

FROM THE EXPERTS: RETAIL IN 2021

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AD SPEND OUTLOOK

+14% RETAIL ECOMMERCE SALES

Retail ecommerce sales are expected to reach \$908.7 billion in 2021, a 14% increase over 2020's major gain in ecommerce sales.

+15% RETAIL ECOMMERCE SALES

Retail ecommerce will account for 15% of total retail sales in the US in 2021 compared to just 11% of total retail in 2019.

eMarketer, 2021



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Americans are expected to purchase products digitally in 2021.

The Harris Poll, 2021

SHIFT IN SHOPPING HABITS

As of December 31, two-thirds of Americans say that their shopping habits will have changed as a resolute of COVID-19 even after the pandemic is over. *The Harris Poll, 2021*

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SOCIAL MEDIA DRIVES MORE PURCHASES

US adults who purchase products directly on Social Media, Q4 2018-Q3 2020 (% of respondents)



76%

76% of consumers changed stores, brands, or channels in 2020.

McKinsey, 2021

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CHAMPIONS OF DIGITAL MEDIA

With 20+ years of digital media expertise and Centro's owned & operated technology, Basis we are here to help businesses navigate the all-important 2021. Here are just a few of our offerings to get started!

OMNI CHANNEL ACTIVATION

Activate all digital media campaigns across programmatic, site direct, search, and social, all in one place. Access all digital channels and devices to effectively reach your target audience.

ADVANCED TARGETING SOLUTIONS

Establish a data-driven approach to define the right behavioral elements, prospecting, contextual alignment, or retargeting to reduce wasted ad spend.

CAMPAIGN REPORTING & OPTIMIZATION

Review and monitor real-time analytics across all campaigns and choose between bid multipliers, algorithmic optimization or machine learning optimization to generate better outcomes.

SERVICE

Receive the support you deserve with Centro's Raving Fan Service - the industry's best & quickest on-boarding, customer service and highly rated education programs designed to ensure your success.