

# VDX.tv releases 2021 holiday video advertising guide for brands and retailers

Issued by [VDX.tv](#)

22 Oct 2021

VDX.tv, a global video advertising technology company has released its 2021 Holiday Video Advertising Guide "*Navigating consumer shopping expectations this season*" for brands and retailers. The guide covers the holiday season, which is one of the most significant events of the year for retailers and consumers around the world, who make it their mission to find the perfect gifts and capture the best deals. While this period provides huge opportunities for brands, it also brings stiff competition. For advertisers wanting to get ahead, the key to holiday success is in understanding how consumer expectations have changed, and how their advertising strategy can meet these demands.



The guide was developed to examine some of the key trends driving purchase activity this holiday season and to explore how brands can leverage omnichannel video advertising to meet consumer expectations.

Jim Johnson, VP, Account Planning, VDX.tv, on how brands can best serve customers: "This holiday shopping season should be a merry one for retailers and brands. The key to getting more jingle in their cash registers will be meeting shoppers' expectations. Retailers and brands rose to the challenge last year, accelerating their focus on customer experience (CX) and adopting new technologies. As a result, holiday sales surged 8% in 2020, more than double the 3.5% average gain over the previous five years. To replicate that success in 2021, they must be ready to accommodate shopping habits that have evolved considerably and continue to do so."

Download the guide [here](#) to learn more about:

- An earlier start to the holiday shopping season
- The role of ecommerce and mobile for holiday shopping purchases
- How to create a seamless experience between the online and in-store journey

## About VDX.tv

VDX.tv is a global video advertising technology company that is transforming the way brands connect with relevant consumers on their digital devices. Our unique, video-driven ad formats help brands scale their messaging across screens by linking the connected TV experience with interactive ad experiences on desktop and mobile. Using a technology platform that leverages precise household targeting, personalization and interactivity, we help brands drive real business outcomes by magnifying their image in the minds of consumers that matter most.

VDX.tv is a division of Exponential Interactive, Inc. Learn more at [www.vdx.tv](http://www.vdx.tv)

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