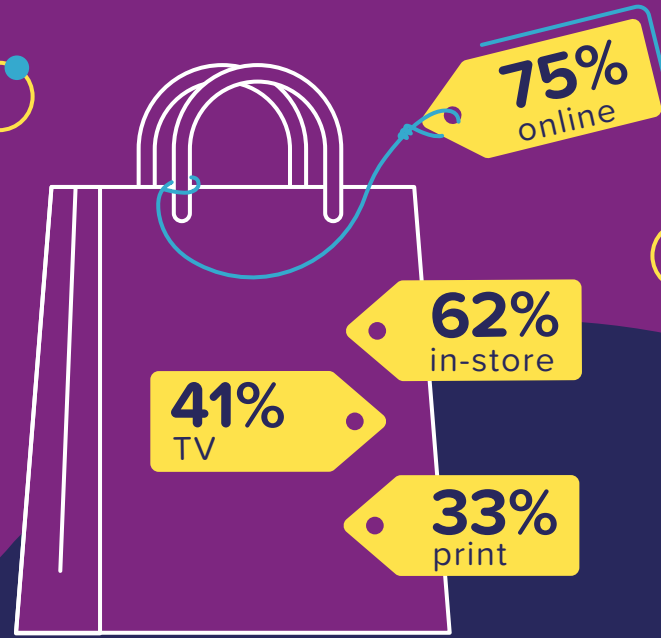
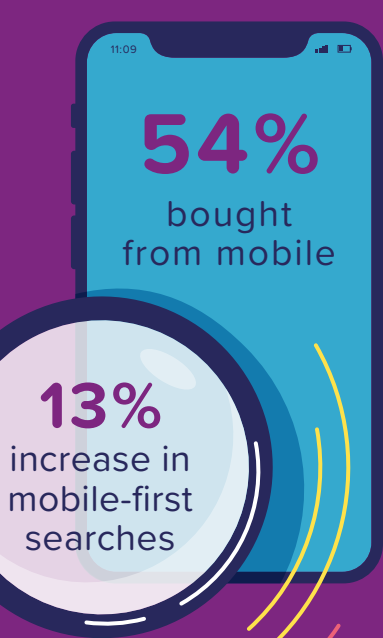


5 INSIGHTS FOR HOLIDAY CAMPAIGNS

IN APAC



1 CHANNELS to discover gift ideas in 2018



GROWTH in 2018 global shopping

Singles Day	Black Friday	Cyber Monday
25%	9%	15%

TIMING when holiday shopping started

October	November	December
10%	33%	45%

4 FORMAT



Video + Static = **17%** higher conversion lift (compared to only static)

Types preferred in 2018:

- 41% Holiday mood
- 39% Family
- 37% Holiday humour

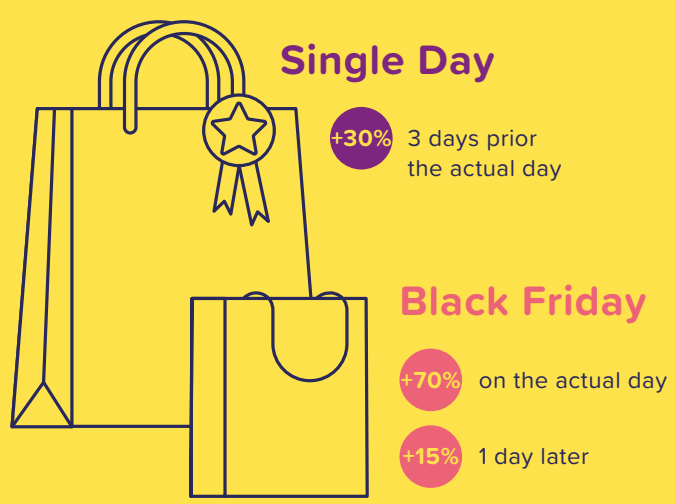
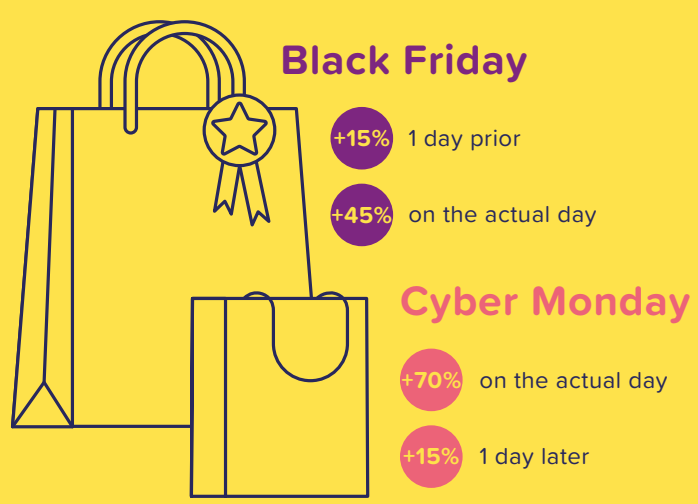


5 IMPACT on CPM



GLOBALLY

SOUTHEAST ASIA



\$ 2,100,000,000,000 of APAC retail sales will be impacted by digital in 2020

Sources: Forrester: 48% Of Retail Sales In Asia Pacific By 2020 Will Be Impacted By Web; Facebook IQ: Facebook 2019 Holiday Study by Ipsos Marketing; Smartly.io: Approximate CPM figures from 2018 aggregated data

Power Beautiful Effective Ads with **Smartly.io**