

# HOW PRESIDENTIAL ELECTIONS IMPACT CONSUMER SPENDING

★ AND HOW MARKETERS CAN PREPARE ★

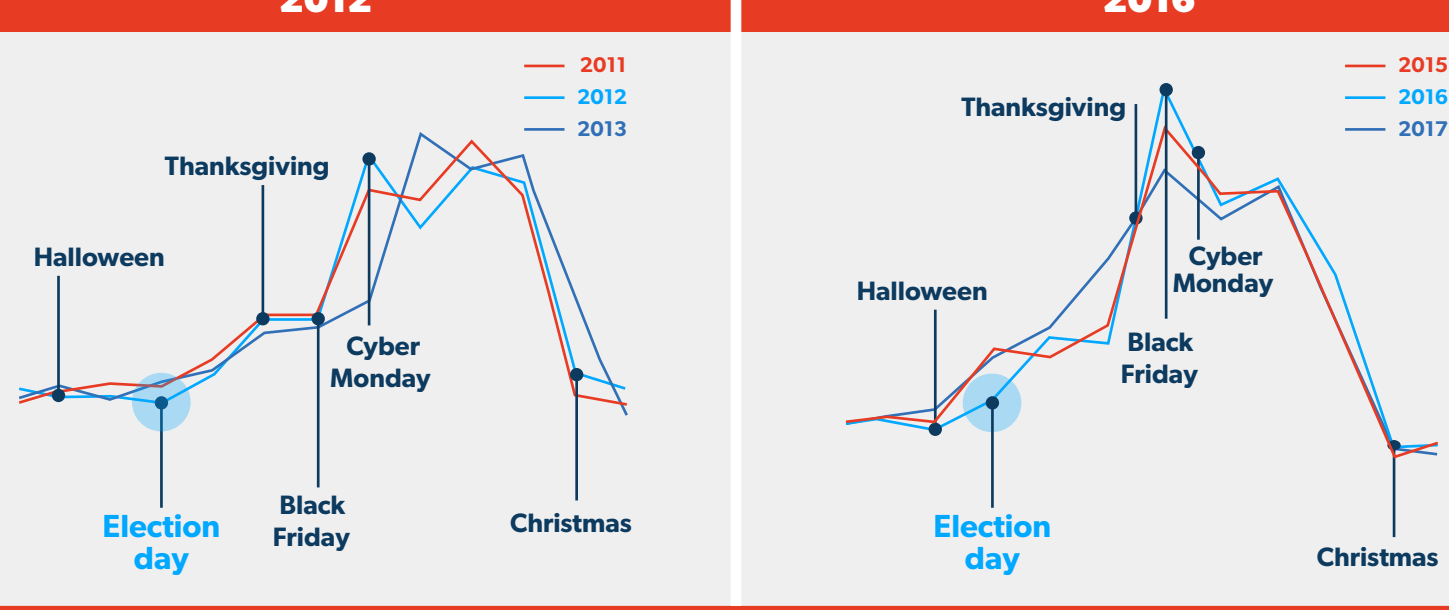
With presidential elections coinciding with the beginning of the holiday shopping season, the upcoming 2020 election (like all general elections) poses a challenge for marketers.

Transactional consumer data from Epsilon's Abacus Cooperative database offers proprietary insights into how presidential elections affect spending before, during and after the big day.

Here's what your brand needs to know.

