

**STRATEGY GUIDE**

# How to Prepare for the 2022 Halloween Season

Right behind the Holiday season, Halloween is the second-biggest retail event of the year in the United States. This translates into an optimal opportunity for marketers to provide multi-channel, targeted solutions and swiftly respond to consumer shopping needs in real time.

**In this guide, we'll:**

- Dive into historical and projected Halloween trends.
- Highlight key opportunities to focus on specific audiences by location and behavior.
- Provide recommendations on Halloween targeting tactics.


**Halloween by the Numbers**

## \$10.14B

Amount of planned spending on **Halloween expenses**.<sup>1</sup>

## 65%

Percent of Americans who plan to **celebrate Halloween**.<sup>2</sup>

## 40%

Percent of Halloween-related purchases made in a **discount store**.<sup>3</sup>

## Where Shoppers are Going

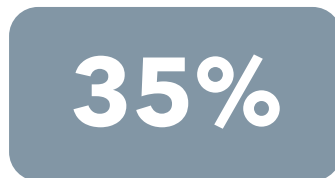
Discount and costume stores, as well as pop-ups can expect to make it big this Halloween season. Roughly 4 in 10 consumers visit discount stores for Halloween, with just over 1/3 targeting specialty and costume stores.



## Snapshot of locations Halloween consumers are visiting:



Discount stores



Specialty Halloween /  
Costume stores



Online

## Halloween Spend

US consumers spend significant sums of money celebrating the Halloween season. Year over year, most of the spending goes towards costumes, home décor, and candy.

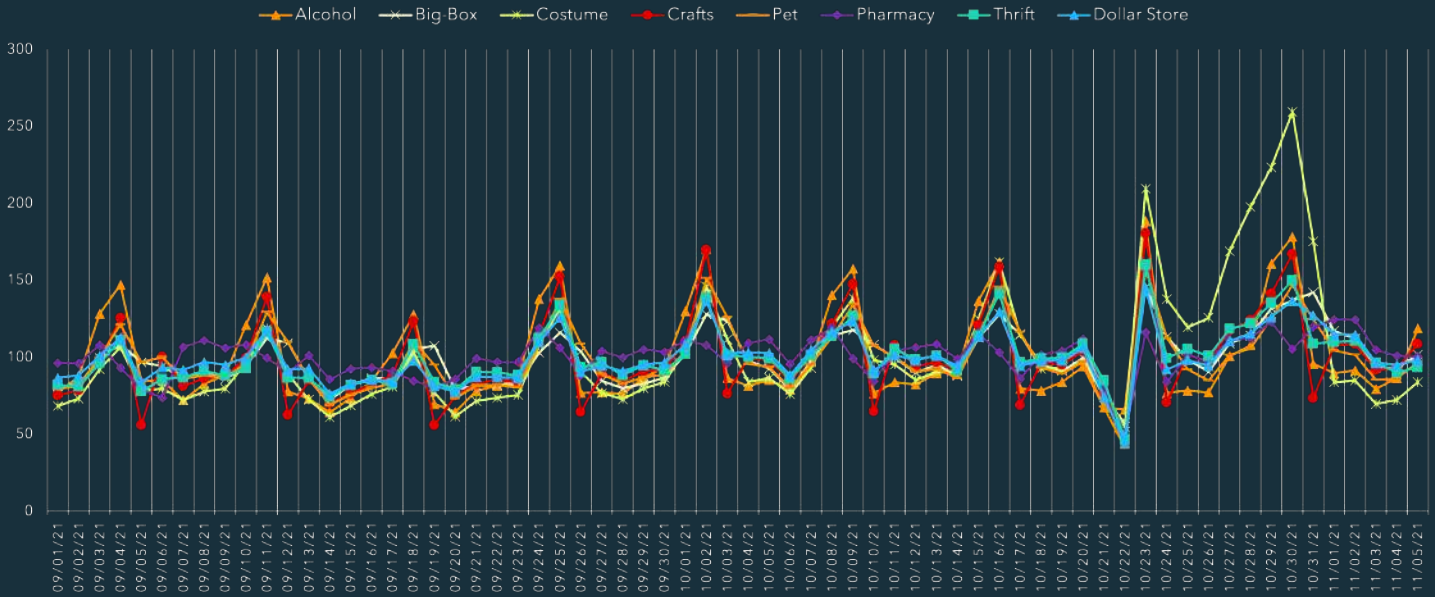
Below is a snapshot of what categories consumers in the US historically like to spend on for Halloween. Traditionally, spending on **decorations** takes the lead, with **candy** and **costume** purchases not far behind.



