from retailers they shop with/want to shop with.

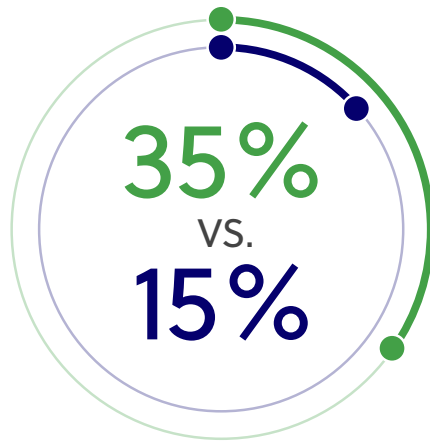




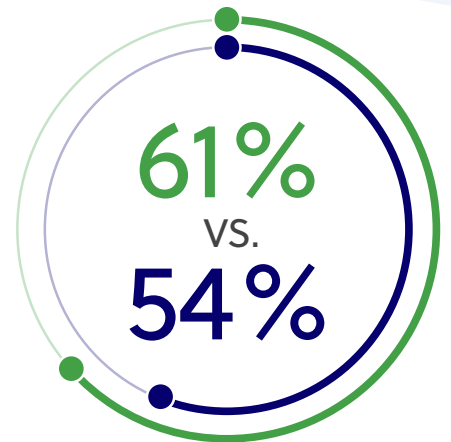
of holiday shoppers would opt in to receive SMS text messages from retailers, with the top notification being for shipping and delivery notices and updates (54%) and coupons (52%)



Younger holiday shoppers ages **18-44** are more likely than older holiday shoppers 45+ to opt in to in-app messaging



Holiday shoppers ages **18-64** are more likely than holiday shoppers 65+ to opt in to curbside pickup notifications



Women are more likely than men to shop for the holidays this year



Successful retailers will have to bring customers in — and a good way to do that is to alert people when the items they want most are available. Text messaging offers [the most cost-effective way to reach a wide audience](#), and our Harris Poll data shows that customers don't mind — or actually welcome — texting and other forms of electronic communication from retailers.

Plivo can help your business add texting capabilities to your existing applications quickly enough for you to be ready for everyone from those clever early shoppers to perpetual procrastinators. [Our experts can show you how](#), or you can just [sign up](#) and start coding today.