## ANTICIPATING THE DROP

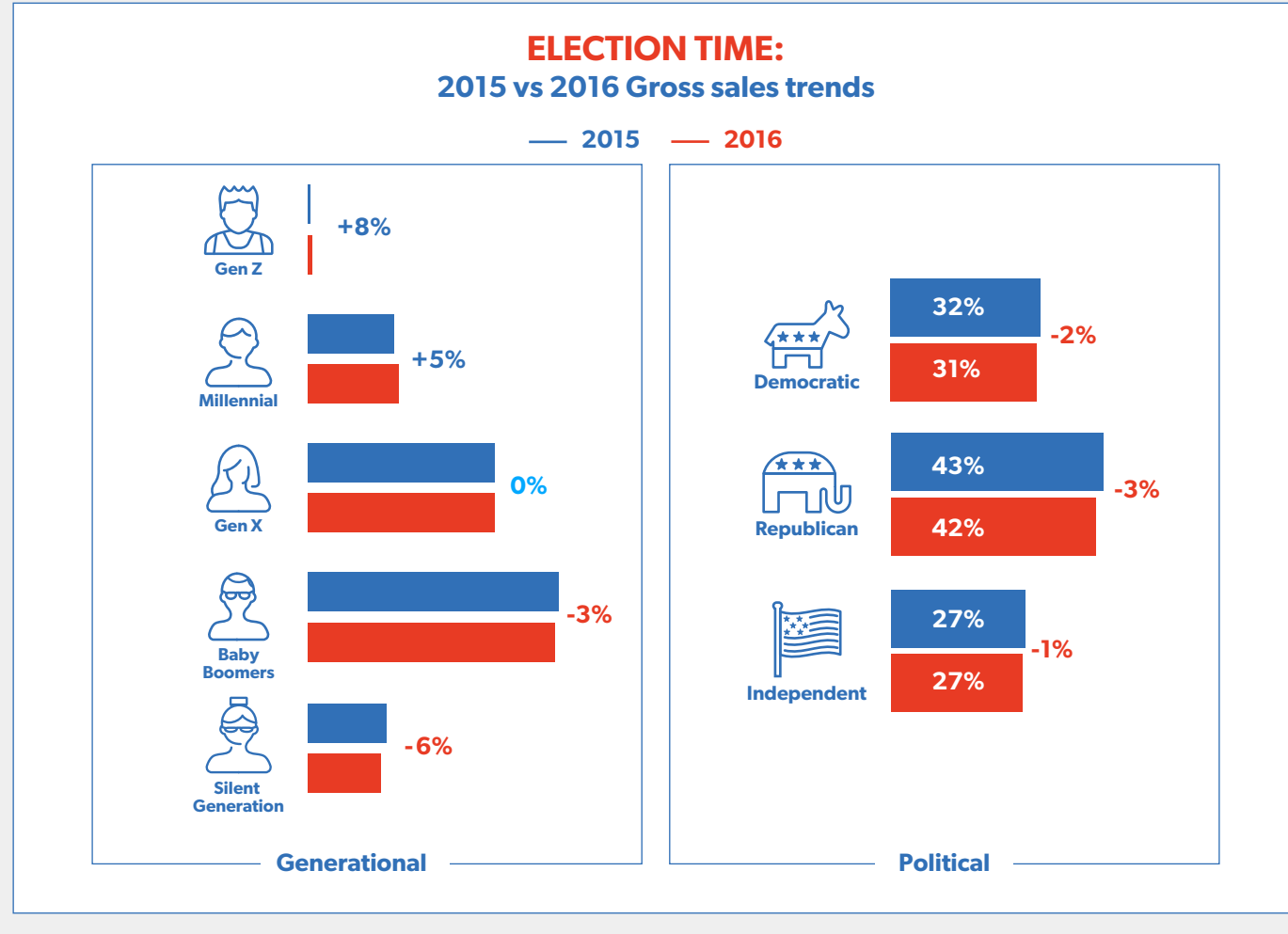
The past two elections have shown a discernable dip in spending, both two weeks before and during the week of the election. This comes right as the race for holiday sales starts, around the beginning of November.



**6%** drop in year-over-year consumer sales during election week

## A WIDESPREAD SPENDING SLUMP

Political marketing saturates all areas of media during this time, leading consumers to miss out on many marketing campaigns. Regardless of age, gender or political affiliation, spending drops across the board.



## PREPARE NOW FOR THE 2020 ELECTION

With this year's election approaching fast, how can marketers plan for this slump?

- 1** Promote offers earlier than normal—well before the election commotion starts.
- 2** Use individual-level data to build timely, personalized messages and offers for each person in your customer base.
- 3** Remember that mobile use rises significantly during the election season. Use this channel to communicate your key messages.
- 4** Take advantage of consumer demand immediately post-election.
- 5** Measure initial reactions to holiday campaigns, and adjust if needed.
- 6** Repeat yourself and don't assume your holiday offers are breaking through the noise; reinforce the message before, during and after the election.

**\$1.34B**

in digital political ad spending is projected for the 2020 election season.