## Spooky Stats: The Where

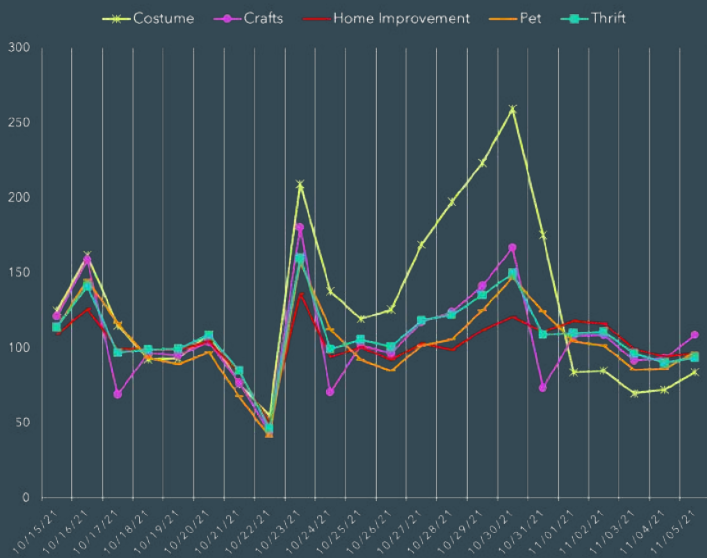
Consumers begin displaying higher-than-average foot traffic to various Halloween-related locations as early as the first weekend of September. The key to influencing is to start early!

### DAY OVER DAY FOOT TRAFFIC TO FOOD AND BEVERAGE RETAIL CATEGORIES IN 2021



## Spooky Stats: The When and Where

### DAY OVER DAY FOOT TRAFFIC TO HALLOWEEN COSTUME AND DECORATION RETAIL LOCATIONS IN 2021



**Costume Shops** saw peaks in traffics on the two Saturdays leading up to Halloween. Traffic was up **+109%** above average on Saturday 10/23/21 and **+159%** above average the day before Halloween.

**Thrift Shops**, a frequent DIY costume go-to, saw a **+16%** in foot traffic in October compared to September.

**Craft Stores** also saw increases in the month of Octobers as shoppers get their homes ready for the holiday. The largest peak in foot traffic was **+80%** above average on 10/23/21.

## Spooky Stats: The When and Where



Trips to Alcohol Stores spiked **+88%** above average the Saturday before Halloween, with a **+12%** in month over month increase in October 2021.

