

Data Feed: December 21, 2017

Key stats you need to know about today

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Amazon Gifts: An analysis of Amazon searches for the week ending December 17 conducted by Hitwise revealed that the top internal search on the ecommerce platform was for "Nintendo Switch." The phrase "Star Wars" was next, followed by "gifts for men," a sign that last-minute holiday shoppers are flocking to the platform. If one needs further proof of procrastinator panic, "gift cards for Amazon" ranked eighth on the list.

Gen Z Brand Loyalty: New research from CivicScience found that the percentage of Gen Zers who described themselves as "very loyal" to brands rose to 31% this year, up from 28% in 2016. However, the survey also revealed that the percentage of respondents in the cohort who described themselves as "somewhat loyal" to brands declined over the same timeframe.

Voice Shopping: Ugam took a look at the influence of voice-activated assistants on US holiday shopping behavior this year, finding that most retailers were still in the early stages of adopting the technology. The study found that Amazon was not running a lot of its holiday gift promotions via voice. But Amazon was ahead of Google in offering daily deals through Amazon Alexa.

Programmatic Pricing: A new report released by Goodway Group predicts US programmatic display ad prices will plateau in 2018, growing by only 1% to 3%. But the firm also expects mobile programmatic ad prices will increase sharply, with mobile CPMs almost doubling by the end of next year.

Asia-Pacific Goes VPN: GlobalWebIndex reports that about 20% of internet users worldwide access a virtual private network (VPN) on at least a monthly basis to access entertainment content. Uptake is especially high in Asia-Pacific, where 55% of VPN users rely on the technology to watch entertainment. By comparison, 38% of VPN users in Europe and 29% in North America do the same.