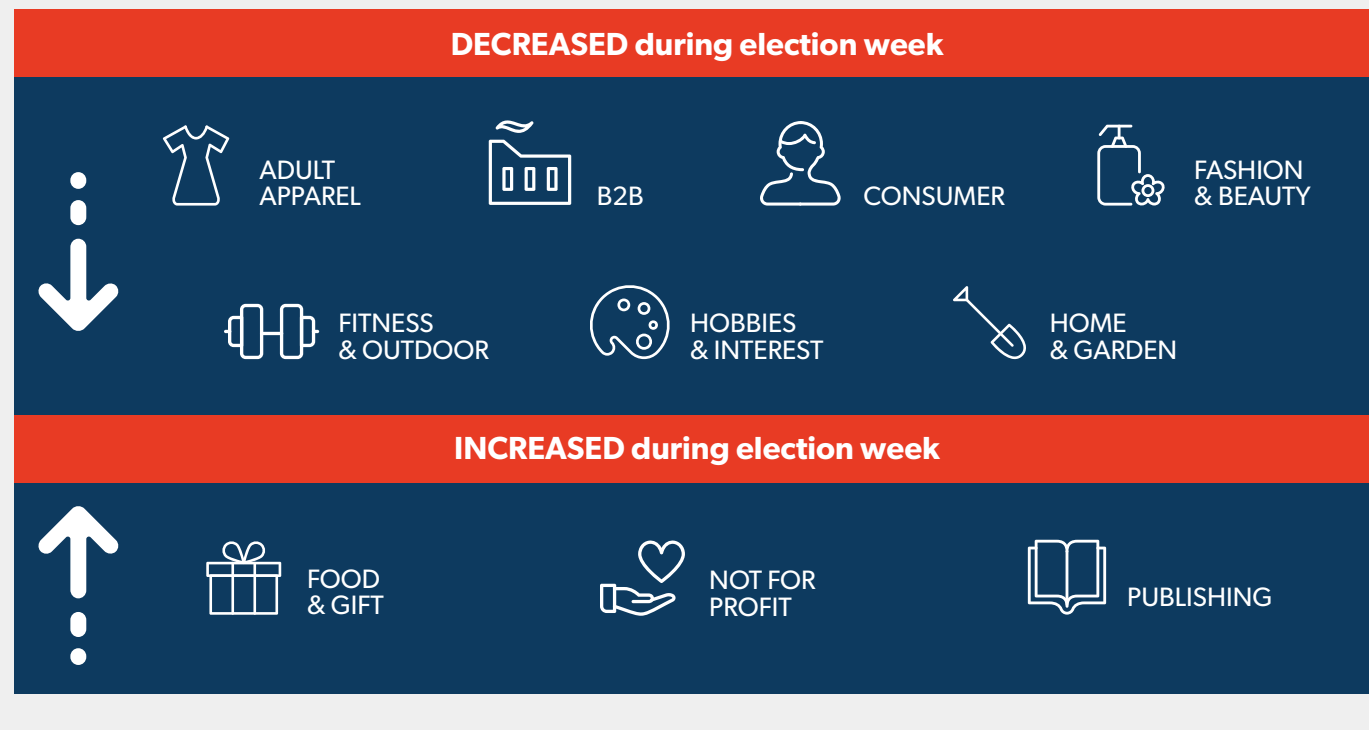


During the 2015–2016 election season, political mailers overpowered catalog sales, which dropped 9% for all Democrat, Republican and Independent shoppers.

Aim to have offers arrive in the days after the election, so you'll be top of mind when shoppers are ready to focus on holiday spending again.

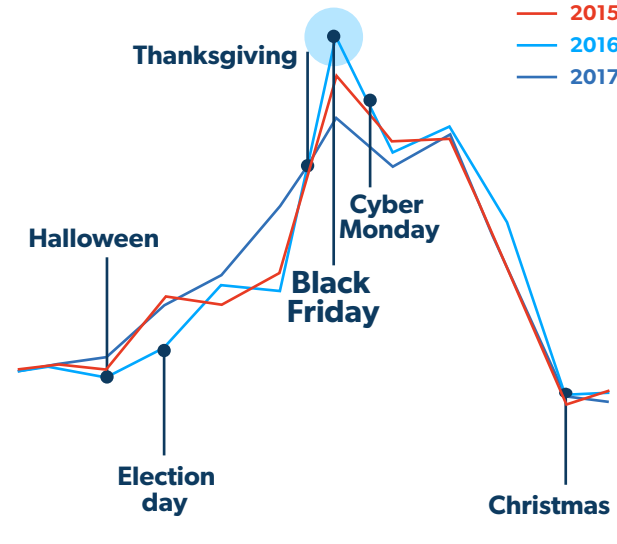
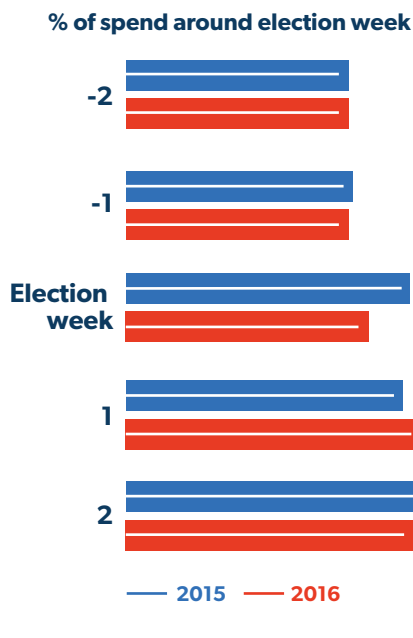
Don't forget the influence digital channels have on your direct marketing efforts.

## MOST SECTORS SAW SALES LAG DURING ELECTION WEEK IN 2016



**BUT SALES BOUNCE BACK QUICKLY**

The good news: Sales have historically rebounded post-election.



2016 saw a major jump in Black Friday sales compared with 2015 and 2017.

## THE KEY TO SUCCESS? QUALITY DATA.

Creating successful connections with customers starts with quality data—and that's true any time of year.

Discover 10 assessment criteria to consider when evaluating data quality in our e-book,

**"How to assess data quality in an omnichannel world."**

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### Methodology

The Abacus Cooperative database was used to evaluate trends during the 2016 presidential election. Offers included had consistent transactions from January 1, 2015 to December 31, 2017. Election time is defined as election week, plus the two weeks before the election and two weeks after the election. Holiday season is defined as November and December in its respective years. Abacus Cooperative was used to report on actual purchase activity for each generation and for registered Democrats, Republicans, and Independent households.

Source: Abacus Cooperative Market Insight on Consumer Spending During the Presidential Election 2019

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