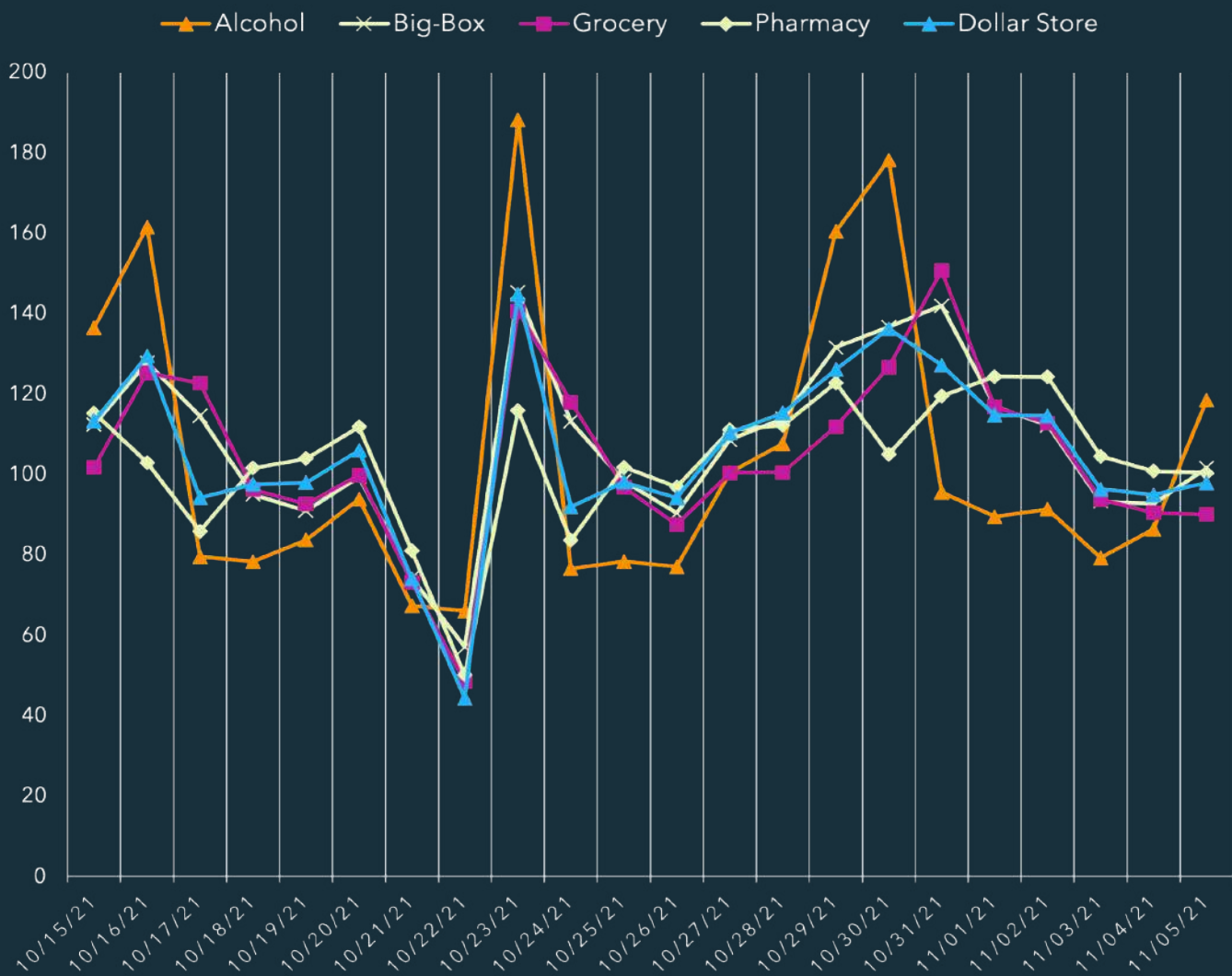


Dollar Stores saw a **+45%** increase in trips the Saturday before Halloween and a **+13%** increase foot traffic in October vs. September.



Big Box Stores saw a **+45%** increase in trips the Saturday before Halloween and a **+14%** increase in foot traffic in October compared to September.

## DAY OVER DAY FOOT TRAFFIC TO FOOD AND BEVERAGE RETAIL CATEGORIES IN 2021



## When is the Right Timing to Kick-Off Your Marketing?

**45%** of US consumers plan to start shopping in September or earlier for Halloween-related needs.

**39%** of US consumers plan to start shopping in the first 2 weeks of October for Halloween-related needs.



### GroundTruth Targeting Tip



Encourage shoppers to stock up early to ensure they get their first-choice costume and have full candy bowls for trick-or-treaters.

Brands like Hershey have sounded the alarm that they won't be able to meet demand this Halloween season. With in-store visits increasing at the end of September/early October, now is the time to kick-start your messaging, heavying up through the final days leading up to Halloween.

## Spooky Stats: The Who

These specific audiences have demonstrated increased foot traffic to Halloween-related categorical locations during the time frame of September - November 2021. For example, **Pizza Lovers** are **117%** more likely to visit Halloween-related locations in the weeks leading up to Halloween.

