#### FROM THE EXPERTS: RETAIL IN 2021



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



expected to purchase products digitally in 2021.

The Harris Poll, 2021

### SHIFT IN SHOPPING HABITS

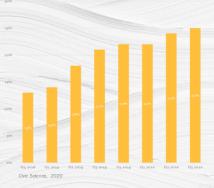
As of December 31, two-thirds of Americans say that their shopping habits will have changed as a resolute of COVID-19 even after the pandemic is OVER. The Harris Poll, 2021



# **SOCIAL MEDIA DRIVES MORE PURCHASES**

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





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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!

#### O M NI 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.