**By focusing in on audiences who show more activity during Halloween, you reach relevant audiences.**

### Audience Affinity

Overlap between Halloween Shoppers and GroundTruth Off-the-Shelf Behavioral Audiences



Arts & Crafts Lovers

**148%**



Pet Lovers

**137%**



Pizza Lovers

**117%**



DIYs

**55%**



Big Box Shoppers

**50%**

## GroundTruth Audience Spotlight: Pet Lovers

Halloween shoppers are **137%** more likely to overlap with GroundTruth's Pet Lovers Audience.

What does that mean for you? There is a huge opportunity to reach this audience segment in the weeks leading up to the holiday.

Pet Stores saw an **8%** increase in foot traffic in October 2021 compared to the month prior. **Can't win best-dressed at a puppy parade without the perfect costume.**



## GroundTruth Audience Spotlight: DIYers

Halloween shoppers are **55%** more likely to overlap with GroundTruth's DIYers Audience.

Let's break this down. **For some, this holiday is a chance for people to get crafty.**

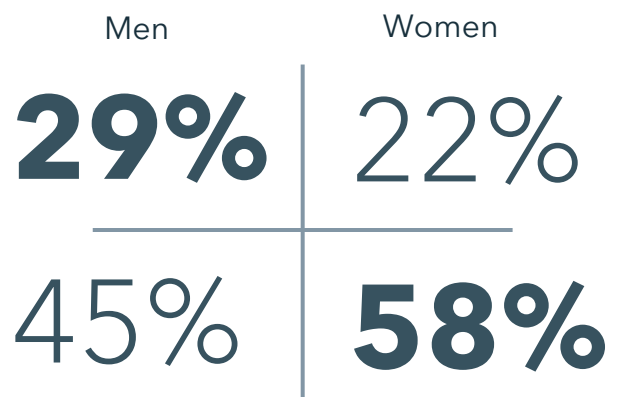
We observed a **17%** increase in foot traffic to Craft Stores and a **16%** uptick in visitation to Thrift Stores in October 2021 compared to the month prior highlighting the excitement to create a memorable celebration.

## Demographic Differences

While women and men are equally likely to celebrate Halloween, how they plan to celebrate differs.

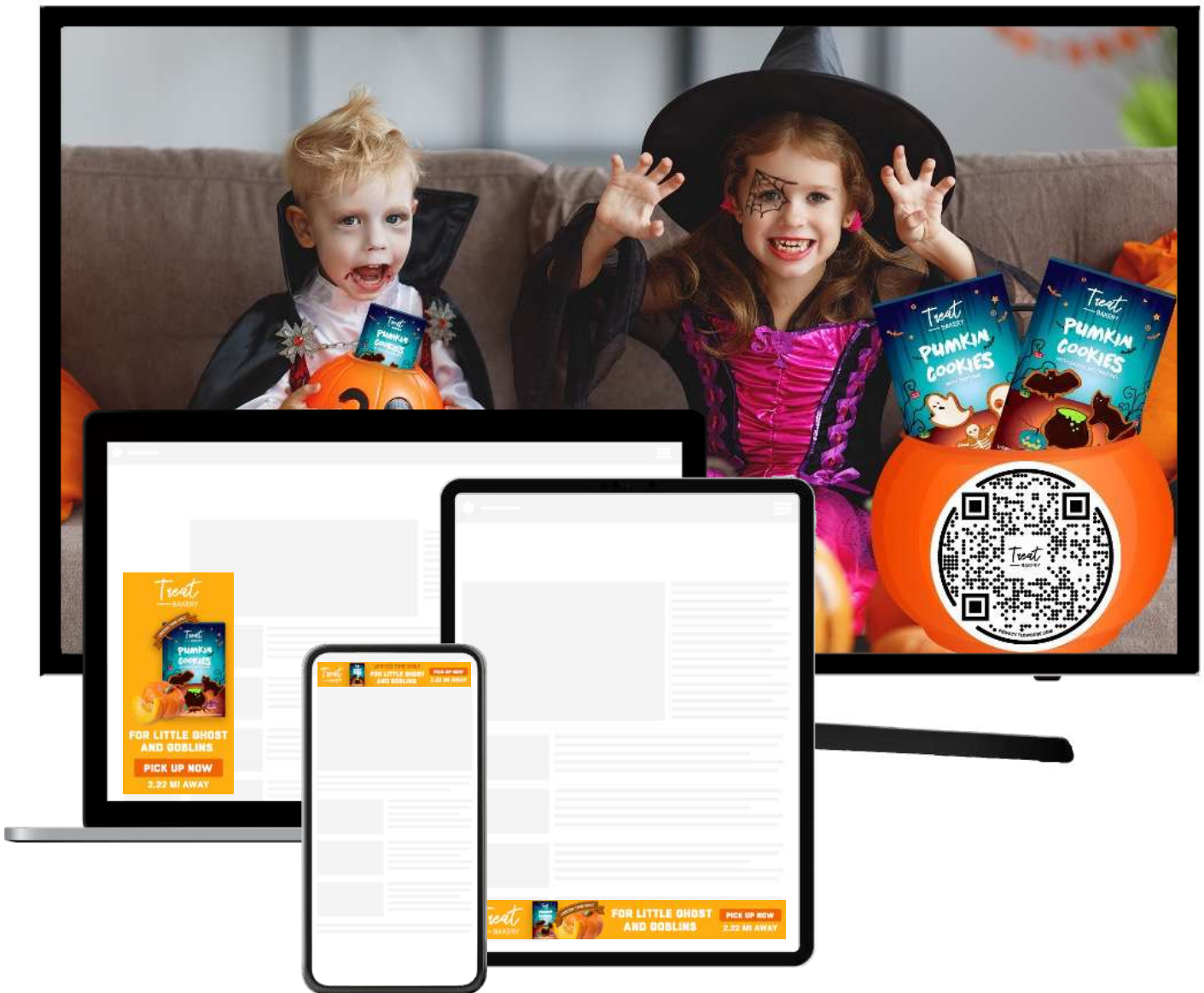
Likely to **throw a Halloween-themed party**

Likely to **decorate their homes/yards**



## Bring Your Creatives to Life

Engaging ads that are eye-catching and connect with your audiences with your brand.



### Reach Audiences in Real Time

Target people near a specific location to drive them in-store.



**Proximity Targeting:** Message customers within a specific boundary around your location or points of interests where your core audiences frequent to connect with relevant audiences.



**Retail Block Targeting:** Reach customers near your store/locations to stay top of mind and influence a store visit.



**Neighborhoods:** Eliminate wasted impressions by targeting geo blocks with high affinity to your brand that you hadn't considered before.



## Recommended Strategies

Consumers represent more than their online behavior. The places people go to shop for Halloween purchases are truer indicators of habits and intent than a visit to a website. Leverage physical world data to build unique audience and targeting solutions that help you reach Halloween shoppers at the right place, right time.

So, what are some of the ways that GroundTruth can help you reach Halloween shoppers with precision?

**Reach Best-in-Class Audiences**



**Eliminate Wasted Dollars and Impressions**



**Maximize your Halloween Strategy**

## Reach Audiences Based on Past Visitation Behaviors



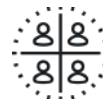
### Behavioral Audiences

- Thrift Store Shopper
- Walmart Shopper
- Party City Shopper



### Location Audiences

- Big-Box Frequenter
- Pet Lover
- Live-Event Attendee



### Custom Audiences

Tailor your audience targeting with a mix of signals from location and behavioral attributes while layering on additional data points.



### Retargeting

Reinforce your message and influence by targeting key audiences multiple times across multiple devices.

## About GroundTruth

GroundTruth is the leading location-based marketing and advertising technology company.

We close the gap between expectation and reality with data-backed solutions by reaching your core audiences with relevant ads that drive them to visit your location.



GroundTruth is accredited by the Media Ratings Council for our location, place, and visit datasets. Better performance begins with more accurate and trusted data.



**Interested in learning more?**

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